



STRONG ECONOMY WITH MORE QUALITY JOBS

GOAL TEAM 1



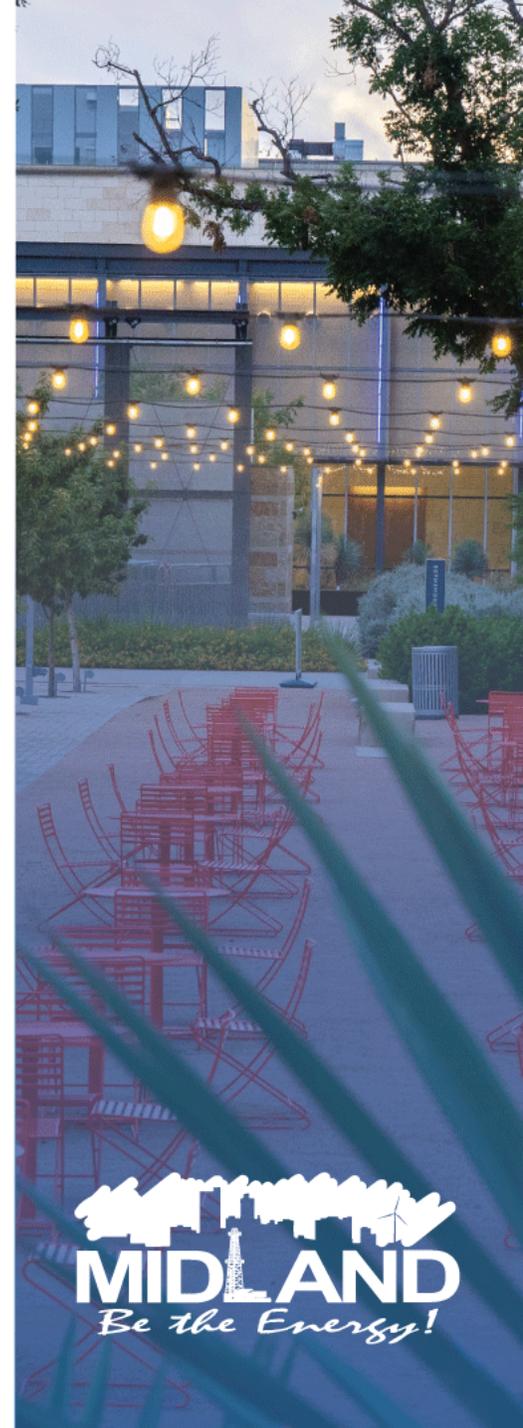
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STRATEGIC ALIGNMENT

1. Strong Economy with More Quality Jobs

Strategies:

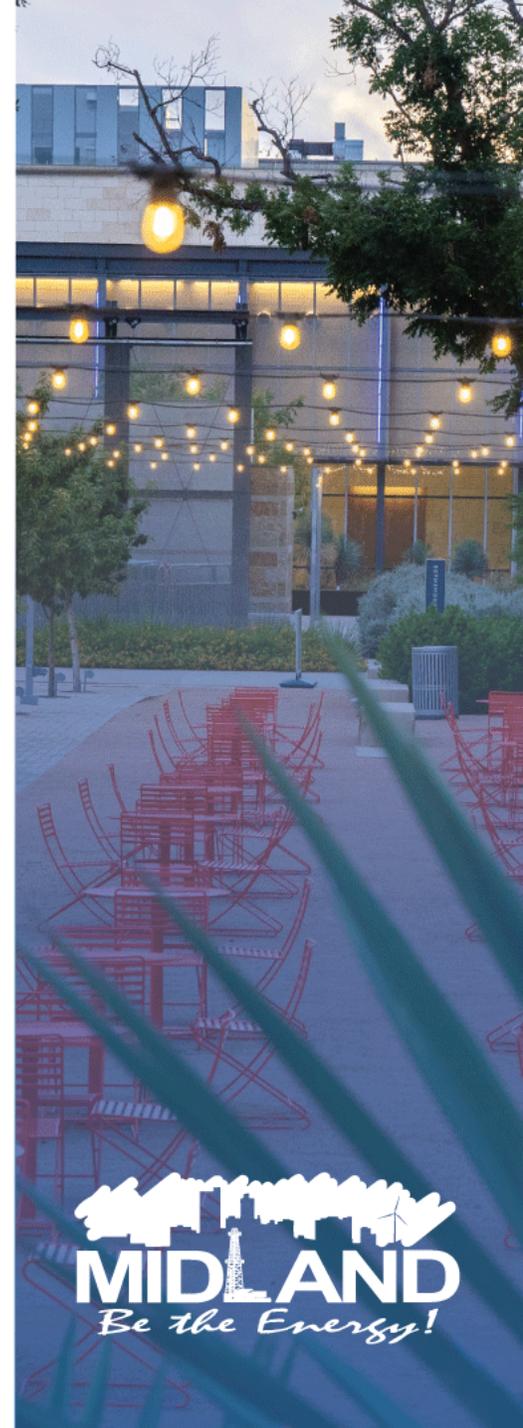
- **1.1 Increase the Midland Sales Tax Base:** Develop strategies to expand the tax base by attracting businesses and supporting local commerce
- **1.2 Enhance Visitor Revenue Opportunities:** Boost tourism through marketing and infrastructure improvements
- **1.3 Continue Downtown and West Midland Redevelopment:** Promote revitalization efforts for a vibrant downtown
- **1.4 Nurture Development Districts:** Establish key action plans honed to enhance Development Districts
- **1.5 Grow the Core Business of Air Transportation:** Develop and transform the Midland airport system

STRATEGIC ALIGNMENT

1. Strong Economy with More Quality Jobs

Strategies (continued):

- **1.6 Diversify Midland's Economy:** Support initiatives that diversify the local economy and enhance resilience
- **1.7 Expand Opportunities and Programming for General and Small Business:** Foster the growth, retention, and expansion of local small businesses as well as business in general
- **1.8 Improve Speed to Market for Citizens, Builders, Developers, and Contractors:** Reduce wait times for permit review/approval and inspection process of permitted work
- **1.9 Establish Our Community as a Premier Destination for Retail and Entertainment:** Offer unique and compelling experiences that draw visitors, ultimately driving economic growth and community vibrancy, while increasing tourism and business development



KEY RESULTS

Airport Infrastructure Investments

- Completed \$2.7M MAF NW Drainage Basin Wildlife Project
- Completed \$3.6M Taxiway E Reconstruction
- Secured **\$10.7M** for MAF Terminal Expansion + Modernization Project design
- Completed **Airpark Fence Project** to replace the fence line along Loop 250
- **5-Year Capital Improvement + Funding Plan** approved to guide nearly \$150M in key infrastructure upgrades

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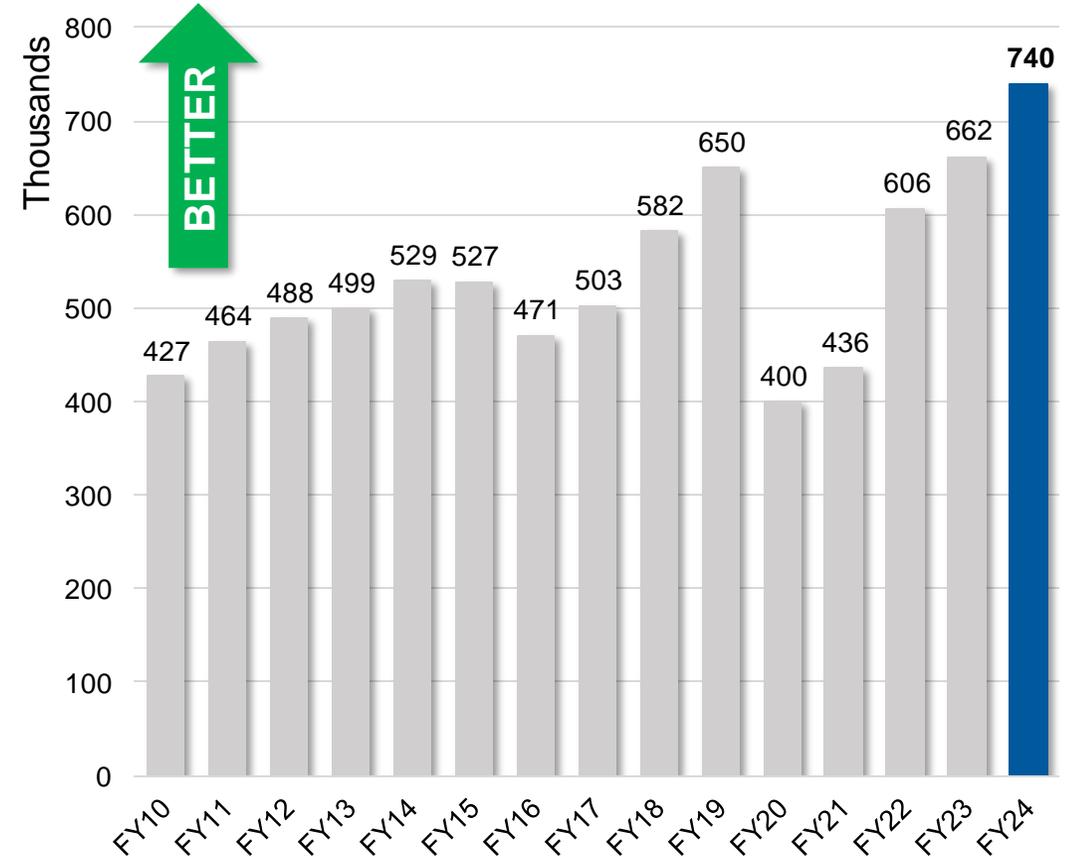
MIDLAND
Be the Energy!

KEY RESULTS

Midland International Air & Space Port

- **Delta Airlines** resumed Austin service in April, enhancing connectivity
- Completed a **rates & charges analysis** to ensure fair airline and tenant fees
- FY24 achieved **record-high enplanements**, up nearly 12% from last year
- In partnership with the MDC, **expanded space industry opportunities**, welcoming MITRE Corporation, Space Force Association Texas Chapter, Starfighters Space

Passengers Leaving MAF

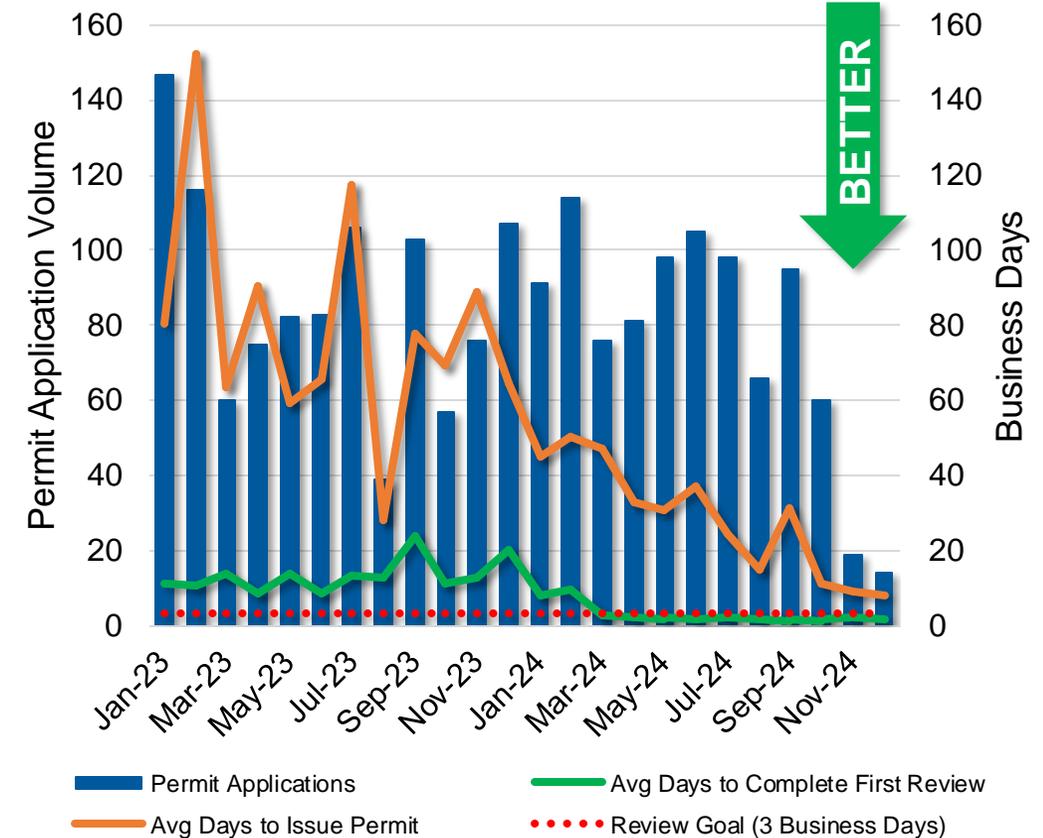


KEY RESULTS

Permitting + Customer Service

- **Reduced** average **commercial permit** issuance times by **61%** (YOY as of Sept.)
- Issued permits for **major projects**: Memorial Hospital, Behavioral Health, The Summit, Midland Athletic Syndicate, Costco
- **Reduced** average **residential permit** issuance times by **55%** (YOY as of Nov.)
- Reorganized the **One-Stop-Shop** for better service delivery

Commercial Permitting



KEY RESULTS

Downtown Revitalization

- **Downtown TIRZ re-established**, in partnership with the County, College, and Hospital District
- **Centennial Entertainment Overlay** approved to expand recreational opportunities in the city center
- In collaboration with the MDC, completed the 2024 **Downtown Master Plan** to guide a holistic vision for downtown
- Development Agreement for **Omni Midland** approved; design in process
- **Tapestry Hilton Hotel** design underway
- New **programming increases foot traffic**, benefitting small businesses: Farmer's Market, Chalk the Block, Midland Merry Lights



KEY RESULTS

West Midland Development

- **Groundbreakings:** Texas's largest Costco, MAS indoor sports facility, Beal Park Soccer Complex
- Approved two **new reinvestment zones** with City and County participation:
 - **TIRZ 3:** Infrastructure improvements to proactively support growth
 - **TIRZ 4:** Sports Complex and ancillary development to boost visitor attraction through youth sports



MISSION

Deliver exceptional services and promote a high quality of life and place for ALL our citizens.

