

PUBLIC NOTICE
ODESSA DEVELOPMENT CORPORATION
BOARD OF DIRECTORS MEETING
City Council Chambers - City Hall, 5TH Floor
411 W. 8th Street, Odessa, Texas 79761
Thursday, March 14, 2019, 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 February 14, 2019 and special meeting on March 5, 2019
3. Contractors reports:
 - A. Economic Development Dept.-Odessa Chamber –
 - B. CVA Advertising & Marketing – Craig Van Amburgh, President
 - C. UTPB-America’s SBDC – Tyler Patton, Business Consultant
 - D. MOTRAN – James Beauchamp, President
 - E. City Administrative Support
4. Consider having the Odessa Development Corporation approve the re-allocation of \$5 million to partner with and provide initial funding for Housing Odessa Workers (HOW) and to hire an appropriate professional to aid economic development in Odessa by addressing obstacles to job creation and retention caused by housing shortages for Odessa workers, with all such expenditures being subject to standard review by and recommendation from the Compliance Committee.
5. ODC Committee and Officer reports:
 - A. Advertising Committee – Gene Collins, Ted Tuminowski
 - B. Downtown Odessa Inc. Design Committee – Gene Collins
 - C. Compliance Committee – Wesley Burnett
 - D. Odessa Partnership – Wesley Burnett
6. 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, on the City of Odessa’s website www.odessa-tx.gov, and on the Odessa Development Corporation’s website www.odessatex.com, this the _____ day of _____, 2019, 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.

Norma Aguilar-Grimaldo, TRMC, CMC
City Secretary

**ODESSA DEVELOPMENT CORPORATION
CITY OF ODESSA, TEXAS
FEBRUARY 14, 2019**

A regular meeting of the Odessa Development Corporation (ODC) was held on February 14, 2019 at 2:00 p.m., in the Council Chambers, fifth floor, City Hall, 411 W. 8th St., Odessa, Texas.

Members present: Tim Edgmon, Ted Tuminowski, Melanie Hollmann and Gene Collins.

Member absent: Betsy Triplett-Hurt.

Others present:

City Staff: Norma Aguilar-Grimaldo, City Secretary; Celia Senoret, Deputy City Secretary; Atasi Bhavsar, Senior Assistant City Attorney; Natasha Brooks, Senior Assistant City Attorney; Michael Marrero, City Manager; Cindy Muncy, Interim City Manager; and

ODC Contractors: Renee Earls, Odessa Chamber of Commerce; Wesley Burnett, Economic Development Director; Craig Van Amburgh, CVA; Dustin Fawcett, MOTRAN; Tyler Patton, UTPB-SBDC; Bryan Bierwith, UTPB-SBDC; David Duree, Weaver & Tidwell; and

Others: interested citizens.

A quorum being present, Mr. Edgmon called the meeting to order and the following proceedings were held:

Mr. Collins gave the invocation.

January 10 and February 7, 2019 minutes. Motion was made by Mr. Collins and seconded by Ms. Hollmann to approve the minutes. The motion was approved by unanimous vote.

Contractors report: Economic Development: Odessa Chamber, CVA Advertising and Marketing, UTPB-America's SBDC, MOTRAN, and City Administrative support.

Mr. Burnett reported that 30 visits to local businesses were made. All was moving smoothly.

Mr. Van Amburgh reported that there were many activities. The TV advertising was scheduled. In March, there would be a focus on manufacturing. The social media was doing well.

Mr. Patton reported that the SBDC had January's capitalization for Odessa at \$1,650,000. There was one new business with 10 total jobs. Two seminars were held with 16 attendees. There would be future seminars on cyber security, exports and credit repair. There were three seminars for February. He reviewed the events.

Mr. Bierwirth reported that the 15 contestants were working on their business plan. The judges would review and the top eight would make a pitch on March 8. The award ceremony was March 26.

Mr. Fawcett reported on MOTRAN. He stated that work was being done on the Wi-Fi survey. MOTRAN spoke to legislators during the Midland Odessa Legislative Days regarding a number of transportation issues. He reported on the taxes report for

Midland and Odessa. MOTRAN's success was strong. The Permian Basin Freight Plan was being developed. Ector County Judge Hays was heading up the committee. Issues and options would be discussed on transportation. There were a number of options for money for our area. Mr. Collins commended MOTRAN for all its work. He suggested having more time with the contractors to discuss their activities.

Mrs. Muncy reported on the December finance reports. She reported that total assets were \$51,290,052. The total fund balance was \$47,809,144. Sales tax receipts for the year was up. There was no changes in the reserve fund balance. The investments were stable. Ms. Brooks reported that Mr. Landers would sent out a summary for the Small Business Development Business Challenge, which was under review.

Consider accepting the 2018 ODC annual audit report. Mr. Duree reported that members reviewed in detail the audit at a prior meeting. He reported that the audit was a clean opinion, unmodified report. He thanked Ms. Muncy and her staff.

Motion was made by Mr. Collins and seconded by Ms. Hollmann to approve the audit. The motion was approved by unanimous vote.

ODC Committee and Officer Reports – Advertising Committee, Downtown Odessa Inc. Design Committee, Compliance Committee, and Odessa Partnership. Mr. Tuminowski expressed appreciation to Christi Callicoatte for all her services. He wished her best success. No reports on Advertising, Downtown Odessa or Compliance Committee. The Partnership was redirecting its purpose.

Mr. Edgmon asked the board to check their calendar for the meeting on the housing survey for March 5 or 6. Mr. Tuminowski thanked Mr. Duree and Mr. Edgmon as he recalled all three were members of the Jaycees. He was appreciative of Mr. Duree and Mr. Edgmon for helping and serving the community.

The meeting adjourned at 2:30 p.m.

ATTEST:

APPROVED:

Norma Aguilar-Grimaldo, TRMC, CMC
City Secretary

Tim Edgmon
Vice President



**CITY COUNCIL AND
ODESSA DEVELOPMENT CORPORATION
JOINT MEETING
CITY OF ODESSA, TEXAS**

MARCH 5, 2019

On March 5, 2019, a joint meeting was held with the Odessa City Council and the Odessa Development Corporation Board (ODC) at 3:00 p.m., in the Lecture Hall, Dr. Greg Williams Continuing Education Building, 2714 Robertson, Odessa, Texas.

City Council Members present: Mayor David R. Turner; Council members; Dewey Bryant, District Two; Detra White, District Three; and Tom Sprawls, District Four; Mari Willis, District Five; and Peggy Dean, At-Large.

City Council Member absent: Malcolm Hamilton, District One.

ODC members present: Betsy Triplett-Hurt, Melanie Hollmann, Gene Collins and Ted Tuminowski.

ODC members absent: Tim Edgmon.

Others present: Michael Marrero, City Manager, Norma Grimaldo, City Secretary; Natasha Brooks, Senior Assistant City Attorney; Phillip Urrutia, Assistant City Manager; Cindy Muncy, Interim City Manager; Renee Earls, and others.

Mayor Turner convened the City Council meeting to order. Mrs. Triplett-Hurt recognized Mr. Collins. The ODC meeting could not be called to order, as there was no quorum.

Mayor Turner gave the invocation.

Ms. Hollmann arrived at 3:05 p.m.

Discuss, review, and consider the Workforce Housing Study - Mrs. Earls stated that CDS held interviews, had site visits, and provided a survey. She introduced Steve Spillette and Michal Prats. Mr. Spillette provided information about CDS. The study was to assist in meeting the needs of housing. He provided a summary of the study findings.

Mr. Tuminowski arrived at 3:10 p.m.

Mr. Spillette reviewed the research and study methods used. The methods included the demographics, employment and wages, housing, employee survey and industry. Mr. Prats identified the rental housing market findings. The apartment rates followed the oil and gas industry and the single-family housing followed the apartment market rates. He reviewed the last ten years of rent, which increased by 107%. There was a need for more rental property. The demand was 6,000 affordable rental units and it was not for oil and gas related. The for sale housing market had a decrease in the number of homes sold.

Mr. Spillette provided some recommended strategies. For rental housing, there needed to be a separation of oil field workers and regular worker housing. Different types of housing

should be considered but not man camps. Vacant lots and drill sites should be used for the housing to activate the parcels for tax base. He recommended to contract directly with employees and not employers. He recommended preserving existing affordable rents for the lower income workforce and assisting renters until the market stabilizes.

Council member Sprawls arrived at 3:40 p.m.

Mr. Spillette provided strategies for the for sale issues. He suggested maximizing municipal infrastructure availability and lower its cost such as infill. The City should facilitate labor availability and directly assist homebuyers. For the long-term housing stability, the city should create a desirable community. He recommended shifting the goals to planning, thinking and organization. He suggested creating an Odessa workforce housing organization, revitalize downtown, and improve the quality of life amenities. The housing organization would be devoted to workforce housing and well funded with active involvement. Mr. Prats stated neighborhood housing was needed in downtown to create an urban place to improve the quality of life. He suggested invest to improve the attraction of the city. There was interest and community buy in. There were opportunities to collaborate and create solutions.

Mr. Spillette provided implementation and funding tools that included the Housing Odessa Workers, philanthropic housing program partnerships, public assistant to acquire infill sites and support of nonprofit multifamily and rental housing developers. Mr. Prats suggested to work with mortgage firms, use philanthropic assistance in development and operation of quality of life amenities. Targeting housing assistance for specific workers in industries was suggested by collaborating with the employers.

Mr. Spillette discussed City policies and actions. He stated that improvement was needed on the staffing issues and the delays for the permitting process. He suggested assist with housing in the hiring of workers. Other recommendations included to assist with the worker housing, provide for regulatory permission of full range of housing types including triplexes, and combine code enforcement and renovation assistance for single-family housing.

Mrs. Triplett-Hurt stated that ODC would take the lead for the housing initiative. She asked for Council support of \$5 million of ODC funds for the housing. The funds still needed to be approved by ODC and Council. A meeting was scheduled for March 20 at 7:30 at ORMC to discuss projects and responsibilities. She invited those interested to attend. She thanked Council member Bryant for the materials provided with Austin. Mrs. Triplett-Hurt stated that Rick Napper offered an employee to assist with this project. Mr. Prats stated that there was an AICP certification that specializes in this type of projects. He stated it was an everyday operation for the organization.

Mayor Turner thanked the partners and ODC for their work. The Council adjourned at 4:47 p.m. There was no other business, the meeting adjourned at 4:47 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

February 2019

PROJECTS

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
- Possible update in February
- Bankruptcy could be completed in March

2017-04

- Midland plumbing supply company looking to place a new distribution center in Odessa
- 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
- Company has received incentive application and plans for major consolidation /expansion project, 60K sf with 6 acres of yard storage
- Company has met within, and will be submitting incentive application in February
- Ongoing

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
- 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
- All entities approved. Project to move forward
- Company planning larger capital investment in addition to current plans
- ECISD approved application, construction begins in February
- Clearing Property, construction beginning; \$25K donation to the Education Foundation

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
- Company is in final negotiation on existing facility in Odessa, will submit incentive application soon
- No Update

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 intrisical 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
- Company plans to be in Odessa in December 2018 with DOE representatives to explore options and Odessa investments
- Company and DOE, TRRC visited Odessa, project to move forward
- No Update

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
- Company continues to work out financing on project expects to be operational mid 2019
- 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
- Negotiation continue for Odessa location
- No update

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
- Project moving forward as Enterprise Project in Odessa
- No update

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 March 2019

Business Retention & Expansion

- ✓ Completed 27 visits to local industries

Research and Development

- ✓ Government officials list is completed
- ✓ Cost of living Survey data collected, 1st quarter

SERVICES AND OTHER ACTIVITIES

- ✓ Ingham Economic Index December Reports sent out via Mailchimp list and posted on Website
- ✓ Odessa Development News/Economic Indicators for January sent out via Mail Chimp
- ✓ Website updated with new properties
- ✓ Demographics and Economic Index to Permian Basin Strategic Partnership
- ✓ Construction Permits and information submitted to New Mexico Company Jaynes Corp.
- ✓ Completed a Certificate of Origin for Texas Specialty Ball, shipping to Saudi Arabia
- ✓ Completed a Certificate of Origin for Eckel Mfct. shipping to Saudi Arabia

Partner Visits

Odessa- Legislative Days	Staff Participated
Citizen of the Year- Kirk Edward	Staff Attended
Richard Walsh- Permian Heat Tour	Director Attended
TTUHSC- Dinner	Director Attended
Permian Basin Coalition- Monahans	Staff attended
Leadership Program	ED Director participating
Permian Strategic Partnership- Country Club	Director Attended
Speaking Engagement- Odessa Board of Realtors	Director Attended
TEDC Legislative Conference Days	Director Attended
Unity Dinner	Director Attended
Power Global Meeting	Staff Attended

Services for the Odessa
Development Corporation

Odessa Chamber of Commerce

Odessa Economic Indicators

2019

Building Permits

	2019	Total Value	2018	Total Value
January				
New Single Family	37	\$9,194,910	76	\$15,061,523
New Commercial	3	\$2,054,000	3	\$7,623,000
Other	93	\$8,859,675	121	\$7,003,214
Totals	133	\$20,108,585	200	\$29,687,737
YTD Totals	133	\$20,108,585	200	\$29,687,737

Sales and Use Tax

	2019	2018	% Change
January			
City of Odessa	\$6,023,322	\$4,570,992	31.77%
Totals YTD			

Labor Market Statistics

	2019	2018
January		
Civilian Labor Force	87,291	81,958
Total Employment	84,839	79,309
Total Unemployment	2,452	2,649
Unemployment Rate	2.8	3.2
Payroll Employment Estimate	82,000	76,600

Permian Basin Rig Count

Month	2019	2018
January	378	329

Midland International Air and Space Port

	2019	2018
January		
Enplaned	43,436	40,433
Deplaned	45,687	43,199
Enplaned YTD		
Deplaned YTD		

MLS Statistics-Residential (SF/COND/TH)

	2019	2018
Total Sold	97	83
Dollar Volume	\$20,714,632	\$16,658,342
Total Sold YTD		
Volume YTD		

Sources: City of Odessa Building Inspection Division, State Comptroller of Public Accounts, Midland International Air and Space Port, Labor Market and Career Information, Odessa Board of Realtors and Baker Hughes
Published by the Odessa Chamber of Commerce kathiv@odessaacodev.com (432) 332-9111



ADVERTISING & MARKETING

ODESSA DEVELOPMENT CORPORATION

FEBRUARY 2019 ACTIVITIES

PODCAST/TV AD SERIES

Podcast - Opportunity Odessa

Rick Napper and Reneé Earls podcasts are now airing on Apple Podcast, Goggle Play and any other podcast apps using the Apple repository. Future podcasts are being planned next week for production and airing in late March/April featuring interviews with leaders in higher education and the medical field (Stacey Brown).

TV News Segment - Spirit of Odessa

Five TV segments have been produced and are airing in the CBS7 and KMID newscasts. Segments are scheduled as follows:

Through March 10	Viability
Weeks of March 11 - April 4	Manufacturing

KWES - Investing at Home

Area leaders are currently being scheduled for appearing on these segments produced and aired on KWES-TV (Channel 9)

COLLATERAL

Direct Mail

A direct mail piece is currently in production to be used as a physical follow-up to the medical manufacturing campaign that is running with Multiview. In mail date will be late March/early April.

TRADE SHOW FOLLOW UP

Trade Show Follow Up

The list of attendees for the Fab Tech trade show held in late 2018 has been sent to Multiview for processing and followup.



ADVERTISING & MARKETING

AMERIPOL SYNPOL VIDEO

Drone aerial photography video was completed and has been given to the Economic Development Department of the Chamber for their use with interested parties and posting on website.

TRADE PUBLICATIONS

Currently producing a display ad for Texas Real Estate publication for the month of April. Also considering one for September issue with an editorial emphasis on West Texas.

SOCIAL MEDIA/DIGITAL MEDIA

Overview

In February, our overall social media results were positive, with increased social followers across all platforms collectively. We continued the page likes campaigns on Facebook, resulting in 62 new page likes. We are continuing to boost organic posts on Facebook and LinkedIn, and our Twitter followers reached 900 this month. Our digital campaign targeting medical manufacturing professionals continue to be strong with a click-thru-rate double the industry standard.

Facebook

Over the last month on Facebook, CVA has continued to generate content from relevant articles of local news organizations. We have strategically boosted posts. Our post reach was up 5% this month. Page views were down slightly after a jump in January, but still showed strong numbers with over 200 views. These campaigns resulted in 62 new page likes and reached a total of 13,400 people.

Twitter

Over the last month on Twitter, we have continued to tweet the same content we share on Facebook to engage new and existing followers as well as retweeting relevant content. Our followers campaign ended in January and was very successful, and this month we added another 16 followers, bringing our total to over 900.

LinkedIn

This month we have continued sharing content with a focus on local content. Page views were up this month, but we added fewer new followers than January. We will begin a new sponsored updates campaign in March.

Website



ADVERTISING & MARKETING

Our organic search traffic (the most valuable type of traffic) was back to average this month after a jump in December, and our social media traffic continues to do very well since we started hosting the articles on our website instead of linking to the OA. Our traffic from Multiview ads was down this month, and direct traffic (people typing in our web address directly) was down.

Info on new followers/likes:

LinkedIn: 3 new followers

Facebook: 62 new page likes

Twitter: 16 new followers

Odessa Development Corporation Digital Report

February 2019

ODC February Report

Social Overview

 Total Social Impressions

14.57K

IMPRESSIONS

 Total Social Clicks

358

CLICKS

 Total Social Engagement

679

ENGAGEMENT

 Total Social Likes

218

LIKES

 Total Social Followers

2.35K

FOLLOWERS

 Total Social Shares

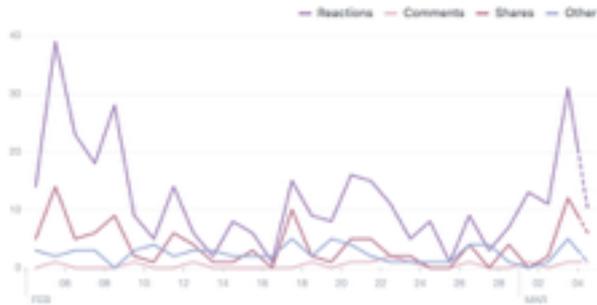
94

SHARES

Facebook Overview

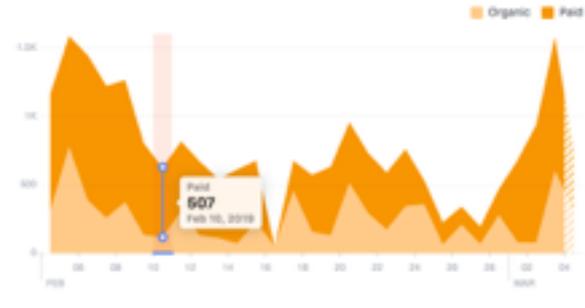
Reactions, Comments, Shares, and More

These actions will help you reach more people.



Post Reach

The number of people who had any posts from your Page enter their screen. This number is an estimate.



Total Page Followers as of Today: 1,475



Total Views

By Section



Total Page Likes as of Today: 1,460



Total Page Previews

By Section



Facebook Top Performing Posts

Odessa Development Corporation
Published by Caleb Burnett [?] · February 5 · 🌐

"CEO Darren Woods expects strong growth each year through 2025. By then, he's targeting as much as 800,000 barrels a day from the Permian..."



ODESSATEX.COM
Exxon Becomes Top Permian Driller to Combat Falling Oil Output - Odessa TX | Economic... [Learn More](#)

6,135 People Reached **407** Engagements [Boost Again](#)

Boosted on Feb 17, 2019
By Caleb Burnett Completed

People Reached	1.8K	Link Clicks	55
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[View Results](#)

Boosted on Feb 5, 2020
By Caleb Burnett

People Reached	>
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👍👎👹 Billy Nevels, Justin Kreitler and 61 others 4 Comments 42 Shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post

6,135 People Reached

142 Reactions, Comments & Shares 🌐

89 Like	59 On Post	30 On Shares
3 Love	3 On Post	0 On Shares
3 Wow	3 On Post	0 On Shares
4 Comments	4 On Post	0 On Shares
43 Shares	42 On Post	1 On Shares

265 Post Clicks

0 Photo Views	234 Link Clicks 🌐	31 Other Clicks 🌐
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

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

Facebook Top Performing Posts

Odessa Development Corporation
Published by Caleb Burnett [?] · February 11 at 9:15 AM · 🌐

"...Rigs today are able to drill more wells than before and to deeper depths to produce more oil and gas. That's largely why the U.S. is producing record volumes of both crude oil and natural gas."



ODESSATEX.COM

Permian Basin Boom Unlikely to Slow Until Well Into 2019 - Odessa TX | Economic Development [Learn More](#)

4,046 People Reached **315** Engagements [Boost Again](#)

Boosted on Feb 28, 2019 By Caleb Burnett Finishes in 1 day

People Reached	3.1K	Link Clicks	231
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[View Results](#)

👍❤️ Mark Threadgill, Bruce Grady and 23 others 15 Shares

👍 Like 💬 Comment ➦ Share ⚙️

Performance for Your Post

4,046 People Reached

56 Reactions, Comments & Shares 🗨️

36 Like	25 On Post	11 On Shares
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2 Love	2 On Post	0 On Shares
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3 Comments	0 On Post	3 On Shares
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15 Shares	15 On Post	0 On Shares
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260 Post Clicks

0 Photo Views	245 Link Clicks 🗨️	15 Other Clicks 🗨️
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

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

Twitter Overview

FEB 2019 SUMMARY

Tweets

7

Tweet impressions

9,739

Profile visits

138

Mentions

10

New followers

16

Top Performing Tweets

Top mention earned 79 engagements



Renee H. Earls

@rearls1 · Feb 7

So proud to honor Kirk Edwards as the Odessa Citizen of the Year!

@OdessaChamber @OdessaCVB

@odessadevelop #proudodessan

pic.twitter.com/NovAVChdce



1 19

Top Tweet earned 209 impressions

Odessa Development News:

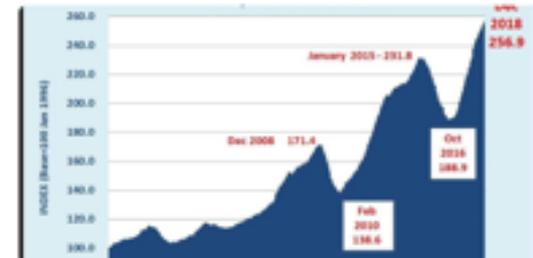
For TxDOT's Odessa District, West Texas Opportunities will receive \$2,091,500 to purchase 28 Adaptive Driving Access vans & 5 small shuttle buses. This funding will help people w/ disabilities & the elderly have an opportunity to accomplish daily tasks. pic.twitter.com/bAJQkHtrtC



Top media Tweet earned 160 impressions

"2018 was nothing short of a remarkable year of expansion and growth in the Odessa metro area general economy, and that trend is solidly reflected in the Odessa Economic Index throughout the year.

-Karr Ingham, Odessa Economic Index, December 2018 pic.twitter.com/gTin09YX4b



LinkedIn Overview

Visitor highlights

Data for the last 30 days 2/3/2019 - 3/5/2019

13 ▲18%
Page views

6 ▼40%
Unique visitors

Follower highlights

154
Total followers

3 ▼40%
New followers in the last 30 days 2/3/2019 - 3/5/2019

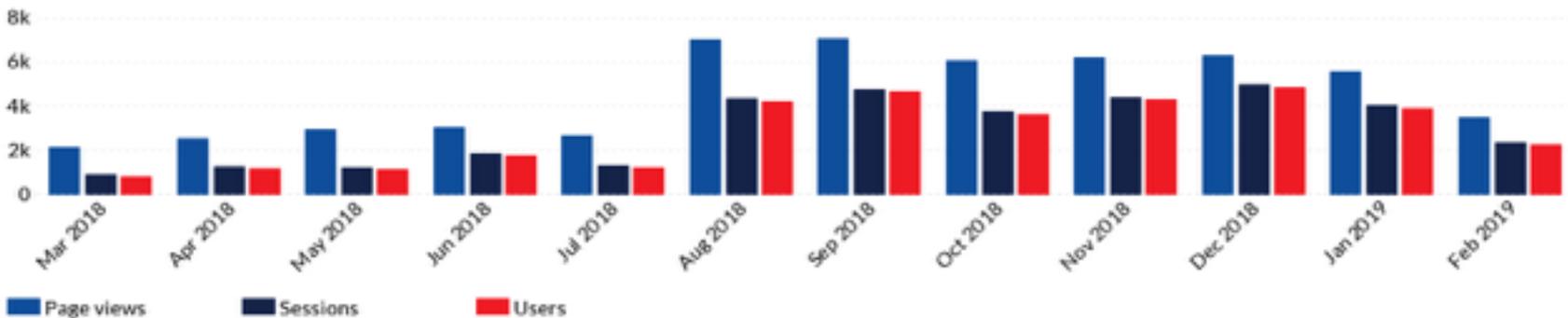
Update title	Created	Impressions	Video views	Clicks	CTR	Likes	Comments	Shares
Concho CEO: Permian Oil is Economic Engine to Fuel Vision of Future All followers	3/4/2019	68	-	2	2.94%	1	0	1
Odessa a Destination for MOTRAN Vice President All followers	2/25/2019	71	-	5	7.04%	0	0	0
County Roadway Improvement Plans Take Shape All followers	2/18/2019	57	-	0	0%	0	0	0
Permian Basin Boom Unlikely to Slow Until Well into 2019 All followers	2/15/2019	178	-	12	6.74%	2	0	0
TxDOT gets \$91 million in 2018 All followers	2/9/2019	90	-	0	0%	2	0	0
PERRYMAN: The long-term outlook for the Texas economy All followers	2/5/2019	84	-	4	4.76%	1	0	0

Website Performance

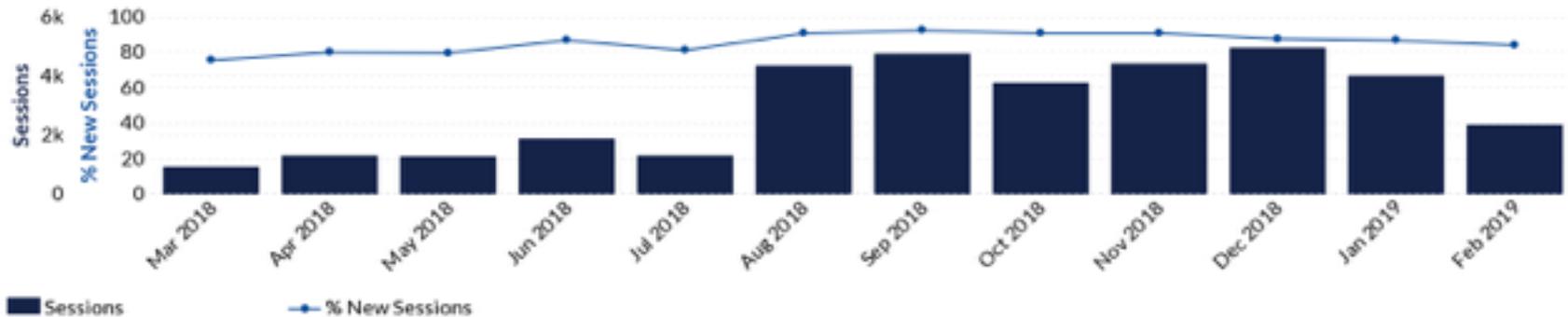
Performance KPIs



Website Performance Trend



Sessions vs New Sessions



UTPB SMALL BUSINESS DEVELOPMENT CENTER

2018-2019 New Business Start-Ups & Expansions

Feb-19							
ODESSA		OTHER LOCATIONS		ACTIVITIES			
New Businesses	1	New Businesses	1	Counseling Sessions	258	Seminars	3
Full-Time Jobs	1	Full-Time Jobs	0	Am Ind/N/Alaskan	0	Am Ind/N/Alaskan	0
Part Time Jobs	-2	Part Time Jobs	0	Asian/pac. Islander	5	Asian/pac. Islander	1
				Black	33	Black	1
Total Jobs	1	Total Jobs	0	Hispanic	94	Hispanic	9
				Non-Hispanic	108	Non-Hispanic	11
				Total Clients	258	Total Attendees	28
				Counseling Hours	285	Training Hours	38

	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Cumulative	End of Year
													2018/19 Totals	2017/18 Totals
Counseling Sessions	388	319	248	433	258								1646	1576
Counseling Hours	189	168	204	323	285								1169	1414
Seminars Presented	2	9	2	2	3								18	37
Attendees	39	134	31	16	28								248	558
Training Hours	135.5	194	57	38	56								481	541
New Businesses	0	3	8	4	2								17	48
Odessa New Business	0	1	4	1	1								7	23
Capitalization	\$916,900	\$3,907,050	\$1,992,400	\$2,464,700	\$305,233								\$9,586,283	\$18,159,350
Odessa Capitalization	\$252,000	\$545,800	\$539,400	\$1,650,000	\$204,916								\$3,192,116	\$15,716,700
Full-Time Jobs	28	7	67	10	1								113	303
Odessa FullTime Jobs	1	2	48	3	1								55	180
Part Time Jobs	0	3	2	9	-2								12	51
Odessa Part Time Jobs	0	2	1	7	-2								8	21
Total Jobs	28	8	68	15	1								120	313



02/26/19

Odessa Development Corporation Board of Directors,

The 2019 Odessa Business Challenge is now in the final stretch and Michael Crain and I couldn't be happier with how things are going. Just to recap, 24 business consisting of 31 entrepreneurs entered the competition eager to start or grow their small business. A representative from each business attended one of the three Orientations the SBDC help in late October/early November and from there the challenge went straight into fourth gear.

In November, we held three seminars that taught the participants brainstorming, the business model canvas, how to develop an Investor Fact Sheet, and marketing. All the contestants started meeting with myself, the Business Challenge Consultant, one on one to discuss their business, test the feasibility of their idea, and to work out any possible holes in their plan. They began to do heavy research, conducting market research, and gathering quotes on all aspects to get their business up and running. They used that initial research to write an Investor Fact Sheet to submit to the five judges for the first round of elimination.

In December, the judges read through all the participants Fact Sheets and rated each on a scorecard and left feedback for the contestants. The scores were averaged and the top 15 scores moved on. Those 15 businesses and their owners that moved on were B.A.D.A. Logistics owned by Derrick Bush, Star Tech Group owned by Ravi Shakamuri, The Human Bean owned by Maurice Torano, Hour Great Escape owned by Kaylea Brooks and Amanda Hogan, The Ability Space owned by Angelica Ramos, CR Jeffery's Smoked Meats owned by Ronald Jeffery, LL Services owned by Larisa Lopez, Mocuts owned by Anna Palko, BoomTown Homes owned by David O'Cain, Links Indoor Golf owned by Viridiana Tarin, Streetbound Food Truck Finder owned by Marissa and Scott Rossell, PANDA Dev owned by Abel Nunez, Customer Service Basics owned by Casey Hallmark, Infinite Coolers owned by Celso Gomez and Alec Gonzales, and Ella's Tropical Treats owned by Adrienne Puente. You could see all the company logos on the OBC website, www.odessabusinesschallenge.com. Once on the home page, under the "Process" section, click the button under #3 to reveal the logos of the businesses with their owner's name.

Once the Investor Fact Sheets were submitted to the judges and before the participants knew which businesses were going on, the contestants started work on their full business plans. I held a seminar which went over the narrative and financial portions of a business plan in full detail. From there, I continued to meet with all the participants one on one to go over their research and assist them with their business plan.

In January, we held two seminars, QuickBooks Desktop Beginners training class and QuickBooks Desktop Intermediate training class taught by a Certified QuickBooks ProAdvisor. These classes taught the attendees the functionality of the accounting software as well as the importance of



bookkeeping for a small business. I continued to meet with all the contestants for one on one consulting assisting them with the narrative and financial portions of their business plans.

The final drafts of the business plans were due on February 1st. That gave me two weeks to review each business plan one final time before they were sent to the judges to be scored on February 15th. The judges will have until March 8th to review all 15 business plans and send me the scorecards. The top eight scores will go onto the final round, the Pitch. I will host a "How to Pitch" seminar on March 13th in order to prepare the finalists for the live pitches. The live Pitch Presentations in front of the judges will be held on March 19th at 10 AM at the Chamber Board Room. The judges will score the pitches and after seeing all the contestants, they will determine how many will receive a share of the total prize pool of \$350,000. In the meantime, the contestants are working tirelessly on having everything in order in preparation of winning funding for their businesses.

The 2019 Odessa Business Challenge Award Ceremony will be held on Tuesday, March 26, 2019 from 7 PM to 9 PM at The Elegante Hotel. Invitations should arrive shortly.

If you have any questions about the challenge or any of the businesses participating, please reach out to the contact information listed below. Thank you.

Bryan Bierwirth
Business Challenge Consultant
University of Texas Permian Basin
America's Small Business Development Center
432-552-2463
Bierwirth_b@utpb.edu



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

La Entrada al Pacífico

February 25, 2019

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 for the Midland-Odessa Transportation Alliance, Inc., for January, 2019, and monthly report.

We appreciate your continued support and assistance.

Sincerely,

James Beauchamp
President, Midland-Odessa
Transportation Alliance

cc. The Honorable David Turner, City of Odessa

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 Cash Basis

MOTRAN ALLIANCE, INC.
Profit & Loss YTD Comparison
 January 2019

	Jan 19	Oct '18 - Jan 19
Ordinary Income/Expense		
Income		
4000 · Founding Member Dues	417.00	6,668.00
4010 · Member Dues	21,250.00	27,750.00
4200 · Interest Earned	173.91	659.35
4300 · Miscellaneous Income	0.00	1,800.00
4400 · Grants	0.00	20,000.00
4410 · MDC	0.00	47,500.00
4420 · ODC	23,750.00	47,500.00
4425 · ODC Study	18,750.00	37,500.00
4600 · PBC Revenue	0.00	50,000.00
Total Income	64,340.91	239,377.35
Expense		
5000 · Marketing		
5001 · MOTRAN Marketing	6,418.15	7,848.57
5000 · Marketing - Other	6,753.38	13,432.45
Total 5000 · Marketing	13,171.53	21,281.02
5025 · Travel Expenses	38.52	3,779.84
5026 · Other Travel	0.00	1,273.11
5050 · Events & Expos	507.70	9,941.07
5075 · Professional Services	1,068.00	10,068.00
6000 · Administration		
6035 · Dues & Subscriptions	0.00	799.88
6045 · Food & Entertainment	0.00	2,470.24
6055 · Gifts	882.03	957.62
6075 · Miscellaneous Expense	100.14	231.58
6085 · Office Lease	2,655.00	5,310.00
6090 · Office Supplies	328.28	2,321.37
6105 · Postage	907.98	961.95
6115 · Program Supplies	102.59	221.37
6140 · Telephone	267.65	1,219.14
Total 6000 · Administration	5,243.67	14,493.15
6500 · Personnel		
6501 · Salaries & Wages	18,560.00	73,560.00
6502 · Payroll Taxes	1,570.67	5,778.17
6503 · Employee Health Reimbursement	585.00	3,987.53
6504 · Payroll Service Fee	192.97	527.29
6505 · Retirement Contributions	366.00	1,416.60
Total 6500 · Personnel	21,274.64	85,269.59
Total Expense	41,304.06	146,105.78
Net Ordinary Income	23,036.85	93,271.57
Net Income	23,036.85	93,271.57

MOTRAN ALLIANCE, INC.
Balance Sheet
As of January 31, 2019

	<u>Jan 31, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
1000 · Frost MOTRAN Checking	1,883.75
1010 · Frost MOTRAN Money Market	194,915.30
1015 · Frost-ODC Money Market	49,213.21
1020 · Frost- MDC Money Market	12,993.05
Total Checking/Savings	<u>259,005.31</u>
Total Current Assets	259,005.31
Fixed Assets	
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)
Total Fixed Assets	<u>0.00</u>
TOTAL ASSETS	<u>259,005.31</u>
LIABILITIES & EQUITY	
Equity	
3900 · Net Assets	165,733.74
Net Income	93,271.57
Total Equity	<u>259,005.31</u>
TOTAL LIABILITIES & EQUITY	<u>259,005.31</u>

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MOTRAN ALLIANCE, INC.
Statement of Cash Flows
January 2019

	<u>Jan 19</u>
OPERATING ACTIVITIES	
Net Income	23,036.85
Net cash provided by Operating Activities	<u>23,036.85</u>
Net cash increase for period	23,036.85
Cash at beginning of period	<u>235,968.46</u>
Cash at end of period	<u><u>259,005.31</u></u>

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

EXPENDITURE CATEGORIES	MONTHLY EXPENSE	MDC	ODC	ODC Wifi
Dues and Subscriptions				
Events and Expo's	\$507.70			
Food and Entertainment				
Gifts	\$882.03			
Health Insurance Reimbursement	\$585.00			
I-14 Initiative				
Insurance				
MOTRAN Marketing	\$6,418.15	\$3,209.07	\$3,209.07	
Other Marketing	\$6,753.38			
Misc. Expense	\$100.14			
Office Lease	\$2,655.00			
Office Supplies	\$328.28			
Payroll Salaries	\$18,560.00	\$7,717.50	\$7,717.50	\$3,125.00
Payroll Taxes	\$1,570.67	\$785.33	\$785.33	
Payroll Service Fee	\$192.97			
Retirement	\$366.00			
Postage	\$907.98			
Professional Services	\$1,068.00	\$534.00	\$534.00	
Program Supplies	\$102.59			
Travel	\$38.52	\$19.26	\$19.26	
Other Travel				
Utilities: Telephone & Internet	\$267.65			
TOTAL EXPENSES	\$41,304.06	\$12,265.16	\$12,265.16	\$3,125.00

MOTRAN ALLIANCE, INC.
January 2019/City EDC Funding Breakdown

	<u>Budget</u> <u>FY2016-17</u>	<u>Current</u> <u>Month</u>	<u>YTD Amount</u>	<u>Remaining</u> <u>Balance</u>	<u>Percent</u> <u>Remaining</u>
Revenue					
Founding Members Dues	\$20,000.00	\$417.00	\$6,668.00	\$13,332.00	66%
Member Dues	\$50,000.00	\$21,250.00	\$27,750.00	\$22,250.00	45%
Midland Development Corp	\$95,000.00		\$47,500.00	\$47,500.00	50%
Odessa Development Corp	\$95,000.00	\$23,750.00	\$47,500.00	\$47,500.00	50%
ODC Study	\$75,000.00	\$18,750.00	\$37,500.00	\$37,500.00	50%
PBC Revenue	\$50,000.00		\$50,000.00	\$0.00	0%
Grants	\$20,000.00		\$20,000.00	\$0.00	0%
Interest Income	\$1,200.00	\$173.91	\$659.35	\$540.65	45%
Misc. Income	\$1,000.00		\$1,800.00	(\$800.00)	0%
Total Revenues	\$407,200.00	\$64,340.91	\$239,377.35	\$167,822.65	41%
Expenditures					
Dues & Subscriptions					
Events					
Food & Entertainment					
Gifts					
Health Ins. Reimbursement					
Insurance					
I-14 Initiative					
Miscellaneous Expenses					
Office Lease					
Office Supplies					
Payroll-Salaries	\$74,500.00	\$7,717.50	\$34,077.50	\$40,422.50	54%
Payroll-Service Fee					
Payroll Taxes	\$5,000.00	\$785.33	\$2,889.08	\$2,110.92	42%
Retirement					
Postage					
Marketing	\$5,000.00	\$3,209.07	\$3,924.28	\$1,075.72	21%
Other Marketing					
Program Supplies					
Telephone					
Travel Expenses	\$5,000.00	\$19.26	\$1,889.92	\$3,110.08	62%
Travel Other					
Professional Services	\$5,500.00	\$534.00	\$5,034.00	\$466.00	8%
TOTAL EXPENSES	\$95,000.00	\$12,265.16	\$47,814.78	\$47,185.22	50%

MOTRAN ALLIANCE, INC.
January 2019/City ODC Wifi Funding Breakdown

	<u>Budget</u> <u>FY2016-17</u>	<u>Current</u> <u>Month</u>	<u>YTD Amount</u>	<u>Remaining</u> <u>Balance</u>	<u>Percent</u> <u>Remaining</u>
Revenue					
Founding Members Dues	\$20,000.00	\$834.00	\$5,834.00	\$14,166.00	70%
Member Dues	\$50,000.00	\$5,000.00	\$5,000.00	\$45,000.00	90%
Midland Development Corp	\$95,000.00	\$47,500.00	\$47,500.00	\$47,500.00	50%
Odessa Development Corp	\$95,000.00		\$23,750.00	\$71,250.00	75%
ODC Study	\$75,000.00		\$18,750.00	\$56,250.00	75%
PBC Revenue	\$50,000.00		\$50,000.00	\$0.00	0%
Grants	\$20,000.00		\$20,000.00	\$0.00	0%
Interest Income	\$1,200.00	\$168.13	\$319.80	\$880.20	73%
Misc. Income	\$1,000.00			\$1,000.00	100%
Total Revenues	\$407,200.00	\$53,502.13	\$171,153.80	\$236,046.20	58%
Expenditures					
Mapping	\$4,000.00		\$0.00	\$4,000.00	100%
Salaries	\$10,000.00	\$3,125.00	\$4,425.00	\$5,575.00	56%
Engineering/Contracted Services	\$55,000.00		\$0.00	\$55,000.00	100%
Production/Printing	\$2,000.00		\$0.00	\$2,000.00	100%
Contingencies	\$4,000.00		\$0.00	\$4,000.00	100%
TOTAL EXPENSES	\$75,000.00	\$3,125.00	\$4,425.00	\$70,575.00	94%



February 2019

Economic Case for the Permian Basin

We have been assembling and now distributing economic data pertaining to revenues related to Permian Basin economic activity. This data has been requested by the Governor's and TXDOT Commission offices to make the case in infrastructure investment in the Permian Basin.

Odessa District Infrastructure Plan

We are coordinating a delegation letter for community leaders in the TXDOT-Odessa District that follows our economic case for investment in the area with a plan to request additional resources.

Midland-Odessa Legislative Days

We also made a trip, along with the Midland-Odessa Legislative delegation, to Austin to discuss infrastructure improvements directly with state legislators. We participated in the "Infrastructure" small group that visited with Representative Craddick, Representative Landgraf's office, and Senator Nichols' Senate Transportation Committee staff to discuss legislative opportunities for infrastructure funding. During our trip, we helped coordinate the visit with TXDOT officials which included the lead on energy-related issues Randy Hoppman and TXDOT Commissioner Alvin New in a discussion about the planned progress for highway funding in the Permian Basin, especially the TXDOT-Odessa District, as well as a brief visit with Governor Abbott.

Permian Basin Coalition Meeting

On February 21, we held our Permian Basin Coalition meeting in Monahans. This program focused on two sides of the energy industry that are now making up a majority of industrial traffic: sand and water. Kirk Ginn of Atlas Sands talked about how the new technologies in hydraulic fracturing have brought about a boom in in-basin sand mining operations, and Josh Adler of Sourcewater outlined the tremendous increase in produced and freshwater transportation for which we must account for in our traffic and economic flow models. We also hosted Texas Tech University Health Sciences Center's Dr. Billy Phillips, Jr. who discussed trauma care and telehealth technology which seeks to bridge the gap in rural healthcare options.



ODESSA DISTRICT STATISTICS

STATE SALES TAX

In 2017, the twelve counties of the TXDOT Odessa District were responsible for nearly \$33 billion in gross sales and generated \$771.6 million in state sales taxes. During the first half of 2018, the area eclipsed \$20.9 billion in gross sales increasing from 1.9% to 2.4% of all gross sales in Texas. In the first half of 2018, the area generated over \$516.1 million in sales tax, increasing from 3.1% to 4% of state sales tax being generated in the Odessa District.

In 2017, Midland and Ector Counties, alone, generated over \$664 million in state sales taxes for Texas, and during the first 2 quarters of 2018, that number had already reached \$433.7 million. To put that in perspective, that's nearly \$100 million more than Abilene, Amarillo, Lubbock, and San Angelo, combined, and nearly \$200 million more than El Paso. The state sales tax generated in Midland and Ector Counties during the first 2 quarters of 2018 was 60% of what was generated in Travis County (Austin, Texas).

SEVERANCE TAXES

From 2011-2018, just over 25% of all state severance tax was produced in the TXDOT-Odessa District. During that time, despite 2 declines in pricing, and a lower overall crude oil and gas price, severance taxes generated in the Odessa District increased by just over \$1.2 billion annually.

Over the last 5 years, the percentage of state severance taxes generated in the TXDOT-Odessa District grew from 20% to 38%, or an 85% increase.

HOTEL/MOTEL REVENUE AND OCCUPANCY

Hotel/motel revenues went up significantly, as well. Room Revenues in the Odessa District grew by 59% from 2016 to 2017 (full data for 2018 is not yet available). That 59% represents \$120 million in additional revenue for the area.

The most significant actual increase was Ector County with a gain of \$42.3 million, Midland with a \$36.2 million gain, Reeves County with a \$20.9 million gain, and Ward County with a gain of \$11.1 million of additional revenues.

That puts Midland and Ector County with a combined total of \$209.5 million in revenue in 2017, right up there with areas like Galveston (\$216m) and Corpus Christi (\$239).

From 2008 to 2017, there were only 22 counties in the state that saw more than 10% annualized growth and 16 of them were in energy sector areas, including 9 in the Permian Basin and 7 in the Eagle Ford. Permian Basin counties included, Andrews*, Crane*, Gaines, McCulloch, Midland*, Reagan, Reeves*, Ward*, and Winkler* Counties. (* Denotes Counties in the TXDOT Odessa District)

CRASHES AND FATALITIES

From 2016-2018, the TXDOT-Odessa District saw a 97% increase in annual fatalities and a 67% increase in crashes.

In 2018, the Odessa District ranked 6th out of 25 districts in the state for the number of fatal crashes, coming in behind Houston, Dallas, San Antonio, Fort Worth, and Austin.

From 2016-2018, the TXDOT-Odessa District saw a 122% increase in annual fatalities involving commercial motor vehicles (CMV) and a 160% increase in CMV related crashes. The Odessa District ranked first out of all 25 TXDOT districts in the state for the number of CMV fatal crashes with 15% of the statewide total, despite having only about 1.5% of the state's population. Second place on the list went to the Houston District with 50 CMV fatal crashes, compared to 80 in the Odessa District.

In 2018, the number of commercial motor vehicle fatal crashes in the TXDOT-Odessa District represented 15% of the statewide total. Despite being a mere 1.5% of the state's population, more commercial motor vehicle fatal crashes occurred in the TXDOT-Odessa District than that of the TXDOT-Houston District and the TXDOT-Austin District (31.4% of the state's population) combined.

From 2010-2018, the TXDOT-Odesa District saw a 124% increase in annual fatal crashes and a 515% increase in commercial motor vehicle related fatal crashes. The statewide average increases over this same time were 18% and 35% respectively.

COST OF LIVING AND INCOME

The average cost of gasoline in Midland was 43.4 cents higher than the state average, and in Odessa it was 39 cents higher than average, or 21% and 19% higher than the state average, respectively.

Rents in Midland were 97% above the state average while rents in Odessa were 95% higher or ranging from \$318 to \$444 more for a one-bedroom apartment to \$400 to \$700 more for a three bedroom.

Median home prices in Midland County were \$57,000 more than the state and a \$32,000 increase from 2016.

According to MOTRAN President James Beauchamp, “The Permian Basin and the 12 counties at its heart here in the Odessa District are a powerhouse for generating state revenue. However, for all the opportunities that exists for those in the Permian Basin or looking to come here, there is often a much higher cost of living, which is why maximizing state investment back into the Permian Basin for infrastructure is so crucial to the success of our area.”



The TXDOT Odessa District consists of 12 counties in the Central Permian Basin, including Andrews, Crane, Ector, Loving, Martin, Midland, Pecos, Reeves, Terrell, Upton, Ward, and Winkler.



GROSS SALES AND STATE SALES TAX IN TXDOT'S ODESSA DISTRICT



COUNTY	2017 Gross Sales	2017 Taxable Value	2017 Calculated Sales Tax
Andrews	\$792,761,582	\$355,354,742	\$22,209,672
Crane	\$92,890,878	\$48,019,010	\$3,001,189
Ector	\$11,719,444,876	\$4,335,196,833	\$270,949,803
Loving	\$97,958,682	\$28,839,995	\$1,802,500
Martin	\$272,378,306	\$80,698,302	\$5,043,644
Midland	\$16,365,184,910	\$6,290,923,454	\$393,182,717
Pecos	\$779,313,836	\$436,005,865	\$27,250,367
Reeves	\$899,433,879	\$384,404,054	\$24,025,254
Terrell	\$3,788,360	\$2,434,210	\$152,138
Upton	\$1,058,470,990	\$51,765,381	\$3,235,337
Ward	\$856,741,040	\$332,224,860	\$20,764,054
Winkler	\$295,049,224	\$170,270,257	\$10,641,892
TOTAL	\$33,233,416,563	\$12,516,136,963	\$782,258,567
% of State Total	1.93%	3.23%	3.23%
STATE TOTAL	\$1,723,517,149,003	\$388,075,843,117	\$24,255,685,328

COUNTY	2018 Q1-2 Gross Sales	2018 Q1-2 Taxable Value	2018 Q1-2 Calculated Sales Tax
Andrews	\$499,690,686	\$208,799,213	\$13,049,951
Crane	\$69,466,086	\$37,787,773	\$2,361,736
Ector	\$7,390,298,386	\$2,747,379,287	\$171,711,206
Loving	\$91,428,434	\$23,579,360	\$1,473,710
Martin	\$154,318,967	\$33,794,473	\$2,112,154
Midland	\$10,231,725,263	\$4,192,868,298	\$262,054,269
Pecos	\$505,748,156	\$319,717,589	\$19,982,349
Reeves	\$617,539,455	\$301,178,030	\$18,823,627
Terrell	\$1,904,185	\$1,176,086	\$73,505
Upton	\$517,244,580	\$31,927,980	\$1,995,499
Ward	\$526,359,625	\$203,707,392	\$12,731,712
Winkler	\$321,733,232	\$155,909,577	\$9,744,348
TOTAL	\$20,927,457,055	\$8,257,825,058	\$516,114,066
% of State Total	2.44%	4.02%	4.02%
STATE TOTAL	\$857,835,223,978	\$205,216,475,269	\$12,826,029,704

- From 2017 to 2018 (1st and 2nd Quarters), Counties in the TXDOT-Odesa District saw their percentage of state sales tax grow from 3.23% to 4.02%
- During the first two quarters of 2018, state sales tax for the entire state was up 5.7% over 2017, and state sales tax generated in the TXDOT Odesa District was up 32% and accounted for 18% of all state sales tax growth in Texas.



SEVERANCE TAX PRODUCTION IN TXDOT'S ODESSA DISTRICT



COUNTY	2018	2017	2016	2015	2014	2013	2012	2011	TOTAL 2018-11
Andrews	110,992,843	80,585,876	67,141,751	110,127,932	168,645,439	141,300,464	142,947,661	115,232,200	936,974,166
Crane	23,483,035	21,684,303	20,755,575	38,093,150	61,799,946	51,310,791	49,890,460	46,405,558	313,422,818
Ector	61,540,334	52,899,406	50,997,170	97,731,829	161,452,714	137,882,968	130,267,826	117,668,619	810,440,866
Loving	259,266,469	120,666,702	67,352,794	63,469,040	67,471,610	34,572,763	19,676,700	15,342,604	647,818,682
Martin	246,915,126	126,213,145	95,213,594	121,594,402	157,017,601	108,343,161	96,828,368	74,706,791	1,026,832,189
Midland	441,878,151	254,603,025	137,955,248	153,539,713	173,066,249	133,847,497	127,495,579	101,596,819	1,523,982,282
Pecos	54,247,931	28,458,468	18,960,569	22,363,498	27,663,036	23,554,872	25,661,157	30,601,284	231,510,815
Reeves	396,865,928	177,146,000	98,035,173	121,704,374	106,245,076	47,257,378	31,319,893	15,582,689	994,156,511
Terrell	1,884,401	2,718,402	1,701,258	3,553,479	5,086,618	4,222,957	5,192,494	6,969,537	31,329,145
Upton	191,616,110	138,635,241	95,316,331	136,824,997	172,497,930	133,231,796	124,592,926	107,988,378	1,100,703,709
Ward	85,467,513	54,716,734	42,503,909	75,829,196	120,843,177	101,688,513	84,866,247	56,413,427	622,328,717
Winkler	36,598,413	17,658,604	11,329,185	19,922,755	28,404,268	21,310,799	18,951,534	18,951,118	173,126,675
ODA TOTAL	1,910,756,255	1,075,985,906	707,262,557	964,754,365	1,250,193,664	938,523,959	857,690,846	707,459,024	8,412,626,576
STATEWIDE TOTAL	5,000,748,987	3,334,123,749	2,606,606,476	4,597,537,184	6,039,029,024	4,741,203,341	3,807,519,935	2,978,220,197	33,104,988,894
PERCENT OF TOTAL	38.2%	32.2%	27.1%	20.9%	20.7%	19.8%	22.5%	23.7%	25.4%

- From 2011-2018, just over 25% of all state severance tax was produced in the TXDOT-Odesa District
- Over the last 5 years, the percentage of state severance taxes generated in the TXDOT-Odesa District grew from 20% to 38%, or an 85% increase.



HOTEL/MOTEL ROOM REVENUES IN TXDOT'S ODESSA DISTRICT



County	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	9yr	4yr
ANDREWS	1,627,000	1,597,000	2,065,000	3,908,000	5,630,000	5,284,000	8,599,000	5,655,000	3,422,000	5,609,000	14.7%	1.5%
CRANE	302,000	245,000	234,000	313,000	479,000	417,000	437,000	389,000	458,000	760,000	10.8%	16.2%
ECTOR	46,591,000	29,777,000	34,624,000	60,276,000	93,725,000	92,765,000	108,628,000	81,469,000	52,891,000	95,263,000	8.3%	0.7%
LOVING	0	0	0	0	0	0	0	0	0	0	-	-
MARTIN	0	0	85,000	1,289,000	2,012,000	2,022,000	3,569,000	2,664,000	1,570,000	1,700,000	-	-4.2%
MIDLAND	44,671,000	37,120,000	40,046,000	63,563,000	99,103,000	101,346,000	135,418,000	108,975,000	78,073,000	114,282,000	11.0%	3.0%
PECOS	19,619,000	12,456,000	14,156,000	15,282,000	17,605,000	18,867,000	22,537,000	22,797,000	21,999,000	27,204,000	3.7%	9.6%
REEVES	7,066,000	6,607,000	8,579,000	18,472,000	26,016,000	31,873,000	42,450,000	40,606,000	32,741,000	53,702,000	25.3%	13.9%
TERRELL	345,000	223,000	0	0	0	0	0	0	0	0	-100.0%	-
UPTON	608,000	413,000	626,000	690,000	859,000	849,000	1,043,000	745,000	541,000	761,000	2.5%	-2.7%
WARD	3,169,000	1,717,000	2,048,000	4,580,000	8,420,000	7,007,000	13,735,000	10,366,000	7,207,000	18,353,000	21.5%	27.2%
WINKLER	653,000	300,000	340,000	427,000	825,000	1,070,000	1,984,000	2,570,000	2,442,000	3,863,000	21.8%	37.8%
TOTAL	124,651,000	90,455,000	102,803,000	168,800,000	254,674,000	261,500,000	338,400,000	276,236,000	201,344,000	321,497,000	8.0%	2.6%
% of State Total	1.72%	1.47%	1.57%	2.29%	3.14%	2.97%	3.50%	2.77%	2.01%	2.96%		
STATE TOTAL	7,253,579,000	6,154,064,000	6,539,801,000	7,370,602,000	8,113,238,000	8,811,789,000	9,662,212,000	9,961,749,000	10,004,394,000	10,864,050,000	4.6%	5.4%

- From 2008 to 2017, Counties in the TXDOT-Odesa District saw their percentage of state hotel/motel revenues grow from 1.72% to 2.96% of the state total.
- During that same time, hotel/motel revenues in the Odessa District went from \$124.6 million to 321.5 million or a 158% increase.
- 6 of the top 20 counties for percentage hotel/motel revenue growth in the state are in the TXDOT Odessa District.



HOTEL/MOTEL ROOM CAPACITY IN TXDOT'S ODESSA DISTRICT



County	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	9yr	4yr
ANDREWS	106	173	173	173	173	204	235	248	301	301	12.3%	10.2%
CRANE	20	20	20	20	20	20	20	30	58	58	12.6%	30.5%
ECTOR	1,900	2,094	2,225	2,425	2,509	2,863	3,096	3,348	3,370	4,036	8.7%	9.0%
LOVING	-	-	-	-	-	-	-	-	-	-	-	-
MARTIN	-	-	9	70	70	70	102	124	110	70	-	0.0%
MIDLAND	2,161	2,518	2,705	2,770	2,867	3,138	3,511	4,021	4,283	4,443	8.3%	9.1%
PECOS	881	963	990	984	910	1,017	1,060	1,103	1,205	1,208	3.6%	4.4%
REEVES	480	553	620	783	815	899	1,139	1,293	1,507	1,599	14.3%	15.5%
TERRELL	32	32	-	-	-	-	-	-	-	-	-	-
UPTON	48	48	48	48	48	48	48	48	48	48	0.0%	0.0%
WARD	172	160	201	221	222	249	445	489	498	573	14.3%	23.2%
WINKLER	50	33	33	33	37	50	70	90	132	150	13.0%	31.5%
TOTAL	5,850	6,594	7,024	7,527	7,671	8,558	9,726	10,794	11,512	12,486	5.9%	7.1%
% of State Total	1.6%	1.8%	1.8%	1.9%	1.9%	2.1%	2.4%	2.6%	2.7%	2.8%		
STATE TOTAL	356,424	369,377	386,247	392,310	395,673	400,288	406,229	413,838	424,123	441,747	2.4%	2.5%

- From 2008 to 2017, Counties in the TXDOT-Odesa District saw their percentage of state hotel/motel rooms grow from 1.6% to 2.8% of the state total.
- During that same time, hotel/motel revenues in the Odessa District went from 5,850 to 12,486 or a 113% increase.
- These totals do not include man camps or extended rental properties.



CRASHES AND FATALITIES IN TXDOT'S ODESSA DISTRICT



ODA Counties	All Crashes		
	2016	2017	2018
Andrews	238	243	388
Crane	61	80	96
Ector	2,691	3,477	5,170
Loving	18	66	103
Martin	158	256	267
Midland	3,940	4,656	5,587
Pecos	437	429	379
Reeves	387	727	922
Terrell	15	20	34
Upton	49	47	59
Ward	206	403	577
Winkler	97	187	313
Total	8,297	10,591	13,895

67%
INCREASE
(From 2016-2018)

ODA Counties	All Fatalities		
	2016	2017	2018
Andrews	1	16	9
Crane	0	1	5
Ector	34	48	56
Loving	3	1	5
Martin	6	6	8
Midland	25	49	50
Pecos	9	19	10
Reeves	14	15	28
Terrell	1	0	0
Upton	2	0	2
Ward	9	12	17
Winkler	3	6	21
Total	107	173	211

97%
INCREASE
(From 2016-2018)

TXDOT District	Fatal Crashes	Statewide Pct.
Houston	525	15.8%
Dallas	420	12.7%
San Antonio	270	8.1%
Fort Worth	242	7.3%
Austin	239	7.2%
Odessa	186	5.6%
Tyler	159	4.8%
Beaumont	120	3.6%
El Paso	102	3.1%
Bryan	101	3.0%
Pharr	92	2.8%
Waco	87	2.6%
Lubbock	79	2.4%
Paris	79	2.4%
Atlanta	78	2.4%
Yoakum	78	2.4%
Corpus Christi	77	2.3%
Lufkin	69	2.1%
Abilene	61	1.8%
Amarillo	61	1.8%
Laredo	61	1.8%
Wichita Falls	45	1.4%
San Angelo	42	1.3%
Brownwood	29	0.9%
Childress	15	0.5%
2018 Total	3317	

In 2018, the Odessa District ranked 6th out of 25 districts in the state for the number of fatal crashes, coming in behind Houston, Dallas, San Antonio, Fort Worth, and Austin.



CMV CRASHES AND FATALITIES IN TXDOT'S ODESSA DISTRICT



ODA Counties	CMV Crashes		2018
	2016	2017	
Andrews	39	51	73
Crane	7	14	25
Ector	153	310	529
Loving	8	37	49
Martin	55	106	137
Midland	299	427	566
Pecos	85	105	100
Reeves	105	245	391
Terrell	2	10	14
Upton	27	13	32
Ward	53	133	186
Winkler	18	60	110
Total	851	1511	2212

160% INCREASE
(From 2016-2018)

ODA Counties	CMV Fatalities		
	2016	2017	2018
Andrews	0	8	3
Crane	0	1	2
Ector	8	6	22
Loving	2	0	2
Martin	3	3	5
Midland	9	18	17
Pecos	3	11	2
Reeves	10	6	17
Terrell	1	0	0
Upton	1	0	0
Ward	3	6	8
Winkler	1	4	13
Total	41	63	91

122% INCREASE
(From 2016-2018)

TXDOT District	CMV Fatal Crashes	Statewide Pct.
Odessa	80	14.8%
Houston	50	9.3%
Dallas	48	8.9%
San Antonio	33	6.1%
Fort Worth	30	5.6%
Austin	26	4.8%
Bryan	24	4.5%
Beaumont	23	4.3%
Atlanta	21	3.9%
Tyler	21	3.9%
Amarillo	18	3.3%
Waco	18	3.3%
Yoakum	18	3.3%
Laredo	17	3.2%
Abilene	16	3.0%
Lubbock	15	2.8%
San Angelo	15	2.8%
Lufkin	13	2.4%
Corpus Christi	12	2.2%
Brownwood	9	1.7%
Paris	9	1.7%
El Paso	8	1.5%
Wichita Falls	7	1.3%
Pharr	5	0.9%
Childress	3	0.6%
2018 Total	539	

The Odessa District ranked first out of all 25 TXDOT districts in the state for the number of CMV fatal crashes with 15% of the statewide total, despite having only about 1.5% of the state's population.