

**PUBLIC NOTICE**  
**ODESSA DEVELOPMENT CORPORATION**  
**BOARD OF DIRECTORS MEETING**  
**City Council Chambers - City Hall, 5<sup>TH</sup> Floor**  
**411 W. 8th Street, Odessa, Texas 79761**  
**Thursday, October 11, 2018, at 2:00 p.m.**

In accordance with the Open Meetings Act, Chapter 551 of the Government Code of Texas, notice is hereby given to all interested persons that the Odessa Development Corporation will meet as set out above to consider the following items:

1. Invocation
2. Consider Minutes of September 13, 2018
3. Contractors reports:
  - A. Economic Development Dept.-Odessa Chamber - Wesley Burnett, Director
  - B. CVA - Christi Callicoatte, Director of Account Service
  - C. UTPB-America's SBDC - Michael Crain, exec director
  - D. MOTRAN - James Beauchamp, exec director
4. Receive update on Affordable Workforce Housing Survey
5. Discuss and consider for approval of Compliance Committee recommendation of incentives for Bellows Systems, Inc. including any economic development agreement documents needed to implement the incentives
6. Presentation on Permian Strategic Partnership
7. Receive Financial and Investment Report, Terri Gayhart, City of Odessa Finance Director and ODC treasurer
8. ODC Committee and Officer reports:
  - A. Advertising Committee - Gene Collins, Ted Tuminowski
  - B. Downtown Odessa Inc. Design Committee - Gene Collins
  - C. Compliance Committee - Betsy T-H
  - D. Odessa Partnership - Betsy T-H
9. Adjourn

This notice is being posted on the south door of City Hall and on the bulletin board of the first floor of City Hall, Odessa, Texas, this the \_\_\_\_ day of \_\_\_\_\_, 2018, at \_\_\_\_\_.m., said time being more than seventy-two hours (72) prior to the time at which the subject meeting will be convened and called to order.

The meeting is available to all persons regardless of disability. Individuals with disabilities who require special assistance should contact the City Secretary's Office at 432/335- 3276, or 411 West 8th Street, First Floor, Odessa, Texas, during normal business hours at least twenty-four hours (24) in advance of the meeting.

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Norma Aguilar-Grimaldo, TRMC, CMC  
City Secretary

**ODESSA DEVELOPMENT CORPORATION  
CITY OF ODESSA, TEXAS  
SEPTEMBER 13, 2018**

A regular meeting of the Odessa Development Corporation (ODC) was held on September 13, 2018 at 2:00 p.m., in the Council Chambers, fifth floor, City Hall, 411 W. 8<sup>th</sup> St., Odessa, Texas.

Members present: Betsy Triplett-Hurt, Tim Edgmon, Gene Collins, Ted Tuminowski, and Melanie Hollmann.

Others present:

City Staff: Norma Aguilar-Grimaldo, City Secretary; Gary Landers, Interim City Attorney; Vanessa Ramirez, Assistant City Attorney; Cindy Muncy, Interim Assistant City Manager; and Terri Gayhart, Director of Finance;

ODC Contractors: Wesley Burnett, Economic Development Director; Christi Callicoatte, CVA; Renee Earls, Chamber of Commerce CEO; Dustin Fawcett, MOTRAN; Tyler Patton, UTPB-SBDC; and

Others: Ben Quiroz, Arnulfo Martinez, and other interested citizens.

A quorum being present, Mrs. Triplett-Hurt called the meeting to order and the following proceedings were held:

Mr. Burnett gave the invocation.

**August 2 and August 9, 2018 minutes.** Motion was made by Mr. Edgmon and seconded by Mr. Tuminowski to approve the minutes. The motion was approved by unanimous vote.

**Contractors report: Economic Development: Odessa Chamber, CVA, UTPB-SBDC; and, MOTRAN.** Mr. Burnett reported that local activities were taking place with local expansion calls and discussions on expanding the airport. A distribution center was closing on a property that was for 10 acres. The lithium facility was not moving forward at this time.

Mr. Collins arrived at 2:04 p.m.

Mr. Burnett stated that there was a long-term project that had a positive feasibility study. Mr. Collins stated that the Marketing Committee discussed a possible TV program on ODC activities. Mr. Burnett stated that was supported and be researched.

Tyler Patton, UPTB-SBDC, provided a revised report with two new business expansions and two businesses purchased. The new businesses were oil field related and restaurant. There were 224 counseling session and \$557,200 in capitalization for August. The kick-off for the Business Challenge was October 31. One seminar was held with 13 attendees. He stated payroll taxes seminars were held in the year. Ms. Hollmann stated that taxes were many pitfalls for small businesses. Mr. Collins asked if the ODC could review the reporting on the Business Challenge winners. Mr. Patton would provide the information. The ODC members requested to see the contracts and the reports from the Business Challenge winners.

Ms. Callicoatte was working on follow-up pieces from the campaigns. There would be an ODC presence at the oil show. There was new video for social media. The

“Investing at Home” series ran in July on NewsWest 9 and this month Rextac would be featured. She was working on an ad for the Odessa American.

Mr. Fawcett reported on MOTRAN. He stated that additional funding was secured for more local road projects to be completed. The Unified Transportation Plan revised its projects, which provided more projects for our area. He stated an additional \$121 million in state funding was awarded for our roadway infrastructure. The local projects were moved up. He reviewed the projects. He discussed the I-20 project that would be changed to six lanes in the future but would be done in phases. Mr. Collins was concerned with the traffic congestion with the construction. He asked if it was possible to build a toll road. Mrs. Triplett-Hurt stated over 20 years ago a feasibility study was done for a toll road. At that time, it was not feasible.

**Update on contract with housing survey contractor, CDS.** Ms. Ramirez reported that the signed contract was received and Legal staff was verifying the insurance. A kick-off meeting would be scheduled in the near future. She identified the interested staff that would attend the meeting. Mrs. Triplett-Hurt requested that the contractor be at the October ODC meeting for an update.

**Receive Financial and Investment Report.** Ms. Gayhart reported on the July financial report. She stated that the unreserved fund was unchanged. She reviewed the revenues in sales tax receipts and the expenditures.

Motion was made by Mr. Edgmon and seconded by Mr. Collins to approve the financial and investment report. The motion was approved by unanimous vote.

**Update on proposed FY 2018-2019 Budget following the City Council meeting.** Mrs. Muncy reported that the ODC budget would be on the September 18 Council Finance Committee agenda and for Council consideration on September 24 at 5 p.m. The Council would consider the outside and administrative contracts at the September 25 Council meeting.

Mr. Collins asked about the unused marketing funds. Mrs. Muncy explained that the unexpended funds would be accumulated for future use. The funds would be in reserve.

**Discuss and consider for approval new contracts for EDD, CVA, UTPB, MOTRAN, and City of Odessa.** Mr. Landers reported that the contracts were provided to the contractors. There would be changes made to the contracts and the final version would be sent to the contractors and the ODC board members prior to the Council meeting on September 25. Mrs. Earls reviewed the suggested changes to the contract. Mrs. Callicoatte would send the suggested changes to Mr. Landers.

Motion was made by Mr. Collins and seconded by Mr. Edgmon to approve the authorized contracts with the changes to be made. Mr. Tuminowski asked about the Exhibits A & B to the contracts, as they were not attached. Mr. Landers stated that the original contractor’s proposal would be the exhibits as it was submitted to the contract. The motion was approved by unanimous vote.

**Receive financial update about Odessa Hispanic Chamber of Commerce.** Dr. Ben Quiroz announced that Arnulfo Martinez was the CEO of the Odessa Hispanic Chamber of Commerce. He provided FY October 2017- present financial transactions. There were two checks refunded for \$51,301.98 and \$2,297.52 on August 15, 2018. He invited

the board to the Odessa Hispanic Chamber Banquet on October 26. Mr. Martinez reported that they were working with non-profits and Chambers. There was collaboration being made. There would be monthly networking events and quarterly social events. Business seminars would be held throughout the year. He was working on bring businesses and education together. Dr. Quiroz stated membership was about 200. He stated that the Chamber would be growing. Mrs. Triplett-Hurt stated to work with UTPB-SBDC. Mr. Collins reminded the Chamber that they have a standing member to the Compliance Committee.

Mr. Landers stated that City staff would review the transactions and would provide a recommendation to the ODC board. Ms. Hollmann stated that originally three years of financials were requested. Mr. Quiroz would provide the other years of financials.

**ODC Committee and Officer Reports – Advertising Committee, Downtown Odessa Inc. Design Committee, Compliance Committee, and Odessa Partnership.** Mr. Collins had concerns on the transparency of the marketing funds being reported under CVA versus the project and/or contractor. Mrs. Callicoatte stated that they budget may look larger. She stated it was a line item under the Business Challenge that was from the promotional funds. Mr. Collins asked if it accurately reflected the Business Challenge with its marketing funds from CVA. Mrs. Muncy explained the line items. Ms. Hollmann stated using CVA would provide the consistency with the ODC branding. Mr. Tuminowski stated it skews the total budget. Discussion was held on the practice and history of promotional funds from CVA such as the past Mexico Initiatives funds. Mr. Collins stated that is should be transparent and accurate. It would be on the next agenda for further discussion.

Mr. Collins reported that discussion were planning for downtown to be a one-lane on Grant with parallel parking. He stated more parking was needed.

The Partnership would meet next week.

The meeting adjourned at 3:14 p.m.

ATTEST:

APPROVED:

Norma Aguilar-Grimaldo, TRMC, CMC  
City Secretary

Betsy Triplett-Hurt  
President



## Odessa Chamber of Commerce

Economic Development

### Services for the Odessa Development Corporation

September 2018

#### PROJECTS

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##### 2007-01

- Company has ended the project for Odessa due to the lack of DOE support
- Representation retained for Odessa interests; will keep ODC updated
- Bankruptcy hearings to be scheduled by the Summer 2018
- Progressing with bankruptcy, land issues
- No update

##### 2017-04

- Midland plumbing supply company looking to place a new distribution center in Odessa
- Ongoing discussions with company
- Exploring sites in Odessa
- Company representatives to narrow description and parameters for the project in Odessa
- Company has decided to explore lease options in Odessa, will continue discussion
- Company is seeking a 30Ksf building for their distribution center; 4Ksf for office space and 2-4 acres of land
- Company has contracted with CBRE for building search and will be working with Economic Development Staff
- Conference called scheduled with company. Plans for a new facility to serve the Permian Basin

## **2017-12**

- This solar panel project is seeking property in Ector County, will create 100 jobs during construction and sustain several local jobs for the operating life of the plant. This is a \$50 million capital investment to create 50 megawatts of solar capacity for the region
- Company representatives in Odessa during the month of December 2017, met with Economic Development Department and taxing entities
- Application received for tax incentives
- Met with OC Finance Committee January 19, 2018
- OC Trustees approved Tax Abatement on January 30, 2018
- Briefing completed with ECISD, County and Hospital along with Economic Development Staff and Solar Company
- Negotiations with taxing entities in progress
- Odessa College passed resolution for 10-year tax abatement, awaiting County, ECISD and hospital consideration
- Ector County passed reinvestment zone and Tax Abatement
- ECISD heard feasibility study in June meeting
- ECISD voted to accept application for incentives and will be reviewed by Comptroller office to proceed to next step
- Hospital Board took up abatement September 04, 2018; Odessa College to formalize as soon as possible
- OC has finalized agreement. Next steps for ECISD to finalize and project starts at the end of 2018

## **2018-01**

- Lead from the Governor's office; This company, a chemical manufacturing business is seeking a HQ location in Odessa, adding 200 jobs to the workforce
- Seeking rail served location
- Company narrowing facilities list, will be working with economic development staff
- Negotiating for a facility continues and is close to completion

## **2018-02**

- State Enterprise project
- Applying for ODC assistance, could be adding 100 jobs
- City approved enterprise project, application sent to State of Texas
- Application being amended
- Business was approved by State of Texas for Enterprise Project

## **2018-03**

- The company is seeking to lease or purchase hangar space (existing buildings or build to suit) at an existing airport for purposes of production, and fly in/fly out service and maintenance
- Space required is 50K-80K SF across one or multiple buildings
- Minimum 5,000 feet of runway
- Proposal submitted on behalf of Odessa
- Inactive

## **2018-04**

- The company is seeking 20 acres of land and a 100K SF facility for a lithium battery recycling facility
- They intend to start with 50 jobs and plan to expand with in 2-3 years and will reach 200+ employees
- Compliance Committee met on April 30, 2018
- Prospects met in Odessa May 2<sup>nd</sup> & 3<sup>rd</sup>, 2018
- Ongoing discussion with company for further information
- No update, company working on financing
- Company looking at other locations due to wage structure and workforce availability

## **2018-05**

- This company is seeking to construct and operate a specific nuclear reactor in Ector County, Texas. This is a long-term project that would not expect to be in operation until 2024 and a \$1.5 Billion project
- This intrinsic safe procedure is expected to generate the sale of electricity and the process heat from this facility could self-suffice the plant operations and costs
- A feasibility study has returned favorable and positive feedback
- Ongoing discussion with company for further information
- Company visited Odessa, toured GCA- very favorable, feasibility moving forward on business model
- Company will return to Odessa and discuss water issues surrounding communities moving forward

## **2018-06**

- The company is seeking 5 acres of land and a 30K SF facility for an expansion project that will close their California location and merge with their oil and gas Texas location in Odessa for related aircraft products; expected to create 10+ new jobs
- Application submitted and staff reviewing information to move to next step with compliance committee
- Compliance evaluation, questions for company to address before progress is made
- Compliance will be meeting to reevaluate project with updated information

## **2018-07**

- The company is seeking to repurpose an existing facility for a recycling plant project that will extract oil, carbon and steel belts from used tires for repurposing. This will create 12 jobs + supervisor and operate on 3 shifts
- They have applied for a TCEQ AIR Permit to operate at this location. They would like to use the crumb tire onsite and help clean-up the tire problem in Ector County
- Company CEO visited Odessa and is seeking ownership of abandoned tires (approximately 3 million) and crumbs at the Safe Tire Disposal Site
- No update

## **2018-08**

- Company seeking 70 acres with rail for a multi-use chemical manufacturing company. This will create 50 jobs and anticipates a \$20Million investment
- Discussion with several land owners are ongoing
- On hold pending owner's evaluation of project
- Will be a 2019 project

## **2018-09**

- This company is pursuing an expansion project that will create over 400 jobs in the next 2 years with a \$140 million capital investment. They are seeking a Texas Enterprise Project nomination from the City
- Company given a nomination by City Council for Enterprise Project

## **Direct Contact- Out of State Prospects**

- Commuter Flight Company from NY, Call with Staff
- American Tire Distributor from NC, Call with Staff

## **OHCC- PROJECTS**

- No current projects to report currently

## **OHCC- Applications**

- Economic Development Department has No current application from the Hispanic Chamber of Commerce

## **Odessa Partnership**

- Meeting held September 2018
- Next scheduled meeting is November 2018

## **Business Retention & Expansion**

- ✓ Completed 7 visits to local industries in September

## **SERVICES AND OTHER ACTIVITIES**

- ✓ Ingham Economic Index June Reports sent out via Mailchimp list
- ✓ Odessa Development News/Economic Indicators for July & August sent out via Mail Chimp
- ✓ Submitted/Responded to request for information on inflation
- ✓ Issued information to Virgil Trower on Commercial property on Pagewood and I-20
- ✓ Submitted Apartment Survey information to Hemingway Apts. Ahead of owner arrival
- ✓ Submitted information to Blair Roberts on labor market data and job demand
- ✓ Post commercial properties for on Website for Steve Oliver Realtor
- ✓ Submitted Realtor information to Preferred Sand Company
- ✓ Submitted man camp information to Quanta Services Co.
- ✓ Submitted property information; 7-10K SF building to local Welding Co.

## Partner Visits

TEDC Montrose Development	Staff attended Webinar
Texas Scholars	Staff hosted community event at Odessa College
Meeting on Regional Safety Planning	Director attended with Alan Rutter & Bill Frawley
Tom Kerr	Met at property on Pagewood to discuss development progress
TEDC	Budget Conference call with ED Director
Leadership Program	ED Director participating
Larry Lee	ED Director meeting
ODC Marketing Meeting	Staff attended
IAMC	ED Director attended Site Selector
Permian Strategic Partnership	Staff attended meeting in Midland
Early Childhood Action Network	Staff attended meeting
CDS Kick off meeting	Director attended at City Hall
TRE Meeting	Director attended at Sewell
Toured Monahans Convention Center	Staff attended

## Research and Development

✓ Major Employers Report is near completion

Services for the Odessa  
Development Corporation

Odessa Chamber of Commerce

# Odessa Economic Indicators 2018

## Building Permits

	2018	Total Value	2017	Total Value
New Single Family	58	\$11,824,440	65	\$10,569,200
New Commercial	2	\$2,627,000	2	\$9,200,000
Other	157	\$13,243,990	145	\$9,837,163
Totals	217	\$27,695,430	212	\$29,606,363
YTD Totals	1,599	\$222,094,566	1,359	\$262,475,025

## Sales and Use Tax

	2018	2017	% Change
City of Odessa	\$6,377,124	\$4,738,054	34.59%
Totals YTD	\$45,502,123	\$31,084,992	46.38%

## Labor Market Statistics

	2018	2017
Civilian Labor Force	80,026	78,693
Total Employment	77,702	75,591
Total Unemployment	2,324	3,102
Unemployment Rate	2.9%	3.9%
Payroll Employment Estimate	75,500	73,900

## Permian Basin Rig Count

Month	2018	2017
August	383	318
July	378	317
June	384	309
May	374	301

## Midland International Air and Space Port

	2018	2017
Enplaned	52,961	42,990
Deplaned	51,631	42,892
Enplaned YTD	394,208	339,199
Deplaned YTD	389,499	335,947

## MLS Statistics-Residential (SF/COND/TH)

	2018	2017
Total Sold	154	116
Dollar Volume	\$35,454,377	\$22,687,802
Total Sold YTD	1,093	895
Volume YTD	\$234,254,470	\$360,324,794



ADVERTISING & MARKETING

# Odessa Development Corporation

**SEPTEMBER 2018**

## **SOCIAL MEDIA/DIGITAL MEDIA**

In the month of September we ran campaigns on Facebook, Twitter & LinkedIn to garner new page followers/likes. As a result, followers have significantly increased on all channels. In addition, the Multiview digital campaign is still running and resulted in an increase in website traffic.

### **Facebook**

Organically, over the last month on Facebook, we have been generating content from the economic reports of Karr Ingham and Ray Perryman and posting 2-3 times each week. We've also generated content from videos produced by NewsWest 9. We have boosted each organic post that was not a share of another page. Engagements/likes are up presumably because of more frequent posting and boosting.

In addition, we are running a Page Likes Campaign. This has resulted in 121 new page likes and has reached 10,444 people.

The reason for the reduced engagement rate is because of the increased impressions due to the followers/page likes campaign. The engagement rate is based on the percentage of engagement to impressions and the significantly higher impressions naturally drove the engagement rate down over last month.

This month, our focus was on increasing reach, followers, and page likes.

### **Twitter**

Over the last month on Twitter, we have been tweeting the same content we share on Facebook at least 2-3 times each week.

We began a follower's campaign on Sept. 10th that will run until Oct. 12th. Followers and likes/retweets are up slightly because of more frequent posting and that campaign. We have also garnered 51 new followers.

Our goals this month were to increase followers and tweet engagement.



ADVERTISING & MARKETING

### **LinkedIn**

We are currently running a sponsored updates campaign. This means updates are being boosted to the Odessa area and current page followers. This has resulted in 42 new page followers and 73 likes on updates. Updates are garnering 500-3,500 impressions each.

Organically we have been sharing content from Facebook, including local articles over higher education and the ODC. These have been promoted through the sponsored updates campaign.

Our goals for this month were to increase followers and engagement on updates.

### **Website**

The blog and recent developments are showing an increase in site traffic. We have shared and boosted the blog on all social media channels and garnered a good reaction from followers. This led to more people visiting the website to read the blog and view recent developments.

In addition, website sessions were up in both August and September due to the Multiview campaign. Display ads were responsible for 50% of all traffic to the site in September and four of the top 10 pages visited were landing pages used in the Multiview campaign.

### **Multiview**

In addition to the medical manufacturing and general manufacturing and distribution campaigns, we also targeted ads specifically to attendees of the Site Selectors Guild Fall Forum in September. Our click-through-rate remains high at 2.8x the industry average.

(See report attached for all social media for the month of September.)

## **ADVERTISING/COLLATERAL**

- The "Investing at Home" series focused on Glazer in on NewsWest 9. Thirty second TV spots continue to run on other networks.
- Developing an Industry Market Report to be sent to site selectors.
- Developing a wall calendar for 2019 to send to local businesses and site selectors.
- Working on collateral pieces to follow up to the Multiview digital campaign.
- Designing a new Spotlight ad to run in the OA this quarter.
- Ad running in *PBIOS* magazine.

## **ODESSA BUSINESS CHALLENGE**

Developing advertising plan with the SBDC for the orientation in late October.

| SOCIAL OVERVIEW - PAGE 1 |

 Total Social Impressions

18.00K  
IMPRESSIONS

 Total Social Engagement

911  
ENGAGEMENT

 Total Social Followers

1.71K  
FOLLOWERS

 Total Social Clicks

482  
CLICKS

 Total Social Likes

336  
LIKES

 Total Social Shares

60  
SHARES

Top Performing Posts

 **Odessa Development Corporation**  
 September 18 at 3:20 PM ·   Like Page 

By the spring of 2019, it should be possible for Odessa College students to enroll in two different four-year degree programs.



ODESSATEX.COM  
**New degrees aim to meet local demand - Odessa TX | Economic Development**  
[Learn More](#)

<b>2,219</b>	<b>52</b>	<b>123</b>
People Reached	Engagements	Clicks

Recent Activity

Performance for Your Post

**2,219** People Reached

**52** Reactions, Comments & Shares 

<b>45</b> Like 	<b>31</b> On Post	<b>14</b> On Shares
<b>1</b> Love 	<b>1</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>7</b> Shares	<b>7</b> On Post	<b>0</b> On Shares

**123** Post Clicks

<b>1</b> Photo Views	<b>101</b> Link Clicks	<b>21</b> Other Clicks 
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NEGATIVE FEEDBACK

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Top Performing Posts



**Odessa Development Corporation**  
 September 13 at 3:30 PM

Like Page

Why Odessa, Texas is a great place for your business:  
 Great location. Great Incentives. Great People.



ODESSATEX.COM

Learn More

**Why Odessa is a Great Place to Do Business -  
 Odessa TX | Economic Development**

<b>2,071</b>	<b>44</b>	<b>62</b>
People Reached	Engagements	Clicks
Recent Activity		

**Boosted on Sep 14**  
 Audience: United States: Texas, 18 - 65+, People...  
By Colak Burnett - Completed

**Performance for Your Post**

<b>2,071</b>	People Reached	
<b>44</b>	Reactions, Comments & Shares	
<b>28</b>	<b>16</b>	<b>12</b>
Like	On Post	On Shares
<b>1</b>	<b>0</b>	<b>1</b>
Love	On Post	On Shares
<b>2</b>	<b>2</b>	<b>0</b>
Haha	On Post	On Shares
<b>7</b>	<b>5</b>	<b>2</b>
Comments	On Post	On Shares
<b>6</b>	<b>6</b>	<b>0</b>
Shares	On Post	On Shares

<b>62</b>	Post Clicks	
<b>0</b>	<b>45</b>	<b>17</b>
Photo Views	Link Clicks	Other Clicks

<b>NEGATIVE FEEDBACK</b>		
<b>0</b>	<b>0</b>	<b>0</b>
Hide Post	Hide All Posts	Unlike Page
<b>0</b>	<b>0</b>	<b>0</b>
Report as Spam		

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

### Page Views

#### Page Views



September 1 - September 28

173

Total Page Views **▲193%**



#### Page Previews



September 1 - September 28

7

Page Previews **▲75%**



### Page Likes & People Reached

#### Page Likes



September 1 - September 28

115

Page Likes **▲326%**



#### Reach



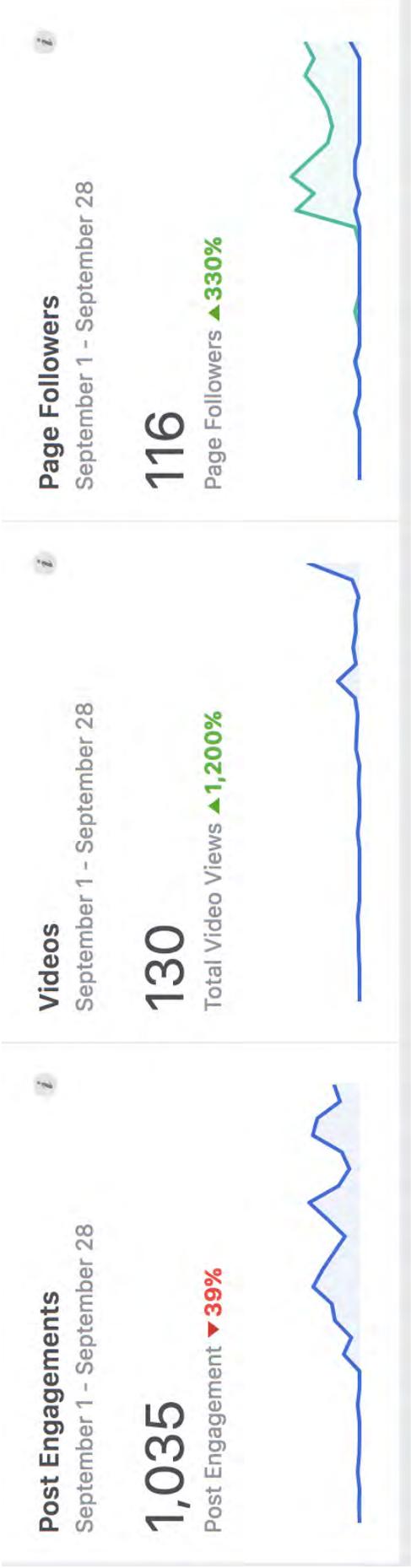
September 1 - September 28

8,987

People Reached **▲31%**



Post Engagements, Video Views & New Followers



Overview

Sep 2018 · 30 days

TWEET HIGHLIGHTS

28 day summary with change over previous period

Tweets  
9 ↑ 800.0%



Tweet impressions  
64.3K ↑ 2,849.6%



Profile visits  
459 ↑ 537.5%



Mentions  
23



Followers  
671 ↑ 51



September Summary

SEP 2018 SUMMARY

Tweets  
9

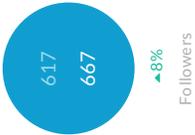
Tweet impressions  
63.5K

Profile visits  
461

Mentions  
23

New followers  
50

New Followers



Metric	Value
New Followers	617
Total Followers	667
Change	+8%

Followers

Top Tweet

**Top Tweet** earned 2,661 impressions

Why **#OdessaTX** is a great place for your business:

Great location. Great Incentives. Great People.

[odessatex.com/blog/why-odessa...](https://odessatex.com/blog/why-odessa...)

1 Retweet 4 Likes 19

[View Tweet activity](#)

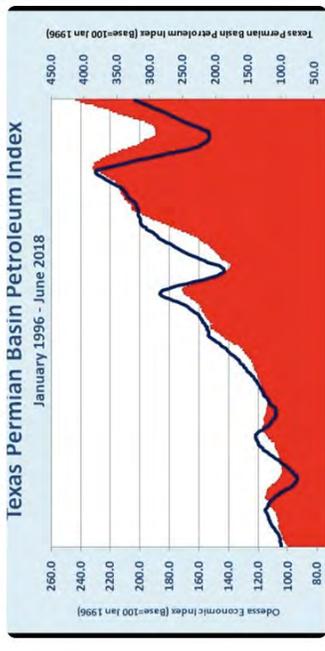
[View all Tweet activity](#)

### Top Media Tweet

**Top media Tweet** earned 470 impressions

"...At present, however, there is little reason to believe the takeaway capacity issues depressing oil and gas prices in the Permian will knock the general economy of the #OdessaTX metro area off its growth track. And thankfully, help is on the way."

-Karr Ingham, OEI, June '18  
[pic.twitter.com/vmE6rwVmCk](https://pic.twitter.com/vmE6rwVmCk)



↪ 3   ❤ 4

[View Tweet activity](#)

[View all Tweet activity](#)

Top Performing Updates



**Odessa Development Corporation**  
127 followers  
2W

A great location, great city and state incentives, and great people all combine to make Odessa one of the best places to do business. Find out more in our latest blog.



**Why Odessa is a Great Place to Do Business**  
odessatex.com

13 Likes

Like Comment

Top Performing Updates



**Odessa Development Corporation**  
127 followers  
3W

The University of Texas of the Permian Basin has been recognized as the top 15th best four-year college in Texas by Online Colleges.



**UTPB cracks list of top Texas universities**  
mrt.com

42 Likes · 1 Comment

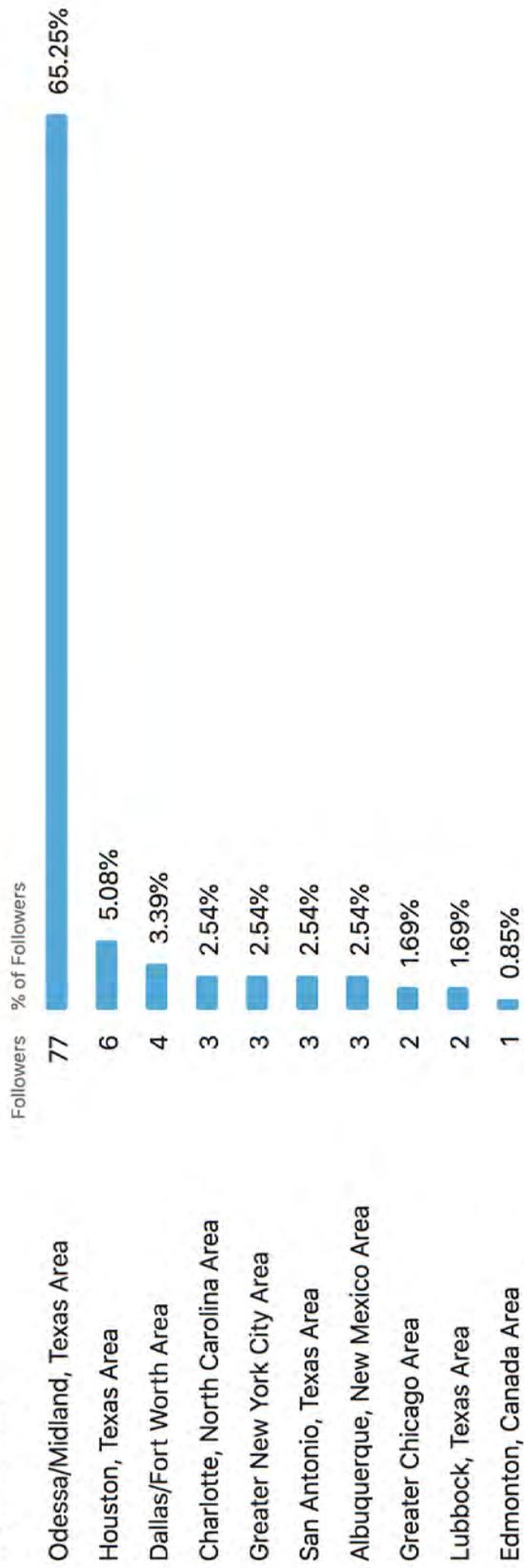
Like Comment

## Follower Demographics

### Follower Demographics

Data for: Location

#### Top locations



## Highlights

### Follower highlights ⓘ

127

Total followers

42

▲ 4,100%

New followers in the last 30 days 9/1/2018 - 10/1/2018

### Visitor highlights ⓘ

Data for the last 30 days 9/1/2018 - 10/1/2018

57

▲ 612%

Page views

26

▲ 420%

Unique visitors

### Update highlights ⓘ

Data for the last 30 days 9/1/2018 - 10/1/2018

73

▲ 2,333%

Likes

2

▲ 100%

Comments

14

▲ 0%

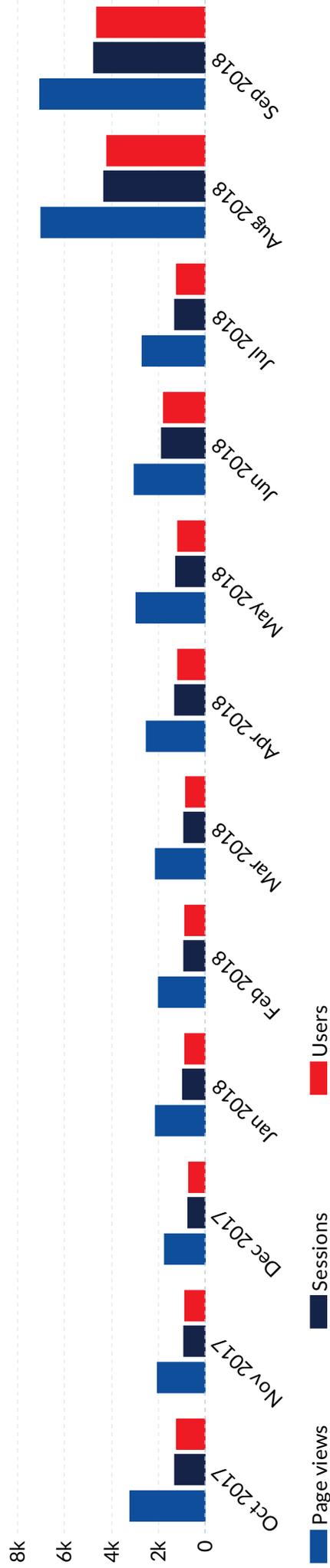
Shares

WEBSITE - PAGE 1

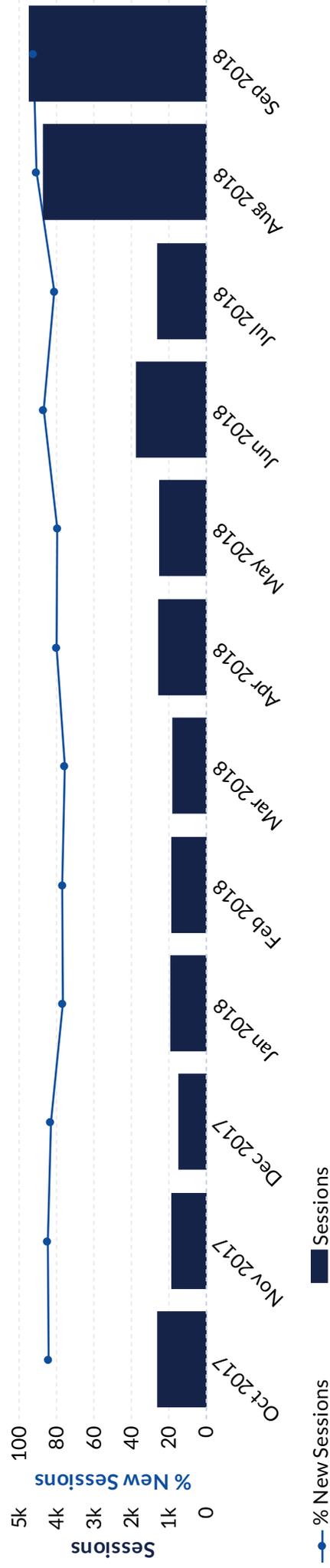
Performance KPIs



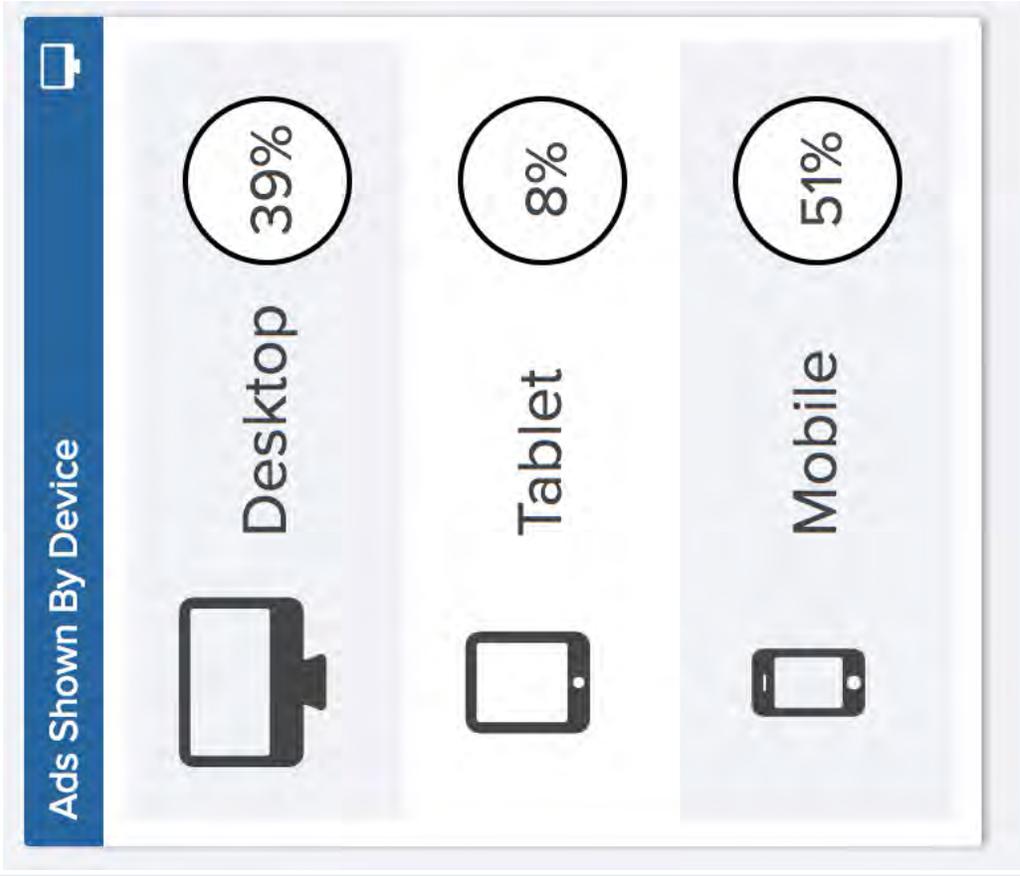
Website Performance Trend



Sessions vs New Sessions



Ads Shown By Device



MULTIVIEW MEDICAL MANUFACTURING DIGITAL ADVERTISING CAMPAIGN - PAGE 2

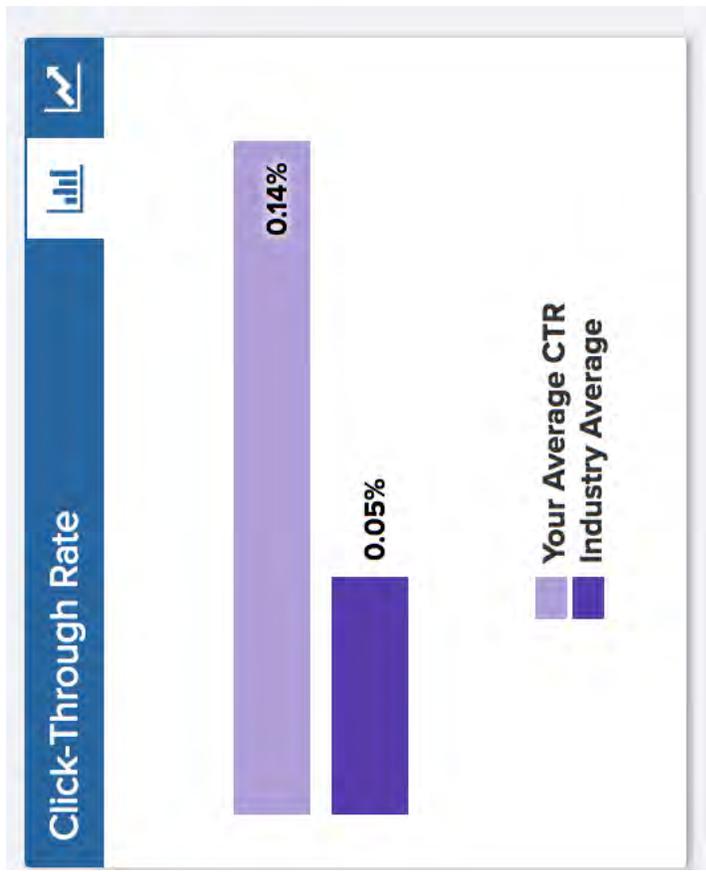
Ad Delivery Location

Ad Delivery Location

Ad delivery location currently does not include any Persona campaigns. This will be remedied in a later release.



CTR



Clicks

Clicks

915

From September 01, 2018 to September 30, 2018



Persona & Site Summary

Persona & Site

Impressions: **311,463** Clicks: **392** CTR: **0.13%** First Impression: **08/20/2018** Last Impression: **09/29/2018**

Ad Group Summary

Ad Group Name	Targeting Type	Impressions	Clicks	CTR	Image Preview	View Ads
Medical Persona	Persona HD	233,362	186	0.08 %		<a href="#">View All Ads</a>
General	Persona HD	58,390	124	0.21 %		<a href="#">View All Ads</a>
Site Retargeting	Site Retargeting	19,711	82	0.42 %		<a href="#">View All Ads</a>

Pre-Roll Site Retargeting Summary

Pre-Roll Site Retargeting

Impressions: **10,305** Clicks: **51** CTR: **0.49%** First Impression: **08/23/2018** Last Impression: **09/29/2018**

Ad Group Summary

Ad Group Name	Targeting Type	Impressions	Clicks	CTR	Image Preview	View Ads
Pre-Roll Site Retargeting	Site Retargeting	10,305	51	0.49 %	Image preview not available	<a href="#">View All Ads</a>
<b>Summary</b>		<b>10,305</b>	<b>51</b>	<b>0.49 %</b>		

Event Targeting

Event Targeting [Grid Icon] [Line Graph Icon] [Globe Icon]

Impressions: **54,050** Clicks: **87** CTR: **0.16%** First Impression: **09/10/2018** Last Impression: **09/30/2018**

### Ad Group Summary

Ad Group Name	Targeting Type	Impressions	Clicks	CTR	Image Preview	View Ads
Site Selectors Guild Fall Forum 2018	Event Targeting	37,665	57	0.15 %		<a href="#">View All Ads</a>
Site Selectors Guild Fall Forum 2018- POST ET	Event Targeting	16,385	30	0.18 %		<a href="#">View All Ads</a>
<b>Summary</b>		<b>54,050</b>	<b>87</b>	<b>0.16 %</b>		

Behavioral Summary

Behavioral [Grid Icon] [Line Graph Icon] [Globe Icon]

Impressions: **67,976** Clicks: **57** CTR: **0.08%** First Impression: **08/21/2018** Last Impression: **09/30/2018**

### Ad Group Summary

Ad Group Name	Targeting Type	Impressions	Clicks	CTR	Image Preview	View Ads
Behavioral	Behavioral	67,976	57	0.08 %		<a href="#">View All Ads</a>
<b>Summary</b>		<b>67,976</b>	<b>57</b>	<b>0.08 %</b>		

Persona Pre-Roll Summary

**Persona Pre-Roll** [Grid Icon] [Line Graph Icon] [Globe Icon] [User Icon]

Impressions: **103,578** Clicks: **197** CTR: **0.19%** First Impression: **08/23/2018** Last Impression: **09/29/2018**

Ad Group Summary

Ad Group Name	Targeting Type	Impressions	Clicks	CTR	Image Preview	View Ads
Medical Manufacturing_Pre-Roll	Persona HD	82,859	145	0.17 %	Image preview not available	View All Ads
General Manufacturing Pre-Roll	Persona HD	20,719	52	0.25 %	Image preview not available	View All Ads
<b>Summary</b>		<b>103,578</b>	<b>197</b>	<b>0.19 %</b>		

Company Targeting Summary

**Company Targeting** [Grid Icon] [Line Graph Icon] [Globe Icon] [User Icon]

Impressions: **104,151** Clicks: **131** CTR: **0.13%** First Impression: **08/21/2018** Last Impression: **09/30/2018**

Ad Group Summary

Ad Group Name	Targeting Type	Impressions	Clicks	CTR	Image Preview	View Ads
Company Targeting	Company Targeted	104,151	131	0.13 %		View All Ads
<b>Summary</b>		<b>104,151</b>	<b>131</b>	<b>0.13 %</b>		

**UTPB SMALL BUSINESS DEVELOPMENT CENTER**  
**2017-2018 New Business Start-Ups & Expansions**

Jul-18		OTHER LOCATIONS		ACTIVITIES		Cumulative														
ODESSA						Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	2017/18 Totals	2016/17 Totals	
New Businesses	2	New Businesses	3	Counseling Sessions	315	Seminars	0													
Full-Time Jobs	37	Full-Time Jobs	44	Am Ind/N/Alaskan	7	Am Ind/N/Alaskan	0													
Part Time Jobs	2	Part Time Jobs	16	Asian/pac. Islander	3	Asian/pac. Islander	0													
				Black	32	Black	0													
<b>Total Jobs</b>	<b>38</b>	<b>Total Jobs</b>	<b>52</b>	Hispanic	136	Hispanic	0													
				Non-Hispanic	153	Non-Hispanic	0													
				<b>Total Attendees</b>	<b>206</b>	<b>Total Attendees</b>	<b>0</b>													
				<b>Counseling Hours</b>	<b>187</b>	<b>Counseling Hours</b>	<b>117.25</b>													
<b>Counseling Sessions</b>	<b>135</b>	<b>99</b>	<b>100</b>	<b>116</b>	<b>81</b>	<b>97</b>	<b>59</b>	<b>68</b>	<b>76</b>	<b>206</b>	<b>224</b>	<b>315</b>	<b>224</b>	<b>315</b>	<b>1576</b>	<b>1576</b>	<b>315</b>	<b>1576</b>	<b>1530</b>	
<b>Counseling Hours</b>	<b>163</b>	<b>129</b>	<b>142</b>	<b>142</b>	<b>98</b>	<b>126</b>	<b>81</b>	<b>65</b>	<b>93</b>	<b>92</b>	<b>96</b>	<b>187</b>	<b>96</b>	<b>187</b>	<b>1414</b>	<b>1414</b>	<b>187</b>	<b>1414</b>	<b>1997</b>	
<b>Seminars Presented</b>	<b>9</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>37</b>	<b>37</b>	<b>0</b>	<b>37</b>	<b>45</b>	
<b>Attendees</b>	<b>138</b>	<b>28</b>	<b>29</b>	<b>90</b>	<b>55</b>	<b>31</b>	<b>8</b>	<b>125</b>	<b>29</b>	<b>12</b>	<b>13</b>	<b>0</b>	<b>13</b>	<b>0</b>	<b>558</b>	<b>558</b>	<b>0</b>	<b>558</b>	<b>443</b>	
<b>Training Hours</b>	<b>42</b>	<b>49</b>	<b>24.25</b>	<b>15.5</b>	<b>39.25</b>	<b>12.5</b>	<b>12.5</b>	<b>8.5</b>	<b>48</b>	<b>130</b>	<b>42</b>	<b>117.25</b>	<b>42</b>	<b>117.25</b>	<b>541</b>	<b>541</b>	<b>117.25</b>	<b>541</b>	<b>883</b>	
<b>New Businesses</b>	<b>8</b>	<b>6</b>	<b>9</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>48</b>	<b>48</b>	<b>3</b>	<b>48</b>	<b>68</b>	
<b>Odessa New Business</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>23</b>	<b>23</b>	<b>2</b>	<b>23</b>	<b>36</b>	
<b>Capitalization</b>	<b>\$35,000</b>	<b>\$60,000</b>	<b>\$15,130,500</b>	<b>\$450,000</b>	<b>\$0</b>	<b>\$500,000</b>	<b>\$75,000</b>	<b>\$0.00</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1,203,200</b>	<b>\$705,650</b>	<b>\$1,203,200</b>	<b>\$705,650</b>	<b>\$9,800,085</b>	<b>\$9,800,085</b>	<b>\$705,650</b>	<b>\$18,159,350</b>	<b>\$9,800,085</b>	
<b>Odessa Capitalization</b>	<b>\$30,000</b>	<b>\$60,000</b>	<b>\$14,510,500</b>	<b>\$450,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$557,200</b>	<b>\$109,000</b>	<b>\$557,200</b>	<b>\$109,000</b>	<b>\$4,806,659</b>	<b>\$4,806,659</b>	<b>\$109,000</b>	<b>\$15,716,700</b>	<b>\$4,806,659</b>	
<b>Full-Time Jobs</b>	<b>33</b>	<b>33</b>	<b>98</b>	<b>7</b>	<b>5</b>	<b>18</b>	<b>14</b>	<b>35</b>	<b>0</b>	<b>0</b>	<b>16</b>	<b>44</b>	<b>16</b>	<b>44</b>	<b>303</b>	<b>303</b>	<b>44</b>	<b>303</b>	<b>256</b>	
<b>Odessa FullTime Jobs</b>	<b>7</b>	<b>23</b>	<b>87</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>9</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>37</b>	<b>11</b>	<b>37</b>	<b>180</b>	<b>180</b>	<b>37</b>	<b>180</b>	<b>154</b>	
<b>Part Time Jobs</b>	<b>1</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>11</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>16</b>	<b>1</b>	<b>16</b>	<b>51</b>	<b>51</b>	<b>16</b>	<b>51</b>	<b>131</b>	
<b>Odessa Part Time Jobs</b>	<b>1</b>	<b>6</b>	<b>2</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>21</b>	<b>21</b>	<b>2</b>	<b>21</b>	<b>52</b>	
<b>Total Jobs</b>	<b>33</b>	<b>39</b>	<b>100</b>	<b>10</b>	<b>5</b>	<b>18</b>	<b>15</b>	<b>40</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>52</b>	<b>1</b>	<b>52</b>	<b>313</b>	<b>313</b>	<b>1</b>	<b>313</b>	<b>407</b>	



P. O. Box 60816 • Midland, Texas 79711  
(432) 563-6240

**La Entrada al Pacífico**

September 28, 2018

The Honorable Betsy Triplett-Hurt, Chair  
Odessa Development Corporation  
P.O. Box 4398  
Odessa, Texas 79760

Dear Chairwoman Hurt:

Please find the attached monthly financials and activity report for the Midland-Odessa Transportation Alliance, Inc., for the month of August, 2018.

We appreciate your continued support and assistance.

Sincerely,

A handwritten signature in black ink that reads "James Beauchamp". The signature is fluid and cursive, with a long horizontal stroke at the end.

James Beauchamp  
President, Midland-Odessa  
Transportation Alliance

cc. The Honorable David Turner, City of Odessa

RECEIVED  
OCT 04 2018

CITY ATTORNEY



**AUGUST/SEPTEMBER 2018**

**TXDOT/TTI STUDY**

MOTRAN is continuing our work with TTI (Texas Transportation Institute) and TXDOT to gather data related to the energy sector freight. Our previous efforts to highlight the inaccurate daily vehicle miles and daily truck miles associated with our funding streams have led to this effort. We have been asked by the department (TXDOT) to help facilitate the collection of data, that can then be used to provide better estimates and in turn, improve existing formula funding levels for the area. We have distributed over 1,000 surveys to area trucking companies, 200 E&P operators, and are now focusing on surveys to midstream companies. We have started to receive initial responses and are now beginning to accumulate that data to report back to the department. Currently, we are having a number of one on one meetings to discuss data formats and trying to aggregate and assemble data already received.

In addition, we are currently working to collect other data to substantiate regional freight in the area, to include as part of this package.

**TXDOT MEETING**

We recently met with TXDOT officials at both the local and state level to discuss concerns we have regarding the recent reduction in daily vehicle miles estimated for our area. That reduction of nearly 3 million miles daily does not equate back to activities levels experienced in the area.

3:39 PM  
 09/06/18  
 Cash Basis

**MOTRAN ALLIANCE, INC.**  
**Profit & Loss YTD Comparison**  
**August 2018**

	Aug 18	Oct '17 - Aug 18
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
4000 · Founding Member Dues	417.00	14,587.00
4010 · Member Dues	3,000.00	44,500.00
4200 · Interest Earned	6.40	726.37
4300 · Miscellaneous Income	0.00	20,000.00
4410 · MDC	0.00	90,000.00
4420 · ODC	0.00	90,000.00
<b>Total Income</b>	<b>3,423.40</b>	<b>259,813.37</b>
<b>Expense</b>		
5000 · Marketing		
5001 · MOTRAN Marketing	0.00	16,511.75
5000 · Marketing - Other	0.00	1,231.50
<b>Total 5000 · Marketing</b>	<b>0.00</b>	<b>17,743.25</b>
5025 · Travel Expenses	0.00	8,779.57
5050 · Events & Expos	2,829.17	8,999.86
5075 · Professional Services	0.00	11,768.00
6000 · Administration		
6035 · Dues & Subscriptions	0.00	1,038.27
6045 · Food & Entertainment	0.00	4,771.81
6055 · Gifts	0.00	478.38
6060 · Insurance	0.00	3,517.99
6085 · Office Lease	0.00	10,620.00
6090 · Office Supplies	0.00	4,892.88
6105 · Postage	0.00	2,442.95
6115 · Program Supplies	0.00	1,712.49
6140 · Telephone	216.19	2,784.24
<b>Total 6000 · Administration</b>	<b>216.19</b>	<b>32,259.01</b>
6073 · Lodging		
6074 · Delegation	0.00	1,812.60
<b>Total 6073 · Lodging</b>	<b>0.00</b>	<b>1,812.60</b>
6500 · Personnel		
6501 · Salaries & Wages	13,664.00	133,164.00
6502 · Payroll Taxes	1,025.10	10,219.37
6503 · Employee Health Reimbursement	0.00	4,490.00
6504 · Payroll Service Fee	107.36	1,286.60
<b>Total 6500 · Personnel</b>	<b>14,796.46</b>	<b>149,159.97</b>
7410 · Previous year remittance-MDC	0.00	344.31
7420 · Previous year remittance-ODC	0.00	344.31
<b>Total Expense</b>	<b>17,841.82</b>	<b>231,210.88</b>
<b>Net Ordinary Income</b>	<b>(14,418.42)</b>	<b>28,602.49</b>
<b>Net Income</b>	<b>(14,418.42)</b>	<b>28,602.49</b>

4:30 PM  
09/12/18  
Cash Basis

**MOTRAN ALLIANCE, INC.**  
**Balance Sheet**  
As of August 31, 2018

	<u>Aug 31, 18</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000 · Frost MOTRAN Checking	9,573.07
1010 · Frost MOTRAN Money Market	151,896.22
1015 · Frost-ODC Money Market	19,591.53
1020 · Frost- MDC Money Market	19,624.01
<b>Total Checking/Savings</b>	<u>200,684.83</u>
<b>Total Current Assets</b>	200,684.83
<b>Fixed Assets</b>	
1500 · Furniture & Fixtures	926.94
1510 · Accum. Dep - Furn & Fix	(926.94)
1520 · Machinery & Equipment	3,356.07
1530 · Accum Dep - Mach & Equip	(3,356.07)
<b>Total Fixed Assets</b>	<u>0.00</u>
<b>TOTAL ASSETS</b>	<u><b>200,684.83</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
3900 · Net Assets	171,958.81
Net Income	28,726.02
<b>Total Equity</b>	<u>200,684.83</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>200,684.83</b></u>

4:31 PM  
09/12/18

**MOTRAN ALLIANCE, INC.**  
**Statement of Cash Flows**  
August 2018

---

	<u>Aug 18</u>
<b>OPERATING ACTIVITIES</b>	
Net Income	(14,294.89)
Net cash provided by Operating Activities	(14,294.89)
Net cash increase for period	(14,294.89)
Cash at beginning of period	214,979.72
Cash at end of period	<u><u>200,684.83</u></u>

**MOTRAN, INC. MONTHLY EXPENSE SUMMARY  
FOR THE MONTH OF Aug-18**

<b>EXPENDITURE CATEGORIES</b>	<b>MONTHLY EXPENSE</b>	<b>MDC</b>	<b>ODC</b>
Accounting Fees			
Depreciation			
Drive SMART Marketing			
Dues and Subscriptions			
Events and Expo's	\$2,829.17		
Food and Entertainment			
Gifts			
Health Insurance Reimbursement			
I-14 Initiative			
In Kind Contributions			
In Kind Marketing Expense			
Insurance			
Lodging-Delegation			
MOTRAN Marketing			
Other Marketing			
Misc. Expense			
Office Lease			
Office Supplies			
Payroll Salaries	\$13,664.00	\$6,832.00	\$6,832.00
Payroll Taxes	\$1,025.10	\$403.01	\$403.01
Payroll Service Fee	\$107.36		
Postage			
Professional Services			
Program Supplies			
Travel			
Delegation			
Utilities: Telephone & Internet	\$216.19		
Rail District Contribution			
Previous Year Remittance to MDC			
Previous Year Remittance to ODC			
<b>TOTAL EXPENSES</b>	<b>\$17,841.82</b>	<b>\$7,235.01</b>	<b>\$7,235.01</b>

MOTRAN ALLIANCE, INC.  
August 2018/City EDC Funding Breakdown

	<u>Budget</u> FY2016-17	<u>Current</u> Month	<u>YTD Amount</u>	<u>Remaining</u> Balance	<u>Percent</u> Remaining
<b>Revenue</b>					
Founding Members Dues	\$20,000.00	\$417.00	\$14,587.00	\$5,413.00	27%
Member Dues	\$47,000.00	\$3,000.00	\$44,500.00	\$2,500.00	5%
Midland Development Corp	\$90,000.00		\$90,000.00	\$0.00	0%
Odessa Development Corp	\$90,000.00		\$90,000.00	\$0.00	0%
Interest Income	\$100.00	\$129.93	\$849.90	(\$749.90)	0%
Misc. Income	\$18,000.00		\$20,000.00	(\$2,000.00)	0%
<b>Total Revenues</b>	<b>\$265,100.00</b>	<b>\$3,546.93</b>	<b>\$259,936.90</b>	<b>\$5,163.10</b>	<b>2%</b>
<b>Expenditures</b>					
Drive Smart Marketing					
Dues & Subscriptions					
Events					
Food & Entertainment					
Gifts					
Health Ins. Reimbursement					
Insurance					
I-14 Initiative	\$1,500.00		\$0.00	\$1,500.00	100%
Miscellaneous Expenses					
Office Lease					
Office Supplies					
Payroll-Salaries	\$68,000.00	\$6,832.00	\$66,582.00	\$1,418.00	2%
Payroll-Service Fee					
Payroll Taxes	\$5,000.00	\$403.01	\$5,000.00	\$0.00	0%
401 K Plan					
Postage					
Marketing	\$5,000.00		\$5,000.00	\$0.00	0%
Program Supplies					
Telephone					
Travel Expenses	\$5,000.00		\$4,398.78	\$610.22	12%
Professional Services	\$5,500.00		\$5,500.00	\$0.00	0%
<b>TOTAL EXPENSES</b>	<b>\$90,000.00</b>	<b>\$7,235.01</b>	<b>\$86,480.78</b>	<b>\$3,528.22</b>	<b>12%</b>

**ODESSA DEVELOPMENT CORPORATION**  
**BALANCE SHEET**  
**AUGUST 2018**

**ASSETS**

Investments - Local Government Pools	\$	15,823,394
Investments - U.S. Government Securities		-
Investments - CDs and CDARs		5,402,644
Investments - Municipal Securities		21,898,619
Investments - Money Market		5,171,860
Interest Receivable - CD's		-
Interest Receivable - U.S. Agency Notes		-
Interest Receivable - Municipal Securities		123,383
<b>TOTAL ASSETS</b>	<b>\$</b>	<b>48,419,900</b>

**DEFERRED OUTFLOWS OF RESOURCES**

Advance payments to grantees	\$	216,000
<b>TOTAL ASSETS AND DEFERRED OUTFLOWS OF RESOURCES</b>	<b>\$</b>	<b>48,635,900</b>

**LIABILITIES**

Accounts Payable	\$	3,463,381
<b>TOTAL LIABILITIES</b>	<b>\$</b>	<b>3,463,381</b>

**FUND BALANCE**

Reserved - Short Term Commitments Due Within One Year			
FMC Technologies	\$	-	
Select Energy		18,374	
Standard Sales Company, LP.		-	
West Texas Food Bank		-	
Odessa College - 2nd Project Training Facility		4,595,855	
UTPB - 2nd Project Training Facility		1,500,000	
Total Short Term Commitments		<u>6,114,229</u>	\$ 6,114,229
Reserved - Long Term Commitments Due in More Than One Year			
FMC Technologies	\$	305,594	
Glazer's Beer & Beverage		1,134,991	
Select Energy		73,497	
Standard Sales Company, LP.		200,000	
Summit Power Energy, LLC		5,000,000	
West Texas Food Bank		440,866	
Odessa College - 2nd Project Training Facility		3,000,000	
UTPB - 2nd Project Training Facility		6,000,000	
Total Long Term Commitments		<u>16,154,948</u>	\$ 16,154,948
Total Reserved	\$		22,269,177
Assigned (TXDOT Projects)	\$		11,500,000
Unreserved	\$		11,403,341
<b>TOTAL FUND BALANCE</b>	<b>\$</b>		<b>45,172,518</b>
<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<b>\$</b>		<b>48,635,900</b>

**ODESSA DEVELOPMENT CORPORATION  
CHANGES IN RESERVED FUND BALANCE  
AUGUST 2018**

**Reserved - Short Term Commitments**

				Dates in Fiscal Years	
	Current Month	Prior Month	Month End Change	Pmt Began	Expires
FMC Technologies	\$ -	\$ 76,398	\$ (76,398)	2017-18	2021-22
Select Energy	18,374	18,374	-	2017-18	2021-22
Standard Sales Company, LP.	-	-	-	2014-15	2018-19
West Texas Food Bank	-	-	-	2016-17	2020-21
Odessa College - 2nd Project Training Facility	4,595,855	5,000,000	(404,145)	2017-18	2019-20
UTPB - 2nd Project Training Facility	1,500,000	1,500,000	-	2017-18	2021-22
<b>Total Short Term Commitments</b>	<b>\$ 6,114,229</b>	<b>\$ 6,594,772</b>	<b>\$ (480,543)</b>		

**Reserved - Long Term Commitments**

				Dates in Fiscal Years	
	Current Month	Prior Month	Month End Change	Pmt Began	Expires
FMC Technologies	\$ 305,594	\$ 305,594	\$ -	2017-18	2021-22
Glazer's Beer & Beverage	1,134,991	1,134,991	-	Not started (5 year payout)	
Select Energy	73,497	73,497	-	2017-18	2021-22
Standard Sales Company, LP.	200,000	200,000	-	2014-15	2018-19
Summit Power Energy, LLC	5,000,000	5,000,000	-	Expired; pending bankruptcy	
West Texas Food Bank	440,866	440,866	-	2016-17	2020-21
Odessa College - 2nd Project Training Facility	3,000,000	3,000,000	-	2017-18	2019-20
UTPB - 2nd Project Training Facility	6,000,000	6,000,000	-	2017-18	2021-22
<b>Total Long Term Commitments</b>	<b>\$ 16,154,948</b>	<b>\$ 16,154,948</b>	<b>\$ -</b>		
<b>Total Reserved Fund Balance</b>	<b>\$ 22,269,177</b>	<b>\$ 22,749,720</b>	<b>\$ (480,543)</b>		

**ODESSA DEVELOPMENT CORPORATION**  
**STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE**  
**TOTAL BUDGET COMPARISON**  
**AUGUST 2018**

	<u>TOTAL BUDGET</u>	<u>ACTUAL - YTD</u>	<u>REMAINING BALANCE</u>
<b>REVENUES</b>			
4-A Sales Tax Receipts	\$ 8,472,560	\$ 11,921,806	\$ 3,449,246
Miscellaneous Income/Refunds	-	105,204	105,204
Interest Income	350,000	769,755	419,755
Gain and or (Loss) on Investments	(150,000)	(191,986)	(41,986)
<b>TOTAL REVENUES</b>	<b>\$ 8,672,560</b>	<b>\$ 12,604,778</b>	<b>\$ 3,932,218</b>
<b>EXPENDITURES</b>			
Supplies and Materials	\$ 600	\$ 2,156	\$ (1,556)
Audit Services	30,000	27,850	2,150
Special Services	70,000	37,815	32,185
Insurance	13,270	12,409	861
Bank Services	4,000	5,870	(1,870)
Administration Fee - City of Odessa	229,221	210,120	19,101
Contingencies	100,000	-	100,000
Capital Outlay	7,137	3,501	3,636
Contracted Economic Development Services			
Chamber of Commerce	800,000	800,000	-
MOTRAN	90,000	90,000	-
UTPB - Small Business Center	97,065	97,065	-
Odessa Hispanic Chamber	138,119	92,080	46,039
Odessa Hispanic Ch-Mex In	167,000	112,032	54,968
Promotional			
Marketing	689,000	293,645	395,355
UTPB - SBDC Entrep. Contest	380,654	260,000	120,654
Façade Grants	120,000	20,000	100,000
Marketing - Other Uses	178,256	-	178,256
Business Incentives	34,686,974	827,543	33,859,431
<b>TOTAL EXPENDITURES</b>	<b>\$ 37,801,296</b>	<b>\$ 2,892,087</b>	<b>\$ 34,909,209</b>
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENDITURES</b>	<b>\$ (29,128,736)</b>	<b>\$ 9,712,691</b>	<b>\$ 38,841,427</b>
<b>FUND BALANCE - AT BEGINNING OF YEAR</b>	<b>\$ 35,459,828</b>	<b>\$ 35,459,828</b>	<b>\$ -</b>
<b>FUND BALANCE - AT END OF YEAR</b>	<b>\$ 6,331,092</b>	<b>\$ 45,172,519</b>	<b>\$ 38,841,427</b>

**ODESSA DEVELOPMENT CORPORATION  
INVESTMENT SUMMARY  
AUGUST 2018**

This investment summary report is in full compliance with the investment strategy as established per the City's Investment Policy and the the Public Funds Investment Act.

The fair value for the beginning and end of the reporting period are as follows:

<b>INVESTMENT</b>	<b>BEGINNING BALANCE</b>	<b>PURCHASE AMOUNT</b>	<b>CHANGES IN FAIR VALUE AND INTEREST</b>	<b>SALES AMOUNT</b>	<b>ENDING BALANCE</b>
<b>GOVERNMENT POOLS</b>	\$ 16,688,128	\$ 1,556,480	\$ 29,857	\$ 2,451,067	\$ 15,823,398
<b>CD'S AND CDARS</b>	5,396,379	-	6,267	-	5,402,646
<b>SAVINGS AND MONEY MARKE</b>	5,166,406	-	5,454	-	5,171,860
<b>MUNICIPAL BONDS</b>	18,908,216	2,980,030	10,373	-	21,898,619
<b>AGENCY NOTES</b>	1,249,375	-	-	1,249,375	-
<b>TOTAL</b>	<u>\$ 47,408,504</u>	<u>\$ 4,536,510</u>	<u>\$ 51,952</u>	<u>\$ 3,700,442</u>	<u>\$ 48,296,523</u>

Note: This investment report is prepared in accordance with Generally Accepted Accounting Principles (GAAP), and is in compliance with the City of Odessa's investments strategies in the investment policy, and with relevant provisions of the Public Funds Investment Act.

  
 Interim Assistant City Manager

  
 Director of Finance

**ODESSA DEVELOPMENT CORPORATION**  
**INVESTMENT PORTFOLIO**  
**JULY 31, 2018**

<u>INVESTMENT TYPE</u>	<u>YTM</u>	<u>MATURITY</u>	<u>PAR</u>	<u>FAIR**</u> <u>07/31/18</u>
<b>Local Government Investment Pools</b>				
TexPool	1.89%	Open	\$ 9,895,810	\$ 9,895,810
Logic	2.18%	Open	6,792,318	6,792,318
<b>Total Local Government Investment Pools</b>			<b>\$ 16,688,128</b>	<b>\$ 16,688,128</b>
<b>Weighted Average Rate Per Pools Tot.</b>	<b>2.01%</b>			
<b>Money Market Investment</b>				
Lone Star State Bank	1.25%	Open	\$ 5,166,406	\$ 5,166,406
<b>Total Money Markets</b>			<b>\$ 5,166,406</b>	<b>\$ 5,166,406</b>
<b>Weighted Average Rate Per MM Total</b>	<b>1.25%</b>			
<b>CD AND CDARs Investments</b>				
AimBank - 12 Month CD	1.20%	8/31/18	\$ 2,058,620	\$ 2,097,084
Frost Bank CDARs	1.35%	10/11/18	513,339	518,932
Frost Bank CDARs	1.35%	10/11/18	513,339	518,932
Lone Star Bank - 18 MO CD	1.49%	1/21/19	1,250,000	1,257,056
Ally Bank -CD	0.90%	7/16/18	-	-
Capital One Bank - CD	0.90%	7/13/18	-	-
Discover Bank -CD	0.95%	7/13/18	-	-
BBVA CD	1.75%	12/15/18	1,000,000	1,004,375
<b>Total CD and CDARs Investments</b>			<b>\$ 5,335,297</b>	<b>\$ 5,396,379</b>
<b>Weighted Average Rate Per CD's Total</b>	<b>1.40%</b>			
<b>Municipal Securities</b>				
Arizona ST B Tax	2.80%	7/1/2020	\$ 340,000	\$ 334,614
Hudson Cnty NJ B	2.60%	6/4/19	1,500,000	1,506,855
Grand Prairie Tex Tax	1.52%	1/1/19	390,000	391,743
Gateway PA Sch Tax	1.76%	7/15/19	1,900,000	1,866,123
New York NY City Tax	1.25%	2/1/19	2,000,000	1,987,580
Union City NJ B Tax	1.48%	12/1/18	1,000,000	1,001,130
Union City NJ B Tax	2.80%	3/1/20	300,000	312,180
Florida St A	1.50%	7/1/19	5,000,000	4,978,150
Fresno Cnty CA Tax	1.25%	8/15/19	650,000	649,045
California St Tax	1.66%	7/1/19	1,680,000	839,353
Kansas St Dev H Tax	1.40%	4/15/20	820,000	816,326
State of Texas	1.51%	10/1/19	1,000,000	993,530
Dallas TX	1.81%	10/1/20	1,325,000	1,306,397
Port Saint Lucie FL	1.76%	7/1/19	675,000	669,931
Pittsburg PA Urban Dev	1.80%	12/1/19	770,000	762,439
Texas Tech University	1.95%	2/15/21	500,000	492,820
<b>Total Municipal Securities</b>			<b>\$ 19,850,000</b>	<b>\$ 18,908,216</b>
<b>Weighted Average Rate Per Muni Total</b>	<b>1.68%</b>			
<b>U.S. Agency Notes</b>				
FHLMC Notes - Callable	1.10%	8/24/18	1,250,000	1,249,375
<b>Total U.S. Agency Notes</b>			<b>\$ 1,250,000</b>	<b>\$ 1,249,375</b>
<b>Weighted Average Rate Per Agency Tot</b>	<b>1.10%</b>			
<b>TOTAL INVESTMENTS</b>	<b>1.70%</b>		<b>\$ 48,289,831</b>	<b>\$ 47,408,504</b>

\*\* Amount does not reflect prior period market adjustments and represents fair market value adjustment as of current period end only.

**ODESSA DEVELOPMENT CORPORATION  
INVESTMENT PORTFOLIO  
AUGUST 31, 2018**

End of Month

<u>INVESTMENT TYPE</u>	<u>YTM</u>	<u>MATURITY</u>	<u>PAR</u>	<u>FAIR** 08/31/18</u>
<b>Local Government Investment Pools</b>				
TexPool	1.89%	Open	\$ 6,883,621	\$ 9,018,479
Logic	2.18%	Open	6,804,919	6,804,919
<b>Total Local Government Investment Pools</b>			<b>\$ 13,688,539</b>	<b>\$ 15,823,398</b>
<b>Weighted Average Rate Per Pools Total</b>	<b>2.03%</b>			
<b>Money Market Investment</b>				
Lone Star State Bank	1.25%	Open	\$ 5,171,860	\$ 5,171,860
<b>Total Money Market</b>			<b>\$ 5,171,860</b>	<b>\$ 5,171,860</b>
<b>Weighted Average Rate Per MM Total</b>	<b>1.25%</b>			
<b>CD AND CDARs Investments</b>				
AimBank - 12 Month CD	1.20%	8/31/18	\$ 2,058,620	\$ 2,099,150
Frost Bank CDARs	1.35%	10/11/18	513,339	519,527
Frost Bank CDARs	1.35%	10/11/18	513,339	519,527
Lone Star Bank - CD	1.49%	1/21/19	1,250,000	1,258,609
BBVA CD	1.75%	12/15/18	1,000,000	1,005,833
<b>Total CD and CDARs Investments</b>			<b>\$ 5,335,297</b>	<b>\$ 5,402,646</b>
<b>Weighted Average Rate Per CD's Total</b>	<b>1.40%</b>			
<b>Municipal Securities</b>				
Arizona ST B Tax	2.80%	7/1/20	\$ 340,000	\$ 335,097
Atlanta GA E Tax	2.70%	1/1/20	1,000,000	997,220
Hudson Cnty NJ B	2.60%	6/4/19	1,500,000	1,505,970
Grand Prairie Tex Tax	1.52%	1/1/19	390,000	391,334
Gateway PA Sch Tax	1.76%	7/15/19	1,900,000	1,869,201
New York NY City Tax	1.25%	2/1/19	2,000,000	1,989,720
Union City NJ B Tax	1.48%	12/1/18	1,000,000	1,000,910
Union City NJ B Tax	2.80%	3/1/20	300,000	311,613
Florida St A	1.50%	7/1/19	5,000,000	4,981,100
Fresno Cnty CA Tax	1.25%	8/15/19	650,000	649,110
California St Tax	1.66%	7/1/19	840,000	839,345
Kansas St Dev H Tax	1.40%	4/15/20	820,000	816,909
State of Texas	1.51%	10/1/19	1,000,000	993,130
Dallas TX	1.81%	10/1/20	1,325,000	1,311,353
Dallas TX	2.70%	10/1/20	2,000,000	1,979,400
Port Saint Lucie FL	1.76%	7/1/19	675,000	670,376
Pittsburg PA Urban Dev	1.80%	12/1/19	770,000	763,062
Texas Tech University	1.95%	2/15/21	500,000	493,770
<b>Total Municipal Securities</b>			<b>\$ 22,010,000</b>	<b>\$ 21,898,619</b>
<b>Weighted Average Rate Per Munis Total</b>	<b>1.82%</b>			
<b>TOTAL INVESTMENTS</b>	<b>1.77%</b>		<b>\$ 46,205,696</b>	<b>\$ 48,296,523</b>

\*\* Amount does not reflect prior period market adjustments and represents fair market value adjustment as of current period end only.