



# Board Binder Open Session

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November 7, 2022

# Agenda



**MIDLAND DEVELOPMENT CORPORATION AS AUTHORIZED BY CHAPTER 504 OF THE TEXAS  
LOCAL GOVERNMENT CODE**

**NOTICE OF PUBLIC MEETING**

In accordance with Chapter 551, Texas Government Code, as amended, notice is hereby given to the public that the Board of Directors of the Midland Development Corporation will meet in regular session, open to the public, in the Midland Chamber of Commerce board room, 303 West Wall Street, Suite 200, Midland, Texas, at 10:00 a.m. on November 7, 2022. A quorum of the Board of Directors of the Midland Development Corporation intends to be physically present at the aforementioned location.

**Videoconference Information**

Join Zoom Webinar

<https://us02web.zoom.us/j/86426783533?pwd=TmF1SVBBSR1JlMnZyUC9oaFMvRUdUQT09>

Passcode: 614479

Or join by phone:

Dial (for higher quality, dial a number based on your current location):

US: +1 346 248 7799 or +1 719 359 4580 or +1 253 215 8782 or +1 669 444 9171 or +1 669 900  
9128 or +1 309 205 3325 or +1 312 626 6799 or +1 386 347 5053 or +1 564 217 2000 or +1 646 558  
8656 or +1 646 931 3860 or +1 301 715 8592

Webinar ID: 864 2678 3533

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International numbers available: <https://us02web.zoom.us/j/86426783533?pwd=TmF1SVBBSR1JlMnZyUC9oaFMvRUdUQT09>

At such meeting, the Board of Directors may discuss, consider, and take action on any of the following items:

1. Call meeting to order.
2. Motion approving the minutes of the October 3, 2022, meeting of the Midland Development Corporation.
3. Resolution authorizing payment in the amount of \$150,580.70 to the University of Texas of the Permian Basin pursuant to that certain Incubator and Makerspace Grant Agreement between the Midland Development Corporation and the University of Texas of the Permian Basin.
4. Presentation on the October 2022 monthly expenses and economic development activity report from the Midland Development Corporation Executive Director and staff.



Posted this 4<sup>th</sup> day of November 2022.

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Amy M. Turner  
City Secretary

# October 3<sup>rd</sup> Minutes

MIDLAND DEVELOPMENT CORPORATION

MINUTES

October 03, 2022

The Board of Directors of the Midland Development Corporation convened in regular session at the Midland Chamber of Commerce board room, 303 West Wall Street, Suite 200, Midland, Texas, at 10:00 a.m. on October 03, 2022.

Board Members present: Chairman Stephen Lowery, Director Brad Bullock, Director Lourcey Sams, Director Lucy Sisniega, Director Jill Pennington and Director Chase Gardaphe

Board Members absent: Director Berry Simpson

Staff Members present: Assistant City Manager Tina Jauz, City Attorney Nicholas Toulet-Crump, and Deputy City Secretary Vanessa White

Council Member(s) present: Council Member Lori Blong, Council Member Dan Corrales, and Council Member Robin Poole

MDC Staff Members present: Executive Director Sara Harris, Business Retention & Expansion Coordinator Sammi Steele, and Marketing & Administrative Coordinator Gabrielle Franks

1. Call meeting to order.

Chairman Lowery called the meeting to order at 10:01 am

2. Motion approving the minutes of the September 12, 2022 meeting of the Midland Development Corporation.

Director Sams moved to approve the minutes of the September 12, 2022 meeting of the Midland Development Corporation; seconded by Director Lowery. The motion carried by the following vote: AYE: Gardaphe, Bullock, Sisniega, and Pennington. NAY: None. ABSTAIN: None. ABSENT: Simpson.

3. Resolution authorizing the execution of a demolition contract with Midwest Wrecking Co. of Texas, Inc., in the amount of \$3,456,000.00 for the demolition of structures located on certain real property described as Lots 1A, 5, 6, and 9-12, Block 35, Original Town of Midland, City of Midland, Midland County, Texas; and authorizing payment for said contract.

Director Gardaphe moved to approve Resolution ED-424 authorizing the execution of a demolition contract with Midwest Wrecking Co. of Texas, Inc., in the amount of \$3,456,000.00 for the demolition of structures located on certain real property described as Lots 1A, 5, 6, and 9-12, Block 35, Original Town of Midland, City of Midland, Midland County, Texas; and authorizing payment for said contract. seconded

by Director Sisniega. The motion carried by the following vote: AYE: Lowery, Sams, Bullock, and Pennington. NAY: None. ABSTAIN: None. ABSENT: Simpson.

4. Resolution authorizing the execution of a consulting services agreement with Vandergriff Group Architects, LLC, in the amount of \$212,000.00 for services related to the demolition of structures located at certain real property described as Lots 1A, 5, 6, and 9-12, Block 35, Original Town of Midland, City of Midland, Midland County, Texas; and authorizing payment for said agreement.

Director Bullock moved to approve Resolution ED-425 authorizing the execution of a consulting services agreement with Vandergriff Group Architects, LLC, in the amount of \$212,000.00 for services related to the demolition of structures located at certain real property described as Lots 1A, 5, 6, and 9-12, Block 35, Original Town of Midland, City of Midland, Midland County, Texas; and authorizing payment for said agreement. seconded by Director Gardaphe. The motion carried by the following vote: AYE: Lowery, Sams, Sisniega and Pennington. NAY: None. ABSTAIN: None. ABSENT: Simpson.

5. Presentation on the September 2022 monthly expenses and economic development activity report from the Midland Development Corporation Executive Director and staff.

Sara Harris gave an overview of the month's expenses, there were no notable expenditures and the fiscal year ended on September 30<sup>th</sup> with \$14.6 million collection for the MDC, which is the second highest that it has been. Sammi Steele updated the board on the previous month's business retention visits.

**Board recessed into executive session at 10:50 a.m.**

6. Pursuant to Texas Government Code §551.101, the Board of Directors will hold an Executive Session, which is closed to the public to discuss the following matters as permitted under the following Texas Government Code Sections:

- a. Section 551.072 Deliberation Regarding Real Property

- i. Discuss the sale, exchange, lease or value of real property described as an approximate 374-acre tract of land out of Section 33, Block 40, T-1-S, T&P RR Co. Survey, Midland County, Texas.

- b. Section 551.087 Deliberation Regarding Economic Development Negotiations

- i. Discuss business prospects that the Midland Development Corporation seeks to have, locate, stay, or expand in or near the City of Midland, Texas, and discuss possible incentives, and discuss contract compliance on the part of businesses.

**Board reconvened into open session at 11:45 a.m.**

7. Resolution approving the advertisement of a request for proposals for the development of certain MDC-owned real property described as Lots 1A, 5, 6, and 9-12, Block 35, Original Town of Midland, City of Midland, Midland County, Texas, together with certain City-owned real property described as Lots 7 and 8, Block 35, Original Town of Midland, City of Midland, Midland County, Texas; approving the sale of MDC-owned real property described as Lots 1A, 5, 6, and 9-12, Block 35, Original Town of Midland, City of Midland, Midland County, Texas; and authorizing the Chairman to negotiated and execute all legal documents and instruments necessary and appropriate for the closing of the sale of said MDC-owned real property.

Director Sams moved to approve Resolution ED-426 approving the advertisement of a request for proposals for the development of certain MDC-owned real property described as Lots 1A, 5, 6, and 9-12, Block 35, Original Town of Midland, City of Midland, Midland County, Texas, together with certain City-owned real property described as Lots 7 and 8, Block 35, Original Town of Midland, City of Midland, Midland County, Texas; approving the sale of MDC-owned real property described as Lots 1A, 5, 6, and 9-12, Block 35, Original Town of Midland, City of Midland, Midland County, Texas; and authorizing the Chairman to negotiated and execute all legal documents and instruments necessary and appropriate for the closing of the sale of said MDC-owned real property.. seconded by Director Gardaphe. The motion carried by the following vote: AYE: Lowery, Sisniega, Bullock, and Pennington. NAY: None. ABSTAIN: None. ABSENT: Simpson.

8. Resolution authorizing the Chairman to negotiate and execute a lease agreement with Firehawk Aerospace, Inc., for certain real property described as an approximate 0.92-acre tract of land out of Section 33, Block 40, T-1-S, T&P RR Co. Survey, Midland County, Texas.

Director Gardaphe moved to approve Resolution ED-427 authorizing the Chairman to negotiate and execute a lease agreement with Firehawk Aerospace, Inc., for certain real property described as an approximate 0.92-acre tract of land out of Section 33, Block 40, T-1-S, T&P RR Co. Survey, Midland County, Texas, seconded by Director Pennington. The motion carried by the following vote: AYE: Lowery, Sisniega, Sams, Bullock. NAY: None. ABSTAIN: None. ABSENT: Simpson.

All the business at hand having been completed, Chairman Lowery adjourned the meeting at 11:49 a.m.

Respectfully submitted,

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Vanessa White, Deputy City Secretary

PASSED AND APPROVED the 7<sup>th</sup> Day of November 2022.

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Jill Pennington, Secretary



UTPB – CEED  
Incubator  
Reimbursement

**Written Quarterly Report  
August 1<sup>st</sup> - October 31<sup>st</sup> 2022**

**Midland Development Corporation  
Incubator and Makerspace Grant Agreement**

We are pleased to provide Midland Development Corporation with this quarterly report on our progress, accomplishments, and ongoing projects or programs regarding the Incubator and Makerspace at the Center for Energy and Economic Diversification (CEED) for the period from August 1<sup>st</sup> through October 31<sup>st</sup>, 2022.

Construction Updates

Construction at the CEED building is proceeding nicely, some of the major completions to date are the following:

- All final walls are up, drywalled, and mudded
- Final furniture selected
- SBDC Suite completed & SBDC has been relocated
- OIC Suite (Incubator) demolition is complete
- Final concrete floors are poured
- CEED Auditorium stage is demoed and fixed seating removed
- Lab epoxy floors are poured and set

We have added some additional scope to add a RO water station to the CEED building, which will add a bit of time to the final completion date, but we are still looking at wrapping the construction in early January 2023. Equipment is expected to be delivered immediately following construction completion to allow time for setup prior to opening. The furniture is expected to be delivered in March of 2023 and the building will be open for full operation after that.

Incubator:

We have finalized the leasing agreement for CEED to allow companies to lease the private offices in CEED which is completed and approved by UT System Real Estate. This is a major milestone as now we can officially accommodate companies in the incubator. We are still working on the membership model for the makerspace and co-working suite, but that is next on our task list to complete before opening.

We have some additional industry collaborations to update on:

- We are actively discussion research collaborations with several companies including:
  - NGL Energy Partners
  - ConocoPhillips
- UTPB will be hosting the High-Speed Aerospace Transportation Workshop

- December 8-9th @ UTPB Engineering Building
- UTPB is also supporting the CO2 Conference
  - December 5-8th @ Bush Convention Center

Makerspace:

We are in the final approvals of the acquisition of the equipment for the Makerspaces, and expect to begin procurement in November of 2022. Additionally, UTPB has joined a group that is in the process of legally forming called the Maker Space Collective, which is a collection of non-profit and for-profit makerspaces in the Permian Basin, including UTPB, Odessa College FabLab, Texas Tech Health Science Center, MWRP 3D, and Venture Robotics. I will be serving as Treasurer for the group and assisting in fund raising for the activities of the collective. The mission of the collective is to bring together makerspace operators, fabricators, and manufacturers to raise awareness of additive manufacturing and prototyping technology and create outreach and education opportunities for the community.

Additional information about these updates can be found in the accompanying slides. We would like to thank MDC for their continued support of this effort and welcome additional requests for information or tours at any time.

Sincerely,



Brian Shedd, Ph.D.

Executive Director for the Office of Innovation & Commercialization



**UT PERMIAN BASIN™**

THE OFFICE OF INNOVATION  
& COMMERCIALIZATION

# **Incubator & Makerspace Update**

October 31, 2022

# Activity Sets



## Technology Transfer

- IP Management
- Marketing & Licensing
- Federal Reporting
- Research Commercialization

## Industry Collaboration

- Research Collaborations
- Expertise Matching
- Equipment Utilization
- Public-Private Grant Opportunities

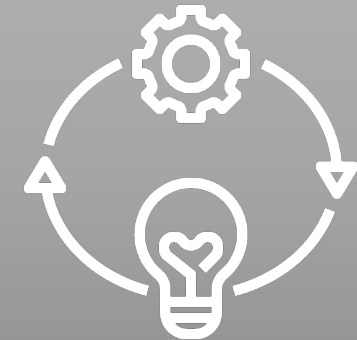


## Startup Support

- Business Incubation
- Acceleration Programs
- Funding Assistance
- Collaboration Opportunities

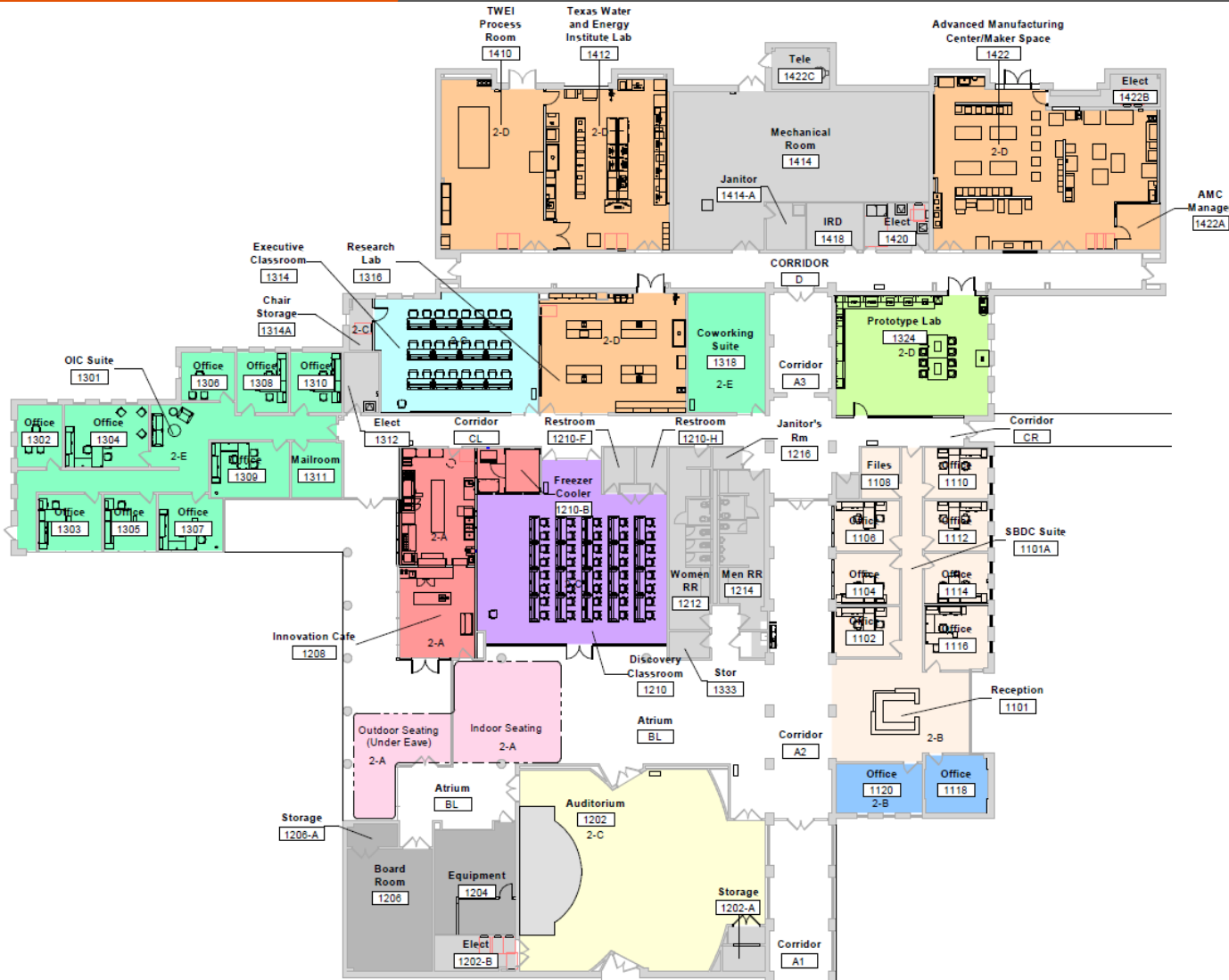
## Product Development

- Design & Testing
- Prototyping
- AR/VR & Recording Studio
- Access to Manufacturing Space and Equipment



Incubator & Makerspace Activity Sets

# Construction Updates



## Incubator

- 6 Private Offices
- Co-Working Suite (8 desks)
- Wet Lab (900 sf)

## Makerspace

- Manufacturing & Prototyping Equipment
- Additional Access to Advanced Manufacturing Center

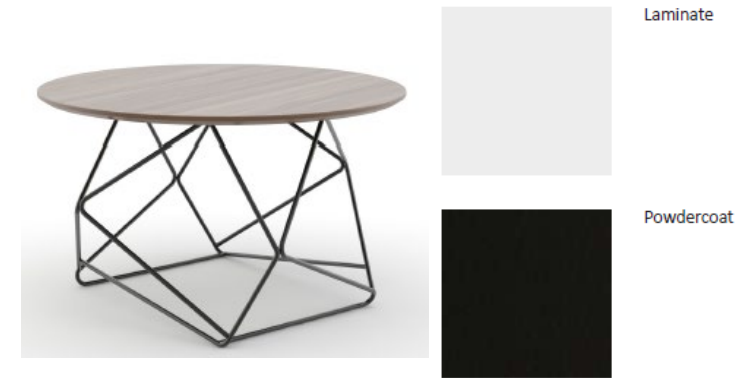
## Meeting Spaces

- 100 person auditorium
- 40 person multipurpose room
- 24 person executive classroom
- 12 person boardroom
- 3500 sf atrium
- Outdoor patio
- Full service café

## Highlights:

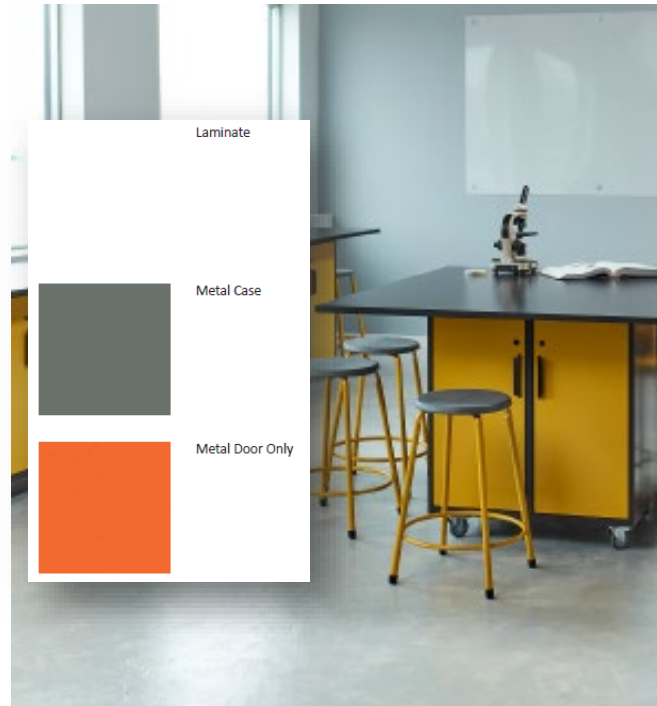
- All final walls are up, drywalled, and mudded
- Final furniture selected
- SBDC Suite completed & SBDC has been relocated
- OIC Suite (Incubator) demolition is complete
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- Lab epoxy floors are poured and set

## OIC Suite (Business Incubator)

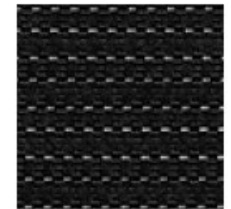




## Prototype Lab (Makerspace)



## Coworking Suite



Mesh



Upholstery



- UTPB teaming up with small business Engventions to participate in NSF I-Corps Workshop through UTSA
- Midland Entrepreneurial Challenge is underway with 48 participants
  - OIC delivered presentation on Business Structure and Intellectual Property
- Upcoming Events:
  - Global Entrepreneurship Week – November 14<sup>th</sup> – 20<sup>th</sup>
  - Food Entrepreneur Event – TBD



- Leasing agreement for CEED is complete
- Hosting the High Speed Aerospace Transportation Workshop
  - December 8-9<sup>th</sup> @ UTPB Engineering Building
- Supporting the CO<sub>2</sub> Conference
  - December 5-8<sup>th</sup> @ Bush Convention Center
- Engaging in research collaboration discussions:
  - NGL Energy Partners
  - ConocoPhillips



- Establishing the Maker Space Collective – a collection of for-profit and non-profit makerspaces and advanced manufacturing centers in the Permian Basin
- Working with Texas Inventionworks @ UT Austin on adoption of best practices in Makerspace design and operation



**RESOLUTION NO. \_\_\_\_\_**

**RESOLUTION AUTHORIZING PAYMENT IN THE AMOUNT OF \$150,580.70 TO THE UNIVERSITY OF TEXAS OF THE PERMIAN BASIN PURSUANT TO THAT CERTAIN INCUBATOR AND MAKERSPACE GRANT AGREEMENT BETWEEN THE MIDLAND DEVELOPMENT CORPORATION AND THE UNIVERSITY OF TEXAS OF THE PERMIAN BASIN**

**WHEREAS**, the Midland Development Corporation previously entered into that certain Incubator and Makerspace Grant Agreement with the University of Texas of the Permian Basin; and

**WHEREAS**, the Board of Directors finds it to be in the public interest to authorize a reimbursement payment to the University of Texas of the Permian Basin pursuant to the terms of said agreement;

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE MIDLAND DEVELOPMENT CORPORATION:**

**SECTION ONE.** That the payment of \$150,580.70 to the University of Texas of the Permian Basin is hereby approved.

**SECTION TWO.** That the City Comptroller of the City of Midland, Texas, is hereby authorized and directed to pay the University of Texas of the Permian Basin the sum of \$150,580.70 from funds available in the Midland Development Corporation Fund (235) operating budget (Economic Development Incentives) (53905).

On motion of Director \_\_\_\_\_, seconded by Director \_\_\_\_\_, the above and foregoing resolution was adopted by the Board of Directors of the Midland Development Corporation at a regular meeting on the \_\_\_\_\_ day of \_\_\_\_\_, A.D., 2022, by the following vote:

Directors voting "AYE":

Directors voting "NAY":

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STEPHEN LOWERY,  
Chairman of the Midland  
Development Corporation

ATTEST:

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JILL PENNINGTON,  
Secretary of the Midland  
Development Corporation

APPROVED AS TO FORM ONLY:

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JOHN OHNEMILLER,  
Attorney for the Midland  
Development Corporation

# Income Statement



**MIDLAND DEVELOPMENT CORPORATION**  
**INCOME STATEMENT FOR THE 1 MONTHS ENDED**  
**October 31, 2022**

	Oct-22	YTD	Budgeted Amount
<b>Revenue</b>	<b>\$1,533,927.48</b>	<b>\$1,533,927.48</b>	<b>\$11,976,644.00</b>
40100 - State Sales Tax	\$1,416,540.48	\$1,416,540.48	\$11,000,000.00
40600 - Public ROW Use Fees	\$0.00	\$0.00	\$0.00
43000 - Interest	\$36,000.00	\$36,000.00	\$0.00
43010 - Interest - Nonpooled Invest	\$0.00	\$0.00	\$0.00
46190 - Miscellaneous Rentals	\$81,387.00	\$81,387.00	\$976,644.00
<b>4235150 - Midland Dvlpmt Corp Revenue</b>	<b>\$1,533,927.48</b>	<b>\$1,533,927.48</b>	<b>\$11,976,644.00</b>

<b>Expense</b>	<b>\$199,669.71</b>	<b>\$199,669.71</b>	<b>\$22,392,778.00</b>
51010 - Base Salary	\$24,187.92	\$24,187.92	\$350,096.00
51090 - Fica MDC Portion	\$1,164.35	\$1,164.35	\$28,234.00
51110 - Health Insurance	\$1,077.22	\$1,077.22	\$28,080.00
51135 - ACCE Profit Sharing	\$777.32	\$777.32	\$24,507.00
52010 - Office Supplies	\$984.47	\$984.47	\$6,000.00
52110 - Motor Vehicle Supplies	\$0.00	\$0.00	\$1,500.00
52115 - Minor Furniture & Fixtures	\$0.00	\$0.00	\$1,000.00
52155 - Minor Computer Hrdwre & Periph	\$891.36	\$891.36	\$5,000.00
52160 - Computer Software & Supplies	\$17,503.19	\$17,503.19	\$30,000.00
52620 - Postage	\$0.00	\$0.00	\$300.00
53010 - Communication	\$1,326.80	\$1,326.80	\$17,000.00
53030 - Light & Power	\$8.99	\$8.99	\$150.00
53110 - Insurance-External	\$0.00	\$0.00	\$150,000.00
53212 - Equipment Rental-External	\$361.50	\$361.50	\$5,000.00
53220 - Advertising	\$33,067.17	\$33,067.17	\$200,000.00
53370 - Grounds Maintenance	\$1,951.54	\$1,951.54	\$22,000.00
53405 - Software Maintenance	\$1,329.22	\$1,329.22	\$12,000.00
53440 - External Audit Fees	\$0.00	\$0.00	\$35,000.00
53450 - Consulting Fees	\$12,641.83	\$12,641.83	\$500,000.00
53510 - Travel & Entertainment	\$88.73	\$88.73	\$8,000.00
53520 - Dues & Subscriptions	\$604.85	\$604.85	\$15,000.00
53530 - Training,Registration Fees,Etc	\$195.00	\$195.00	\$10,000.00
53905 - Economic Development Incentive	\$0.00	\$0.00	\$5,129,123.00
53907 - Business Recruitment & Retentn	\$922.75	\$922.75	\$50,000.00
53909 - Prior Year Committed Incentives	\$2,112.00	\$2,112.00	\$9,999,673.00
53920 - Rent	\$2,770.00	\$2,770.00	\$68,142.00
54010 - Building Maintenance	\$8,552.42	\$8,552.42	\$80,000.00
55120 - Maint. - Instruments & Appara.	\$0.00	\$0.00	\$1,000.00
56188 - MOTRAN	\$0.00	\$0.00	\$142,500.00
56202 - General Fund Services	\$31,651.08	\$31,651.08	\$379,813.00
56410 - Payment of Principal	\$0.00	\$0.00	\$70,605.00
56420 - Interest Expense	\$0.00	\$0.00	\$6,595.00
56910 - Depreciation Expense	\$0.00	\$0.00	\$416,460.00
56995 - Project Non Capital - Promotions	\$0.00	\$0.00	\$1,100,000.00
57000 - Capital Land Purchases	\$0.00	\$0.00	\$0.00
57001 - Capital Buildings & Structures	\$55,500.00	\$55,500.00	\$3,500,000.00
57002 - Capital Improve Other Than Bldg	\$0.00	\$0.00	\$0.00
57070 - Construction in Process	\$0.00	\$0.00	\$0.00
<b>235235 - Midland Development Corp</b>	<b>\$199,669.71</b>	<b>\$199,669.71</b>	<b>\$22,392,778.00</b>

**October 2022 Net Income: \$1,334,257.77**

**Year-to-Date Net Income: \$1,334,257.77**

# Balance Sheet

MIDLAND DEVELOPMENT CORPORATION  
BALANCE SHEET FOR THE PERIOD ENDED  
October 31, 2022  
(Used for Internal Purposes Only)

ASSETS

Current Assets

Cash and cash equivalents	17,515,627	
Investments	7,704,935	
Sales tax receivable	-	
Prepaid expenses	-	
Accounts receivable	74,936	
	25,295,499	25,295,499

Non-Current Assets

Capital Assets, net	27,515,909	
Forgivable Loans		
Made to Primary Government	-	
Made to Other	6,579	
Total Forgivable Loans	6,579	
	27,522,488	27,522,488

Total Assets	\$	52,817,987
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LIABILITIES AND NET POSITION

Liabilities

Accounts payable	-	
Retainage Payable	5,112	
Capital Leases payable	93,357	
Commitments payable		
Due within one year	10,366,642	
Due in more than one year	8,376,259	
Total Commitments Payable	18,742,901	
	18,841,370	18,841,370

Net Position

Net investment in capital assets	27,515,909	
Restricted for Forgivable Loans	6,579	
Restricted for Capital Leases	93,357	
Promotions	1,173,119	
Unrestricted	5,187,653	
	33,976,617	33,976,617

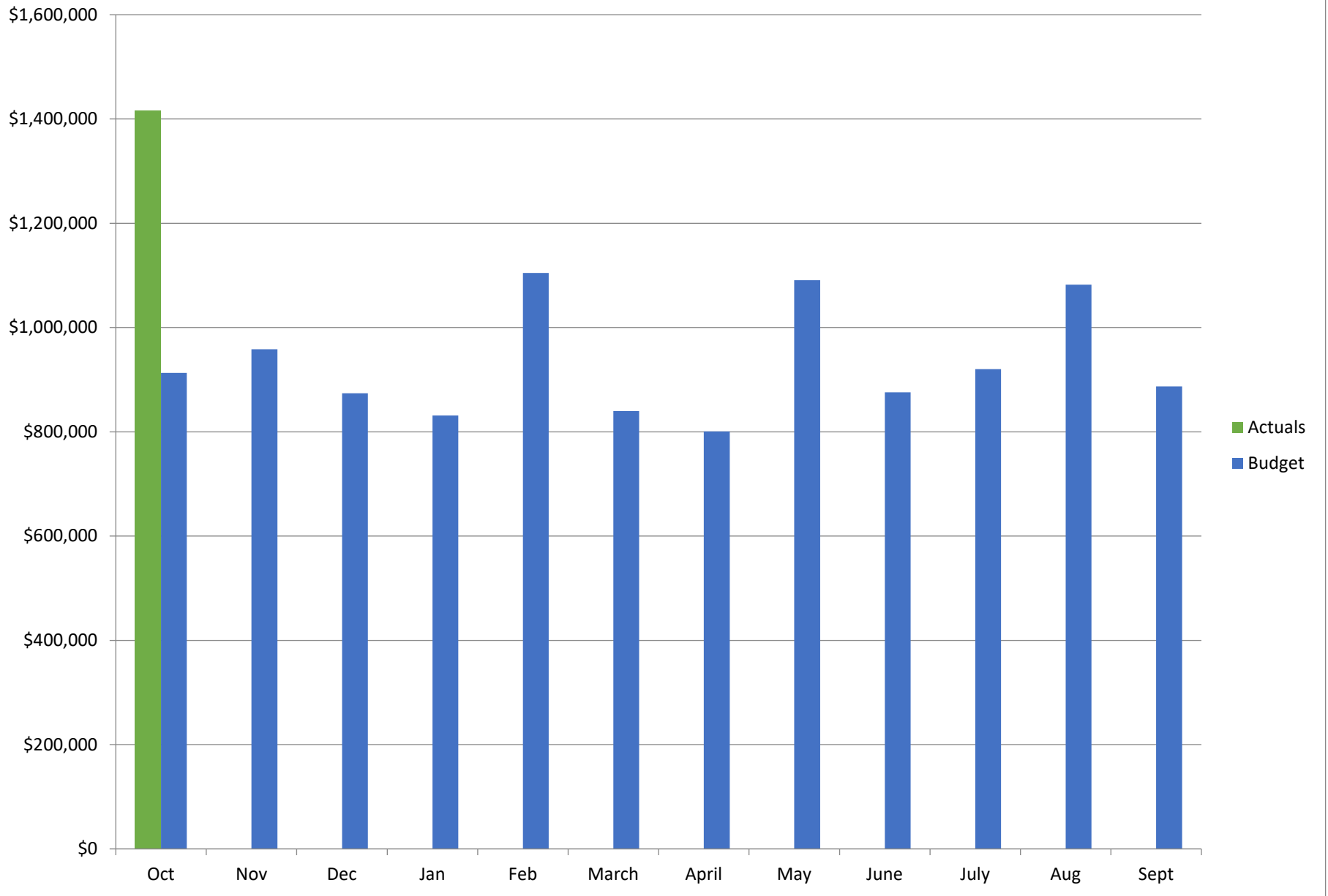
Total Liabilities and Net Position	\$	52,817,987
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# Sales Tax

Sales Tax Variance

	2020-2021	2021-2022	% Change	2021-2022	2022-2023	% Change	YTD Change
<b>October</b>	\$1,203,058.10	\$971,343.63	-19.26%	\$971,343.63	\$1,416,510.48	45.83%	45.83%
<b>November</b>	\$983,259.60	\$1,156,353.89	17.60%	\$1,156,353.89			
<b>December</b>	\$843,087.27	\$1,013,549.80	20.22%	\$1,013,549.80			
<b>January</b>	\$752,584.05	\$1,117,874.02	48.54%	\$1,117,874.02			
<b>February</b>	\$1,224,314.99	\$1,434,528.04	17.17%	\$1,434,528.04			
<b>March</b>	\$783,914.25	\$983,421.74	25.45%	\$983,421.74			
<b>April</b>	\$687,198.37	\$1,015,116.31	47.72%	\$1,015,116.31			
<b>May</b>	\$1,198,336.79	\$1,487,467.44	24.13%	\$1,487,467.44			
<b>June</b>	\$927,060.71	\$1,218,236.38	31.41%	\$1,218,236.38			
<b>July</b>	\$909,387.44	\$1,326,275.50	45.84%	\$1,326,275.50			
<b>August</b>	\$1,176,070.55	\$1,582,536.23	34.56%	\$1,582,536.23			
<b>September</b>	\$978,956.15	\$1,303,011.95	33.10%	\$1,303,011.95			
<b>Annual Total</b>	<b>\$11,667,228.27</b>	<b>\$14,609,714.93</b>	<b>25.22%</b>	<b>\$14,609,714.93</b>	<b>\$1,416,510.48</b>		

## Sales Tax Actuals vs Budget Estimates



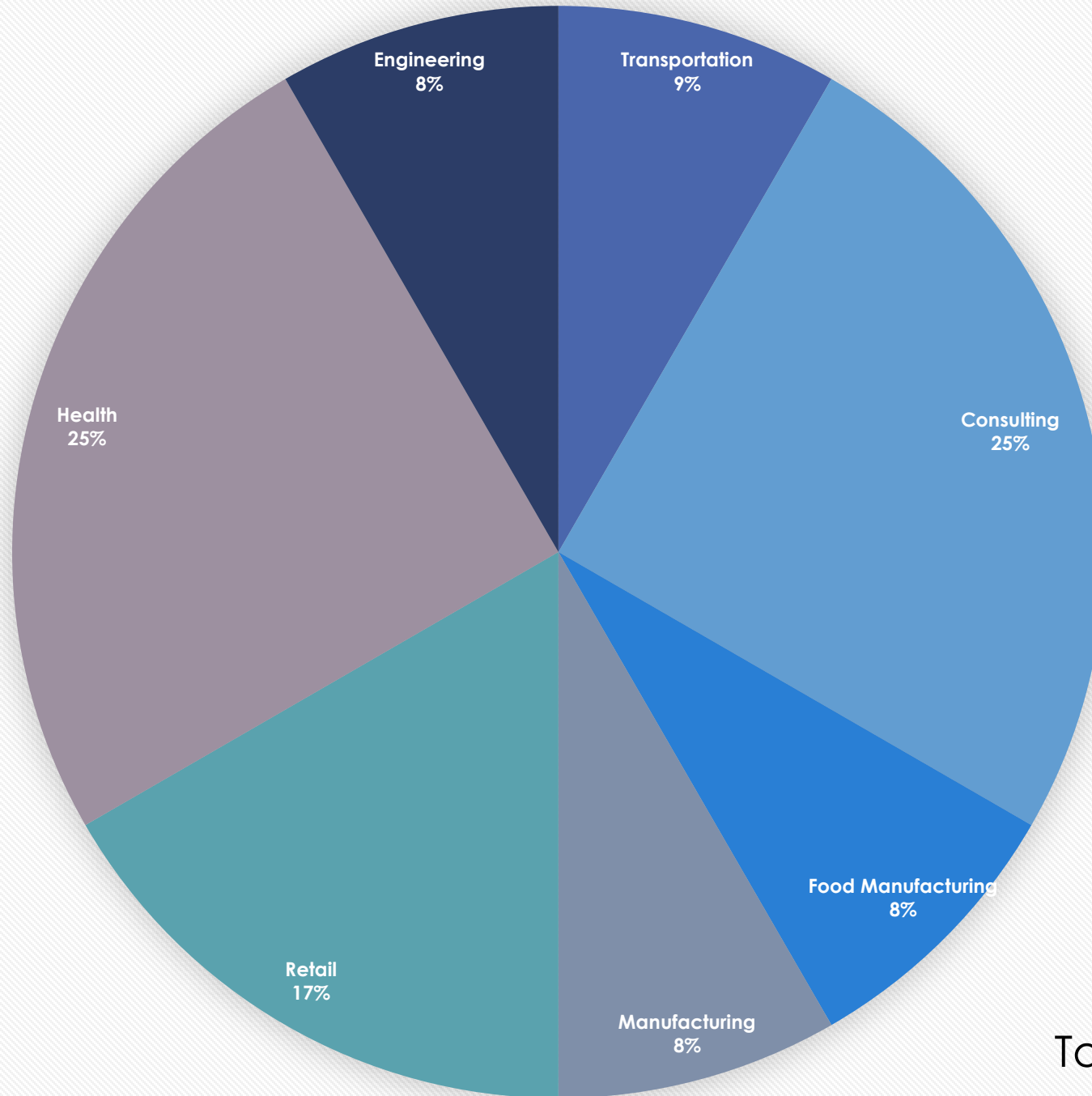
# Activity Report

# Business Retention & Expansion Visits: October Recap



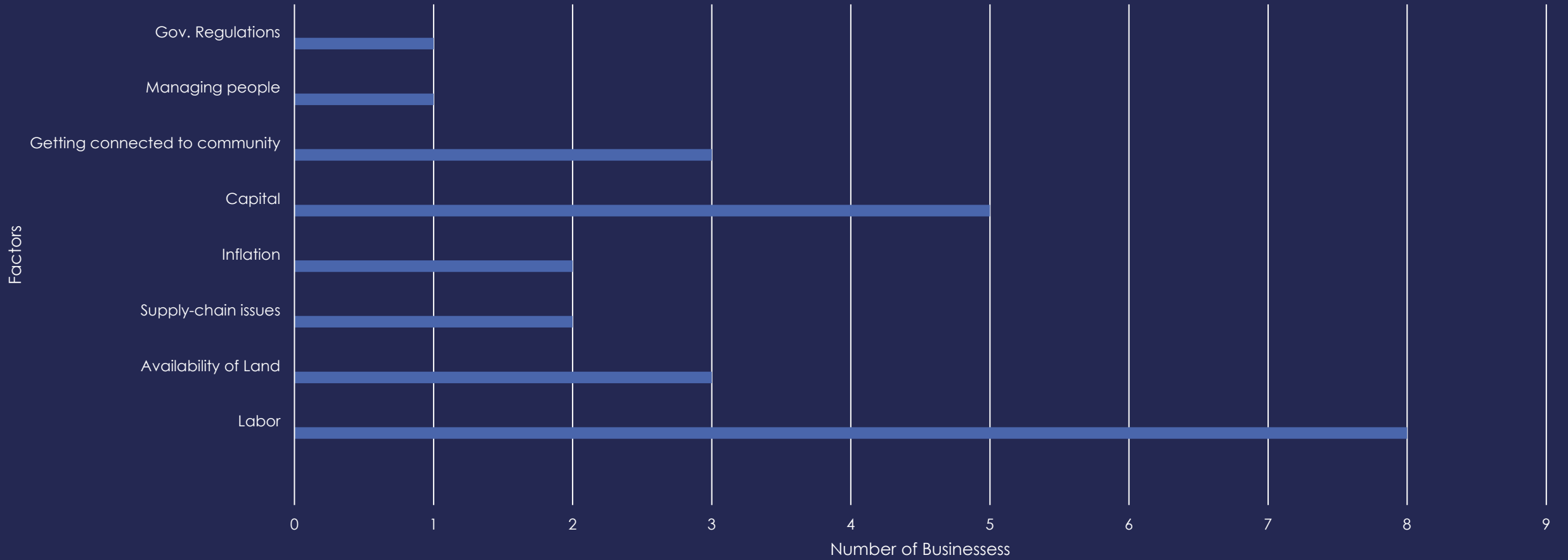


# What types of businesses did we visit this month?



Total business visits: 11

# What factors are impacting businesses?



# Big takeaways in October?

## Oil & gas industry v. everyone else

One of the entrepreneurs I spoke to this month put it best: **“it’s a constant tug-of-war employees.”** While the community wants oil prices to remain high, it makes it tricky to recruit and retain employees outside of the industry working in healthcare, civil engineering, retail and restaurants. Unlike other communities, the economy here allows less people to have to work so companies are desperate to find *and* maintain capable workforce. Businesses know they can not compete when it comes to oil field wages, but they must sell employees on a more balanced lifestyle (i.e. more time with family, not working holidays, remote work, catering to working moms). Since it is still an employee’s market, employers must create a happy work environment otherwise people will jump ship knowing they can find another job easily.

## The “R” word

Retirement came up more and more this month. Auto-mechanics, heavy-equipment operators, electricians, embroiderers, HVAC technicians, welders, you name it...they are getting older and starting to retire. This is worrisome for many businesses because **there are not enough young people in the labor pool to replace them.** Many of the businesses I talked to are eager to get plugged into the high schools and middle schools here so they can start recruiting and exposing students these trades. Some businesses voiced their frustration about our community not having a better system in place where they can hire students and know they will be capable of doing the job right. There is plenty of work, but not enough people to do the work.

## Getting connected

After COVID-19, businesses who depend on networking and meeting people are having a harder time developing relationships with other businesses. It’s harder for people to stop by offices (more security, working from home), call (dead end, not past along to the right person) or their website’s contact us form gets them nowhere. Because Midland’s a “small” big town, getting plugged in with the right people feels detrimental to the success of new businesses. Those new businesses often tell me they did not realize how time-consuming and critical it is for them to make connection. The good news: typically, I can act as a liaison and give them free exposure on social media.

November 7, 2022

Social

ooo

# MARKETING REPORT

Trends



Ads

 **MIDLAND**  
DEVELOPMENT CORPORATION



Feedback

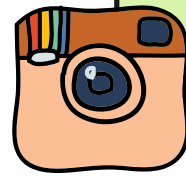
# S O C I A L M E D I A

## FACEBOOK



- +5% in likes and +6% in followers.
- Top 3 posts: TTUHSC ground breaking, West Texas Wood Works, and Cora's Bistro.

## INSTAGRAM



- +2% in followers with 43 new followers.
- +35.8% in engagement for the month.
- Top 3 posts: Firehawk ground breaking, West Texas Wood Works, KWEL appearance.

## LINKEDIN



- +3.8% in followers for a total of 1,420.
- Top 3 posts: West Texas Wood Works, Lo.St. Books, Midland Meat Co. (honorable mention: Midland Air + Space Port).

@midlandxedc

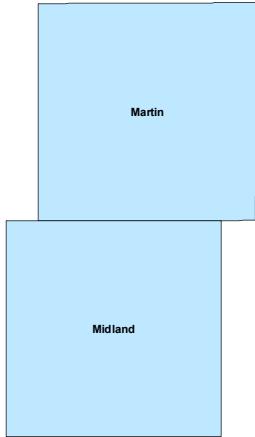
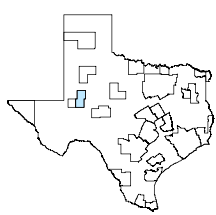
# AD RESULTS

- MDC ran an ad on this post with information on the property and where to find more information on submitting a proposal.
- Reached 2,660 people
- 157 post engagements
- 99 link clicks
- 26.7% women and 73.3% men
- Interests in commercial property and real estate development



## Midland MSA

## September 2022



MSA Labor Force Statistics				
	Sep-22	Aug-22	Sep-21	Yearly Change
Civilian Labor Force	103,969	103,592	102,887	1,082
Employed	100,845	100,146	97,867	2,978
Unemployed	3,124	3,446	5,020	-1,896
Unemployment Rate	3.0%	3.3%	4.9%	-1.9%

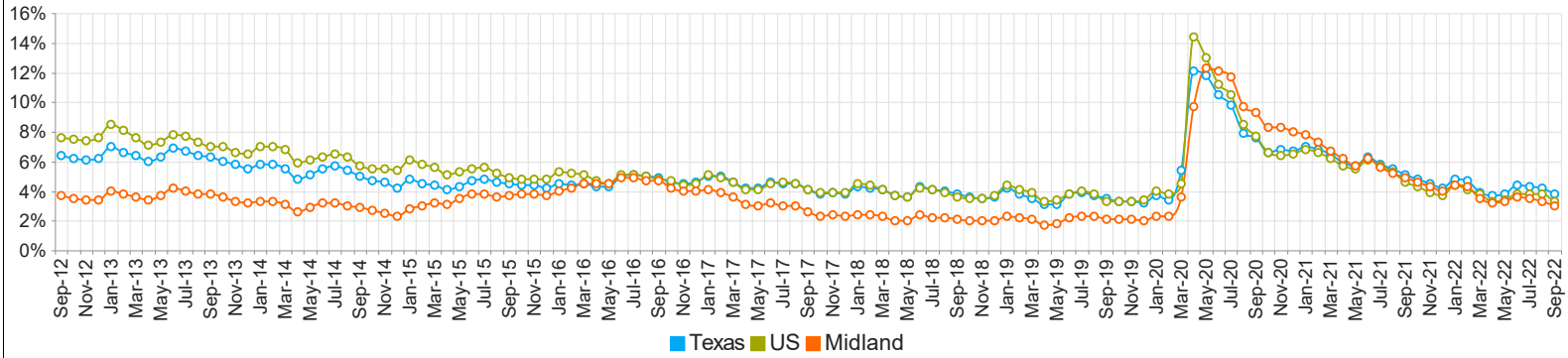
  

Texas Labor Force Statistics				
	Sep-22	Aug-22	Sep-21	Yearly Change
Civilian Labor Force	14,538,929	14,541,555	14,257,887	281,042
Employed	13,982,071	13,934,753	13,536,298	445,773
Unemployed	556,858	606,802	721,589	-164,731
Unemployment Rate	3.8%	4.2%	5.1%	-1.3%

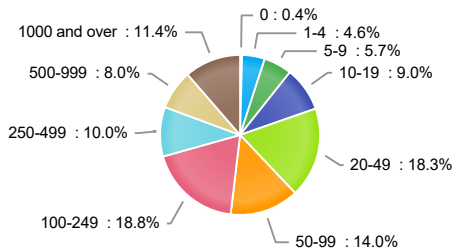
  

US Labor Force Statistics				
	Sep-22	Aug-22	Sep-21	Yearly Change
Civilian Labor Force	164,463,000	164,971,000	161,392,000	3,071,000
Employed	159,003,000	158,714,000	154,026,000	4,977,000
Unemployed	5,460,000	6,256,000	7,366,000	-1,906,000
Unemployment Rate	3.3%	3.8%	4.6%	-1.3%

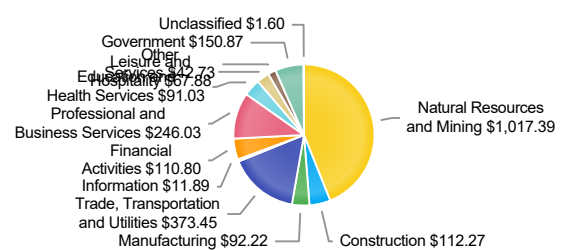
### Historical Unemployment Rates



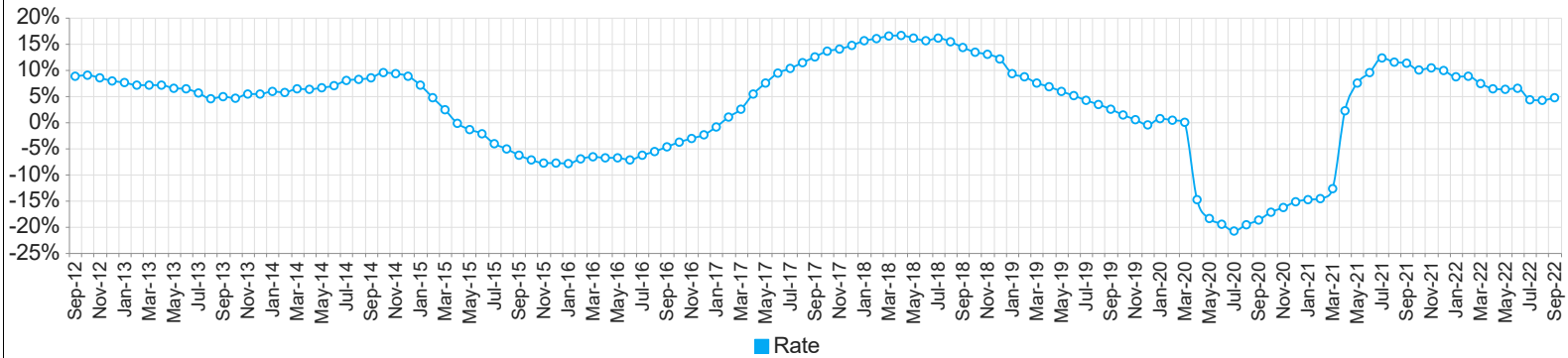
### Employment by Size Class (1st Quarter 2022)



### Wages by Industry (in millions) (1st Quarter 2022)



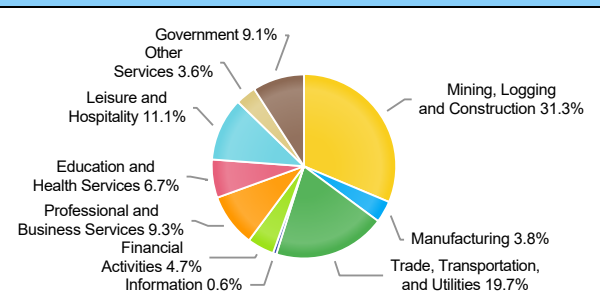
### Annual Growth Rate Total Non-agricultural employment



### Employment by Industry (September 2022)

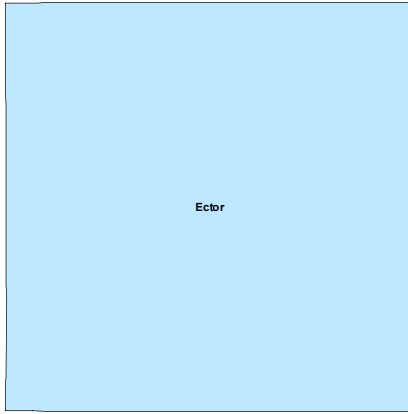
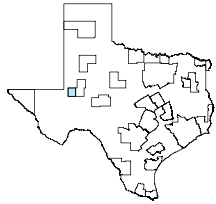
Industry	Current Month Employment	% Monthly Change	% Yearly Change
Total Nonfarm	107,900	0.8%	4.7%
Mining, Logging and Construction	33,800	1.5%	9.4%
Manufacturing	4,100	-2.4%	5.1%
Trade, Transportation, and Utilities	21,300	0.5%	1.9%
Information	700	0.0%	0.0%
Financial Activities	5,100	0.0%	2.0%
Professional and Business Services	10,000	0.0%	1.0%
Education and Health Services	7,200	1.4%	2.9%
Leisure and Hospitality	12,000	0.8%	8.1%
Other Services	3,900	0.0%	2.6%
Government	9,800	2.1%	-1.0%

### Employment by Industry (September 2022)



## Odessa MSA

## September 2022



### MSA Labor Force Statistics

	Sep-22	Aug-22	Sep-21	Yearly Change
Civilian Labor Force	80,774	80,279	80,564	210
Employed	77,272	76,383	74,934	2,338
Unemployed	3,502	3,896	5,630	-2,128
Unemployment Rate	4.3%	4.9%	7.0%	-2.7%

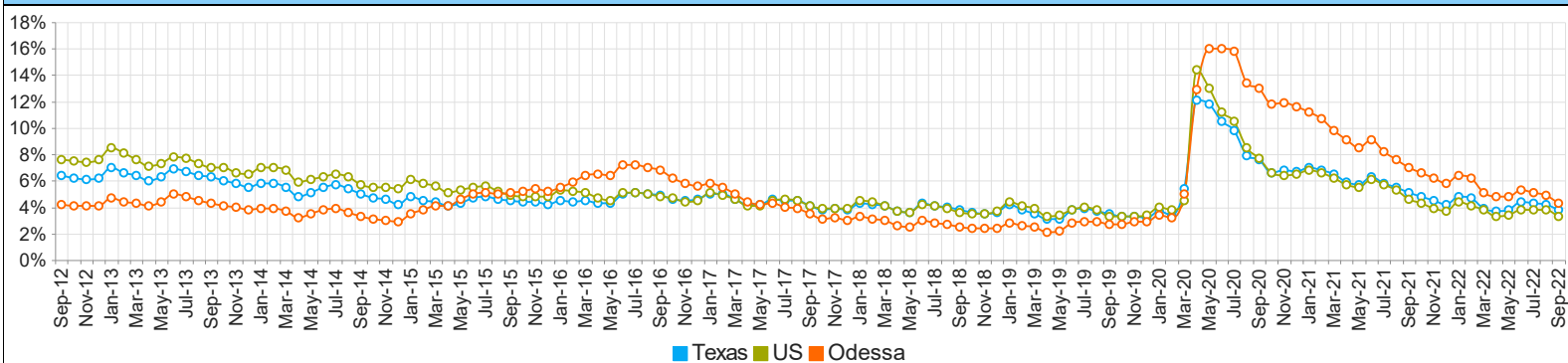
### Texas Labor Force Statistics

	Sep-22	Aug-22	Sep-21	Yearly Change
Civilian Labor Force	14,538,929	14,541,555	14,257,887	281,042
Employed	13,982,071	13,934,753	13,536,298	445,773
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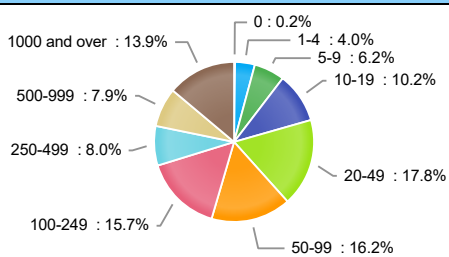
### US Labor Force Statistics

	Sep-22	Aug-22	Sep-21	Yearly Change
Civilian Labor Force	164,463,000	164,971,000	161,392,000	3,071,000
Employed	159,003,000	158,714,000	154,026,000	4,977,000
Unemployed	5,460,000	6,256,000	7,366,000	-1,906,000
Unemployment Rate	3.3%	3.8%	4.6%	-1.3%

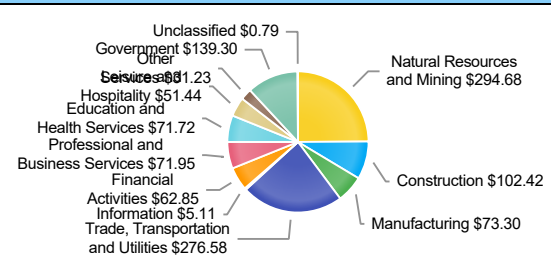
### Historical Unemployment Rates



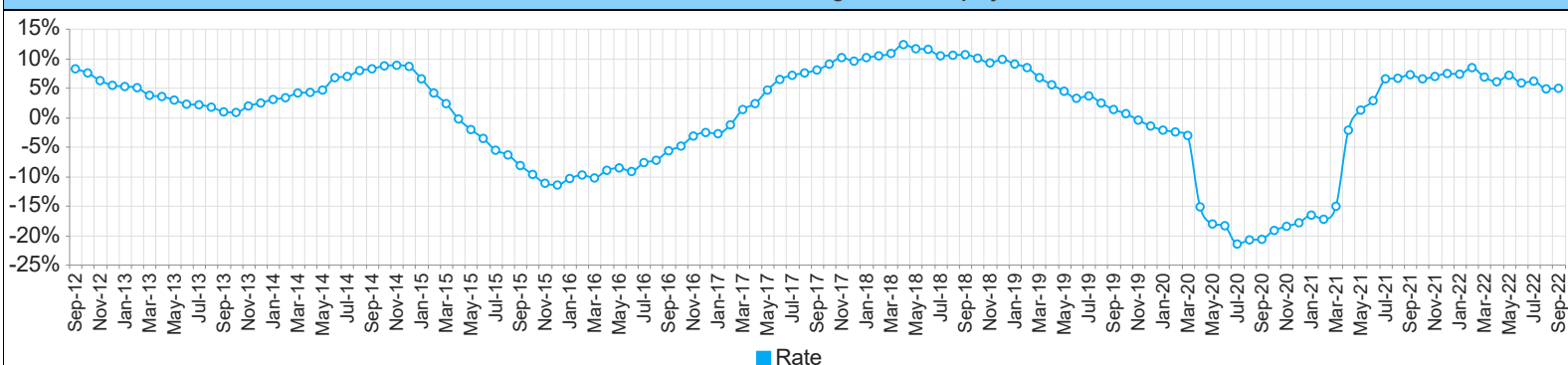
### Employment by Size Class (1st Quarter 2022)



### Wages by Industry (in millions) (1st Quarter 2022)



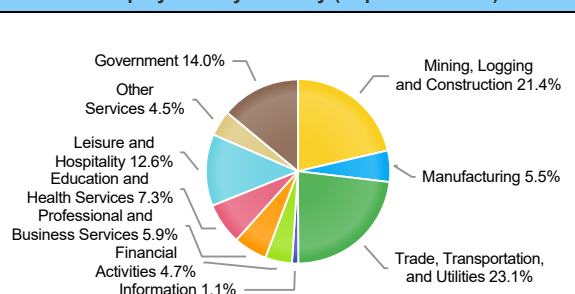
### Annual Growth Rate Total Non-agricultural employment



### Employment by Industry (September 2022)

Industry	Current Month Employment	% Monthly Change	% Yearly Change
Total Nonfarm	75,200	1.2%	4.9%
Mining, Logging and Construction	16,100	0.0%	9.5%
Manufacturing	4,100	-2.4%	2.5%
Trade, Transportation, and Utilities	17,400	0.0%	1.8%
Information	800	0.0%	14.3%
Financial Activities	3,500	2.9%	6.1%
Professional and Business Services	4,400	0.0%	4.8%
Education and Health Services	5,500	0.0%	3.8%
Leisure and Hospitality	9,500	2.2%	8.0%
Other Services	3,400	0.0%	3.0%
Government	10,500	7.1%	1.9%

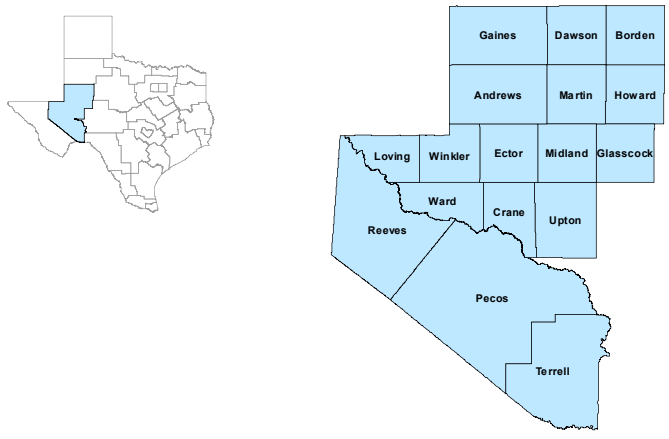
### Employment by Industry (September 2022)





## Permian Basin Workforce Development Area

September 2022



WDA Labor Force Statistics				
	Sep-22	Aug-22	Sep-21	Yearly Change
Civilian Labor Force	251,453	250,840	249,990	1,463
Employed	242,323	240,681	235,759	6,564
Unemployed	9,130	10,159	14,231	-5,101
Unemployment Rate	3.6%	4.0%	5.7%	-2.1%

Texas Labor Force Statistics				
	Sep-22	Aug-22	Sep-21	Yearly Change
Civilian Labor Force	14,538,929	14,541,555	14,257,887	281,042
Employed	13,982,071	13,934,753	13,536,298	445,773
Unemployed	556,858	606,802	721,589	-164,731
Unemployment Rate	3.8%	4.2%	5.1%	-1.3%

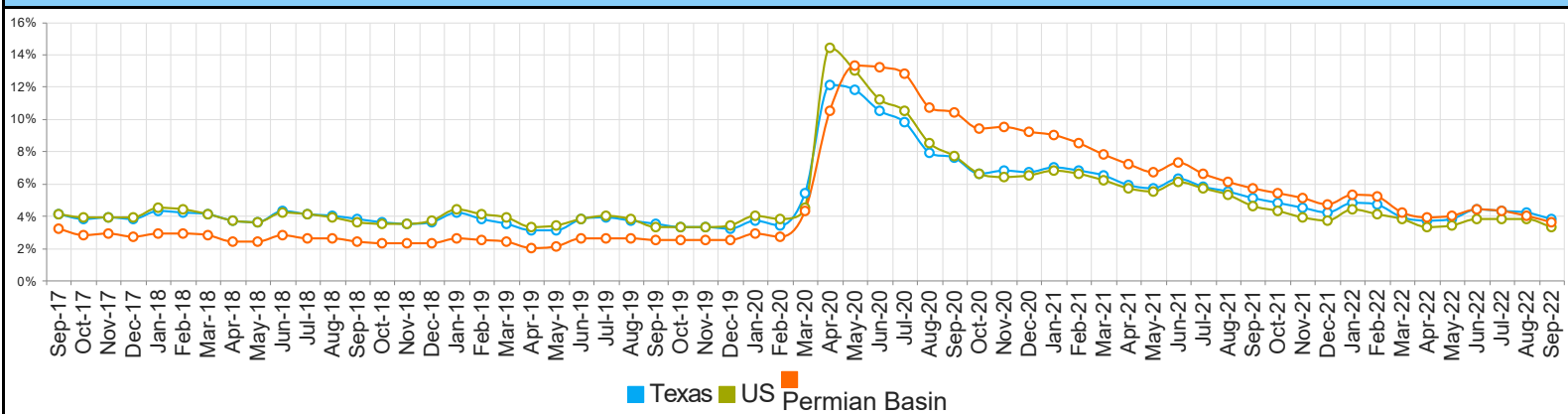
  

US Labor Force Statistics				
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Civilian Labor Force	164,463,000	164,971,000	161,392,000	3,071,000
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Unemployment Rate	3.3%	3.8%	4.6%	-1.3%

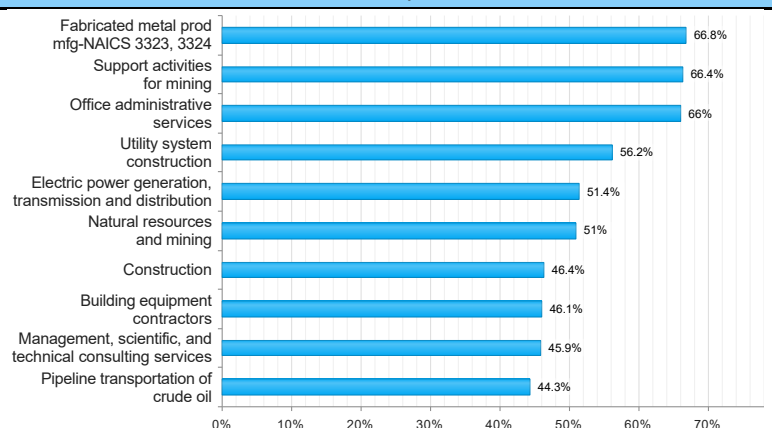
  

Continued Claims for the Week of the 12th				
	Sep-22	Aug-22	Sep-21	Yearly Change
WDA	747	834	1,535	-788
Texas	75,975	80,829	103,584	-27,609

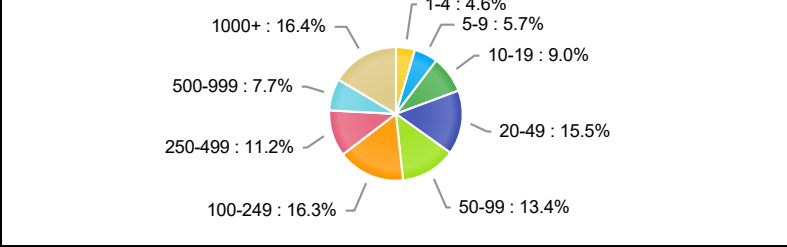
## Historical Unemployment Rates



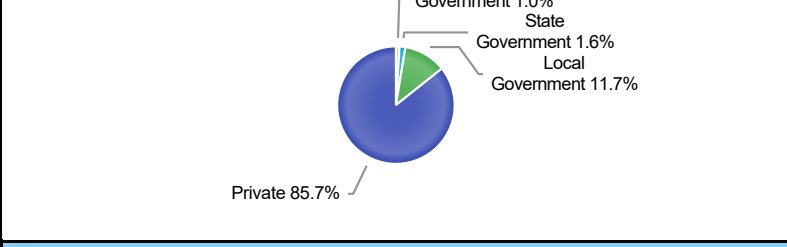
## Projected Top Ten Fastest Growing Industries in WDA (% Growth 2020-2030)



## Employment by Size Class (1st Quarter 2022)



## Employment by Ownership (1st Quarter 2022)



Average Weekly Wage (1st Quarter 2022)					
	Q1 2022	Q4 2021	Q1 2021	Quarterly Change	Yearly Change
WDA	\$1,459	\$1,452	\$1,331	\$7	\$128
Texas	\$1,369	\$1,375	\$1,259	-\$6	\$110
US	\$1,374	\$1,418	\$1,288	-\$44	\$86

## Employment by Industry (1st Quarter 2022, Percent Change)

Industry	Employment	% of Total	% Quarterly Change	% Yearly Change
Natural Resources and Mining	47,428	20.0%	4.4%	17.0%
Construction	18,180	7.7%	6.3%	15.7%
Manufacturing	13,535	5.7%	39.8%	55.5%
Trade, Transportation and Utilities	50,084	21.1%	-2.8%	5.8%
Information	1,817	0.8%	2.5%	22.6%
Financial Activities	10,355	4.4%	1.8%	8.3%
Professional and Business Services	17,472	7.4%	1.3%	10.4%
Education and Health Services	39,460	16.7%	-0.2%	1.4%
Leisure and Hospitality	24,492	10.3%	-0.9%	7.5%
Other Services	6,721	2.8%	-0.8%	7.4%
Public Administration	7,435	3.1%	2.7%	1.2%

## Employment by Industry (1st Quarter 2022)

