



**Our vision: Midland – an inclusive community. Together. Forward. Bold. An exceptional place where everyone thrives.**

Max Loves Midland is your entertainment, resources, and collective improvement hub for Midland County. We welcome you to align under one community calendar to reduce duplication and enhance community connection.

We believe transformative change is plausible when we work together to make Midland the best place possible. Our vision statement is our guiding light – providing the goal of making Midland a community of choice for future and current generations.

Max Loves Midland is based on the framework of Communities of Excellence 2026. The Communities of Excellence framework is built around the idea that for America and its communities to succeed in the second 250 years of its existence, community leaders and community members must work together to accomplish collective goals while listening to stakeholders, (re)allocating resources, addressing community issues, supporting advancement initiatives, and utilizing scorecards to monitor progress. That's how high-performing organizations succeed, and Max Loves Midland intends for Midland County to be a thriving community.

Max Loves Midland is a collective vitality initiative of various organizations and individuals within Midland County. The Midland Area Community Foundation serves as the backbone organization but is just one of many supporters. We are all Max. Everyone is welcome to join and participate in the vision of collective change. We serve as a non-competitive and non-partisan resource to reduce duplicative efforts. We are here to uplift all of the great things already taking place in the region and help the people who are willing and able to fill in any gaps.

This work is all about supporting purposeful performance excellence across traditional geographic, sector, and industry boundaries to help make a more significant difference together than any one organization, entity, or community can make on their own!

## Many Voices



## One Vision



Local and regional communities respecting individual interests while working together on shared needs.

## Our Focus Areas

This community development approach improves the quality of life in Midland collectively by helping people come together to act on what's important to them while, at the same time, encouraging individuals, organizations, and communities to excel using their unique existing strengths and assets. We believe people engage with their community based on how they feel about their community. We base our work on the four focus areas below when collectively driving for change and striving to ignite the love between citizens and the community.



### **Building Our Livelihood** *(Economic development, infrastructure)*

Midland County creates and sustains competitive advantages for existing and future businesses. We are well-connected and invest in our physical and technological infrastructure.



### **Caring For People** *(Human services, social services, poverty, housing, mental and physical health, public safety)*

The Midland community provides a coordinated and comprehensive system of supportive health and human services so that all may thrive. We encourage self-sufficiency and accept our individual responsibilities to collaborate to create the safest community in the country.



### **Developing Our Talent** *(Talent, education, youth development, & engagement)*

Midland County offers high-quality education and learning opportunities throughout life. Our community nurtures a skilled workforce and places high value on post-secondary learning. We provide opportunities for children and youth to realize their hopes and dreams.



### **Enriching Our Community** *(Arts, culture, entertainment, recreation, diversity, community leadership, environment)*

Midland County is a vibrant hub of arts, culture, entertainment, and recreational opportunities. We are committed to equality and inclusion and welcome, embrace, and accept all people. We are a sustainable community that values and protects its natural resources.

## The Milestones

- Knowing our story and better understanding what is happening in our community by listening to as many voices, perspectives, and trusted data sources as possible.
- Looking deeper into the current realities within our community and envisioning an agreed-upon future story.
- Developing a complete plan, moving towards collaboration, cooperating, and working together while thinking innovatively.
- Aligning and integrating projects and ongoing processes to reach goals faster.
- Celebrating progress and looking at results to decide what to do next by repeating the framework's cycle.

The milestones include and uplift existing efforts so that everyone can experience even greater outcomes more quickly by dreaming big and working together! Max Loves Midland supports purposeful performance excellence within the region!

## Collaboration Teams

**What is collaboraction? It's collaborative action towards a specific goal. These teams meet quarterly to help create tangible change and improvement in our Midland County community. Upon completing the Communities of Excellence framework, these two specific areas were recurring themes.**

**Thriving Workforce:** Understanding that many hard-working individuals do not earn a livable wage, the team works on ways to support these individuals in the workforce. The group has advocated for an increase in the Earned Income Tax Credit, looked at ways to develop ALICE (asset-limited income-constrained employed) friendly workplaces, worked to increase the percentage of those applying for Earned Income Tax Credit, and is currently working to address challenges of childcare.

**Developing & Retaining Talent:** Knowing that the attraction and retention of talent is critical to our community and region, this team looks for ways to attract and retain those in the workforce. One action this team is undertaking is asking those who have returned to the Midland area to complete a "boomerang" survey.



**Get Involved! Visit  
MaxLovesMidland.com to learn more!**