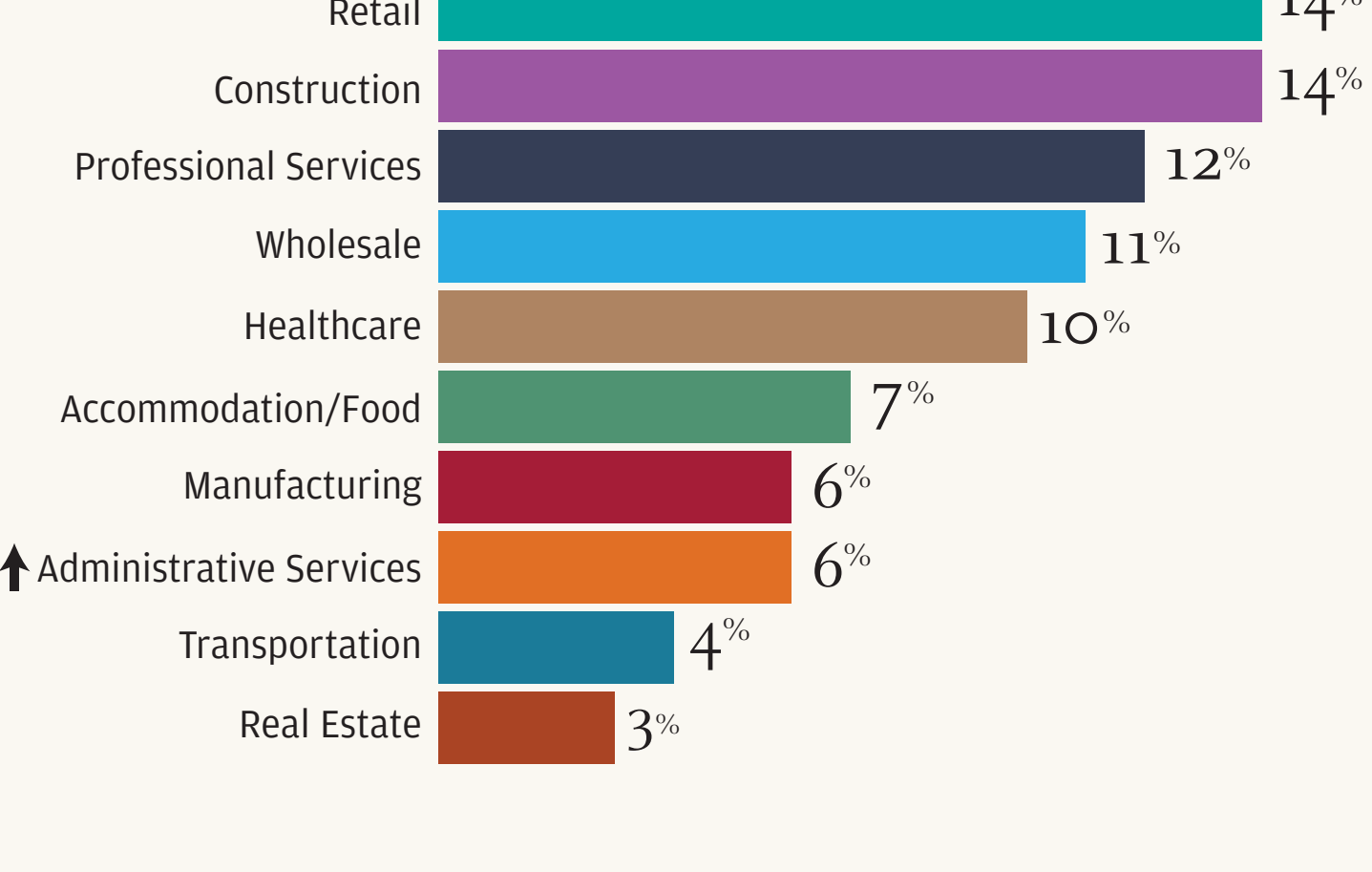


# Greater Dallas is the 5<sup>th</sup> largest middle market in the U.S.



In Dallas, there is a greater presence of midsize businesses in the Administrative Services industry relative to the national middle market.

## Top 10 Dallas Midsize Business Industries



↑ Greater local presence of midsize businesses relative to national middle market

Diverse-owned midsize businesses in Dallas represent approximately 36% of the number of midsize businesses, but account for approximately 23% of the revenue.



Closing the revenue gap for Dallas diverse-owned midsize businesses presents an opportunity to generate:



\*\*Diverse-owned\* businesses includes Black-, Hispanic-, Latino(a)-, Asian-, and other people of color-owned businesses, women-owned businesses, and veteran-owned businesses.

## Opportunities exist to provide more support to midsize businesses in Dallas.

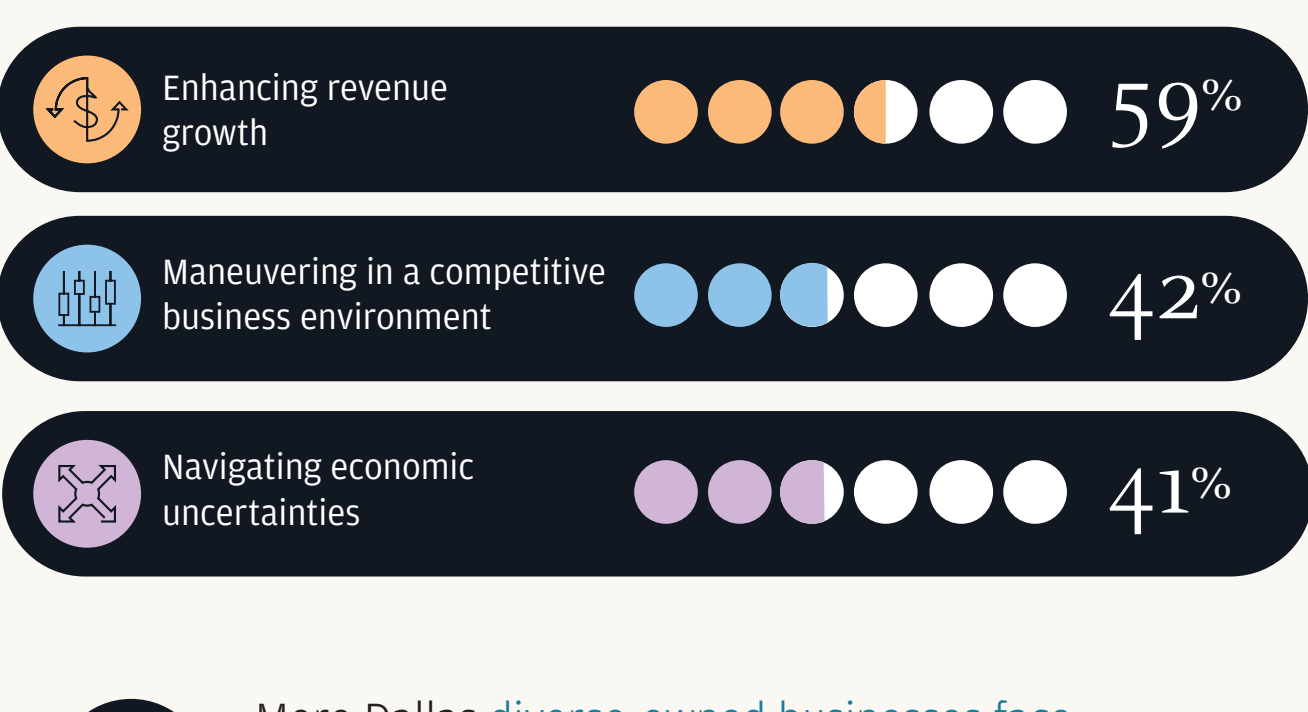
As reported by Dallas midsize businesses:



There is also an opportunity for additional supplier certification support (e.g., diversity, industry, safety certifications) among diverse-owned businesses in Dallas.

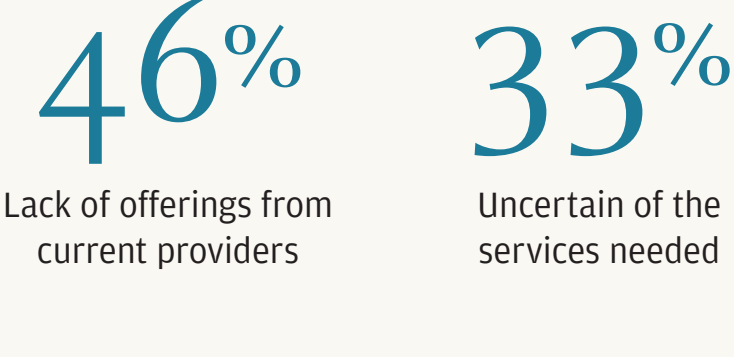


## Top challenges reported by Dallas midsize businesses:



More Dallas diverse-owned businesses face challenges maneuvering in a competitive business environment than non-diverse-owned businesses.

Top barriers to accessing advisory services reported by Dallas midsize businesses include:



While many midsize businesses tap into personal relationships to access new advisory support services, a quarter of diverse-owned businesses look to their banking relationships for advisory support, compared to only 15% of non-diverse-owned businesses.

