

*Midland. We can all be so lucky.*

# Midland Development Corporation

## Annual Report FY 2005 - 2006





# Industry Recruitment



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# Primary Industry Recruitment

Goals VS Actuals:

	# Proposals	# Direct Co. Visits	# Community Site Visits	# New Business Locations	# New Jobs
<b>2005 - 2006 Goals</b>	25	25	15	3	75-300
<b>2005 - 2006 Actuals</b>	30	59	24	0	200
<b>+ / -</b>	+5	+34	+9	-3	+125/-100

	# Proposals	# Direct Co. Visits	# Community Site Visits	# New Business Locations	# New Jobs
<b>2006 - 2007</b>	30	55	25	3	100-400
<b>Year 3 (2007-2008)</b>	25	50	25	3	100-400
<b>Year 5 (2010-2011)</b>	25	75	35	3	200-500

# Industry Recruitment Highlights

- University Lands
- High Temperature Test and Teaching Reactor (HT3R)
- Countrywide
- Trace Engines
- Accenture
- Other projects



## Industry Retention

## Retention & Expansion of Existing Businesses

Goals VS Actuals:

	# Business Visits	# Contact Jobs	# Volunteers (members / avg. attendance)	# Business Expansions	# New Jobs
<b>2005 - 2006 Goals</b>	240 25 oil companies	10,500	30/15	3	125
<b>2005 – 2006 Actuals</b>	97 7 oil companies	4,263	26/7	0	93
<b>+ / -</b>	-143 -18 oil companies	-6,237	-4/-8	-3	-32

	# Business Visits	# Contact Jobs	# Volunteers (members / avg. attendance)	# Business Expansions	# New Jobs
<b>2006 - 2007</b>	100 15 oil companies	4,300	30/15	3	200
<b>Year 3 (2007-2008)</b>	250 25 oil companies	11,000	35/20	3	200
<b>Year 5 (2010-2011)</b>	250 25 oil companies	12,000	45/30	4	250

# Industry Retention Highlights

- Hiring of Business Retention & Expansion Director
- Continuation of Business Retention & Expansion Visits
  - Effective methods for volunteers and staff to manage visitations
  - New methods and technologies to communicate with existing businesses





# International



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# International Economic Development Program

Goals VS Actuals:

	# Proposals	# Direct Co. Visits	# Community Site Visits	# New Business Locations	# New Jobs
<b>2005 - 2006 Goals</b>	3	2	4	2	25-50
<b>2005 - 2006 Actuals</b>	2	11	3	0	0
<b>+ / -</b>	-1	+9	-1	-2	-25/-50

	# Proposals	# Direct Co. Visits	# Community Site Visits	# New Business Locations	# New Jobs
<b>2006 - 2007</b>	3	8	3	2	25-50
<b>Year 3 (2007-2008)</b>	5	5	3	1	75-300
<b>Year 5 (2010-2011)</b>	7	7	3	1	100-400

# International Highlights

- 2 Direct Mail Campaigns targeting Mexico and Canada
- Website & Printed Brochures in Spanish and Chinese
- Contracted with Consultant to enhance Sister City relationship with Chihuahua
  - Worked with MOTRAN on Border Crossing
    - Hosted International Trade Show
      - Conducted 3 visits



## Sites & Facilities

# Sites & Facilities Highlights

- Entrada Park
- I-20 Industrial Park
- Downtown
- Available Buildings Database



# Marketing



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## Advertising, Marketing and Promotion

Goals VS Actuals:

<b>2005 - 2006 Goals</b>	Achieve 500,000 total hits on website, complete four direct mail campaigns to target industries.
<b>2005 – 2006 Actuals</b>	Achieved 1.1 million hits, completed four direct mail campaigns to target industries.

<b>2006 - 2007</b>	Achieve 1.5 million hits, complete eight direct mail campaigns to target industries.
<b>Year 3 (2007-2008)</b>	Achieve 550,000 hits on the MDC website.
<b>Year 5 (2010-2011)</b>	Achieve 600,000 hits on the MDC Website.



# Marketing Highlights

- Make Midland Home Website
  - Military Campaign
- Building A Marketing Material
- Spanish and Chinese Language Brochure
  - 2007 – Workforce Recruitment Effort



## Financial Overview

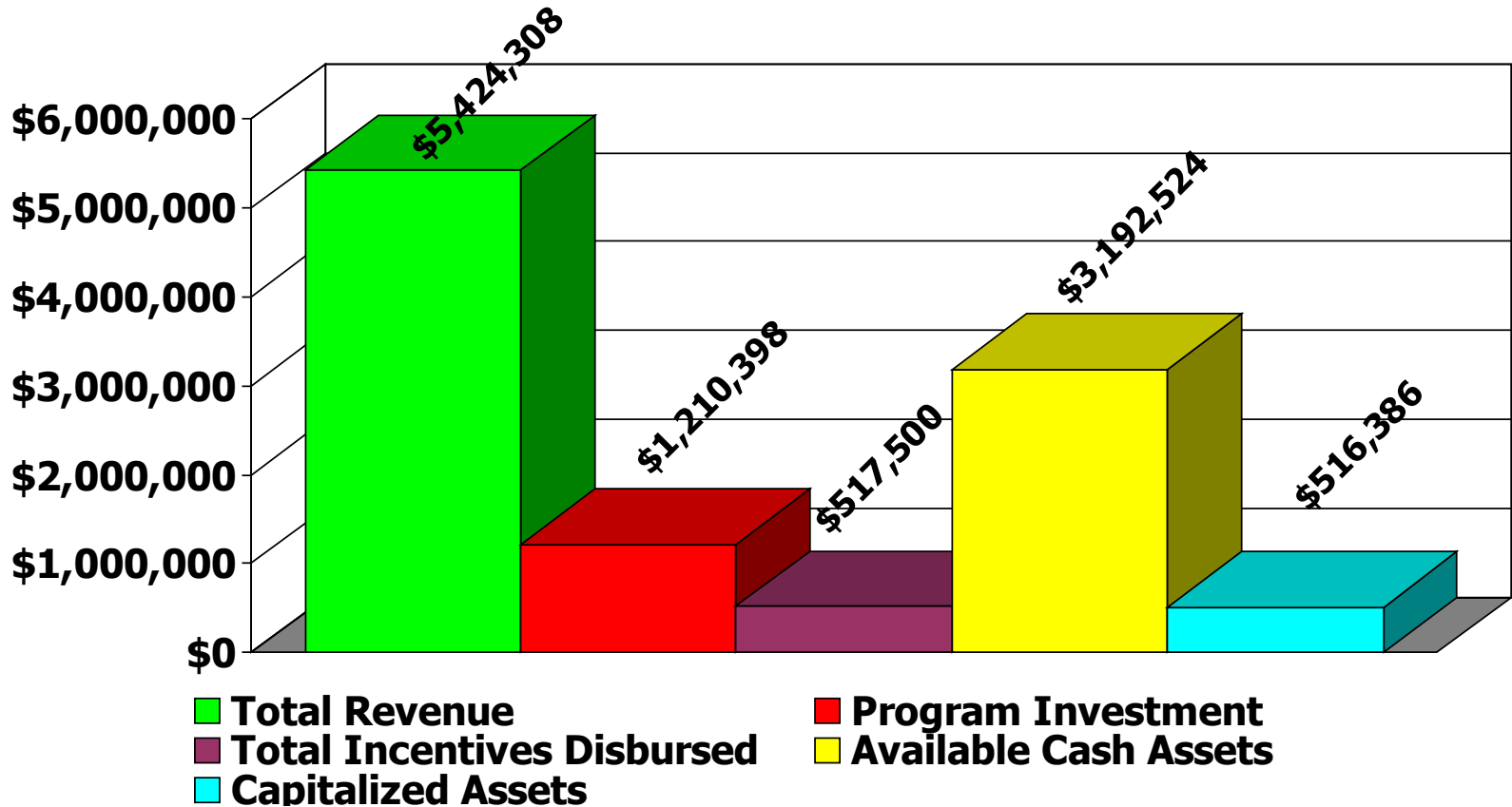
# Incentives and Capital Investment

Goals VS Actuals:

<p><b>2005 - 2006 Goals</b></p>	<p>Complete negotiations with client for Building A, add additional tenant in Entrada Park through sale of a site, add additional property to inventory.</p>
<p><b>2005 – 2006 Actuals</b></p>	<p>Worked with multiple viable prospects for Building A, added one tenant in Entrada Park through sale of a site, purchased additional property to inventory (i.e. I20 site)</p>

<p><b>2006 - 2007</b></p>	<p>Complete negotiations with client for Building A, begin developing new property in inventory, and add another tenant to Entrada Industrial Park</p>
<p><b>Year 3 (2007-2008)</b></p>	<p>Add second building and locate at least two new business locations in sites/ facilities owned or developed by the MDC.</p>
<p><b>Year 5 (2010-2011)</b></p>	<p>Achieve private sector participation in developing appropriate sites and facilities within the community; completion of phase one for La Entrada Park.</p>

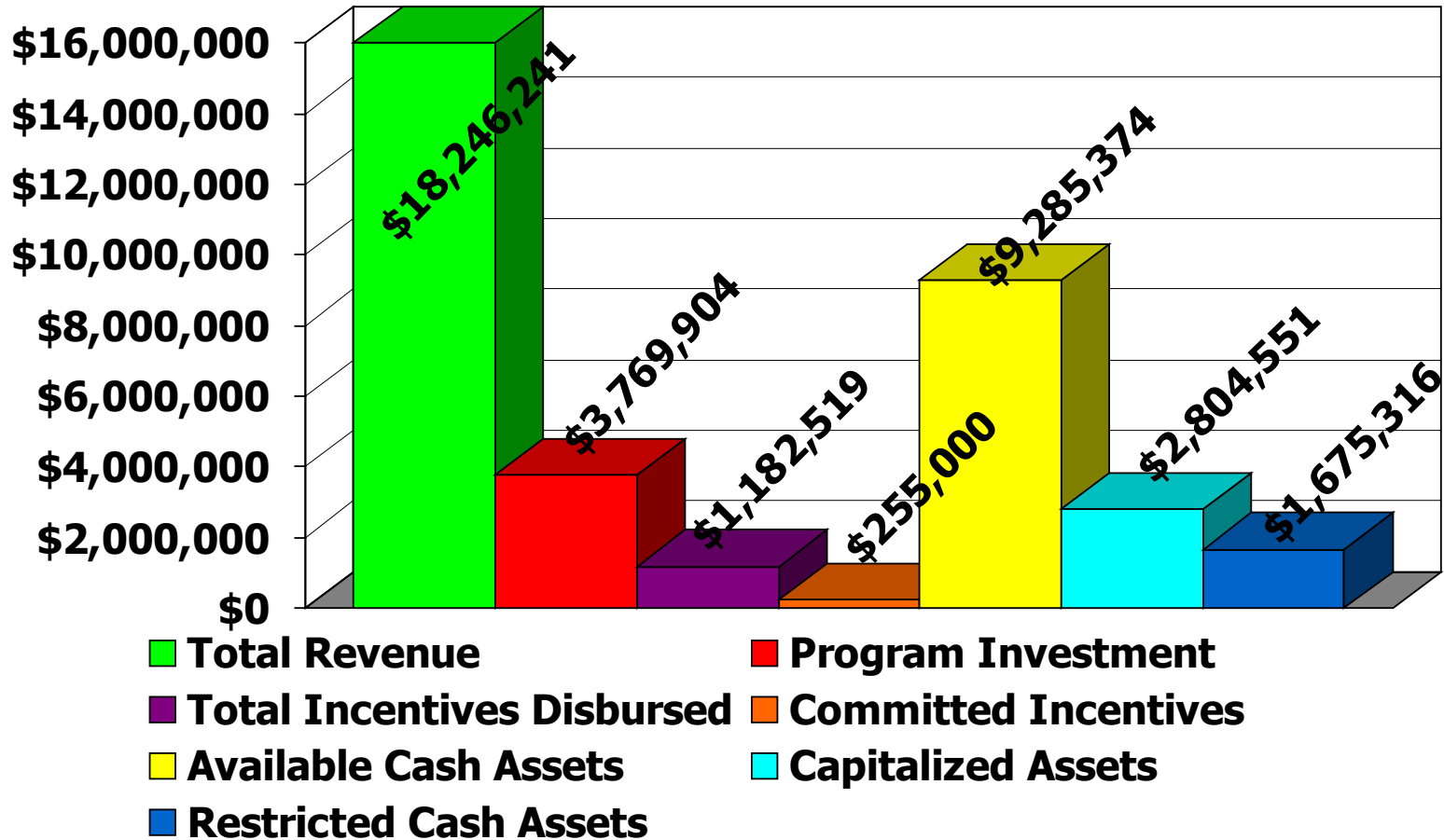
# Financial Overview FY 2005 – 2006



\* Information based on Unaudited Statement of Revenue and Expense Preliminary September 30, 2006 as provided by City of Midland.

# Financial Overview

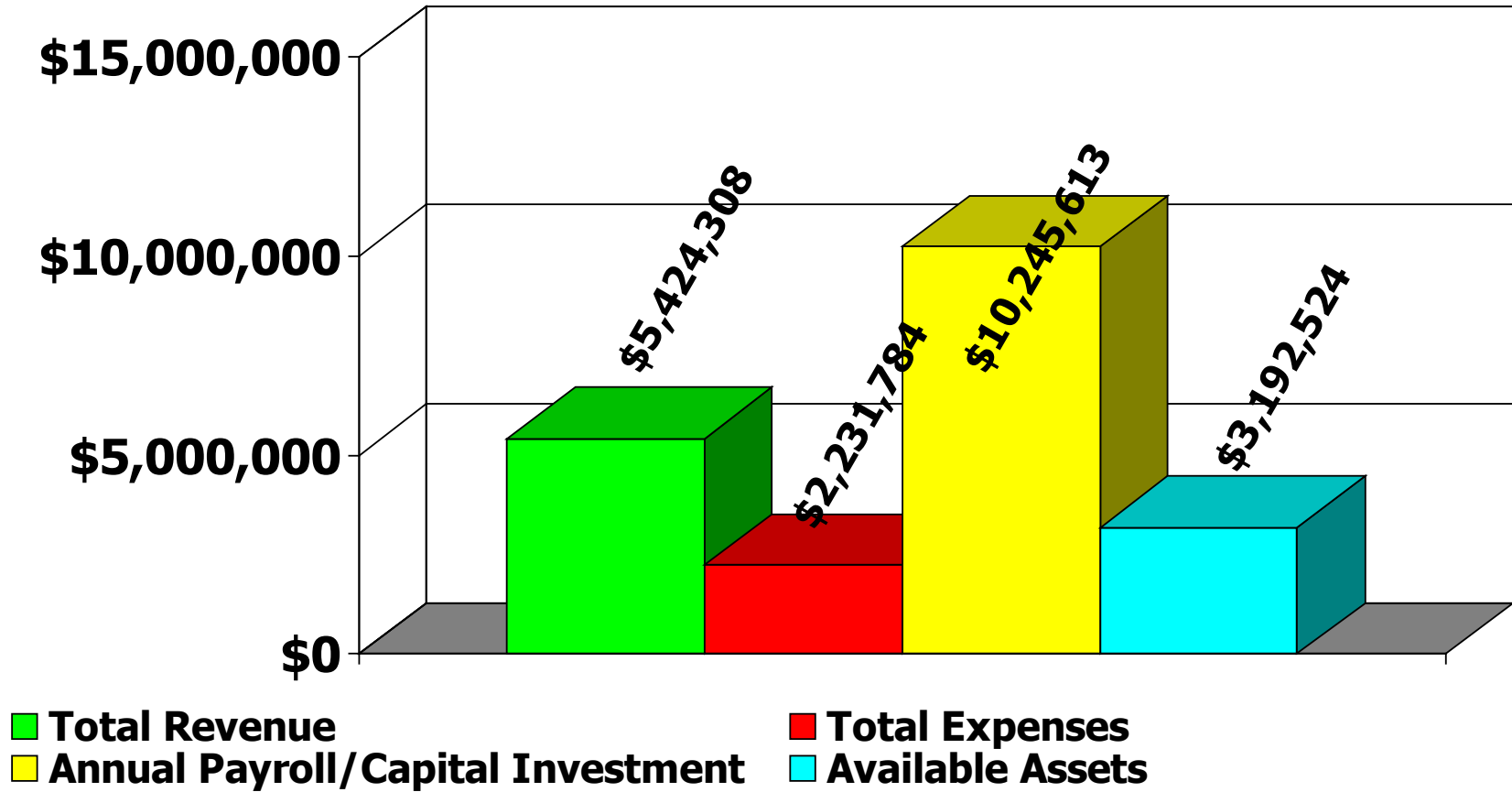
## Inception to September 2006



•Information based on Audited Basic Financial Statement for year ended September 30, 2006 and Unaudited Statement of Revenue and Expense Preliminary September 30, 2006 as provided by City of Midland Director.



# Investing In Midland FY 2005-2006

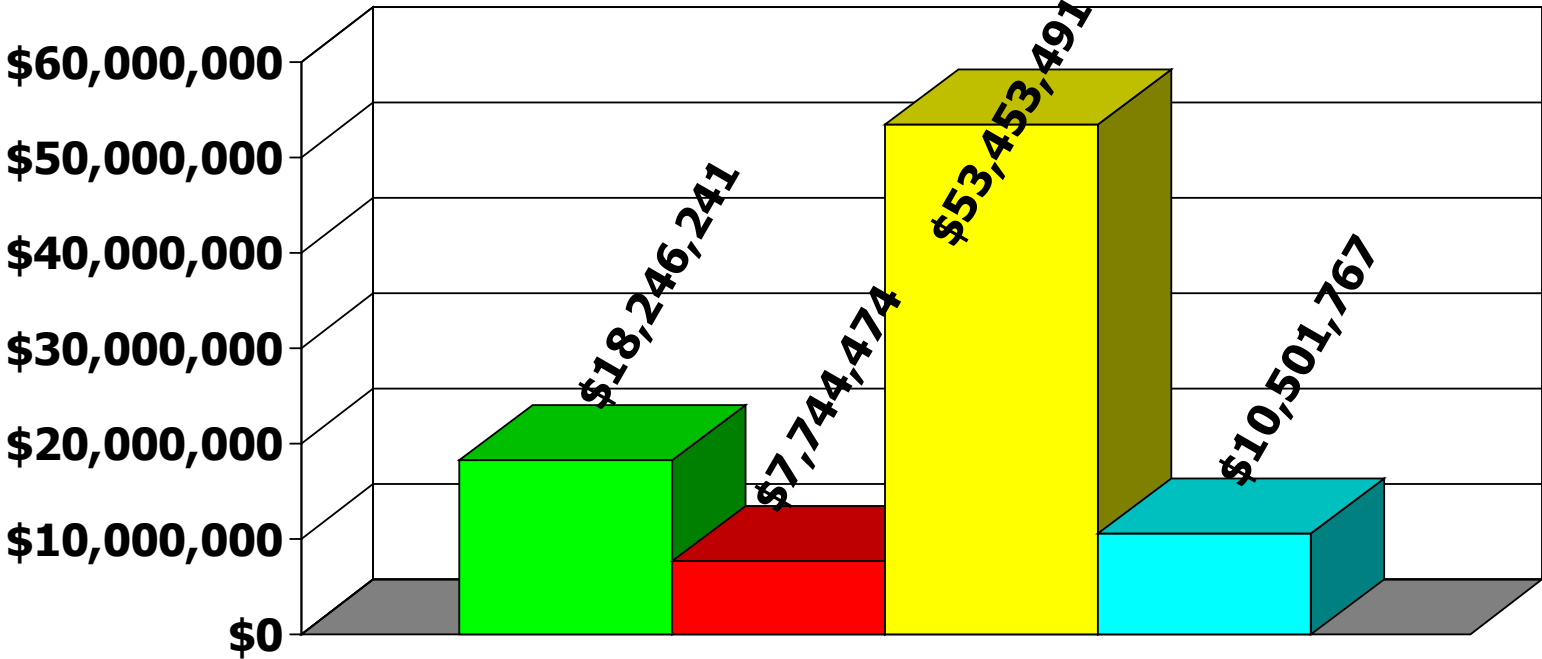




# Investing In Midland FY 2005-2006

- Direct Jobs - 300
- Annual Payroll - \$10,245,613

# Investing In Midland Inception to September 2006



**Total Revenue**                      **Total Expenditure**  
**Total Payroll/Cap Investments**   **Available Assets**

## Investing In Midland Inception to September 2006

- Direct Jobs - 1,375 jobs
- Total Payroll - \$35,658,041
- Capital Investments - \$17,795,450

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