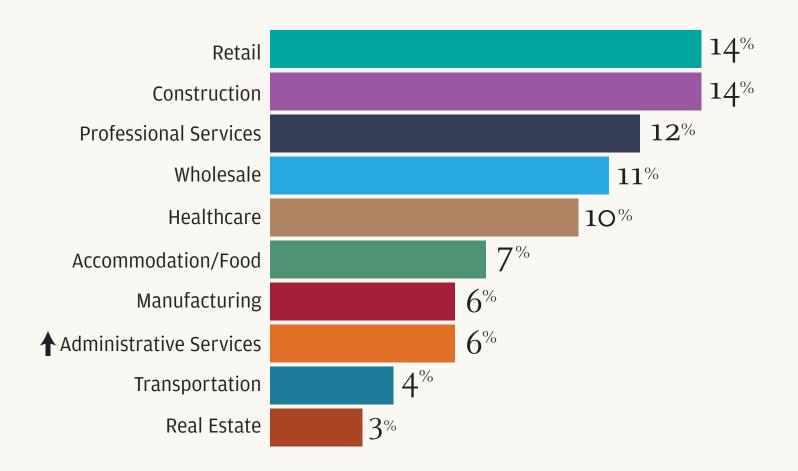
Greater Dallas is the 5th largest middle market in the U.S.



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:



Need guidance on how to acquire growth financing and improve their capital structure



Need advice on strategic business and innovation planning



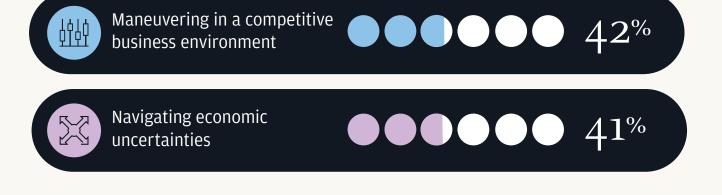
Would like to build strong banking relationships

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:







growth

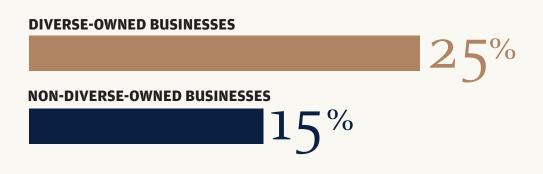
More Dallas diverse-owned businesses face challenges maneuvering in a competitive business environment than non-diverse-owned businesses.

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.



The Middle Matters: Exploring the Diverse Middle Market Landscape. November 2023

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