

| Economic Development | 2016 | | | | | | 2017 | | | | | | | | |
|-------------------------------------------------------|-------------|------------|-------------|------------|------------|------------|-------------|------------|------------|--------------|------------|-------------|-------------|------------|-------------|
| | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | April | May | June | July | Aug | Sept |
| Administrative meetings | 7 | 6 | 7 | 10 | 12 | 10 | 14 | 15 | 14 | 14 | 18 | 14 | 15 | 14 | 14 |
| Brownfields/ Environmental Projects Managed | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| Business Connections/ Business Visits | 3 | 3 | 3 | 5 | 11 | 4 | 0 | 0 | 0 | 5 | 7 | 7 | 9 | 9 | 7 |
| Requests for Proposals | | | 2 | 2 | 2 | 2 | 5 | 7 | 8 | 4 | 3 | 2 | 4 | 4 | 4 |
| Developer Meetings | 4 | 4 | 5 | 4 | 1 | 1 | 5 | 5 | 5 | 6 | 7 | 7 | 8 | 8 | 8 |
| Grant Applications and reporting | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| New Prospects (new companies & expansions) | 3 | 2 | 2 | 4 | 3 | 3 | 10 | 10 | 10 | 10 | 10 | 10 | 8 | 8 | 7 |
| Partner Networking/ Events | 15 | 13 | 14 | 17 | 13 | 11 | 10 | 12 | 12 | 11 | 11 | 12 | 10 | 10 | 8 |
| Organization(s) oversight | | | | | | | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Public Record Request | | 3 | | | | | 1 | 1 | 1 | | | | | | |
| Site selection RFP response to ODOD/ tracking/ ma | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| Special Projects | 7 | 7 | 7 | 9 | 6 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 6 | 6 | 6 |
| Residential Development(s) | | | | | | | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Workforce Development meetings | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| New Business Ribbon Cuttings | | | | | | | 1 | 0 | 3 | 3 | 3 | 3 | 1 | 1 | 1 |
| Marketing meetings | 4 | 4 | 5 | 7 | 6 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 |
| City Website Update meetings | | | | | | | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 |
| Facebook - number of people reached | | | | | | | 24,475 | 32,048 | 23,761 | 29,996 | 88,485 | 173,616 | | | 198,084 |
| Facebook - new page likes | | | | | | | 62 | 104 | 45 | 33 | 136 | 319 | | | 122 |
| Facebook - page views | | | | | | | 385 | 399 | 308 | 112 | 250 | 456 | | | |
| Twitter - total number of followers | | | | | | | | 806 | 823 | | | 906 | | | 1,047 |
| Twitter - profile visits | | | | | | | | 486 | 474 | 566 | 547 | 628 | 553 | 501 | 454 |
| Twitter - new followers | | | | | | | | 41 | | 22 | 827 | 22 | 39 | 73 | 40 |
| Twitter - mentions | | | | | | | | | | | | | 113 | 63 | 58 |
| Twitter - impressions | | | | | | | | | | | | | 13,700 | 6,410 | 7,941 |
| Instagram - total number of followers | | | | | | | | 755 | 771 | | | 828 | | | 876 |
| Instagram - age range | | | | | | | | | | | | | | | 25-44 |
| Instagram - highest viewing time | | | | | | | | | | | | | | | 6-9pm |
| Instagram - % of Middletown Citizens | | | | | | | | | | | | | | | 50 |
| Instagram - % women | | | | | | | | | | | | | | | 70 |
| Instagram - % men | | | | | | | | | | | | | | | 30 |