



The mission of *VisitMidland* is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination.

March 2018 Edition

[Visit Our Website](#)



**MARCH
24
2018**

**READY
SET
GUNS UP**

You're invited to the
 VisitMidland Sports & Entertainment VIP Tailgate
 at the Texas Tech Spring Scrimmage.
 Tailgate: 10:00 AM - 3:00 PM
 Scrimmage: 1:00 PM
 Scharbauer Sports Complex,
 West Parking Lot
 Enjoy FREE food, drinks, music & cornhole.

Passport 2 Midland

Check out the Midland community app, Passport 2 Midland, available on the [iTunes Store](#) and [Google Play](#). Find information on all things Midland including restaurants, shopping, hotels, attractions, healthcare, and more.



Partner Spotlight - Museum of the Southwest

The Museum of the Southwest is comprised of the Juliette & Fred Turner, Jr. Memorial Art Museum, a sculpture garden, the Fredda Turner Durham Children's Museum and the Marian West & William Blanton Blakemore Planetarium. The Museum of the Southwest inspires discovery, interaction and exploration of art, science, culture and history, enriching the lives of people of all ages. The museum uses the power of these disciplines to ignite the imagination, stimulate thought and provide enjoyment through its collections, exhibitions, programs and events. The Museum of the Southwest hosts several events every year including; SeptemberFest, an annual juried art show the weekend following Labor Day, and Christmas at the Mansion throughout the month of December.



SeptemberFest Preview Party,
Photo Credit: Julian Mancha

Facility rentals are available.

[Click here](#) for more information on The Museum of the Southwest.

Must Do March in Midland

Click on the blue event name for more detail about these fun events perfect for the whole family. For a complete listing of Midland events, go to the [VisitMidland Event Calendar](#).

Portraits of Courage - The Museum of the Southwest is the first venue selected nationwide to host Portraits of Courage in 2018. See a vibrant collection of oil paintings by President George W. Bush, and the stories of the warriors they represent, honoring the sacrifice and courage of America's military servicemen and women.



Permian Basin Spring Stampede Pro Rodeo - This event is in its 2nd year in Midland and takes place at the Midland County Horseshoe March 16-17 with Slack on the 15th. Performances each night will include Mutton Bustin' for the kids!

Permian Basin Comic Con - Come out and enjoy the biggest comic convention in West Texas March 16th - 18th. Participate in guest panels, see your favorite voice actors, and everything in between.

Did you know, you can list your event for FREE on our events calendar? [Click here](#) to submit your event!

Your VisitMidland Team

Brad Barnett, The EVP of Tourism & Facilities, is responsible for setting the overall vision and overseeing operations of both *VisitMidland* and the Midland Convention Center & Centennial Park. This includes guiding the rebranding of the CVB (Convention & Visitor's Bureau) to become *VisitMidland* and serving as a key member of the design team for the new Midland Convention Center.

Brad has been with Midland Convention Center since November 2011 and with *VisitMidland* since February 2016. He holds a



master's degree in Communication with a focus on radio/TV station management. He served as Senior Pastor at a Midland area church for 6 years before joining the Midland Chamber. Responsibilities include supervision of 5 to 8 full time employees, fiscal budget preparation, the daily planning, operations, and activities of the Midland Convention Center and Centennial Park, promotion, marketing, sales and client negotiations. Brad is a member of the International Facility Management Association (IFMA) and is a certified Facility Management Professional (FMP). Brad also has his IOM (Institute for Organizational Management) certification from the United States Chamber of Commerce Foundation, a program that focuses on best practices in non-profit management. He is also a member of the International Association of Venue Mangers (IAVM) and the Texas Association of Venues and Facilities (TxAVF.) Brad regularly attends TxAVF events around the state to stay abreast of issues affecting convention centers.

Find more information about the entire *VisitMidland* team, [here](#).

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