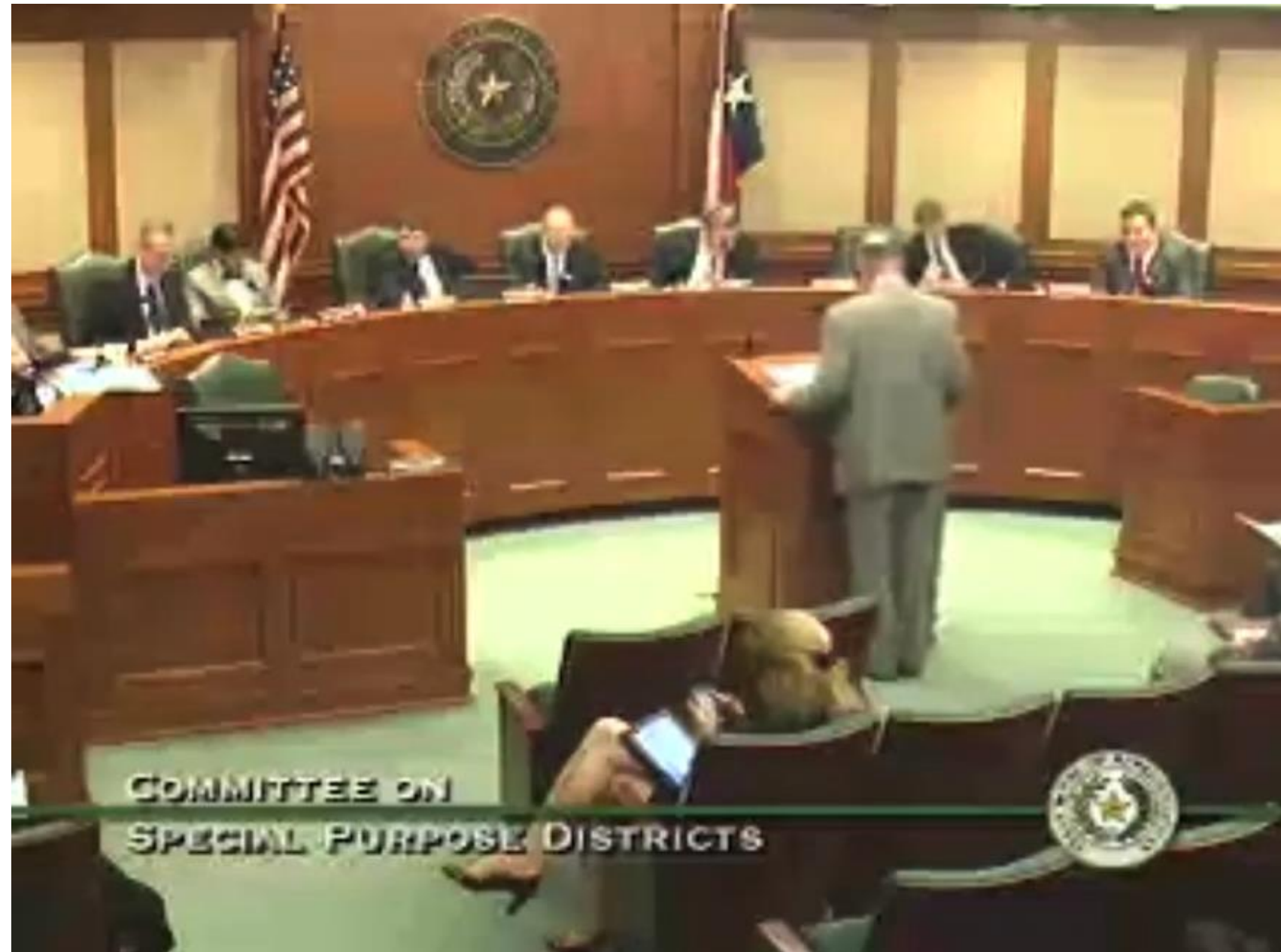


MIDTOWN

IS ON THE AGENDA

**Hold the City of College Station
accountable for Midtown's promises!**

CLEAR UP THE RUMORS



Source: Texas 83rd Legislative Session, Special Purpose Districts Committee Hearing for H.B. 3874, Apr. 10, 2013

MIDTOWN
IS ON THE AGENDA

IMPACT TO MIDTOWN RESIDENTS

Fiscal Year	Appraised Property Value	Total Taxes Paid
FY 2023	\$300,945.00	\$5,816.02
FY 2024	\$285,822.00	\$6,258.49
FY 2025	\$303,852.00	\$6,714.65 (estimate)

Source: Brazos County Appraisal District (BCAD), 2023-2055; Note: 1036 Toledo Bend Dr., College Station, TX used as example above. FY 25 numbers are estimated based off FY 24 tax rates implemented by each tax jurisdiction.

Property values vary, but total amount paid increases 7.4% per year on average!

MIDTOWN

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PROMISES MADE

"I think Midtown, as far as a name, fits that and we're excited to see where it goes ... Again, really focus on anchoring that geographic center of the city"

—Brian Woods on KBTX, 2019

"...the proximity that this will have to the YMCA, to the rec center however we end up finally naming it." – Former Mayor Karl Mooney on KBTX, 2019

"As one member of council... we've got to build some baseball fields... and that complex could be a big economic generator." –Mayor John Nichols on WTAW, 2023

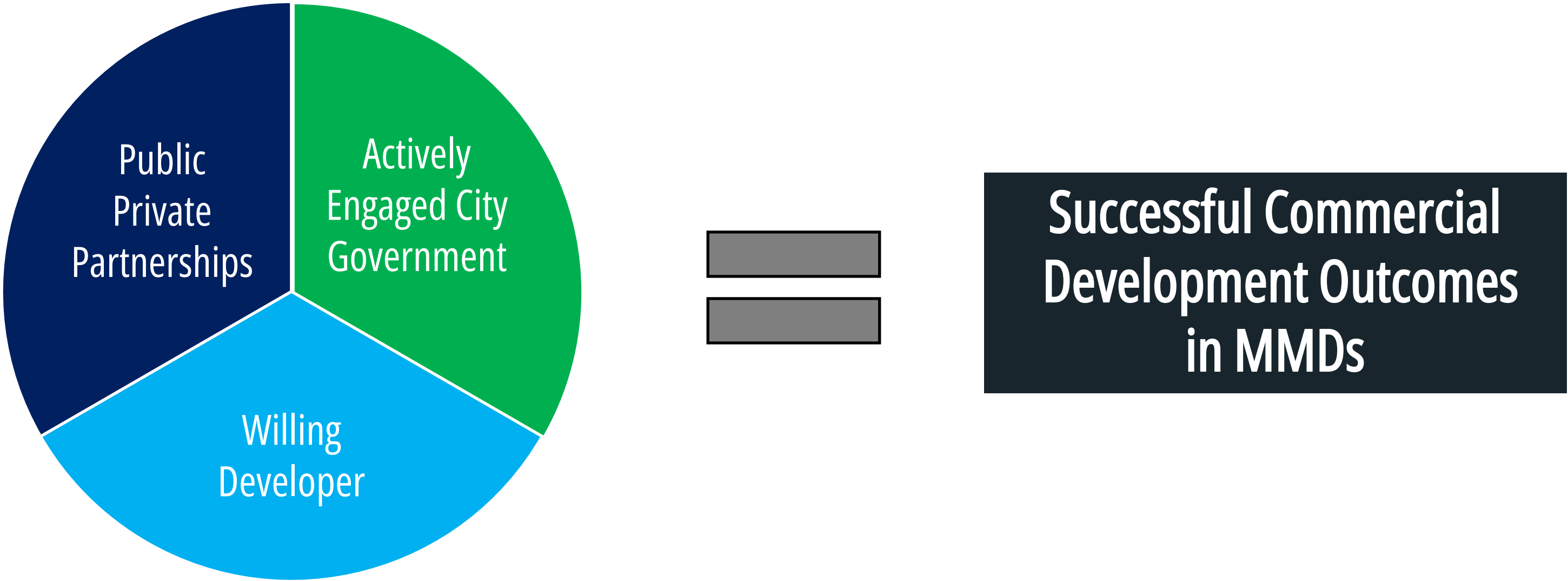
Sources: KBTX Media (2019), College Station City Manager gives update on city's challenges growth; KBTX Media (2019), New College Station Midtown expected to be city center bring more recreation; WTAW (2023), College Station Mayor John Nichols on WTAW



MIDTOWN

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COMPONENTS OF SUCCESSFUL MUNICIPAL MANAGEMENT DISTRICTS (MMD)



Sources: City of College Station Medical District Master Plan, 2012;; Northwest Houston Chamber of Commerce, 2019; Allen Boone Humphries Robinson (ABHR), 2025

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SMALL WIN:

Make Midtown the first and only destination for future Convention Center and/or Recreation Center Plans.



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MEDIUM WIN:

- Provide the signage promised in early development plans.
- Make Midtown visible from State Hwy. 6
- Extend Town Lake to State Hwy. 6 feeder road.



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BIG WIN:

- Explore opportunities for public private partnerships.
- Provide additional incentives or tax abatements to encourage development.
- Explore policies that make business worth the risk in Midtown.



MIDTOWN

IS ON THE AGENDA

**WHERE ARE
MIDTOWN'S PROMISES?**

**WHERE ARE THE
OUTCOMES?**