



QUALITY OF LIFE AND

PLACE

GOAL TEAM 3



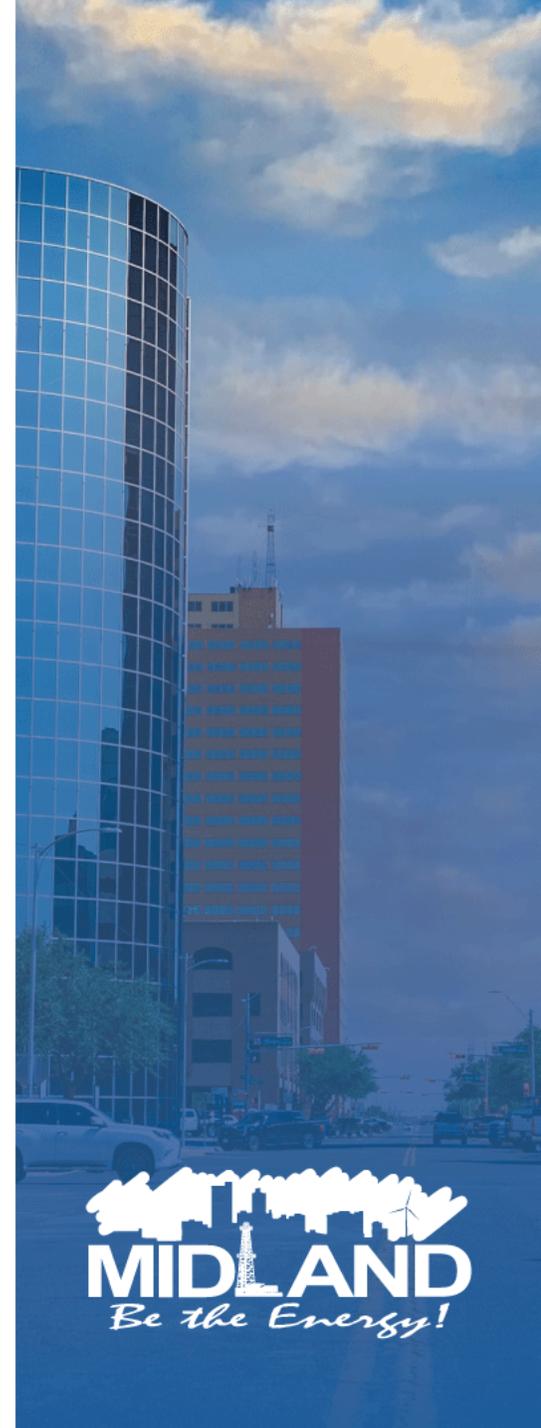
Visit Our Website

MIDLANDTEXAS.GOV

TABLE OF CONTENTS

Goal 3. Quality of Life and Place

- Strategic Alignment
- Key Results

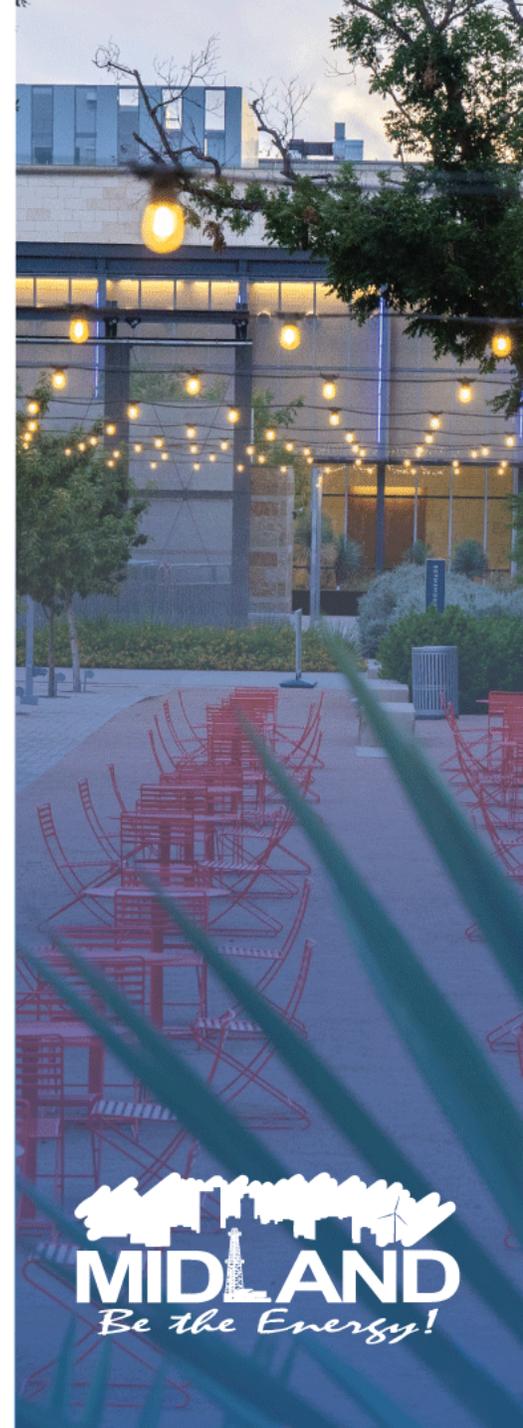


STRATEGIC ALIGNMENT

Goal 3. Quality of Life and Place

Strategies

- **3.1 Enhance Community Engagement:** Champion innovative recreational, educational, and cultural programs that enrich residents' lives in partnership with the business community
- **3.2 Foster Relationships with Foundations and Outside Businesses:** Collaborate to create world-class facilities and amenities
- **3.3 Create an Attractive and Inclusive Living Environment:** Develop and enhance live, work, and play opportunities for our citizens
- **3.4 Establish Beautification Programs:** Implement initiatives to make the community clean and bright



STRATEGIC ALIGNMENT

Goal 3. Quality of Life and Place

Strategies (continued)

- **3.5 Nurture and Promote a Healthy Community:**
Increase health community living and education opportunities for citizens of all ages
- **3.6 Build the Best Parks System in Our Region:**
Offer diverse, accessible, and enjoyable green spaces, tournament ready ball fields, safe playgrounds, and unique recreational opportunities that enhance the quality of life/quality of place for our community



KEY RESULTS

Parks + Recreation Facilities

- **\$16M Reyes Mashburn Nelms** improvements approved; Phase I construction underway
- **\$36M Beal Park Soccer Complex** funding approved; Phase I construction underway, Phase II + III in design
- **\$10M Wildcatter Trail** grant secured
- **Wadley Barron Duck Pond** fountain enhanced
- **Doug Russell Aquatic Center** replacement in progress
- Outdoor patio at **Southeast Senior Center** completed
- Added **300+ trees** in parks through partnerships
- Design at **Grasslands + Tumbleweed Parks** in design
- Lights and irrigation completed at **Windlands Park**



KEY RESULTS

Scharbauer Sports Complex

- Lease to Midland Athletic Syndicate for development of **indoor volleyball, basketball + soccer facility**; construction in progress
- Completed **Major League Baseball** required renovations
- Installed restrooms + concession stand for 2 auxiliary fields; design for 2 **new auxiliary fields** in progress
- Hosted 20 playoff games, 4 regular season college football games, 1 NCAA Division 2 playoff game
- **MISD contract for Astound Broadband Stadium** approved



KEY RESULTS

Hogan Park Golf Course

- Funding plan for \$22M+ in capital improvements approved - **\$11M in initial funding approved to begin Phase I**
- Adjustment to fees implemented to provide funds for capital improvements
- **Consultant selected** for master planning process
- Record sales for Pro Shop (\$900k+)
- Launched **new system** for **online tee times**
- Cart Barn replacement design underway



MISSION

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

