

# 2022-23

## Annual Report



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*Cover photo – Sunrider Manufacturing facility in Midlothian, Texas began operation in 2021. Product from this facility is shipped across the world. Source: Sunrider*



*February 8, 2023 - SunOpta's traditional Tree Planting ceremony marked the commencement of operations at the Midlothian plant-based beverage facility. The event was attended by representatives of Midlothian City Council, Ellis County Commissioner's Court, and MED Board members.*

## FROM THE BOARD

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With the conclusion of another year, the MED approaches the third of five years in its Five-Year Focus on Projects strategic plan.

The year was marked with transition, three key board members moved from our community or were transferred to other city board including President Bobby Frizzell, Morgan Whitehead, and Dan Altman; we thank each of them for their contribution in making our community a better. We are delighted to welcome former Mayor Richard Reno and Jim Norris to our board; both men bring a valuable perspective through their many years of service in our community.

Primary job recruitment remains the core effort of the MED. Despite facing challenges in the industrial market over the past year, our promotional efforts were intensified to bring exposure to the nearly 3 million square feet of new speculative industrial space that has been delivered. Of the 25% that has been leased or sold, we have welcomed new businesses that are happy to join our community. The industrial highlight was celebrating SunOpta's commencement of operations at their new manufacturing facility which exemplifies the MED's ongoing efforts to diversify our industrial base and create high-paying jobs to our community. Lastly, we are excited for the groundbreaking of the Home Zone Furniture headquarters and distribution facility and another phase at Google's data center.

This year, the MED's efforts extended to our downtown. Strategic projects were deployed with the City's New Town Square Project and reuse of our historic downtown buildings. Each of these projects will create new life in our downtown area. Lastly, the MED incentivized a project that will add new retail activity and enhance the gateway to our downtown. Each of these projects leverages funding for infrastructure improvements that will spur new business activity while creating an increase to the quality of life for our residents. It's important to acknowledge the inherent long-term nature of the MED and our projects.

While we enjoy celebrating headline victories, our focus remains on achieving steady economic growth and direct benefit to our residents for years to come. Good things are happening in Midlothian that will impact our community for generations to come.

Sincerely,

*Bill Burdett*

Bill Burdett  
Vice President

### **About the Board**

The MED Board is made up of 7 members who are empowered to make decisions and enter agreements for the MED. Board members are selected by the Midlothian City Council.

Bobby Frizzell – *President*

Bill Burdett – *Vice President*

Morgan Whitehead (Jan-July) – *Secretary*

Aaron Cox (Aug – Sept) – *Secretary*

Lynda Johnson – *Treasurer*

Phil Weaver – *Board Member*

Dan Altman (Jan - July) – *Board Member*

Richard Reno (Aug – Sept) – *Board Member*

Mayor Justin Coffman – *Council Liaison*

### **MED Staff**

Kyle Kinateder – *CEO*

Belinda Wadsworth – *Office Manager*

# HIGHLIGHTS

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## SunOpta

The MED's partnership with SunOpta began in 2021. As the 275,000 square foot facility was being constructed, the company aggressively promoted the capabilities of the new facility. As result, SunOpta pushed forward with short-term expansion which has resulted in additional product lines and more jobs being created at the facility. Under a separate agreement, SunOpta received a \$300,000 forgivable loan for their commitment to increase the number of jobs by nearly 40% and increase the annual payroll by 50%. Through the second incentive agreement, the MED showed its commitment to partner in the growth of our local employers. (Approved January 2023 – Paid February 2023)



*SunOpta's Midlothian facility will produce 330 mL aseptic drinks including those for Premier Protein. Source: SunOpta*

## MSC Direct

The MED, in partnership with the City and Midlothian Community Development Corporation entered into a performance agreement to share a portion of sales/use tax generated by the company in Midlothian. Under the agreement, the company will receive a 40-70% reimbursement of sales/use taxes collected if specific sales thresholds are met. Additionally, the company is required to use the Midlothian Conference Center multiple times throughout the year helping to increase usage of the community facility. Through this project, Midlothian will encourage more usage of the conference center and added a new top sales tax generator for the city. (Approved January 2023)



*Conceptual rendering of the proposed Midlothian City Hall and Library. Source: City of Midlothian*

### **New Town Square – City Hall/Library**

In 2020, the city adopted a downtown masterplan. The plan identified seven catalyst projects that should they be completed, would result in a vibrant downtown. The MED incorporated infrastructure funding for the seven catalyst projects into its strategic plan. In March 2023, the MED entered into a funding agreement for up to \$3 million for qualifying infrastructure improvements for the New Town Square catalyst project. The MED funds may be used for site development, utilities, roadways and sidewalks, landscaping, and additional downtown parking. (Approved February 2023)

### **TSTC North Texas**

As part of the 88<sup>th</sup> Legislative Session, TSTC petitioned to expand its operations throughout Ellis County. Similar bills were created for Denton, Comal, Guadalupe, and Williamson Counties. The MED, Midlothian ISD, and Waxahachie ISD supported TSTC in their effort by testifying at the capital and sending letters of support. The effort was successful through the passage of House Bill 3287. Under the new legislation, TSTC can expand its operations to Midlothian which would be a significant benefit for our residents and area employers. TSTC is the leading educator for technical education in Texas and is heavily used and promoted by several Midlothian businesses. (Approved May 2023)

## Weber MG Midlothian II

Weber & Company, developer of the Midlothian Towne Crossing, purchased approximately 72 acres at the southeast corner of Main Street and Highway 287. The MED partnered with Weber & Company to develop a retail center and incorporate key components that Midlothian residents are seeking. Under the agreement, the developer will receive a \$3.5 million forgivable loan upon completion of the north/south collector that runs through the property. The loan will be forgiven if the developer can provide one of the following: 25,000 square feet of restaurant space, 30,000 square feet of entertainment space, or 50,000 square feet of local retail space. (Approved July 2023)

## Big Q Concepts

Midlothian residents are eager for more downtown restaurants and shops. Unfortunately, dated buildings and tightening building codes create headache and financial complexities for business owners seeking to locate downtown. Big D Concepts, the ownership group of Big D BBQ, faced this exact situation when they hoped to expand their downtown business into Penn to Paper in the adjoining building and allow a capacity of over 100 people. Doing so triggered a requirement to add a fire system into the historic building. The MED offered a performance agreement to cover \$40,000 of the infrastructure costs. The improvements will benefit not only Penn to Paper but all businesses along that row who wish to add a fire system. (Approved July 2023)



*Penn to Paper owner, Jordy Jordan, inside the new downtown restaurant that was once the offices of the Midlothian Mirror. Source: Penn to Paper*

## STRATEGIC PLAN UPDATE

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In April 2021, the MED approved a new strategic plan, the [Five-Year Focus on Projects](#). Day One Experts facilitated the plan's creation by seeking input from the MED Board of Directors, City Council, MED & City Staff, and the Midlothian Chamber. The plan formalized the following items: (a) a community baseline that would be used to evaluate future MED projects, (b) a framework wherein authorized projects will be pursued, and (c) the prioritization of MED projects and how they will be implemented. The plan is intended to be a working roadmap that identifies the key economic development objectives of the MED. Each year, the MED will reevaluate the strategy and develop a work plan that will outline the implementation for the given year.

During the spring of 2023 the MED board undertook an internal review of its strategic plan and priorities. The overall framework was unchanged; however, after multiple meetings of reviewing possible projects, defining each projects meaning, and reprioritizing based on current conditions. The result was the MED Grant Program. This document will become a vital tool that communicates our communities' expectations as future funding opportunities are evaluated. The priorities of the MED Grant Program are:

**Priority #1 - Primary Jobs:** The MED desires to attract companies that export products or services ("Primary Jobs") because these companies generate new money into our local economy. The MED seeks long-term corporate partners that offer high skilled and professional positions, have a low impact on our community infrastructure, promote technology, and seek quality facilities that benefit their company and Midlothian.

In accordance with Section 501.101 of the Act, the MED will provide funding for land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements that provide direct benefit to the Primary Job employer and community. Additionally, the MED will work with the development community to ensure that Midlothian has available facilities and development ready sites for perspective Primary Job employers.

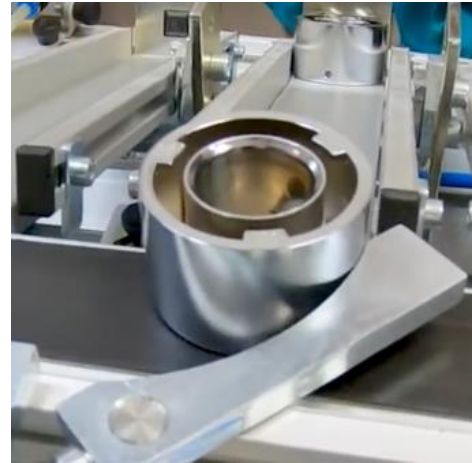
### Midlothian Economic Development, The Organization

The MED is a non-profit industrial development corporation created in accordance with Section 501-504 of the Texas Local Government Code. The MED was established in 1999 with voter approval. The MED receives ½ percent of all sales taxes generated in Midlothian.

The MED is authorized to use its funds for (a) qualifying projects, (b) promotion, and (c) operations

The seven member MED Board is appointed by the Midlothian City Council. The MED Board is responsible for all decisions of the corporation within the laws established by the State of Texas. City Council must approve all MED programs and expenditures.





*Texas State Technical College - North Texas Campus located in the Jim Pitts Industrial Technology Center offers technical education programming for Midlothian employers. Source: TSTC*

**Priority #2 - Career Center:** The MED seeks to establish a local career center that will offer health, trade and technical education programming for Midlothian's adult learners. The center should leverage and partner with Midlothian Independent School District and seek to create immediate opportunities for graduating seniors. The facility should be equipped to provide the training resources for both the needs of our local industry and future careers.

The MED will provide funding for land, buildings, equipment, facilities, equipment, and infrastructure improvements for a career center in accordance with Section 501.105 of the Act. Special consideration will be given for those occupations and industries that pay above the Ellis County average wage.

**Priority #3 - Airport:** The MED seeks to establish Midway Regional Airport as the preferred business aviation airport for our region and to become an economic development asset that provides direct benefits to the City of Midlothian and Waxahachie. Aviation uses such as maintenance-repair and overhaul, fixed-base operators, low volume air cargo, training facilities, and similar uses should be pursued because of their alignment with the airport's development constraints and the land uses adjacent to the airport.

In accordance with Sections 501.101 and 501.103 of the Act, the MED will provide funding to attract aviation users that create Primary Jobs and for qualified infrastructure improvements that grow business activity at the airport. Deliberate effort should be taken to acquire land for airport expansion. Federal and state transportation funds should be leveraged whenever possible.

**Priority #4 – Office:** The MED seeks the long-term diversification of our economic base and envisions a robust market driven, multi-story, low rise office market along the Highway 287 corridor. The office space should be tailored to attract headquarters, professional office, technology, and medical office users.

The MED will provide land, buildings, equipment, facilities, and infrastructure improvements in accordance with Sections 501.101 and 501.103 of the Act. Initial



Restaurants



Entertainment



Local Retail

efforts should be made to secure landholdings for future office development. Long-term, the MED should leverage the development community to build multi-story, class A office space along the Highway 287 corridor.

**Priority #5 – Downtown:** The MED, in partnership with the city, seeks to revive downtown helping it to create a stronger community identity, vibrancy, opportunity for employment, and community interaction.

In accordance with Section 501.103 of the Act, the MED will provide funding for infrastructure improvements associated with the seven catalyst projects outlined in the [Downtown Plan](#) which include: (1) A new town square, (2) refining 8<sup>th</sup> street from Main Street to Avenue D, (3) Avenue F as a new “green street” spine, (4) Main Street as an asset, (5) adaptive reuse to activate 7<sup>th</sup> street, (6) carry back-alley plaza northward, and (7) activate rail yard.

**Priority #6 – Destination Development:** The MED seeks the development of restaurants, entertainment, and other activity uses that create unique opportunities for our residents to enjoy and reinforce Midlothian’s local character. These destinations should demonstrate quality building finishes and landscaping while also providing a positive financial return for the community.

The MED will provide funding for qualified public and private infrastructure improvements in accordance with Section 501.103 of the Act. Special consideration should be made for viable projects that align with the other five priorities.

## Five-Year Funding Model

As a Type A

eco.

conomic development corporation, the MED is authorized to allocate its funding for three purposes: (a) MED operations, (b) projects authorized under Chapter 501 of the Texas Local Government Code, and (c) promotional expenditures. The MED's primary objective is to maximize its resources towards authorized projects as outlined in the strategic plan and annual work plan. The MED has created a Five-Year Funding Model that accompanies its strategic plan and annual work plan. The model projects annual revenue collections and recognizes project payouts/allocations. Using this model, the MED proactively direct funds to authorized projects that the MED believes will promote economic development and benefit Midlothian residents.



*Construction activity at the Midlothian Business Park, to date over 1.54 million square feet of new space has been completed for industrial*

In the Five-Year Funding Model, the MED has established projections and allocations that are outlined in blue. All the numbers in black are carried over from the budget or align with MED commitments that have been authorized through Performance Agreements. The information in green are future allocations of the MED for future projects that the MED desires to pursue. The model is reviewed regularly by the MED and can be adjusted as new opportunities arise.

## MED Five-Year Funding Model (2022-2023)

		Year 1	Year 2	Year 3	Year 4	Year 5
		2022-23	2023-24	2024-25	2025-26	2026-27
	Estimated Reserves (beginning balance)	17,663,861	16,630,883	10,880,636	8,594,798	10,911,390
3.0%	Estimated Sales Tax Revenue	4,974,509	5,123,744	5,277,457	5,435,780	5,598,854
2.0%	Estimated Investment Revenue (avg. annual return)	664,427	332,618	217,613	171,896	218,228
	Estimated Other Revenue	1,250	-	-	-	-
	Sale of land	-	-	-	-	-
3.0%	Estimated Operating Expenses	948,164	976,609	1,005,907	1,036,084	1,067,167
0.0%	Estimated Debt Service (P&I)	-	-	-	-	-
	Estimated New Money	4,692,022	4,479,753	4,489,162	4,571,592	4,749,915
\$ 3,000,000	<b>Primary Jobs (LGC 501.101)</b>	<b>Incentive Amount</b>	<b>3,000,000</b>	<b>3,000,000</b>	<b>3,000,000</b>	<b>3,000,000</b>
	Sid Tool Co. Inc. (2023)	1,800,000	200,000	200,000	200,000	200,000
	SunOpta v2 (2023)	300,000	300,000	-	-	-
	Old Fort Worth Road LLC (2022)	750,000	-	750,000	-	-
	Chaparral Steel Midlothian LP (2022)	2,800,000	1,300,000	-	-	-
	SunOpta (2021)	200,000	200,000	-	-	-
	Vision Engineering (2020)	-	-	-	-	-
	Earth Root Holdings/Sunrider (2020)	3,122,573	-	-	-	-
	Ellis Solar (2020)	1,500,000	275,000	250,000	225,000	200,000
	Sharka/Google (2018) [Tax Abatement Only]	-	-	-	-	-
	Chemtrade Solutions (2017)	275,000	-	-	-	-
	Midlothian LNG (2014)	500,000	-	-	-	-
	Buckley Oil (2013)	200,000	-	-	-	-
	Ash Grove (2012)	95,097	-	-	-	-
	QuikTrip (2011)	209,281	-	-	-	-
	Project Holder 1	3,500,000	500,000	500,000	500,000	500,000
	Project Holder 2	4,000,000	-	500,000	500,000	500,000
	Project Holder 3	3,500,000	-	-	500,000	500,000
	Project Holder 4	3,000,000	-	-	-	500,000
	Annual Expenditures		500,000	2,275,000	2,200,000	1,925,000
	Remaining Reserves		19,355,883	3,979,753	2,214,162	2,371,592
80%	<b>Infrastructure Improvements (LGC 501.103)</b>		15,484,706	13,443,509	7,399,839	4,722,112
	Weber II (2023) - Destination Development	3,500,000	-	3,500,000	-	-
	Big Q Concepts (2023) - Destination Development	40,000	40,000	-	-	-
	New Town Square (2023) - Downtown	3,000,000	3,000,000	-	-	-
	Hillwood (2021)	5,000,000	5,000,000	-	-	-
	Methodist Health System - 1A Hospital (2018)	1,000,000	125,000	125,000	125,000	-
	Methodist Health System - MOB1 (2018)	500,000	100,000	100,000	100,000	-
	Methodist Health System - 1B Hospital (2018)	350,000	50,000	50,000	50,000	50,000
	Methodist Health System - MOB2 (2018)	600,000	-	100,000	100,000	100,000
	Methodist Health System - Outpatient or Corner (2018)	900,000	-	200,000	180,000	160,000
	Downtown (Catalyst Projects, Infrastructure Grant)	1,000,000	1,000,000	-	-	-
	Airport (Hangers, Land and infrastructure)	2,000,000	2,000,000	-	-	-
	Office (land and infrastructure)	1,500,000	1,500,000	-	-	-
	Destination Development	500,000	-	500,000	-	-
	Annual Expenditures		5,225,000	7,815,000	4,575,000	330,000
13%	<b>Workforce (LGC 501.102, 501.105)</b>		2,516,265	3,033,633	3,181,474	3,489,781
	TSTC - Equipment (2022)	236,000	140,000	-	-	-
	Annual Expenditures		-	140,000	-	-
7%	<b>Other</b>		1,354,912	1,633,495	1,788,486	1,954,497
	Annual Expenditures		-	-	-	-

Last updated 10/13/2023



Texas won the Site Selection Magazine Governor's Cup for the 11<sup>th</sup> consecutive time. Midlothian's SunOpta manufacturing facility was highlighted as part of the event. Source: Office of Governor Greg Abbott, Economic Development & Tourism

## RECRUITMENT EFFORTS

The MED's recruitment efforts are focused on creating Primary Jobs. Primary Jobs are created at companies that export products and services. Primary Jobs create new wealth for our community as new money enters our local economy through the company's payment of wages, taxes, and local supplies.

As the MED has worked with the landowners and developers to ensure development ready sites, the MED has established aggressive marketing goals to reach interested companies to relocate or expand to Midlothian. The MED leverages recruitment partners including the Governor's Office of Economic Development, Team Texas, the Dallas Marketing Team, Oncor Electric, and Site Location Partnership to proactively reach out and make contacts with primary job employers.

During the 2022-2023 year, the MED participated in nine recruitment events ranging from trade shows to site selector networking events. Most events were anchored by a trade show. Three of the trade shows were new events for the MED and centered on emerging technology, specialized manufacturing, or areas of expertise for Midlothian. All but two of the recruitment events leveraged our partnership with Team Texas, Oncor Electric, or the Dallas Regional Chamber.

During the 2022-2023 year, the MED set a new goal to attend 20 local networking events. The networking events allowed the MED to connect with local brokers and companies looking for projects in our area. The networking events included speaking engagements at real estate conferences, local meet ups, familiarization tours, and connecting with the broker’s data team.

The pinnacle of the MED’s recruitment efforts is to have site visits. Site visits are when a prospect visits Midlothian to see the site and experience our community. These meetings are special opportunities for the MED to showcase what it will be like to do business in Midlothian.

The MED stretched to set high recruitment goals and despite a slowdown in industrial activity, was able to meet the number of recruitment events, networking events, inquiries, prospects, and site visits. As a direct result of the MED efforts, our community has a rich pipeline of companies looking at our available properties and site consultants will continue to keep Midlothian top of mind for future projects. As the MED is consistent to allocate time and resources to a proactive recruitment strategy, we can help to ensure Midlothian will attract desired companies to our community.

<b>MED RECRUITMENT KEY PERFORMANCE INDICATORS</b>					
	<b>Recruitment Events</b>	<b>Networking Events</b>	<b>Inquiries</b>	<b>Prospects</b>	<b>Site Visits</b>
Goal	8	20	255	72	22
<b>YTD</b>	<b>9</b>	<b>20</b>	<b>257</b>	<b>80</b>	<b>23</b>
<b>YTD %</b>	113%	100%	100%	111%	105%

# PROJECT TIMELINE HISTORY

The MED’s first year of operation was 1999. During that year they had sales tax collections of \$290,026. In 2022 the MED’s sales tax collections have increased to over \$4.9 million per year. Below is a list of each MED Performance Agreements.

## Historical MED Projects

Year	Company	Performance Agreement	Committed Incentive	Actual Payout	Tax Abatement
		Performance Agreement	Committed Incentive	Actual Payout	Tax Abatement
			\$500,00		
Aug-2000	Toys R Us	Primary Job	0	\$500,000	Y
Oct-2002	Ennis, Inc.	Primary Job	\$317,688	\$317,688	Y
Jun-2003	Target Corp	Primary Job	\$1,000,000	\$1,000,000	Y
Jul-2009	Navarro College	Career Center	\$1,500,000	\$1,500,000	N
Oct-2009	SWFA	Infrastructure	\$125,000	\$125,000	N
Sep-2011	QuikTrip	Primary Job	\$209,280	\$209,280	Y
Oct-2012	Ash Grove	Primary Job	\$300,000	\$95,098	Y
	Midlothian				
Jun-2013	Healthcare Center	Infrastructure	\$150,000	\$150,000	N
Nov-2013	Buckley Oil Co.	Primary Job	\$200,000	\$200,000	Y
Mar-2014	Midlothian LNG	Primary Job	\$500,000	\$300,000	Y
	Courtyard by				
Oct-2014	Marriott	Infrastructure	\$10,570	\$10,570	N
Nov-2014	Beef O’Brady’s	Infrastructure	\$15,000	\$15,000	N
	Midlothian Towne				
Oct-2015	Crossing	Infrastructure	\$1,575,000	\$1,575,000	N
		Tax			
May-2018	Google	Abatement	\$0	\$0	Y
	Methodist				
	Midlothian Medical				
Aug-2018	Center	Infrastructure	\$2,650,000	\$1,050,000	N
	Sunrider				
Mar-2020	Manufacturing	Primary Job	\$3,122,573	\$780,643	Y
May-2020	Ellis Solar	Primary Job	\$1,500,000		N
	Logistic Property				
Nov-2020	Company	Infrastructure	\$800,000	\$800,000	N
Apr-2021	SunOpta 1	Primary Job	\$200,000	\$200,000	Y
Aug-2021	Navarro College	Career Center	\$8,000	\$7,643	N
Dec-2021	Hillwood	Infrastructure	\$5,000,000	\$5,000,000	N
Mar-2022	Gerdau	Primary Job	\$2,450,000		Y
May-2022	TSTC	Career Center	\$140,000	\$96,000	N

Year	Company	Performance Agreement	Committed Incentive	Actual Payout	Tax Abatement
Jun-2022	Home Zone	Primary Job	\$750,000		Y
Jan-2023	SunOpta 2	Primary Job	\$300,000	\$300,000	Y
Jan-2023	MSC Direct	Primary Job	\$1,800,000		N
Feb-2023	City of Midlothian	Infrastructure	\$3,000,000		N
	Weber MG				
Jul-2023	Midlothian	Infrastructure	\$3,500,000		N
Jul-2023	Penn to Paper	Infrastructure	\$40,000		N
			\$31,663,111	\$14,231,922	



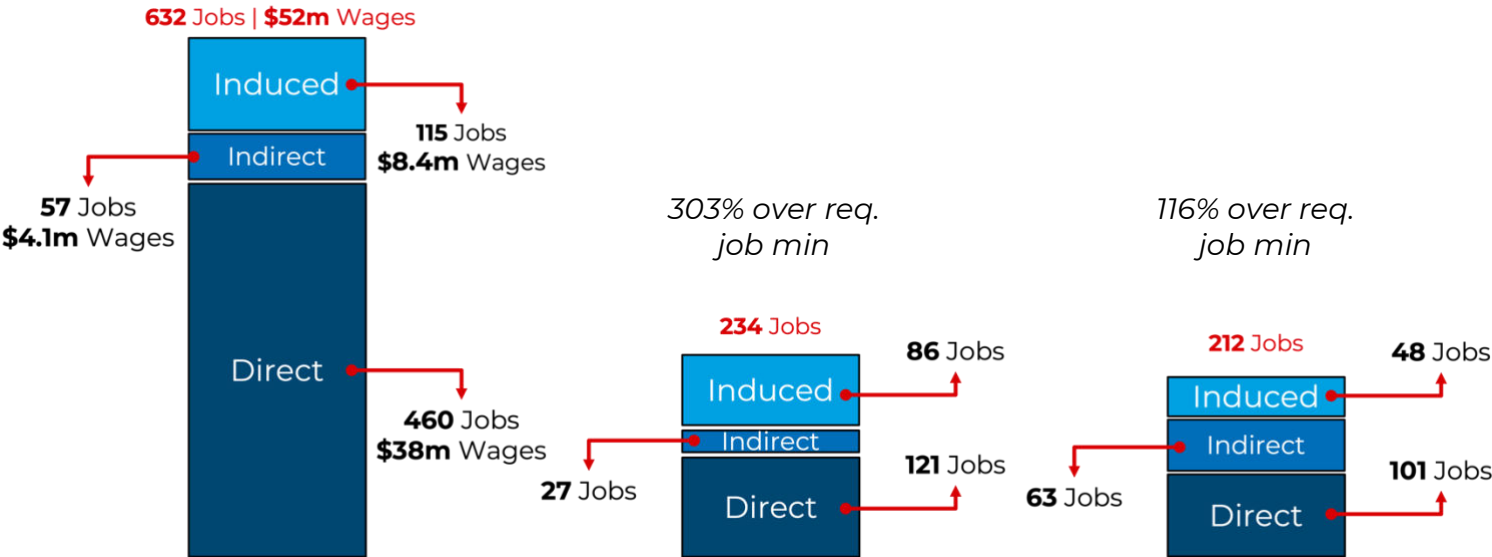
# ECONOMIC IMPACT

As the MED recruit's businesses to Midlothian, we present a message of *partnership*. We seek companies that want to become partners with our community. In a true partnership, both parties' benefit. Midlothian has been blessed with a long history of corporate partners who have worked with our community to make Midlothian what it is today.

For companies receiving MED incentives, our initial partnership is formalized through performance agreement, as required by Section 501.158 of the Texas Local Government Code. Through performance agreements, specific benefits are outlined for each party. The company will receive incentives and the community receives a minimum number of jobs, annual payroll, and taxable value. Through these terms, Midlothian residents can see the direct benefits from each MED project.

In addition to the direct benefits from each MED project, a **"multiplier effect"** is created that generates additional local benefit. Multiplier effects are calculated using formulas from the US Bureau of Economic Analysis and measure indirect and induced benefits. **Indirect benefits** are the output that are generated to supply goods or services for the new business. **Induced benefits** are the output that are generated from the spending of local wages by the company's employees or suppliers' employees.

Overtime all companies with performance agreements will report information that will allow the MED to present the total economic impact of the project. Currently we have three companies that report the information needed to generate the economic impacts.



# MED LOGO

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The City of Midlothian, MED and Midlothian Community Development Corporation (MCDC) worked together to develop new branding that has a strong cohesive identity that reflects the positive and distinct characteristics of our community. The process lasted months and included public input, surveys, and opportunity for everyone to provide input.

## City Logo Story

The city’s new strapline or tagline is Strong Foundations. Bright Futures. The new strapline, “Strong Foundations. Bright Futures.” blends the ideals of tradition and progress, delivering the core of the positioning statement: So, you can harvest opportunity while honoring smalltown charm and tradition. “Strong Foundations.” acknowledges the ties to the City’s industrial and agricultural heritage as well as its faith-based underpinnings. “Bright Futures.” alludes to the promise and potential the City holds for the future for all of its citizens.

The city’s logo symbol was developed with the star at the center, the new logo retains a popular symbol for which Midlothian is known. Surrounding the star with loosely designed hearts/blocks elevates the idea that Midlothian is not only a star but is also a heart. While both the star and the blocks represent the strong foundation and heart of Midlothian, the blocks project an outward trajectory that shows potential and a dynamic future. The blocks also represent people, ideas, and businesses all coming together and contributing to a thriving community.

The city’s logo colors are part of a family of colors also called a color pallet, which work together to distinguish the City’s brand identity. The pallet includes reds and blues that are connected to Midlothian’s traditional identity.



## **MED Logo Story**

The MED entered the process with two key objectives (a) to have alignment with the city, and (b) to emphasize “Texas” since so much of the MED’s marketing occurs outside the state. As result the most significant change to the MED’s logo was the strapline which simply pulls the key elements of the city’s strapline with “Texas”. The MED also favored a color scheme that drove home the importance of Texas in our branding.

## **MCDC Logo Story**

The MCDC had 3 board members participate in the branding process. The MCDC branding subcommittee wanted its logo to exemplify the corporation’s relationship with the City of Midlothian. MCDC feels strongly that they are partners with the city and many times their logo is displayed next to the city’s logo. This was one reason for the green heart icon, so the public could differentiate the MCDC’s logo from the city’s logo. The MCDC board also choose the color green because of their dedication to the parks department. They MCDC felt their adjusted strapline hit the nail on the head in relaying to their mission.

# FINANCIALS

Each year, Type A and Type B economic development corporation are required to file an Economic Development Corporation (“EDC”) Report with the Texas Comptroller. The report provides information on the corporation’s total revenues and expenditures for the fiscal year. Previous reports are available on the [comptrollers’ website](#). The MED will submit its FY 2022-2023 EDC report in April 2024 after the financial audit is completed.

The following report is based on year-end projections.

## MED Financials

	2021-22 Actual	2022-23 Budget	2022-23 YE Projected
Beginning Fund Balance	\$ 9,868,989	\$17,663,861	\$17,663,861
<b>REVENUES</b>			
Sales Tax	\$4,545,301	\$4,062,500	\$4,974,510
Interest/Misc Revenues	\$151,032	\$101,250	\$679,780
Sale of Asset	\$5,260,899	\$0	\$0
Total Fiscal Year Revenues	\$9,957,232	\$4,163,750	\$5,654,290
<b>EXPENSES</b>			
Personnel	\$475,661	\$544,604	\$404,900
Administration	\$246,194	\$383,560	\$144,310
Marketing and Promotion	\$60,322	\$70,000	\$38,160
Capital Costs	\$251,540	\$0	\$0
Direct Business Incentives	\$1,128,643	\$5,840,000	\$5,725,000
Debt Service	\$0	\$0	\$0
Total Fiscal Year Expenditures	\$2,162,360	\$6,838,164	\$6,312,370
End of Year Fund Balance	\$ 17,663,861	\$ 14,989,447	\$ 17,005,781

The expenditures are categorized as followed:

- \*Personnel - Include expenses for salaries, wages, and related employee benefits provided for all persons employed by the corporation. Employee benefits include employer contributions to the retirement system, insurance, sick leave, severance pay and similar benefits.
- \* Administration - Include expenditures by the corporation including contracts for services, car expenses, rent, supplies, employee training and utilities.
- \* Marketing and Promotion - Include any costs used to promote and market the community for economic development purposes. (i.e., brochures, advertising, direct mail, printing expenses, trade show expenses.)
- \* Direct Business Incentives - Include grants, cash, land, sales tax rebates, loans, job training, infrastructure development, loan guarantees, rent subsidies and other incentives.
- \* Debt Service - Include interest and principal payments on debts of the corporation.
- \*Capital Costs - Include outlays that result in the acquisition of or additions to fixed assets owned by the corporation and not provided as a direct business incentive

## LOOKING FORWARD

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The MED's Five-Year Focus on Projects was adopted in 2021. At the heart of the plan was the development of an annual plan to carry out those projects and objectives that were most timely and important to the community. In addition to the day-to-day responsibilities, the MED will focus on the following objectives:

**Project Benchmarks** – The MED continues to actively monitor all agreements to ensure compliance. The MED also provides 90- and 30-day reminders to all companies to submit all necessary documentation

**Primary Job Recruitment** – Each year the MED pushes itself to be proactive in our promotion of Midlothian. Over the coming year, the MED will aim to attend 15 networking events and 8 recruitment events. Through our efforts we aim to obtain 275 inquiries, 82 prospects, and have 24 site visits.

**Marketing Campaigns** – The MED is moving forward with three areas of marketing (a) to primary job employers, (b) to small businesses, and (c) to our local community. Through each of these initiatives we strive to bring more attention to our community, grow locally, and help educate our residents on the value of our efforts.

**Career Technology Education** – Our community has reached a pivotal point that we must take on technical education. Over the coming year, we will develop a short and long-term plan on how the MED can help facilitate this important work in our community.

**Process Improvement** – We are an organization of nearly 25 years and strive to provide the organizational standards to match the expectations of our corporation. The MED is committed to (a) annual board training, (b) an annual audit of MED bylaws and policies, and (c) improve our physical and digital records to ensure compliance with state regulations.