



ECONOMIC DEVELOPMENT CORPORATION MEETING

October 01, 2024 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

AGENDA

CALL MEETING TO ORDER

ROLL CALL AND ESTABLISH A QUORUM

CITIZEN ENGAGEMENT

This is an opportunity for the public to address the Economic Development Corporation regarding an item on the agenda, except public hearings that are included on the agenda. Comments related to public hearings will be heard when the specific hearing begins. Citizen comments are limited to three (3) minutes per speaker, unless the speaker requires the assistance of a translator, in which case the speaker is limited to six (6) minutes, in accordance with applicable law. Each speaker shall approach the designated speaker location, complete the citizen engagement sign in sheet and state his/her name and city of residence before speaking. Speakers shall address the Economic Development Corporation with civility that is conducive to appropriate public discussion. Speakers can address only the Economic Development Corporation and not individual city officials or employees. The public cannot speak from the gallery but only from the designated speaker location.

CONSENT AGENDA

Items considered to be routine are enacted by one motion without separate discussion. If the members of the board desire to discuss an item, the item is removed from the Consent Agenda and considered separately.

1. Consider and take appropriate action on September 3, 2024, minutes.
2. Consider and take appropriate action on August 2024 financials.

ITEMS FOR INDIVIDUAL CONSIDERATION

3. Public Hearing: Consider and take appropriate action on business improvement grant funds for 2024-2025 fiscal year.

A public hearing is held by the governing body in order for the public to hear the facts and offer their opinions. The governing body is not obligated to engage in dialogue with those present.

- 4.** Consider and take appropriate action on FISC bond and VATRE with Dr. Michelle McCord
- 5.** Consider and take appropriate action on proposal from EDOIQ
- 6.** Consider and take appropriate action on business improvement grant application from Boujee Boutique.
- 7.** Consider and take appropriate action on strategic plan update
- 8.** Consider and take appropriate action on EDC director attending the International Conference of Shopping Centers in Dallas, January 2025.
- 9.** Consider and take appropriate action on EDC contributions to Frenship Youth Baseball field improvements.
- 10.** Consider and take appropriate action on new business, Hey Vos
- 11.** Consider and take appropriate action on requests for future agenda items.

EXECUTIVE SESSION

In accordance with Texas Government Code, section 551-001, et seq., the Economic Development Corporation will recess into executive session (closed meeting) to discuss the following:

- a. 551.072 Deliberations about Real Property: To deliberate the purchase, exchange, lease or value of real property.
- b. 551.087 Deliberations Regarding Economic Development Negotiations: to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; or to deliberate the offer of financial or other incentive to a business prospect.

RECONVENE INTO OPEN SESSION

In accordance with Texas Government Code, chapter 551, the Economic Development Corporation will reconvene into regular session to consider action, if any, on matters discussed in executive session.

ADJOURN

In accordance with the Americans with Disability Act any person with a disability requiring reasonable accommodation to participate in this meeting should call the City Secretary at 806-855-4120 or send written request to P.O. Box 36 Wolfforth Texas 79382 at least 48 hours in advance of the meeting date.

Certification

I, the undersigned authority do hereby certify that the Notice of Meeting was posted at City Hall of the City of Wolfforth, Texas was posted on September 27, 2024, at 5:00 p.m.

/s/ Danielle Sweat, Economic Development Director



ECONOMIC DEVELOPMENT CORPORATION MEETING

September 03, 2024 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

MINUTES

CALL MEETING TO ORDER

Meeting called to order at 11:38 am

ROLL CALL AND ESTABLISH A QUORUM

In attendance: Joel Robinett, Danielle Sweat, Randy Criswell, Glen Frick, Steve Deaton, Nicole Butler, Shawn Vinson, Taylor McAlpine

Guests: Larry Holland and Tony Martin

No comments for citizen engagement

CONSENT AGENDA

Items considered to be routine are enacted by one motion without separate discussion. If the members of the board desire to discuss an item, the item is removed from the Consent Agenda and considered separately.

Motion was made by Steve Deaton to approve the consent agenda. This motion was seconded by Shawn Vinson. Motion passed unanimously.

1. Consider and take appropriate action on August 13, 2024, minutes.
2. Consider and take appropriate action on July financials.

ITEMS FOR INDIVIDUAL CONSIDERATION

3. Consider and take appropriate action on demonstration from Austin Cane with EDOIQ

No motion was made. Board requested a formal proposal.

4. Consider and take appropriate action on moving forward with an economic impact analysis with Brad Ewing with Texas Tech University.

A motion was made by Shawn Vinson and seconded by Nicole Butler to approve an economic impact analysis with Brad Ewing with Texas Tech University. Cost not to exceed \$7500. Motion passed unanimously.

5. Consider and take appropriate action on Team Texas membership/membership level v. High Ground travel.

Motion was made by Steve Deaton to put a hold on the Team Texas membership, instead focus on traveling with High Ground of Texas. This motion was seconded by Shawn Vinson and passed unanimously.

6. Consider and take appropriate action on business improvement grant project renewal for the new fiscal year.

A motion was made by Glen Frick to renew the Business Improvement Grant project for the new fiscal year, declaring this a new project. This motion was seconded by Nicole Butler and passed unanimously.

7. Consider and take appropriate action on request for future agenda items.

Board requested an update on the strategic plan.

Board entered into executive session at 12:04pm.

RECONVENE INTO OPEN SESSION

In accordance with Texas Government Code, chapter 551, the Economic Development Corporation will reconvene into regular session to consider action, if any, on matters discussed in executive session.

The board reconvened into open session at 1:06pm

A motion was made by Nicole Butler to approve the All Hale Meats performance agreement. This motion was seconded by Glen Frick. Motion passed unanimously.

Meeting adjourned at 1:16pm

Joel Robinett

EDC Balance Sheet
Account Summary
 As Of 08/31/2024



City of Wolfforth

Account	Name	Balance
Fund: 07 - Economic Development Corporation		
Assets		
07-000-01100-000	Cash in Bank	55,138.90
07-000-01101-000	Claim On Cash	-3,088.33
07-000-01104-000	Cash in TexPool Prime EDC	2,042,181.18
07-000-01310-000	Accounts Receivable	4.21
07-000-01310-001	Accounts Receivable-Adj	218.10
07-000-01375-000	Notes Receivable	2,759.89
07-000-01375-001	N/R-Potential Forgiveness	29,259.88
07-000-01550-000	Prepaid insurance	791.96
07-000-01560-000	Prepaid expense	900.00
	Total Assets:	2,128,165.79
		<u>2,128,165.79</u>
Liability		
	Total Liability:	0.00
Equity		
07-000-02410-000	Fund Balance	1,855,456.94
07-000-02420-000	Restricted Fund Balance	100,000.00
	Total Beginning Equity:	1,955,456.94
Total Revenue		597,205.92
Total Expense		424,497.07
Revenues Over/Under Expenses		172,708.85
	Total Equity and Current Surplus (Deficit):	2,128,165.79
	Total Liabilities, Equity and Current Surplus (Deficit):	<u>2,128,165.79</u>



City of Wolfforth

EDC Detail Report Account Detail

Item # 2.

Date Range: 08/01/2024 - 08/31/2024

Account		Name		Beginning Balance	Total Activity	Ending Balance		
Fund: 07 - Economic Development Corporation								
<u>07-000-01100-000</u>		Cash in Bank		19,130.51	36,008.39	55,138.90		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/01/2024	GLPKT06849	JN02712		Reverse AP for conference as of 07/31/2024			-1,272.00	17,858.51
08/01/2024	GLPKT07218	JN02809		EDC Bank Transactions to reimburse			-4.21	17,854.30
08/02/2024	GLPKT06970	JN02747		Correct posting for actual deposits			500.00	18,354.30
08/09/2024	GLPKT06920	JN02732		Record transfer from COW to EDC			61,822.66	80,176.96
08/13/2024	GLPKT06970	JN02751		EDC Meeting			-198.64	79,978.32
08/13/2024	GLPKT06970	JN02752		Pad, Easel, Markers, other			-57.13	79,921.19
08/14/2024	GLPKT06970	JN02754		International Bronze Plaque Co.- Angled Steel Post			-1,260.00	78,661.19
08/14/2024	GLPKT07218	JN02811		Promo lunch			-138.63	78,522.56
08/29/2024	GLPKT07071	JN02785		RSVP for Oct 24 The High Ground meeting			-200.00	78,322.56
08/30/2024	GLPKT07071	JN02798		Settle 70% by transfer from EDC to GF			-8,298.07	70,024.49
08/30/2024	GLPKT07071	JN02799		Settle Claim on Cash for EDC			-14,979.50	55,044.99
08/31/2024	BRPKT00185	INT0000208		Aug 24 Interest Income			93.91	55,138.90

EDC Detail Report

Date Range: 08/01/2024 Item # 2. 4

Account		Name				Beginning Balance	Total Activity	Ending Balance
07-000-01101-000		Claim On Cash				0.00	-3,088.33	-3,088.33
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/01/2024	APPKT00807	706		Danielle Sweat SEC REI PMT	1010 - Danielle Sweat		-436.20	-436.20
08/01/2024	APPKT00808	72106		The High Ground of Texas SEC REI PMT	1081 - The High Ground of Texas		-1,300.00	-1,736.20
08/01/2024	CLPKT02679	Daily AR 8.1.2024		B00004192 CLPKT02679			91.52	-1,644.68
08/02/2024	APPKT00813	717		Purpose Marketing SEC REI PMT	0988 - Purpose Marketing		-1,058.33	-2,703.01
08/02/2024	CLPKT02684	Daily AR 8.2.2024		B00004197 CLPKT02684			500.00	-2,203.01
08/02/2024	GLPKT06970	JN02747		Correct posting for actual deposits			-500.00	-2,703.01
08/05/2024	ARPKT00194	Invoice Packet ARPKT0		Cuero Development Corporation 8.5.2024			218.10	-2,484.91
08/09/2024	APPKT00827	725		Guevara Law, P.C. SEC REI PMT	0315 - Guevara Law, P.C.		-432.00	-2,916.91
08/15/2024	APPKT00833	738		Ascendant Holland's Office Technologies SEC REI PMT	0349 - Ascendant Holland's Office Technol		-2,994.16	-5,911.07
08/16/2024	GLPKT06970	JN02757		Reclass AR between GF and EDC			-218.10	-6,129.17
08/20/2024	APPKT00862	DFT0000893		Purpose Marketing SEC REI PMT	0988 - Purpose Marketing		-2,030.00	-8,159.17
08/21/2024	APPKT00862	DFT0000892		Purpose Marketing SEC REI PMT	0988 - Purpose Marketing		-1,058.33	-9,217.50
08/23/2024	APPKT00840	72145		West Texas Home Builders Association SEC REI PMT	1033 - West Texas Home Builders Associati		-600.00	-9,817.50
08/23/2024	APPKT00840	755		Purpose Marketing SEC REI PMT	0988 - Purpose Marketing		-1,058.33	-10,875.83
08/23/2024	APPKT00840	755		Purpose Marketing SEC REI PMT	0988 - Purpose Marketing		-2,030.00	-12,905.83
08/23/2024	APPKT00840	757		Raldco Development, LLC SEC REI PMT	1179 - Raldco Development, LLC		-2,500.00	-15,405.83
08/23/2024	APPKT00840	757		Raldco Development, LLC SEC REI PMT	1179 - Raldco Development, LLC		-2,500.00	-17,905.83
08/30/2024	GLPKT07071	JN02799		EDC Claim on Cash Settlement			14,979.50	-2,926.33
08/30/2024	APPKT00855	766		Gannett Texas/New Mexico LocalIQ SEC REI PMT	0442 - Gannett Texas/New Mexico LocalIQ		-162.00	-3,088.33
07-000-01104-000		Cash in TexPool Prime EDC				2,032,783.35	9,397.83	2,042,181.18
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/31/2024	BRPKT00188	INT0000209		Aug 24 TexPool Prime Int Inc			9,397.83	2,042,181.18
07-000-01310-000		Accounts Receivable				91.52	-87.31	4.21
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/01/2024	CLPKT02679	R00069708		Wolfforth EDC amazon Wolfforth EDC			-91.52	0.00
08/01/2024	GLPKT07218	JN02809		EDC Bank Transactions to reimburse			4.21	4.21
07-000-01310-001		Accounts Receivable-Adj				0.00	218.10	218.10
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/16/2024	GLPKT06970	JN02757		Reclass AR between GF and EDC			218.10	218.10
07-000-01375-000		Notes Receivable				3,259.89	-500.00	2,759.89
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/02/2024	CLPKT02684	Daily AR 8.2.2024		B00004197 CLPKT02684			-500.00	2,759.89

EDC Detail Report

Date Range: 08/01/2024 Item # 2. 4

Account					Name			Beginning Balance	Total Activity	Ending Balance
07-000-01401-000					Due from City of Wolfforth			0.00	0.00	0.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
08/08/2024	GLPKT06920	JN02730		Due from COW Sales Tax			61,822.66	61,822.66		
08/09/2024	GLPKT06920	JN02732		Record transfer from COW to EDC			-61,822.66	0.00		
07-000-01560-000					Prepaid expense			700.00	200.00	900.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
08/29/2024	GLPKT07071	JN02785		RSVP for Oct 24 The High Ground meeting			200.00	900.00		
07-000-02101-000					Accounts Payable Pending			-4,858.33	4,858.33	0.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
08/01/2024	APPKT00804	08012024	706	Southern EDC SEC PBL	1010 - Danielle Sweat		-436.20	-5,294.53		
08/01/2024	APPKT00807	706		Danielle Sweat SEC PMT	1010 - Danielle Sweat		436.20	-4,858.33		
08/01/2024	APPKT00808	72106		The High Ground of Texas SEC PMT	1081 - The High Ground of Texas		1,300.00	-3,558.33		
08/01/2024	APPKT00815	625	725	Monthly SEC PBL	0315 - Guevara Law, P.C.		-432.00	-3,990.33		
08/01/2024	APPKT00862	3042-C	DFT0000892	Monthly marketing SEC PBL	0988 - Purpose Marketing		-1,058.33	-5,048.66		
08/01/2024	APPKT00862	3182-C	DFT0000893	Monthly Marketing SEC PBL	0988 - Purpose Marketing		-2,030.00	-7,078.66		
08/02/2024	APPKT00813	3091	717	Monthly Marketing Retainer SEC PBL	0988 - Purpose Marketing		-1,058.33	-8,136.99		
08/02/2024	APPKT00813	717		Purpose Marketing SEC PMT	0988 - Purpose Marketing		1,058.33	-7,078.66		
08/09/2024	APPKT00827	725		Guevara Law, P.C. SEC PMT	0315 - Guevara Law, P.C.		432.00	-6,646.66		
08/13/2024	APPKT00835	9516	72145	Annual Dues SEC PBL	1033 - West Texas Home Builders Associati		-600.00	-7,246.66		
08/14/2024	APPKT00829	08132024	738	Wolfforth EDC grant SEC PBL	0349 - Ascendant Holland's Office Technol		-2,994.16	-10,240.82		
08/15/2024	APPKT00833	738		Ascendant Holland's Office Technologies SEC PMT	0349 - Ascendant Holland's Office Technol		2,994.16	-7,246.66		
08/16/2024	APPKT00835	3182	755	Monthly Marketing Retainer SEC PBL	0988 - Purpose Marketing		-2,030.00	-9,276.66		
08/19/2024	APPKT00835	09012024-3	757	June Consulting Fee SEC PBL	1179 - Raldco Development, LLC		-2,500.00	-11,776.66		
08/20/2024	APPKT00841	0006541941	766	LBK AJ SEC PBL	0442 - Gannett Texas/New Mexico LocaliQ		-162.00	-11,938.66		
08/20/2024	APPKT00862	DFT0000893		Purpose Marketing SEC PMT	0988 - Purpose Marketing		2,030.00	-9,908.66		
08/21/2024	APPKT00862	DFT0000892		Purpose Marketing SEC PMT	0988 - Purpose Marketing		1,058.33	-8,850.33		
08/23/2024	APPKT00840	72145		West Texas Home Builders Association SEC PMT	1033 - West Texas Home Builders Associati		600.00	-8,250.33		
08/23/2024	APPKT00840	755		Purpose Marketing SEC PMT	0988 - Purpose Marketing		2,030.00	-6,220.33		
08/23/2024	APPKT00840	755		Purpose Marketing SEC PMT	0988 - Purpose Marketing		1,058.33	-5,162.00		
08/23/2024	APPKT00840	757		Raldco Development, LLC SEC PMT	1179 - Raldco Development, LLC		2,500.00	-2,662.00		
08/23/2024	APPKT00840	757		Raldco Development, LLC SEC PMT	1179 - Raldco Development, LLC		2,500.00	-162.00		
08/30/2024	APPKT00855	766		Gannett Texas/New Mexico LocaliQ SEC PMT	0442 - Gannett Texas/New Mexico LocaliQ		162.00	0.00		
07-000-02110-000					Accounts Payable			-1,272.00	1,272.00	0.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
08/01/2024	GLPKT06849	JN02712		Reverse AP for conference as of 07/31/2024			1,272.00	0.00		

EDC Detail Report

Date Range: 08/01/2024 Item # 2. 4

Account		Name				Beginning Balance	Total Activity	Ending Balance
07-000-02201-000		Due to City of Wolfforth				0.00	0.00	0.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/29/2024	GLPKT07174	JN02791		Reimburse City 70% of EDC Ex Dir Payro			-8,298.07	-8,298.07
08/30/2024	GLPKT07071	JN02798		Settle 70% by transfer from EDC to GF			8,298.07	0.00
07-000-31300-000		Sales Tax				-443,561.02	-61,822.66	-505,383.68
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/08/2024	GLPKT06920	JN02730		Due from COW Sales Tax			-61,822.66	-505,383.68
07-000-36110-000		Interest income				-82,330.50	-9,491.74	-91,822.24
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/31/2024	BRPKT00185	EDC OperatingAug 24 I		Aug 24 Interest Income			-93.91	-82,424.41
08/31/2024	BRPKT00188	TexPool Prime EDCAug		Aug 24 TexPool Prime Int Inc			-9,397.83	-91,822.24
07-752-42010-000		Office Supplies & Expense				246.58	57.13	303.71
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/13/2024	GLPKT06970	JN02752		Pad, Easel, Markers, other			57.13	303.71
07-752-42192-000		Meeting Expense				1,531.62	198.64	1,730.26
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/13/2024	GLPKT06970	JN02751		EDC Meeting			198.64	1,730.26
07-752-43101-000		Legal services				3,058.00	432.00	3,490.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/01/2024	APPKT00815	625	725	Monthly	0315 - Guevara Law, P.C.		432.00	3,490.00
07-752-43110-000		Other Professional Services				68,814.29	2,500.00	71,314.29
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/19/2024	APPKT00835	09012024-3	757	June Consulting Fee	1179 - Raldco Development, LLC		2,500.00	71,314.29
07-752-43140-000		Legal Publications				1,410.00	162.00	1,572.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/20/2024	APPKT00841	0006541941	766	LBK AJ	0442 - Gannett Texas/New Mexico LocalIQ		162.00	1,572.00
07-752-43150-000		Marketing				73,147.94	7,436.66	80,584.60
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/01/2024	APPKT00862	3042-C	DFT0000892	Monthly marketing	0988 - Purpose Marketing		1,058.33	74,206.27
08/01/2024	APPKT00862	3182-C	DFT0000893	Monthly Marketing	0988 - Purpose Marketing		2,030.00	76,236.27
08/02/2024	APPKT00813	3091	717	Monthly Marketing Retainer	0988 - Purpose Marketing		1,058.33	77,294.60
08/14/2024	GLPKT06970	JN02754		International Bronze Plaque Co.- Angled Steel Post			1,260.00	78,554.60
08/16/2024	APPKT00835	3182	755	Monthly Marketing Retainer	0988 - Purpose Marketing		2,030.00	80,584.60
07-752-43151-000		Customer Appreciation				55.96	138.63	194.59
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/14/2024	GLPKT07218	JN02811		Promo lunch			138.63	194.59

EDC Detail Report

Date Range: 08/01/2024 Item # 2. 4

Account	Name				Beginning Balance	Total Activity	Ending Balance	
07-752-43401-000	Travel/Training/Conferences				14,142.02	218.10	14,360.12	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/01/2024	APPKT00804	08012024	706	Southern EDC	1010 - Danielle Sweat		436.20	14,578.22
08/05/2024	ARPKT00194	Invoice Packet ARPKTO		Cuero Development Corporation 8.5.2024			-218.10	14,360.12
07-752-43501-000	Memberships				2,502.51	600.00	3,102.51	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/13/2024	APPKT00835	9516	72145	Annual Dues	1033 - West Texas Home Builders Associati		600.00	3,102.51
07-752-43905-000	Payroll Reimbursement				59,262.97	8,298.07	67,561.04	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/29/2024	GLPKT07174	JN02791		Reimburse City 70% of EDC Ex Dir Payro			8,298.07	67,561.04
07-752-44001-000	Business Support				0.00	2,994.16	2,994.16	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/14/2024	APPKT00829	08132024	738	Wolfforth EDC grant	0349 - Ascendant Holland's Office Technol		2,994.16	2,994.16
Total Fund: 07 - Economic Development Corporation:					Beginning Balance: 1,748,115.31	Total Activity: 0.00	Ending Balance: 1,748,115.31	
Grand Totals:					Beginning Balance: 1,748,115.31	Total Activity: 0.00	Ending Balance: 1,748,115.31	

Fund Summary

Fund	Beginning Balance	Total Activity	Ending Balance
07 - Economic Development Corporation	1,748,115.31	0.00	1,748,115.31
Grand Total:	1,748,115.31	0.00	1,748,115.31



City of Wolfforth

EDC Income Statement Account Summary

Item # 2.

For Fiscal: 2023-2024 Period Ending: 08/31/2024

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 07 - Economic Development Corporation						
Revenue						
07-000-31300-000	Sales Tax	600,000.00	600,000.00	61,822.66	505,383.68	94,616.32
07-000-36110-000	Interest income	20,000.00	20,000.00	9,491.74	91,822.24	-71,822.24
Revenue Total:		620,000.00	620,000.00	71,314.40	597,205.92	22,794.08
Expense						
ExpenseCategory: 42 - Supplies						
07-752-42010-000	Office Supplies & Expense	250.00	250.00	57.13	303.71	-53.71
07-752-42192-000	Meeting Expense	0.00	0.00	198.64	1,730.26	-1,730.26
07-752-42195-000	Special Events and Awards/Meeting Exp	2,500.00	2,500.00	0.00	23.79	2,476.21
ExpenseCategory: 42 - Supplies Total:		2,750.00	2,750.00	255.77	2,057.76	692.24
ExpenseCategory: 43 - Services						
07-752-43101-000	Legal services	3,000.00	3,000.00	432.00	3,490.00	-490.00
07-752-43110-000	Other Professional Services	65,000.00	65,000.00	2,500.00	71,314.29	-6,314.29
07-752-43140-000	Legal Publications	1,500.00	1,500.00	162.00	1,572.00	-72.00
07-752-43150-000	Marketing	62,000.00	62,000.00	7,436.66	80,584.60	-18,584.60
07-752-43151-000	Customer Appreciation	0.00	0.00	138.63	194.59	-194.59
07-752-43320-000	Postage/Freight	50.00	50.00	0.00	0.00	50.00
07-752-43401-000	Travel/Training/Conferences	15,000.00	15,000.00	218.10	14,360.12	639.88
07-752-43501-000	Memberships	1,800.00	1,800.00	600.00	3,102.51	-1,302.51
07-752-43900-000	Contract Services	15,000.00	15,000.00	0.00	69,847.52	-54,847.52
07-752-43905-000	Payroll Reimbursement	74,742.00	74,742.00	8,298.07	67,561.04	7,180.96
ExpenseCategory: 43 - Services Total:		238,092.00	238,092.00	19,785.46	312,026.67	-73,934.67
ExpenseCategory: 44 - Operating Expense						
07-752-44001-000	Business Support	370,000.00	370,000.00	2,994.16	2,994.16	367,005.84
ExpenseCategory: 44 - Operating Expense Total:		370,000.00	370,000.00	2,994.16	2,994.16	367,005.84
ExpenseCategory: 46 - Capital						
07-752-46180-000	Land Acquisition	0.00	0.00	0.00	68,665.10	-68,665.10
ExpenseCategory: 46 - Capital Total:		0.00	0.00	0.00	68,665.10	-68,665.10
ExpenseCategory: 49 - Other Financing Uses						
07-752-49200-000	Note Agreement Satisfaction	0.00	0.00	0.00	38,753.38	-38,753.38
ExpenseCategory: 49 - Other Financing Uses Total:		0.00	0.00	0.00	38,753.38	-38,753.38
Expense Total:		610,842.00	610,842.00	23,035.39	424,497.07	186,344.93
Fund: 07 - Economic Development Corporation Surplus (Deficit):		9,158.00	9,158.00	48,279.01	172,708.85	
Total Surplus (Deficit):		9,158.00	9,158.00	48,279.01	172,708.85	

Group Summary

ExpenseCategory	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 07 - Economic Development Corporation					
Revenue					
	620,000.00	620,000.00	71,314.40	597,205.92	22,794.08
Revenue Total:	620,000.00	620,000.00	71,314.40	597,205.92	22,794.08
Expense					
42 - Supplies	2,750.00	2,750.00	255.77	2,057.76	692.24
43 - Services	238,092.00	238,092.00	19,785.46	312,026.67	-73,934.67
44 - Operating Expense	370,000.00	370,000.00	2,994.16	2,994.16	367,005.84
46 - Capital	0.00	0.00	0.00	68,665.10	-68,665.10
49 - Other Financing Uses	0.00	0.00	0.00	38,753.38	-38,753.38
Expense Total:	610,842.00	610,842.00	23,035.39	424,497.07	186,344.93
Fund: 07 - Economic Development Corporation Surplus (Deficit):	9,158.00	9,158.00	48,279.01	172,708.85	-163,550.85
Total Surplus (Deficit):	9,158.00	9,158.00	48,279.01	172,708.85	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
07 - Economic Development	9,158.00	9,158.00	48,279.01	172,708.85	-163,550.85
Total Surplus (Deficit):	9,158.00	9,158.00	48,279.01	172,708.85	

EDC Balance Sheet notes/comments:

The credit of \$3,088.33 in Claim on Cash represents two invoices inadvertently paid twice. The vendor has been contacted and they are giving us credit. The extra expense has been posted to 07-752-43150 Marketing in August.

Accounts Receivable items, \$4.21 and \$218.10 are pending reimbursements that were received in September 2024.

Note Receivable balance from HomeTown Tire Pros is before August payment is applied, which was received September 3, 2024. Their check was dated August 27, 2024. As of 09/11/2024. total receivable from HomeTown Tire Pros receivable is \$31,519.77, \$29,259.88 of which is subject to being forgiven

Prepaid Insurance is from an end of year entry from 09/30/2023. It remains unchanged until 09/30/2024.

Prepaid expense of \$900

- \$700 is registration for an October 2024 EDC Conference paid in July, 2024.
- \$200 is RSVP for October 2024 The High Ground meeting.

EDC Income Statement notes/comments

Meeting Expense (Meals) was pulled out of Special Events and Awards. Because it's late in the year, budget adjustments for both accounts were not entered, thus Meeting Expense is over budget and Special Events and Awards is under budget.

Marketing has a double payment of expense in the amount of \$3,088.33 (the amount of the credit in Claim on Cash in the Balance Sheet).



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	10/1/2024
ITEM TITLE:	Public Hearing: Consider and take appropriate action on business improvement grant funds for 2024-2025 fiscal year.
STAFF INITIATOR:	Danielle Sweat- EDC Director

BACKGROUND:

The Wolfforth Economic Development Corporation started the Business Improvement Grant program in the fall of 2023. We set aside \$50,000 with the max grant an individual grant could receive was \$10,000. We were able to help three businesses with these funds last fiscal year. Evie Mae's, Goodline Beer, and Holland's Office Supply. The EDC board has approved a second year of the BIG grant program.

EXHIBITS:

BIG grant application for 23/24 fiscal year

COUNCIL ACTION/STAFF RECOMMENDATION:

Public Hearing Notice

Wolfforth Economic Development Corporation

The WEDC, a Texas non-profit 4B economic development corporation, will receive comments between September 10, 2024 and November 9, 2024 on a proposed economic development project not to exceed \$50,000 to fund a Business Improvement Grant Program. The WEDC will hold a public hearing on October 1, 2024 at 11:30AM, and the City Council will hold a public hearing on October 7, 2024 6PM, both in the Council Chambers of Wolfforth City Hall, located at 302 Main Street, Wolfforth, Texas 79382. Direct all comments or concerns to Wolfforth EDC PO Box 36, 302 Main Street, Wolfforth Texas 79382 or contact Danielle Sweat, EDC Executive Director, at 806-855-4128.



Business Improvement Grant (BIG) Program Application

1. Applicant Information

Contact Name(s): _____

Name of Business: _____

Address: _____

Contact Phone: _____ Email Address: _____

2. Information on Property Proposed for Business Improvement Program

Description of Existing Building Facades or Property (please attach image(s)):

 Description of Proposed Improvements (please attach sketches, plans, or other image(s)):

 Estimated Total Cost of Improvements (please attach contractor bids): _____

3. Landlord Information (if different from applicant)

Property Owner/Landlord: _____

Address: _____

Business Phone: _____ Email Address: _____

Signature: _____

4. Commitment

I agree to adhere to the Business Improvement Grants program guidelines as established by the Wolfforth Economic Development Corporation.

 Signature of Applicant

 Date

Please return this application, images of current and proposed building facades or property, and preliminary bids to the Wolfforth Economic Development Corporation, 302 Main Street.

Upon receipt of all preliminary materials, the EDC will review applications and determine pre-qualification for funding. Upon completion of project improvements and the submission to the EDC of an invoice and proof of payment, final rebates will be delivered as a 100% reimbursement of expenditures. The maximum reimbursement is \$10,000, and the minimum project expenditure is \$1,000.



Business Improvement Grant (BIG) Program Information

Background

The Wolfforth EDC is implementing a Business Improvement Grant (BIG) Program to provide assistance to local businesses in improving their properties. The purpose of this program is to promote the expansion and development of new and existing business enterprises within the city of Wolfforth Texas, and to improve the appearance and visual character of the community. The EDC will provide 100% in matching funds, via reimbursement, to businesses who are seeking to improve or expand their commercial properties. The maximum grant is \$10,000 per applicant, and the minimum expenditure to be considered for the program is \$1,000. The application period for this grant will remain open until September 30th of the current fiscal year; until funding has been exhausted; or until the EDC determines that its program goals have been satisfied.

Eligibility & Consideration

In order to qualify for funding under this program, the applicant must meet all of the following criteria:

- The business must be located in the corporate city limits of Wolfforth, and must be in compliance with all applicable zoning, land use, and other ordinances.
- Proof of applicant's ownership of the facility, or proof that the owner of such facility has approved the application for grant funds, shall be required.
- The applicant shall be responsible for obtaining and complying with all applicable permits related to the improvement project, and failure to do so will render the applicant ineligible to receive grant funding.
- Applicant should receive written approval of grant funding prior to starting the improvements mentioned in application. Previously completed projects are not eligible for consideration.
- All grants are reimbursement grants, and will only be funded after completion of the project in compliance with specifications approved by the EDC.
- The improvements, as presented in this application, must be completed within a twelve-month period. Failure to complete improvements and open the business establishment within the required time period is considered a default and will result in the loss of granted funds.
- The landowner must have paid all property taxes due.
- There is a limit of one grant award per twelve-month period per applicant.
- The EDC is the sole and final authority in determining project eligibility for funding.



Business Improvement Grant (BIG) Program Application

Program Details

All buildings and facilities located within Wolfforth when these guidelines are adopted shall be eligible for this program. However, funds will only be awarded to applicants improving a piece of property that has an existing structure in place at time of program adoption.

Rebates will be issued in the amount of 100% of actual expenditures, up to a maximum rebate of \$10,000. To be considered, an improvement project must total at least \$1,000. Improvement projects will typically consist of reconstructing or remodeling a building space (exterior and/or interior), resurfacing an outdoor parking area, and/or adding landscaping. Non-permanent fixtures, furniture, and/or décor are not eligible for reimbursement. Funding will be delivered only upon completion of the improvement project and submission of an invoice and proof of payment to the EDC for verification.

Applications for funding will be reviewed by the EDC board. During the course of its evaluation of the application, the EDC may contact the applicant in order to verify or clarify information. The applicant will then be notified, in writing, of the EDC's decision to approve or disapprove the application.

If you have questions, or for assistance with your application, please contact Danielle Sweat at the EDC (806) 855-4128 or dsweat@wolfforthtx.us

Please submit application and supporting materials to the Wolfforth Economic Development Corporation, 302 Main Street, Wolfforth, Texas.



AGENDA ITEM COMMENTARY

MEETING NAME: Economic Development Corporation
MEETING DATE: 10/1/2024
ITEM TITLE: Consider and take appropriate action on FISD bond an VATRE with Dr. Michelle McCord
STAFF INITIATOR: Danielle Sweat- EDC Director

BACKGROUND:

The superintendent of FISD will be in attendance to go over what’s on the ballot for FISD this November.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION:



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	10/1/2024
ITEM TITLE:	Consider and take appropriate action on proposal from EDOIQ
STAFF INITIATOR:	Danielle Sweat- EDC Director

BACKGROUND:

During the EDC meeting in September, Austin with EDOIQ joined us to give a brief overview of what EDOIQ can do. The software can track projects, store contacts/relationship management, track incentives, and complete economic impact analysis. This product would be beneficial for reports and possible future employees.

EXHIBITS:

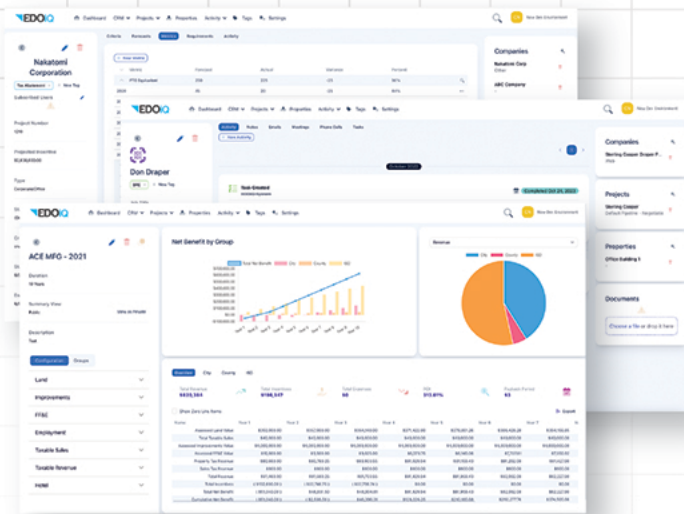
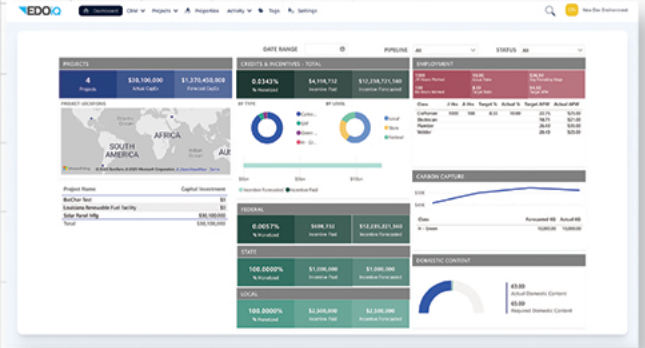
EDOIQ brochure and proposal

COUNCIL ACTION/STAFF RECOMMENDATION:



Credits & Incentives Software, Designed by Experts

EDOiQ is a complete software solution designed by economic developers for planning, managing, collaboration, and reporting on credits and incentives projects throughout their lifecycle. It is an all-inclusive toolset for organizations to track projects of all sizes and to manage the relationships that drive maximum return.



Never miss a deadline or misplace a document

Manage your entire incentive project portfolio in one app. Forecasting, workflow, compliance, collaboration and reporting allowing you to fully monetize every dollar, and mitigate risk with maximum efficiency.

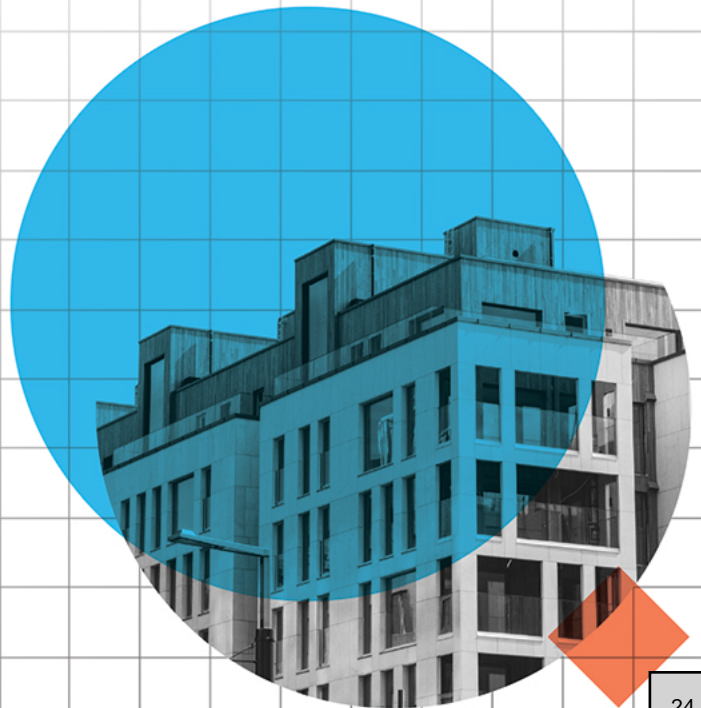
Empowering users with tools for:

- ◆ Economic Impact Analysis
- Project/Relationship Management
- ◆ Incentive Tracking / Alerts
- Comprehensive Reporting



Our relationship with KEA includes services for:

- Forecasting & Analysis
- ◆ Site Selection
- Incentive Advisory
- ◆ Compliance Management



EDOiQ Terms of Service Agreement

EDOiQ is a complete software solution designed by economic developers for planning, managing, collaboration, and reporting on credits and incentives projects throughout their lifecycle. An all-inclusive toolset for organizations to track projects of all sizes to manage the relationships that drive maximum return for your community. Collaborate with stakeholders to identify, forecast, manage, and report on projects of all types. EDOiQ empowers users with the tools for RFI & Lead Management, Economic Impact Analysis, Project & Relationship Management, Incentive Tracking & Alerts, Document Management and Comprehensive Dashboards & Reporting. Additional services could include Site Selection, Incentive Advisory, and Compliance/Data Management.

These Terms of Service constitute an agreement (this “Agreement”) by and between Unifyfi LLC, a sister company of KE Andrews, a Texas corporation whose principal place of business is 2424 Ridge Road, Rockwall, Texas 75087 (“Vendor”) and Wolfforth Economic Development Corporation (“Customer”) whose principal place of business is 302 Main Street, Wolfforth, TX 79382. This Agreement is effective upon execution by both parties (the “Effective Date”). Customer’s use of Vendor’s “EDOiQ Software” (as defined below in Section 1.6) are governed by this Agreement.

EACH PARTY ACKNOWLEDGES THAT IT HAS READ THIS AGREEMENT, UNDERSTANDS IT, AND AGREES TO BE BOUND BY ITS TERMS, AND THAT THE PERSON SIGNING ON ITS BEHALF HAS BEEN AUTHORIZED TO DO SO. THE PERSON EXECUTING THIS AGREEMENT ON CUSTOMER’S BEHALF REPRESENTS THAT HE OR SHE HAS THE AUTHORITY TO BIND CUSTOMER TO THESE TERMS AND CONDITIONS.

1. DEFINITIONS. The following capitalized terms will have the following meanings whenever used in this Agreement.

1.1. “AUP” means Vendor’s acceptable use policy.

1.2. “Customer Data” means data in electronic form input or collected through the System by or from Customer, including without limitation by Customer’s Users.

1.3. “Documentation” means Vendor’s standard manual related to use of the System.

1.4. “Excluded Data” means any data or content that (a) is “personally identifiable information” or “protected health information” as may be defined by applicable law; (b) Customer does not have the legal right to input into the System; or (c) is not permitted under the AUP.

1.5. “Instance” means an online account to access the System, executed as follows: www.edoname.edoiq.com

1.6. “Intellectual Property Rights” or “IPR” means the rights associated with the following anywhere in the world: (a) patents and utility models, and applications therefore (including any continuations, continuations-in-part, divisionals, reissues, renewals, extensions or modifications for any of the foregoing) (“Patents”); (b)

trade secrets, Know-how and all other rights in or to confidential business or technical information (“Trade Secrets”); (c) copyrights, copyright registrations and applications therefore, moral rights and all other rights corresponding to the foregoing (“Copyrights”); (d); databases and data collections (including knowledge databases, customer lists and customer databases) under the laws of any jurisdiction, whether registered or unregistered, and any applications for registration; (e) trademarks, tradenames, trade dress and service marks, whether registered or unregistered and the goodwill appurtenant to each (“Trademarks”) and any similar, corresponding or equivalent rights to any of the foregoing (a)-(e).

1.7. “System” means Vendor’s EDOiQ cloud-based platform.

1.8. “SLA” means Vendor’s standard service level agreement as defined in Exhibit B.

1.9. “Term” is defined in Section 11.1 below.

1.10. “User” means any individual who uses the System on Customer’s behalf or through Customer’s account name(s) and password(s), whether authorized or not.

2. THE SYSTEM.

2.1. Use of the System. During the Term, Customer may access and use the System pursuant to the terms of this agreement for any active and current subscription(s).

2.2. Service Levels. Vendor shall provide the remedies listed in the SLA for any failure of the System listed in the SLA. Such remedies are Customer’s sole remedy for any failure of the System, and Customer recognizes and agrees that if the SLA does not list a remedy for a given failure, it has no remedy. Credits issued pursuant to the SLA apply to outstanding or future invoices only and are forfeited upon termination of this Agreement. Vendor is not required to issue refunds or to make payments against such credits under any circumstances, including without limitation after termination of this Agreement.

2.3. Documentation: Customer may reproduce and use the Documentation solely as necessary to support Users’ use of the System.

2.4. System Revisions. Vendor may revise System features and functions or the SLA at any time, including without limitation by removing such features and functions or reducing service levels. If any such revision to the System materially reduces features or functionality provided pursuant to an Instance, Customer may within 30 days of notice of the revision terminate such Instance, without cause, or terminate this Agreement without cause if such Instance is the only one outstanding. If any such revision to the SLA materially reduces service levels provided pursuant to an outstanding Instance, the revisions will not go into effect with respect to such Instance until the start of the Term beginning 45 or more days after Vendor posts the revision and so informs Customer.

3. SYSTEM FEES. Customer shall pay Vendor the fee set forth for each applicable Instance (the “Subscription Fee”) for each Term as defined in Exhibit A.

4. CUSTOMER DATA & PRIVACY.

4.1. Use of Customer Data. Unless it receives Customer's prior written consent or as otherwise expressly set forth herein, Vendor: (a) shall not access, process, or otherwise use Customer Data other than as necessary to facilitate the System; and (b) shall not intentionally grant any third-party access to Customer Data, including without limitation Vendor's other customers, except subcontractors of Vendor that are subject to a reasonable nondisclosure agreement. Notwithstanding the foregoing, Vendor may disclose Customer Data as required by applicable law or by proper legal or governmental authority. Vendor shall give Customer prompt notice of any such legal or governmental demand and reasonably cooperate with Customer in any effort to seek a protective order or otherwise to contest such required disclosure, at Customer's expense.

4.2. Privacy Policy. Vendor has a Privacy Policy applicable to its website. In the event of any conflict between the Privacy Policy and these Terms, the Terms shall control. Vendor's Privacy Policy applies only to the System and visitors to our website ("Site") and does not apply to any third-party website or service linked to the System or recommended or referred to through the System or by Vendor's staff.

4.3. Risk of Exposure. Customer recognizes and agrees that hosting data online involves risks of unauthorized disclosure or exposure and that, in accessing and using the System, Customer assumes such risks. Vendor offers no representation, warranty, or guarantee that Customer Data will not be exposed or disclosed through errors or the actions of third parties.

4.4. Data Accuracy. Vendor will have no responsibility or liability for the accuracy of data uploaded to the System by Customer, including without limitation Customer Data and any other data uploaded by Users.

4.5. Data Deletion. Vendor may permanently delete Customer Data if Customer's account is delinquent, suspended, or terminated for 90 days or more.

4.6. Excluded Data. CUSTOMER RECOGNIZES AND AGREES THAT: (a) VENDOR HAS NO LIABILITY FOR ANY FAILURE TO PROVIDE PROTECTIONS SET FORTH IN ANY LAW APPLICABLE TO EXCLUDED DATA OR OTHERWISE TO PROTECT EXCLUDED DATA; AND (b) VENDOR'S SYSTEMS ARE NOT INTENDED FOR MANAGEMENT OR PROTECTION OF EXCLUDED DATA AND MAY NOT PROVIDE ADEQUATE OR LEGALLY REQUIRED SECURITY FOR EXCLUDED DATA.

4.7. Aggregate & Anonymized Data. Notwithstanding the provisions above of this Article 4, Vendor may reproduce or utilize Aggregate Data in any way, in its sole discretion, provided customer does not opt out. "Aggregate Data" refers to Customer Data that has been stripped of any information that would identify the Customer or individual to whom the data pertains, including but not limited to the names and addresses of Customer and any of its Users or customers.

5. CUSTOMER'S RESPONSIBILITIES & RESTRICTIONS.

5.1. Acceptable Use. Customer (and each User) shall comply with the AUP. Customer shall not: (a) use the System for service bureau or time-sharing purposes or in any other way allow third parties to exploit the System; (b) provide System passwords or other log-in information to any third party; (c) share non-public System features or content with any third party; or (d) access the System in order to build a competitive

product or service, to build a product using similar ideas, features, functions or graphics of the System, or to copy any ideas, features, functions or graphics of the System. Additionally, Customer shall not reverse engineer, data scrape or otherwise attempt to copy the System. In the event that Vendor suspects any breach of the requirements of this Section 5.1, including without limitation by Users, Vendor may suspend Customer's access to the System without prior notice, in addition to such other remedies as Vendor may have. Neither this Agreement nor the AUP requires that Vendor take any action against Customer or any User or other third party for violating the AUP, this Section 5.1, or this Agreement, but Vendor is free to take any such action it sees fit.

5.2. Unauthorized Access. Customer shall take reasonable steps to prevent unauthorized access to the System, including without limitation by protecting its passwords and other log-in information. Customer shall notify Vendor immediately of any known or suspected unauthorized use of the System, breach of its security or passwords and shall use best efforts to stop said breach.

5.3. Compliance with Laws. In its use of the System, Customer shall comply with all applicable laws, including without limitation laws governing the protection of personally identifiable information and other laws applicable to the protection of Customer Data.

5.4. Users & System Access. Customer is responsible and liable for: (a) Users' use of the System, including without limitation unauthorized User conduct and any User conduct that would violate the AUP or the requirements of this Agreement applicable to Customer; and (b) any authorized use of the System through Customer's account, or any unauthorized use of the System through Customer's account resulting from Customer's negligence.

6. IPR & FEEDBACK.

6.1. IPR with respect to the System. Vendor owns and retains all right, title, and interest in and to the System and all IPR with respect thereto including without limitation all software used to provide the System and all graphics, user interfaces, logos, and trademarks reproduced through the System. This Agreement does not grant Customer any IPR license or rights in or to the System or any of its components. Customer recognizes that the System and its components (including without limitation, look and feel) are protected by copyright and other laws. EDOiQ is trademark of Vendor.

6.2. Feedback. Customer may elect to provide Feedback (as defined below) to Vendor with respect to the System. Feedback is not considered Confidential Information of Customer or Users and Vendor is free to use, commercialize, disclose, publish, keep secret, or otherwise exploit Feedback in Vendor's discretion, without compensating or crediting Customer or the User in question. ("Feedback" refers to any suggestion or idea for improving or otherwise modifying any of Vendor's products or services.)

7. CONFIDENTIAL INFORMATION. "Confidential Information" refers to the following items Vendor discloses to Customer: (a) any document Vendor marks "Confidential"; (b) any information Vendor orally designates as "Confidential" at the time of disclosure in person, provided Vendor confirms such designation in writing

within 10 business days; (c) the Documentation whether or not marked or designated confidential; and (d) any other nonpublic, sensitive information Customer should reasonably consider a Trade Secret or otherwise confidential. Notwithstanding the foregoing, Confidential Information does not include information that: (i) Customer can demonstrate was in its possession at the time of disclosure; (ii) is independently developed by Customer without use of or reference to Confidential Information; (iii) becomes known publicly, before or after disclosure, other than as a result of Customer's improper action or inaction; or (iv) is approved for release in writing by Vendor. Customer acknowledges that the Vendor Confidential Information may include Vendor's valuable Trade Secrets.

7.1. Nondisclosure. Customer shall not use Confidential Information for any purpose other than internal meetings and communications (the "Purpose"). Additionally, except as otherwise provided herein, Customer: (a) shall not disclose Confidential Information to any contractor of Customer unless such person needs access in order to facilitate the Purpose and first executes a nondisclosure agreement with Customer with terms no less restrictive than those of this Article 7 with Vendor as a third party beneficiary thereof; and (b) shall not disclose Confidential Information to any other third party without Vendor's prior written consent. Without limiting the generality of the foregoing, Customer shall protect Confidential Information with the same degree of care it uses to protect its own confidential information of similar nature and importance, but with no less than reasonable care. Customer shall promptly notify Vendor of any misuse or misappropriation of Confidential Information that comes to Customer's attention. Notwithstanding the foregoing, Customer may disclose Confidential Information as required by applicable law, specifically including the Texas Public Information Act, or by proper legal or governmental authority. Customer shall give Vendor prompt notice of any such legal or governmental demand and reasonably cooperate with Vendor in any effort to seek a protective order or otherwise to contest such required disclosure, at Vendor's expense.

7.2. Injunction. Customer agrees that breach of this Article 7 would cause Vendor irreparable injury, for which monetary damages would not provide adequate compensation, and that in addition to any other remedy, Vendor will be entitled to injunctive relief against such breach or threatened breach, without proving actual damage or posting a bond or other security.

7.3. Termination & Return. With respect to each item of Confidential Information, the obligations of Section 7.1 above (*Nondisclosure*) will not terminate; additionally, such obligations related to Confidential Information constituting Vendor's trade secrets will continue so long as such information remains subject to trade secret protection pursuant to applicable law. Subject to applicable document retention law and/or policy, upon termination of this Agreement, Customer shall return all copies of Vendor Confidential Information (including Documentation) to Vendor or certify, in writing, the destruction thereof.

7.4. Retention of Rights. This Agreement does not transfer ownership of Confidential Information or grant a license thereto. Vendor retains all right, title, and interest in and to all Confidential Information.

7.5. Exception & Immunity. Pursuant to the Defend Trade Secrets Act of 2016, 18 USC Section 1833(b), Customer is on notice and acknowledges that, notwithstanding the foregoing or any other provision of this

Agreement:

(a) *Immunity.* An individual shall not be held criminally or civilly liable under any Federal or State trade secret law for the disclosure of a trade secret that- (A) is made- (i) in confidence to a Federal, State, or local government official, either directly or indirectly, or to an attorney; and (ii) solely for the purpose of reporting or investigating a suspected violation of law; or (B) is made in a complaint or other document filed in a lawsuit or other proceeding, if such filing is made under seal.

(b) *Use of Trade Secret Information in Anti-Retaliation Lawsuit.* An individual who files a lawsuit for retaliation by an employer for reporting a suspected violation of law may disclose the trade secret to the attorney of the individual and use the trade secret information in the court proceeding, if the individual- (A) files any document containing the trade secret under seal; and (B) does not disclose the trade secret, except pursuant to court order.

8. REPRESENTATIONS & WARRANTIES.

8.1. From Vendor. Vendor represents and warrants that it is the owner of the System and of each and every component thereof, or the recipient of a valid license thereto, and that it has and will maintain the full power and authority to grant the rights granted in this Agreement without the further consent of any third party. Vendor's representations and warranties in the preceding sentence do not apply to use of the System in combination with hardware or software not provided by Vendor. In the event of a breach of the warranty in this Section 8.1, Vendor, at its own expense, shall promptly take one of the following actions: (a) secure for Customer the right to continue using the System; (b) replace or modify the System to make it non-infringing; or (c) terminate the infringing features of the Service and refund to Customer any prepaid fees for such features, in proportion to the portion of the Term left after such termination. The option selected shall be in the discretion of Vendor. In conjunction with Customer's right to terminate for breach where applicable, the preceding sentence states Vendor's sole obligation and liability, and Customer's sole remedy, for breach of the warranty in this Section 8.1 and for potential or actual intellectual property infringement by the System.

8.2. From Customer. Customer represents and warrants that: (a) it has the full right and authority to enter into, execute, and perform its obligations under this Agreement and that no pending or threatened claim or litigation known to it would have a material adverse impact on its ability to perform as required by this Agreement; (b) it has accurately identified itself and it has not provided any inaccurate information about itself to or through the System; (c) it is a corporation, the sole proprietorship of an individual 18 years or older, or another entity authorized to do business pursuant to applicable law and (d) it shall not directly or indirectly upload to the System any computer virus or malicious code.

8.3. Warranty Disclaimers. Except to the extent set forth in the SLA and in Section 8.1 above, CUSTOMER ACCEPTS THE SYSTEM "AS IS" AND AS AVAILABLE, WITH NO REPRESENTATION OR WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NONINFRINGEMENT OF INTELLECTUAL PROPERTY RIGHTS, OR ANY IMPLIED WARRANTY ARISING FROM STATUTE, COURSE OF DEALING,

COURSE OF PERFORMANCE, OR USAGE OF TRADE. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING: (a) VENDOR HAS NO OBLIGATION TO INDEMNIFY OR DEFEND CUSTOMER OR USERS AGAINST CLAIMS RELATED TO INFRINGEMENT OF INTELLECTUAL PROPERTY; (b) VENDOR DOES NOT REPRESENT OR WARRANT THAT THE SYSTEM WILL PERFORM WITHOUT INTERRUPTION OR ERROR; AND (c) VENDOR DOES NOT REPRESENT OR WARRANT THAT THE SYSTEM IS SECURE FROM HACKING OR OTHER UNAUTHORIZED INTRUSION OR THAT CUSTOMER DATA WILL REMAIN PRIVATE OR SECURE.

9. INDEMNIFICATION. To the extent permitted by applicable law, Customer shall defend, indemnify, and hold harmless Vendor and the Vendor Associates (as defined below) against any “Indemnified Claim,” meaning any third party claim, suit, or proceeding arising out of or related to Customer’s alleged or actual use of, misuse of, or failure to use the System, including without limitation: (a) claims by Users or by Customer’s employees, as well as by Customer’s own customers; (b) claims related to unauthorized disclosure or exposure of personally identifiable information or other private information, including Customer Data; (c) claims related to infringement or violation of a copyright, trademark, trade secret, or privacy or confidentiality right by written material, images, logos or other content uploaded to the System through Customer’s account, including without limitation by Customer Data; and (d) claims that use of the System through Customer’s account harasses, defames, or defrauds a third party or violates the CAN-Spam Act of 2003 or any other law or restriction on electronic advertising. (The “Vendor Associates” are Vendor’s officers, directors, shareholders, parents, subsidiaries, agents, successors, and assigns.)

10. LIMITATION OF LIABILITY.

10.1. Exclusion of Consequential Damages. IN NO EVENT WILL VENDOR BE LIABLE TO CUSTOMER FOR ANY CONSEQUENTIAL, INDIRECT, SPECIAL, INCIDENTAL, OR PUNITIVE DAMAGES ARISING OUT OF OR RELATED TO THIS AGREEMENT.

10.2. Clarifications & Disclaimers. THE LIABILITIES LIMITED BY THIS ARTICLE 10 APPLY: (a) TO LIABILITY FOR NEGLIGENCE; (b) REGARDLESS OF THE FORM OF ACTION, WHETHER IN CONTRACT, TORT, STRICT PRODUCT LIABILITY, OR OTHERWISE; (c) EVEN IF VENDOR IS ADVISED IN ADVANCE OF THE POSSIBILITY OF THE DAMAGES IN QUESTION AND EVEN IF SUCH DAMAGES WERE FORESEEABLE; AND (d) EVEN IF CUSTOMER’S REMEDIES FAIL OF THEIR ESSENTIAL PURPOSE. If applicable law limits the application of the provisions of this Article 10, Vendor’s liability will be limited to the maximum extent permissible. For the avoidance of doubt, Vendor’s liability limits and other rights set forth in this Article 10 apply likewise to Vendor’s affiliates, licensors, suppliers, advertisers, agents, sponsors, directors, officers, employees, consultants, and other representatives.

11. Term & Termination.

11.1. Term. The term of this Agreement (the “Term”) will commence on (the “Effective Date”) and continue for the period set forth in the agreement or, if none, for 1 Year. Thereafter, the Term will renew for

successive 1 year periods, unless either party elects not to renew by written notice 30 or more days before the renewal date.

11.2. Termination for Cause. Either party may terminate this Agreement for the other's material breach by written notice specifying in detail the nature of the breach, effective in 30 days unless the other party first cures such breach, or effective immediately if the breach is not subject to cure.

11.3. Effects of Termination. Upon termination of this Agreement, Customer shall cease all use of the System and delete, destroy, or return all copies of the Documentation in its possession or control. The following provisions will survive termination or expiration of this Agreement: (a) any obligation of Customer to pay fees incurred before termination; (b) Articles and Sections 6 (*IP & Feedback*), 7 (*Confidential Information*), 8.3 (*Warranty Disclaimers*), 9 (*Indemnification*), and 10 (*Limitation of Liability*); and (c) any other provision of this Agreement that must survive to fulfill its essential purpose.

12. MISCELLANEOUS.

12.1. Independent Contractors. The parties are independent contractors and shall so represent themselves in all regards. Neither party is the agent of the other, and neither may make commitments on the other's behalf.

12.2. Notices. Vendor may send notices pursuant to this Agreement to Customer's email contact points provided by Customer, and such notices will be deemed received 72 hours after they are sent. Customer may send notices pursuant to this Agreement to support@edo-iq.com and such notices will be deemed received 72 hours after they are sent.

12.3. Force Majeure. No delay, failure, or default, other than a failure to pay fees when due, will constitute a breach of this Agreement to the extent caused by acts of war, terrorism, hurricanes, earthquakes, other acts of God or of nature, strikes or other labor disputes, riots or other acts of civil disorder, embargoes, or other causes beyond the performing party's reasonable control.

12.4. Assignment & Successors. Customer may not assign this Agreement or any of its rights or obligations hereunder without Vendor's express written consent. A Change of Control of Customer (defined as a change whereby more than 50% of the beneficial ownership of Customer is changed in a twelve month period) shall be considered an assignment by Customer. Except to the extent prohibited in this Section 12.4, this Agreement will be binding upon and inure to the benefit of the parties' respective successors and assigns.

12.5. Severability. To the extent permitted by applicable law, the parties hereby waive any provision of law that would render any clause of this Agreement invalid or otherwise unenforceable in any respect. In the event that a provision of this Agreement is held to be invalid or otherwise unenforceable, such provision will be interpreted to fulfill its intended purpose to the maximum extent permitted by applicable law, and the remaining provisions of this Agreement will continue in full force and effect.

12.6. No Waiver. Neither party will be deemed to have waived any of its rights under this Agreement by lapse of time or by any statement or representation other than by an authorized representative in an explicit

written waiver. No waiver of a breach of this Agreement will constitute a waiver of any other breach of this Agreement.

12.7. Choice of Law & Jurisdiction: This Agreement and all claims arising out of or related to this Agreement will be governed solely by the internal laws of the State of Texas, including without limitation applicable federal law, without reference to: (a) any conflicts of law principle that would apply the substantive laws of another jurisdiction to the parties' rights or duties; (b) the 1980 United Nations Convention on Contracts for the International Sale of Goods; or (c) other international laws. The parties consent to the personal and exclusive jurisdiction of the federal and state courts of Collin County, Texas. This Section 12.7 governs all claims arising out of or related to this Agreement, including without limitation tort claims.

12.8. Conflicts. In the event of any conflict between this Agreement and any Vendor policy posted online, including without limitation the AUP or Privacy Policy, the terms of this Agreement will govern.

12.9. Construction. The parties agree that the terms of this Agreement result from negotiations between them. This Agreement will not be construed in favor of or against either party by reason of authorship.

12.10. Technology Export. Customer shall not: (a) permit any third party to access or use the System in violation of any U.S. law or regulation; or (b) export any software provided by Vendor or otherwise remove it from the United States except in compliance with all applicable U.S. laws and regulations. Without limiting the generality of the foregoing, Customer shall not permit any third party to access or use the System in, or export such software to, a country subject to a United States embargo (as of the Effective Date, Cuba, Iran, North Korea, Sudan, and Syria).

12.11. Entire Agreement. This Agreement sets forth the entire agreement of the parties and supersedes all prior or contemporaneous writings, negotiations, and discussions with respect to its subject matter. Neither party has relied upon any such prior or contemporaneous communications.

12.12. Amendment. Vendor may amend this Agreement from time to time by sending Customer written notice thereof. Such amendment will be deemed accepted and become effective 30 days after such notice (the "Proposed Amendment Date") unless Customer first gives Vendor written notice of rejection of the amendment. In the event of such rejection, this Agreement will continue under its original provisions, and the amendment will become effective at the start of Customer's next Term following the Proposed Amendment Date (unless Customer first terminates this Agreement pursuant to Article 11, *Term & Termination*). Customer's continued use of the Service following the effective date of an amendment will confirm Customer's consent thereto. This Agreement may not be amended in any other way except through a written agreement by authorized representatives of each party. Notwithstanding the foregoing provisions of this Section 12.12, Vendor may revise the Privacy Policy and Acceptable Use Policy at any time by posting a new version of either at the Website, and such new version will become effective on the date it is posted.



IN WITNESS THEREOF, the parties have executed this Agreement as of the Effective Date.

CUSTOMER	VENDOR
Wolfforth Economic Development Corporation	EDOIQ / Unifyi
<p>Signature:</p> <p>Name:</p> <p>Title:</p> <p>Date:</p>	<p>Signature:</p> <p>Name: Josh Blachly</p> <p>Title: Chief Financial Officer</p> <p>Date:</p>



Exhibit A

Fees

EDOIQ Economic Development Software Subscription Fees

Implementation fee:

N/A

Payment Amount:

\$5,000.00 USD

Payment Terms

Annual

Invoice Date Terms

September 2024 - August 2025

Contact to be EDOIQ System Administrator:

Name:

Email:

Project Data Entry Management (optional)
Separate SLA and Fee Required

Tax Exempt?
Please attach form below. You can also provide a copy via email to jblachly@unifyji.ai

**Exhibit B
Service Levels**

Availability (excluding scheduled maintenance)	99% per month	
Response Time Service Levels to Support Requests		
Severity Type	Hours	Response Time Target
Severity 1 – Critical A reproducible Error is rendering the Company Service or any material functions thereof unavailable.	365 X 24 X 7	60 Minutes
Severity 2 – Urgent An Error is causing a material, negative effect on the Company Service or any material functions thereof unavailable.	365 X 24 X 7	90 Minutes
Severity 3 – Standard There is a reported problem with the Company Service for a limited population of end users.	9 a.m. – 6 p.m. each business day	4 Hours
Other	9 a.m. – 6 p.m. each business day	N/A

Status updates will be provided in accordance with the following until the issue is resolved:

	CRITICAL Severity One	URGENT Severity Two	Standard Severity Three	LOW Severity Four
Status update	Every 60 minutes until problem is resolved or severity level is changed	Every 2 hours until the problem is resolved or severity level is changed	Every 8 hours until the problem is resolved or severity level is changed	Every 48 hours until the problem is resolved or severity level is changed



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	10/1/2024
ITEM TITLE:	Consider and take appropriate action on business improvement grant application from Boujee Boutique.
STAFF INITIATOR:	Danielle Sweat- EDC Director

BACKGROUND:

Boujee Boutique is a new boutique coming to Wolfforth, but the owners are not new to business or our community. Kelly Sanders and Krystal Avalos are sisters and co-owners of the Luxury Lounge Med Spa. They will be opening a boutique next door to the med spa at 602 Donald Preston Dr. They also plan to add a mural to the wall facing Donald Preston Dr. to make it a great stop for pictures.

EXHIBITS:

Application and quote

COUNCIL ACTION/STAFF RECOMMENDATION:



Business Improvement Grant (BIG) Program Application

1. Applicant Information

Contact Name(s): Kelly Sanders

Name of Business: Pizana Sisters LLC, DBA Boujee Boutique

Address: 610 Donald Preston Dr #101 Wolfforth, Tx, 79382

Contact Phone: 806-781-7345 Email Address: office@boujeeboutiquebk.com

2. Information on Property Proposed for Business Improvement Program

Description of Existing Building Facades or Property (please attach image(s)):

Retail building, Needs outdoor signage

Description of Proposed Improvements (please attach sketches, plans, or other image(s)):

See attached file, 2 outdoor signs

Estimated Total Cost of Improvements (please attach contractor bids): 8711.78

3. Landlord Information (if different from applicant)

Property Owner/Landlord: Shawn Gillispie

Address: 6107 S Coulter Suite 300 Amarillo Tx 79119

Business Phone: 806-922-5532 Email Address: gshawn080@yahoo.com

Signature: Shawn Gillispie

Shawn Gillispie (Sep 4, 2024 14:19 CDT)

4. Commitment

I agree to adhere to the Business Improvement Grants program guidelines as established by the Wolfforth Economic Development Corporation.

Kelly Sanders 9/4/2024
Signature of Applicant Date

Please return this application, images of current and proposed building facades or property, and preliminary bids to the Wolfforth Economic Development Corporation, 302 Main Street.

Upon receipt of all preliminary materials, the EDC will review applications and determine pre-qualification for funding. Upon completion of project improvements and the submission to the EDC of an invoice and proof of payment, final rebates will be delivered as a 100% reimbursement of expenditures. The maximum reimbursement is \$10,000, and the minimum project expenditure is \$1,000.



Business Improvement Grant (BIG) Program Information

Background

The Wolfforth EDC is implementing a Business Improvement Grant (BIG) Program to provide assistance to local businesses in improving their properties. The purpose of this program is to promote the expansion and development of new and existing business enterprises within the city of Wolfforth Texas, and to improve the appearance and visual character of the community. The EDC will provide 100% in matching funds, via reimbursement, to businesses who are seeking to improve or expand their commercial properties. The maximum grant is \$10,000 per applicant, and the minimum expenditure to be considered for the program is \$1,000. The application period for this grant will remain open until September 30th of the current fiscal year; until funding has been exhausted; or until the EDC determines that its program goals have been satisfied.

Eligibility & Consideration

In order to qualify for funding under this program, the applicant must meet all of the following criteria:

- The business must be located in the corporate city limits of Wolfforth, and must be in compliance with all applicable zoning, land use, and other ordinances.
- Proof of applicant's ownership of the facility, or proof that the owner of such facility has approved the application for grant funds, shall be required.
- The applicant shall be responsible for obtaining and complying with all applicable permits related to the improvement project, and failure to do so will render the applicant ineligible to receive grant funding.
- Applicant should receive written approval of grant funding prior to starting the improvements mentioned in application. Previously completed projects are not eligible for consideration.
- All grants are reimbursement grants, and will only be funded after completion of the project in compliance with specifications approved by the EDC.
- The improvements, as presented in this application, must be completed within a twelve-month period. Failure to complete improvements and open the business establishment within the required time period is considered a default and will result in the loss of granted funds.
- The landowner must have paid all property taxes due.
- There is a limit of one grant award per twelve-month period per applicant.
- The EDC is the sole and final authority in determining project eligibility for funding.



Business Improvement Grant (BIG) Program Application

Program Details

All buildings and facilities located within Wolfforth when these guidelines are adopted shall be eligible for this program. However, funds will only be awarded to applicants improving a piece of property that has an existing structure in place at time of program adoption.

Rebates will be issued in the amount of 100% of actual expenditures, up to a maximum rebate of \$10,000. To be considered, an improvement project must total at least \$1,000. Improvement projects will typically consist of reconstructing or remodeling a building space (exterior and/or interior), resurfacing an outdoor parking area, and/or adding landscaping. Non-permanent fixtures, furniture, and/or décor are not eligible for reimbursement. Funding will be delivered only upon completion of the improvement project and submission of an invoice and proof of payment to the EDC for verification.

Applications for funding will be reviewed by the EDC board. During the course of its evaluation of the application, the EDC may contact the applicant in order to verify or clarify information. The applicant will then be notified, in writing, of the EDC's decision to approve or disapprove the application.

If you have questions, or for assistance with your application, please contact Danielle Sweat at the EDC (806) 855-4128 or dsweat@wolfforthtx.us

Please submit application and supporting materials to the Wolfforth Economic Development Corporation, 302 Main Street, Wolfforth, Texas.






business-improvement-grant-application

Final Audit Report

2024-09-04

Created:	2024-09-04
By:	Krystal Avalos (k20pizana@outlook.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAA3h0-LeKxYOagk7ILIB_krDMXLOj5aQCy

"business-improvement-grant-application" History

-  Document created by Krystal Avalos (k20pizana@outlook.com)
2024-09-04 - 7:04:55 PM GMT
-  Document emailed to Shawn Gillispie (gshawn080@yahoo.com) for signature
2024-09-04 - 7:05:06 PM GMT
-  Email viewed by Shawn Gillispie (gshawn080@yahoo.com)
2024-09-04 - 7:18:51 PM GMT
-  Document e-signed by Shawn Gillispie (gshawn080@yahoo.com)
Signature Date: 2024-09-04 - 7:19:45 PM GMT - Time Source: server
-  Agreement completed.
2024-09-04 - 7:19:45 PM GMT

Signs On The Go, Inc.
 304 County Road 7200
 Lubbock, TX 79404
 signs@signsonthego.com
 AR kaci@signsonthego.com

Quote



QUOTE 109234
Date Aug 28, 2024

QUOTE FOR

SHIP TO

BOUJEE BOUTIQUE
 TX

Phone	E-Mail	Terms	PO No.	Sales Rep
(806) 781-7345	office@boujeeboutiquebk.com	COD		Wes Smith

Job	Description	QTY	Price	Total
1	Permit Sign Permit - ; Description: City of Wolfforth	1	\$150.00	\$150.00
2	Install Sign Install - ; Description: Install	1	\$800.00	\$800.00
3	Channel Letter ACM / Alumin Backing - Height: 0 Ft 56 In Width: 0 Ft 103 In; Accessories: Raceway Per Foot Description: black ACM Backer	2	\$330.46	\$660.92
		20	\$55.00	\$1,100.00
4	Channel Letter Lighted Serif or Cursive - Height: 0 Ft 52 In Width: 0 Ft 100 In; Add-ons: Vinyl Added Face; Description: BOUJEE BOUTIQUE	2	\$2,725.00	\$5,450.00

We Accept American Express, Visa, Mastercard & Discover

Subtotal:	\$8,160.92
Tax:	\$550.86
Total:	\$8,711.78
Down Payment:	\$0.00
Total Due:	\$8,711.78

Contact: Kelly Sanders **Email:** office@boujeeboutiquebk.com





AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	10/1/2024
ITEM TITLE:	Consider and take appropriate action on strategic plan update
STAFF INITIATOR:	Danielle Sweat- EDC Director

BACKGROUND:

In the summer of 2023, the EDC board adopted a new strategic plan. It's been a year, so I'd like to go over a few things that we still need to focus on.

Goal #1: Cultivate relationships

This is something we are strong in. One thing we haven't done is touring businesses. My concern is the reality of that goal. Some of our businesses seem hard to get into. Everyone's schedules seem to be busy, and our EDC meetings are always packed.

The other thing we haven't looked at is an incubator program. My biggest concern is our lack of buildings. With what we do have, do we want to push sales tax creators over an incubator program?

Goal #2: Property Development

This is probably our weakest link. We have closed on two pieces of land on main street, working toward our goal, but we have a long way to go. I think we need to take a look at that whole section as a board.

Goal #3: Business Recruitment

Still not our strongest, but it's something we are working on. The biggest issue we have in our region is the lack of a representative from the governor's office for our region. Continuing to travel with High Ground members and attend conferences/events provides us exposure to site selectors.

Goal #4: Branding and Marketing

This goal is COMPLETE! I know that marketing will evolve as we evolve. This will be an ongoing process.

Goal #5: Organizational Management

Is there board training you guys want me to coordinate? I know there are some virtual trainings I can do? If we are going to have to amend our strategic plan, we could do a half day training then? I have heard from other regions that the governor's office will do training, and as I said before, we are lacking a rep currently...

EXHIBITS:

Digital copy of strategic plan

COUNCIL ACTION/STAFF RECOMMENDATION:



2023-2026 Strategic Plan



The Strategic Planning Process

In February 2023, the Wolfforth Economic Development Corporation embarked on a strategic planning process to develop the strategic priorities for Q3 2023 through Q2 2026. The following is the process used to reach the conclusions for the strategic plan.

The process kicked off with a preliminary Zoom meeting between Executive Director Danielle Sweat and professional facilitator Alysia A. Cook, PCED, IOM with Opportunity Strategies LLC. The two met to review key issues facing the EDC, understand the programs and projects currently underway, and to prepare the process and format for the planning session.

Prior to the planning retreat, the facilitator conducted an anonymous SWOT Analysis online with the participants. The results of that are included in this document.

Prior to the planning retreat, the facilitator conducted a series of stakeholder interviews with the participants. The results of that are included here.

On May 18 & 19, 2023, the EDC board and staff met at City of Wolfforth city council chambers for a strategic planning workshop to begin planning for Q3 2023 through Q2 2026.

The following is the Wolfforth EDC 2023-2026 Strategic Plan.

Expectations

The facilitator asked the participants to share any expectations for the day. Responses were as follows:

- Making the community better
- How to get more people involved
- Working together
- Exciting direction
- Our toolbox
- \$1.6m in bank
- \$500k HOT
- Discuss role of City Planning





2023-2026 Strategic Plan

Mission

Community Focused... Future Ready

Vision

Preserve. Enhance. Progress.

Goals

Cultivate Relationships

Property Development

Business Recruitment

Branding & Marketing

Organizational Management

SWOT Analysis

Prior to the Planning Retreat, the facilitator engaged the participants in an exercise to brainstorm and list the strengths and weaknesses of the Wolfforth Economic Development Corporation, as well as the current and/or potential opportunities and threats facing the organization. The facilitator shared the aggregated responses with the whole group and discussed the comments collected. The results of the SWOT are listed here:

Strengths

- Variety of representation
- Willingness to change
- Easy to reach decision makers
- Connectivity with the Council
- Relationship with City Council
- People
- Frenship ISD
- Desire
- Open-mindedness
- Proximity to Lubbock
- Under new leadership we now have the desire to grow
- The Wolfforth EDC cares about the community
- Willingness to consider any allowable project
- They want growth and are open to new ideas
- Everyone on the board is on the same page when it comes to putting money into change
- Having a strong relationship with Frenship ISD is extremely important
- Passion

Weaknesses

- Lack of buildings to market
- Available real estate
- Lack of vacant developed land
- Undefined strategy
- Not to have a plan and vision
- We have been on high center for several years now
- Attendance by some of the board members could be better as well as responses to emails
- Limited funds

Opportunities

- Wolfforth is just beginning to blossom into our future, and we have unlimited range to establish our vision. We can choose our own path, and we have a community that I believe is ready to do it.
- Community exposure
- Growing the community
- The EDC has a chance to really change the face of Wolfforth. They are on board with the possibility of buying land, starting to redo old main street, and building something that resembles a town square.
- Relationship with the community
- Control commercial corridor development
- Recruit hotel
- We have an opportunity to change the landscape of Wolfforth. We need to establish a reason for people to be in Wolfforth other than a Frenship ISD sporting event or a bed to sleep in. We have an opportunity to establish a few necessary staples like a grocery store and restaurants (has to be something bigger than a mom-n-pop where you can buy a drink and watch a sporting event).
- Quality Growth

Threats

- Being unrealistic, being under-realistic
- Limited resources
- Level of influence
- Wolfforth has no Core Image. Unless we develop one, we are still going to be a town with a few small random restaurants and high school sporting events.
- Lack of infrastructure
- Poor growth strategy
- Property taxes to the point of discouraging both business and residential development
- Continued rumors of lack of water
- “The way we’ve always done it”
- Wolfforth has to embrace the growth. Either we are a small town, or we are not.
- Outside forces or limitations



Start – Stop – Accelerate

The facilitator engaged the board and staff in a group exercise called Start – Stop – Accelerate which divides participants into small groups and has them offer feedback on what the EDC needs to start doing, stop doing, and accelerate efforts to do.

These are individual recommendations and not necessarily agreed to by all participants. The responses are as follows:

Start

- Keep an inventory of available sites
- Target analysis
- Branding
- Purchases and/or options on land
- Business Retention & Expansion: services and recognitions
- Start regular collaborations and conversations with City, stakeholders
- Community engagement strategy
- Business Directory collaboration with FISSD, especially regarding workforce development

Stop

- Waiting
- Stop thinking small (limitations)
- Being intimidated by Lubbock
- Website (EDC) (remove it for now)
- The Welcome Sign (remove)
- Thinking of ourselves as Lubbock's little brother
- Having EDC being in charge of community events
- Negativity

Accelerate

- Refining our processes and procedures:
 - Brochures
 - Board Notebooks
 - Website
- Water campaign
- Staff development
- Promotion of Leading EDG & other resources / tools - create resource guide
- Website design and rebranding
- Knowledge: mapping, real estate
- Relationship with school district
- Calling on businesses



Stakeholder Interviews

Alysia Cook of Opportunity Strategies LLC conducted a variety of interviews with stakeholders. The questions that were asked and the answers that the participants provided are included below. These comments are in their own words and not edited.

1. What economic development challenges is the community facing?

- Growth – wise & planned
- Need for retail – shopping and restaurants
- Our one-way roads are handicapping us
- Need to attract retail that would typically go to Lubbock
- No courthouse, no center square
- No empty buildings to market
- Lean into our water solutions
- Lagging retail
- Sales tax is more important than property tax
- We're facing fewer challenges as we grow
- Need to be more selective; we're not desperate to take just any employer x2
- We don't have a town center, just a Main Street
- Solving housing problems
- Being a bedroom community to Lubbock
- Recruiting/attracting people here
- Rapid growth residential
- Need more taxes to pay for the things we need
- Awareness of us as a competitive and attractive location
- We need to create a vision and commit to it

2. How can the EDC better collaborate with the local ISD, colleges, CTEs, universities, or research centers to promote workforce development and innovation to benefit the local business community?

- Not collaborated before but we should
- Dual use facilities
- Better collaboration could definitely happen x3
- Work with South Points College & Workforce Solutions
- We work well together
- LEDA (collab with Lubbock)
- Help get more kids into plumbing and electrician programs
- Collab on culinary school
- It was strained in the past but better today
- We need to work together to maximize the internship program
- We are fortunate that our ISD is forward thinking and prepping students well
- Need to research best practices from other communities for this
- Help young people want to stay here – make a case for “why Wolfforth”
- We need to reach out and collaborate more
- ISD needs a meeting space that can hold all 1300 employees together

3. What quality of life amenities would you like to see in the future that are not currently here?

- Grocery store x5
- Pickleball courts x3
- Walking paths
- Family entertainment options
- Pharmacy
- Fix our existing park – make nicer
- Remote control cars and airplanes
- Make Main Street more attractive

- Splash pad for kids
- More parks
- Clean up Main Street
- Dog park
- Need a park land dedication ordinance
- Holiday lights
- No more convenience stores or gas stations
- Event center
- Outdoor activities
- Movie theater
- Community center

4. **What are the needs of larger and smaller businesses and how can the EDC help to address those needs?**

- They need more visibility
- Create a Business Directory
- Partner with Leading EDG
- Ribbon cuttings
- Need a BRE Program x3
- Promote Shop Local
- Better teach local businesses how to promote themselves and grow their businesses
- We become a ghost town in the summers – need to help local businesses thrive
- Not sure
- Help small businesses with developing their business plans
- EDC should help small businesses (such as Chelo's Mexican Restaurant)
- Create a newcomer's packet that showcases businesses
- Talk more about how we can help them and ask them how they'd like us to help them
- They need more customers
- We need buildings for them

5. What can the city do to ensure that its staff provides frictionless top-service experiences for investors?

- We've lacked in this area in the past
- It's easy to do business here now
- More overview is needed
- Ensure quick responses
- Seek feedback on their services
- City must be customer-focused
- Some people seeking permits have struggled with the process and fire inspections
- Insist on open, honest, and aggressive service
- Ask developers how the city can improve
- Now that we're getting bigger, we need to protect our reputation
- It's great that council supports EDC recommendations
- Make sure that the Development Services Director understands expectations of top notch permitting and inspection services delivery

6. Are there any existing regulations or policies that hinder business growth and development that the city should review and potentially change?

- In the past, it was our water issues, but that has been solved x3
- No x5
- None, thanks to Randy

7. Do y'all have shovel-ready industrial sites?

- Yes, I think so
- Property on Brownfield Rd
- Yes, we have extended water and sewer to there
- Property on Donald Preston Dr
- Yes

- No...well, maybe one
- Not sure
- Yes, ample land to develop
- No, we have none
- About to partner with TIRZ to install infrastructure

8. How many available buildings/sites are y'all currently marketing?

- None of either
- No buildings, 3 sites (owned by others)
- Not sure on either x3
- We need to cultivate relationships with real estate agents and brokers
- Working on TIRZ agreement now

9. What types of businesses would you like to see the EDC recruit here next?

- Grocery store x5
- Low water user businesses
- Hotel
- Let's let the community decide
- Big box retailer
- Businesses that could serve all the school traffic we have
- Movie theater
- Fine dining
- Construction – need more internships
- More professional businesses/offices
- Health sciences (650 students in this field)
- Businesses that could be served by attendees at school competition/tournaments
- Small manufacturing
- Plumbing

- Neighborhood-based retail
- Family entertainment
- Pharmacy x3
- Furniture store
- Recruit a Pickleball & volleyball company
- Hardware/home improvement store x2
- Clothing store x2
- Retail
- Sit down restaurants x3
- Garden homes with coworking office space available

10. What do you think should be the EDC's top goals/focus?

- To learn how to best utilize Danielle and her skills
- Business recruitment x3
- Unity – working with others
- We need professional branding
- Identify our top 5 sites
- Focus on TIRZ redevelopment efforts
- We must learn to tell our story better – quality branding
- Business retention
- Culinary program with food safety
- Retain an independent identity from Lubbock – don't get swallowed up by them/their brand
- Focus on internships & practicums
- Need to identify businesses to recruit
- To recruit destination restaurants
- Need a Central Business District since we don't really have a downtown
- Partner with the High Ground
- Need to focus on beautification – visual appeal
- To develop Main Street



- “Tap into Wolfforth” Campaign
- Focus on stabilization of ED – need more rah-rah
- Partner with other EDCs
- We need a wings/beer/sports place
- Beautification
- Family gathering places
- Creating a Business Retention & Expansion Program
- Need to rebrand ourselves to attract quality investment

11. What do you love most about Wolfforth?

- Small-town feel/culture x3
- The people x3
- Regular police patrol
- Community events
- Quality schools/ISD
- It has the feel of a Norman Rockwell life
- Sense of community
- That the people are fiercely proud to live here
- Small town atmosphere
- Our Montessori School
- People who wave at one another
- Open-minded culture here
- People here get along with each other



12. Open Mic

- We need a “get-out-the vote” effort here
- Beautification is important for us to talk about
- Leverage Incubator EDU & Accelerator EDU
- Need to brand ourselves from the highway to make tourists stop and spend money
- ISD is happy to share any resources and demographic information that can help EDC
- I would spend more time in Wolfforth if there were more places to spend my money
- The ISD owns 50% of the ideal industrial/commercial property – should we explore negotiating with them for highest and best use of some portions of it?
- Need better signage on highway





Goal #1: Cultivate Relationships

Develop stronger relationships and support existing businesses and industry

Strategies	Who's Responsible?	Start Q/Yr	End Q/Yr	Metric/KPI
1. Develop and execute a Business Retention & Expansion Program	Board	Q4 2023	Q1 2024 then Ongoing	<input type="checkbox"/>
* Celebrate Anniversary milestones	Danielle / Board			
* Develop visitation schedules	Debbie			
* Create a Business Directory	Director			
* Develop a Shop Local Program	Board of Directors			
* Tap into Chamber resources	Danielle			
* Develop visitation questions	Danielle			
* Create Spreadsheet to store information (HubSpot)	Danielle			
2. Ask representative from FISD to present @ Board meeting	Farley/ FISD	Q3 2023	Ongoing	<input type="checkbox"/>
3. Tour various existing business facilities	Farley/ FISD	Q4 2024	Ongoing	# of businesses tours in 2024: _____ # of businesses tours in 2025: _____
4. Serve as the conduit between businesses & schools	Farley/Danielle	Q1 2024	Ongoing	<input type="checkbox"/>
5. Explore working with the ISD to develop an Incubator Program	Farley/ FISD	Q1 2025	Ongoing	<input type="checkbox"/>

2

Goal #2: Property Development

To Identify properties for development and redevelopment opportunities

Strategies	Who's Responsible?	Start Q/Yr	End Q/Yr	Metric/KPI
1. Compile property inventory and identify development potential	Hire consultant	Q3 2023	Q2 2024	<input type="checkbox"/>
2. Donald Preston Drive Development	TIRZ Board & Staff	Q3 2023	Ongoing	<input type="checkbox"/>
a. 380 Agreement	City Staff	Q3 2023	Q3 2023	<input type="checkbox"/>
b. Explore Potential EDC participation	EDC Board	Q1 2024	Ongoing	<input type="checkbox"/>
3. Central Business Development: review & update existing plan	City Council & EDC Board	Q1 2024	Ongoing	<input type="checkbox"/>
4. Redevelop Main Street Plan	City Staff & EDC Board	Q1 2024	Q2 2024	<input type="checkbox"/>
a. Identify existing downtown properties for potential purchase & redevelopment	Hire consultant	Q3 2024	Q4 2024	# of properties identified: _____
b. Collaboration with FISD	Danielle & EDC Board	Q1 2025	Ongoing	<input type="checkbox"/>
c. Explore potential as Central Business District Development	City Council & EDC Board	Q1 2024	Ongoing	<input type="checkbox"/>
d. Conduct a driving tours of exact city limits	Danielle & Executive Board	Q3 2023	Q4 2024	<input type="checkbox"/>



Goal #3: Business Recruitment

To develop & execute a robust business recruitment plan

Strategies	Who's Responsible?	Start Q/Yr	End Q/Yr	Metric/KPI
1. Complete a Target Industry Analysis - Identify consultant - Solicit and evaluate proposals - Select & hire consultant	Danielle	Q3 2023	Q3 2023	<input type="checkbox"/> Did we secure a TIA?
2. Attend Site Selection Events	Danielle	Q3 2023	Ongoing	# of Site Selection Events attended in 2023: _____ # of Site Selection Events attended in 2024: _____ # of Site Selection Events attended in 2025: _____
3. Coordinate with the Governor's Office	Danielle	Q3 2023	Ongoing	# of calls or visits in 2023: _____ # of calls or visits in 2024: _____ # of calls or visits in 2025: _____
4. Join SEDC (Southern Economic Development Council) and attend their Annual Conferences	Danielle	Q3 2023	Annually	<input checked="" type="checkbox"/> Did we attend in 2023? <input type="checkbox"/> Did we attend in 2024? <input type="checkbox"/> Did we attend in 2025?
5. Target Specific Industries identified by TIA: Consider a Hotel & Convention Center Coordinate with Retail Coach	Board	Q2 2024	Ongoing	<input type="checkbox"/>

4

Goal #4: Branding & Marketing

To Rebrand and create an Economic Development Marketing Campaign

Strategies	Who's Responsible?	Start Q/Yr	End Q/Yr	Metric/KPI
1. Identify our Brand	Board	Q3 2023	Q4 2023	<input type="checkbox"/>
* Must coincide with our Mission + Vision				
* Engage with marketing consultant				
* Explore various types of EconDev marketing				
* Coordinate with results from TIA				
2. Create robust Economic Development website	Danielle	Q4 2023	Q1 2024	<input type="checkbox"/>
* Engage a website developer				



Goal #5: Organizational Management

To streamline organizational operations to maximize efficiencies

Strategies	Who's Responsible?	Start Q/Yr	End Q/Yr	Metric/KPI
1. Board Development				
a. Create an onboarding process for new board members	Danielle & Board Chair	Q3 2023	Q4 2023	<input type="checkbox"/>
b. Conduct a bylaws review	EDC Board & Attorney	Q3 2023	Q4 2023	<input type="checkbox"/>
c. Ensure board development training	Individual Board members & Danielle	Q3 2023	Annually	<input type="checkbox"/>
d. Create Board Notebook	Danielle & Debbie	Q4 2023	Q2 2024	<input type="checkbox"/>
2. Staff Development				
a. Attend sales tax training	Danielle & other board & staff members	Q3 2023	Q3 2023	<input type="checkbox"/>
b. Danielle to take the EDI (Economic Development Institute) Course	Danielle	Q3 2023	Q2 2024	<input type="checkbox"/> Did Danielle graduate EDI?

Strategies	Who's Responsible?	Start Q/Yr	End Q/Yr	Metric/KPI
3. Educate and communicate with community	Danielle	Q3 2023	Ongoing	
a. Website				<input type="checkbox"/>
b. Social Media				<input type="checkbox"/>
4. Complete application and review process	Danielle & EDC Board	Q3 2023	Q4 2023	<input type="checkbox"/>
5. Complete entry sign project	Danielle & EDC Board	Q3 2023	Q1 2025	% completed by Q1 2025: _____
a. Establish Landscaping Plan	City /Danielle/ Contractor			
b. Align design (Pending Logo decision)	City /Danielle/ Contractor			
c. Complete Construction	City /Danielle/ Contractor			



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	10/1/2024
ITEM TITLE:	Consider and take appropriate action on EDC director attending the International Conference of Shopping Centers in Dallas, January 2025.
STAFF INITIATOR:	Danielle Sweat- EDC Director

BACKGROUND:

This conference has been attended in the past by Terri. Since I have been here, it has not been something that we have looked into. Retail Strategies highly suggested attending. They help set up appointments with retailers. They will speak on our behalf if we are not there. Other members of The High Ground will be attending as well.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION:



AGENDA ITEM COMMENTARY

MEETING NAME: Economic Development Corporation
MEETING DATE: 10/1/2024
ITEM TITLE: Consider and take appropriate action on EDC contributions to Frenship Youth Baseball field improvements.
STAFF INITIATOR: Danielle Sweat- EDC Director

BACKGROUND:

Cary with Frenship Youth Baseball came by to visit with me. He was curious if the EDC had any desire to help with improvements.

EXHIBITS:

Financials

COUNCIL ACTION/STAFF RECOMMENDATION:

Frenship Youth Baseball

FYB Field Investments since 2011:

FYB has invested in the complex for the past 12 years. Below is a summary of our complex investments.

Grand Total League Investments:	\$624,000
Average Annual Investment in Complex:	\$52,000

FYB Capital Improvements:

• 5 Scoreboards (donation from United)	\$30,000
• Overhead Shade Awnings	\$35,000
• Dugout Improvements	\$8,000
• 2-batting cages	\$5,000
• Fence Repairs	\$5,000
• Restroom Remodels (paint and toilets)	\$3,000
• Air conditioners in press box	\$3,000
• All Concession equipment	\$15,000

Grand Total Capital Improvements **\$104,000**

Field Maintenance Expenses paid for by FYB

Infield-Granite Replacement

• 2022	\$30,000
• 2017	\$35,000
• 2012	\$25,000

Field light replace & repair

• (12 years x \$2,500)	\$30,000
------------------------	----------

Turf and Grass

• Overseeding (12 years x \$15,000)	\$180,000
• Field prep & maintenance (12 years x \$10,000)	\$120,000
• Mowing of fields (12 years x \$5,000 year)	\$60,000
• Sprinkler repair (12 years x \$2,500 year)	\$30,000
• Sod replacement (Field 3 in 2017 and 2018)	\$10,000

Grand Total Field Maintenance Expenses **\$520,000**

Desired Capital	Comments
Artificial Turf	<ul style="list-style-type: none"> • Cost unknown • Could this be funded by a grant? • Having turf fields would make this the premier baseball park in Lubbock County • Reduce water consumption for fields
Replace field lights with LED lights	<ul style="list-style-type: none"> • Cost unknown • Could this be funded by a grant? • Excel Energy has a grant program to assist cities with this conversion.
Concrete walkway between F1-F2	<ul style="list-style-type: none"> • Cost unknown • Would allow the grass to grow between fields. • Give parents a walkway to not have to work on dirt.
Concrete driveway between F3-F4	<ul style="list-style-type: none"> • Cost unknown • Give a driveway for service or emergency vehicles to access the middle of the complex • Allow for parents to not have to walk on dirt/mud to the fields.
Paved Parking Lots	<ul style="list-style-type: none"> • Cost unknown • Designated parking is on dirt, be nice to have paved parking
Expanded Parking Lot	<ul style="list-style-type: none"> • Cost unknown • As houses continue to be build, we will continue to lose current parking
Street connection to the Southwest of the complex	<ul style="list-style-type: none"> • Creating another outlet for traffic to leave • Currently must jump on dirt road to access new road where new houses are being built
Fence replacement	<ul style="list-style-type: none"> • Fencing is aging, suggest a long-term replacement plan for the fences
Dirt removal around complex	<ul style="list-style-type: none"> • Remove dirt build-up outside the complex to help level out the parking area.

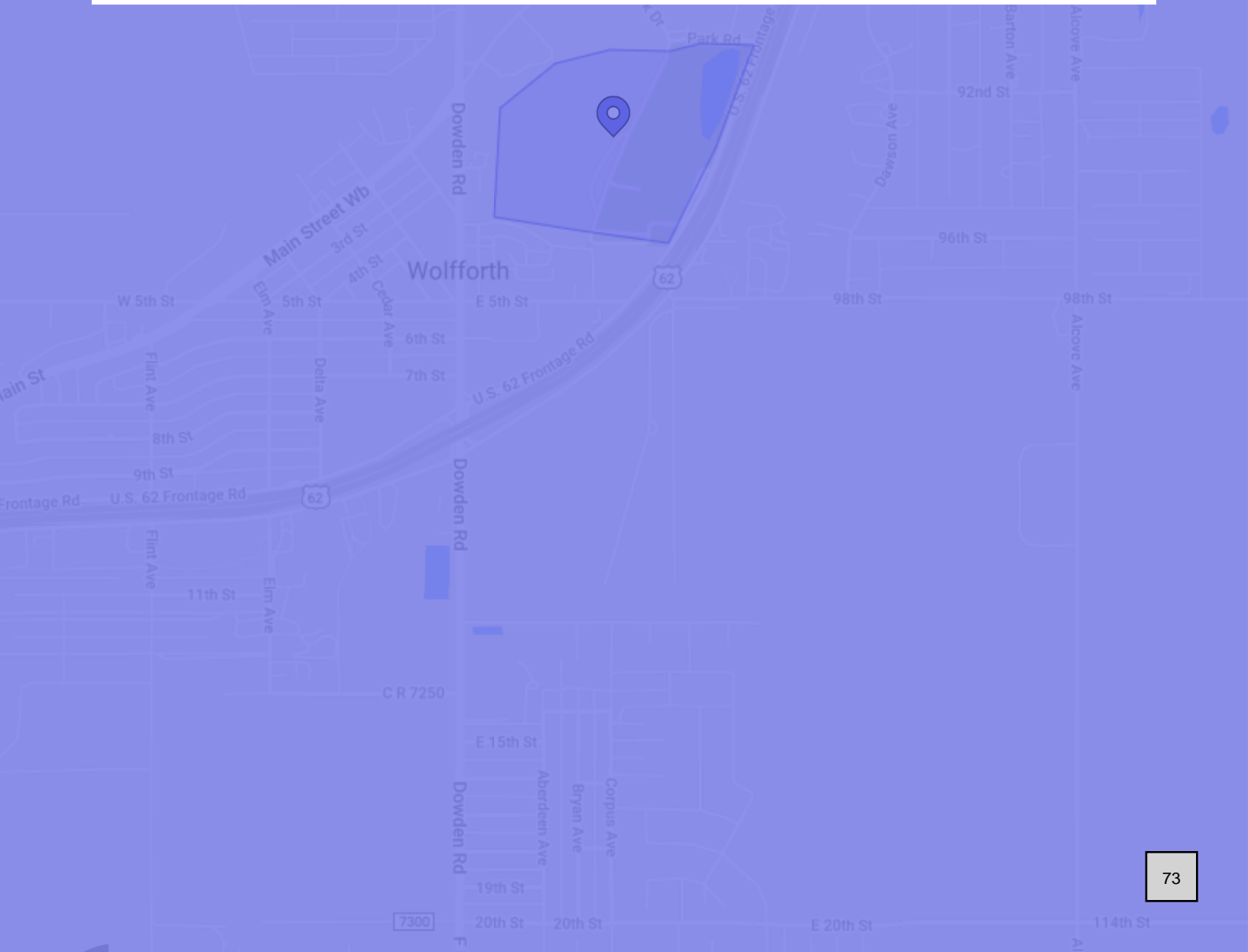
Property Overview

May 18 - May 19, 2024

Property:

PP **Patterson Park Traffic**
Marsha Sharp Freeway Frontage Road, Wolfforth, TX 79382

Visitation data for Patterson Park Traffic is adjusted to exclude restricted locations.
For additional info, please visit <https://www.placer.ai/company/privacy-faq>

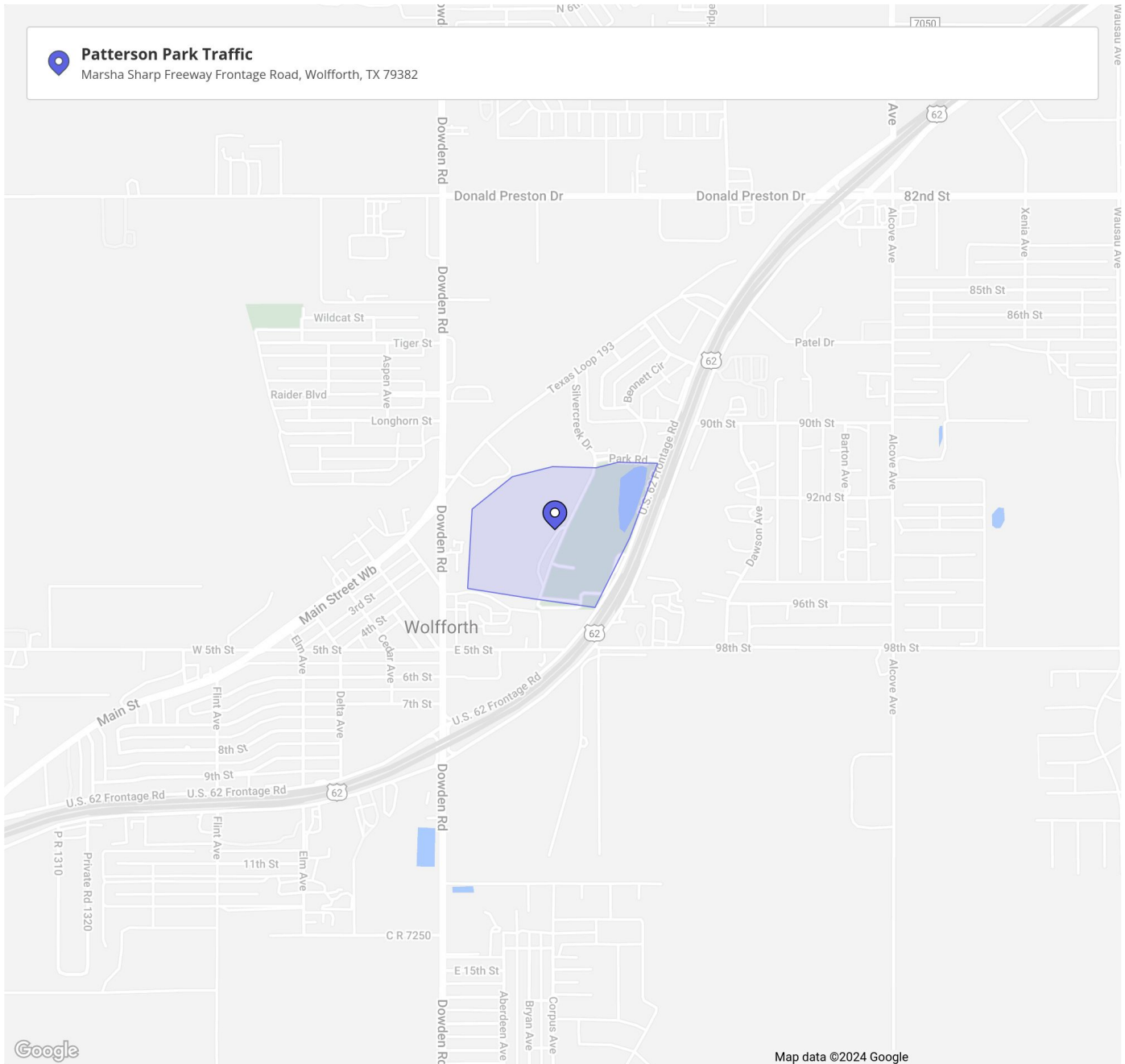


Property Overview

May 18 - May 19, 2024

Item # 9.

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Property Overview

May 18 - May 19, 2024

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Metrics

Patterson Park Traffic

Marsha Sharp Freeway Frontage Road, Wol...

Visits	3.7K	Avg. Dwell Time	92 min
Visits / sq ft	< 0.01	Panel Visits	365
Size - sq ft	2.7M	Visits YoY	+151.2%
Visitors	2.7K	Visits Yo2Y	+115.7%
Visit Frequency	1.35	Visits Yo3Y	+330.7%

May 18th, 2024 - May 19th, 2024

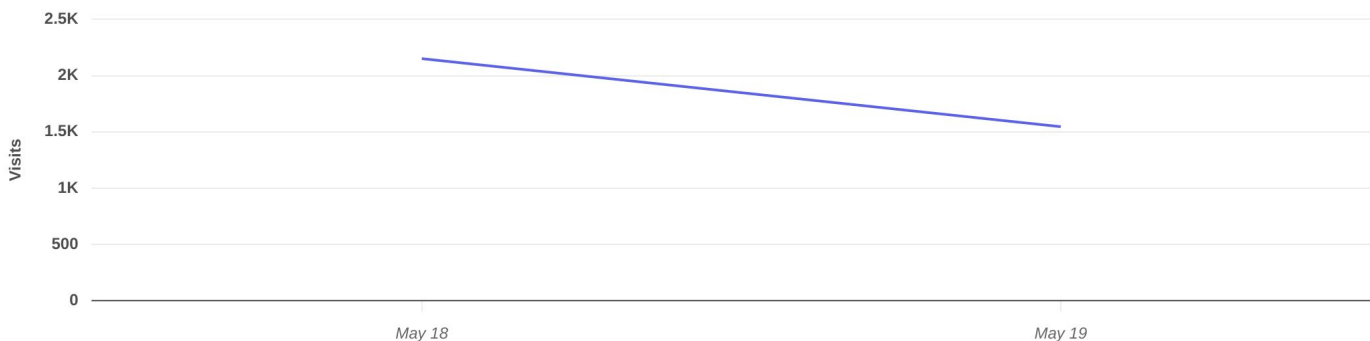
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Patterson Park Traffic

Marsha Sharp Freeway Frontage Road, W...



Daily | Visits | May 18th, 2024 - May 19th, 2024

Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview



May 18 - May 19, 2024

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Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
 Patterson Park Traffic Marsha Sharp Freeway F...	\$71.5K	36.0%	32.5	White (56.7%)	2.70
 Texas	\$67.9K	31.5%	35.0	White (40.7%)	2.82

May 18th, 2024 - May 19th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



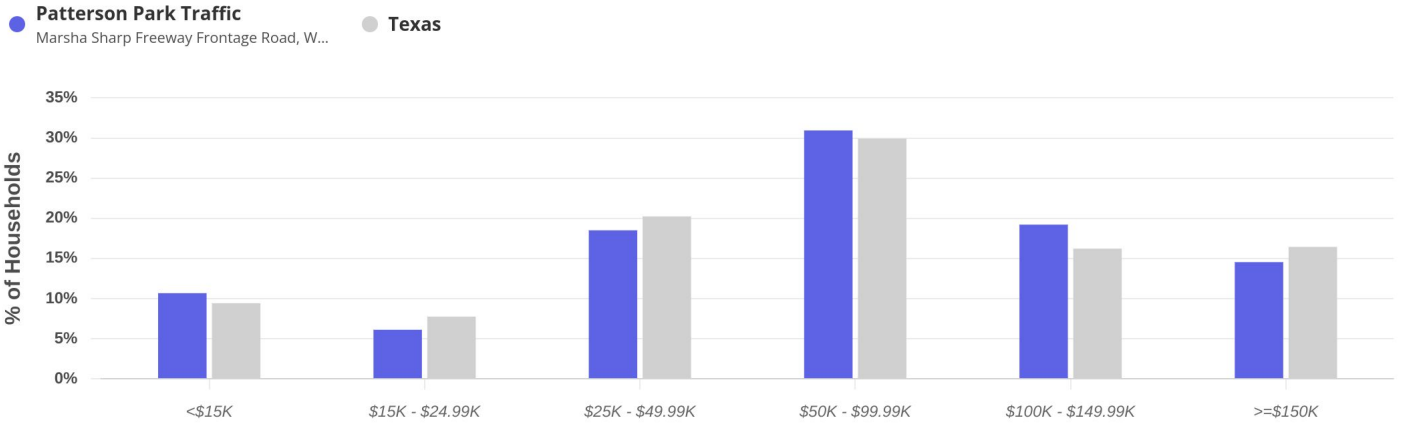
Property Overview

May 18 - May 19, 2024

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Item # 9.

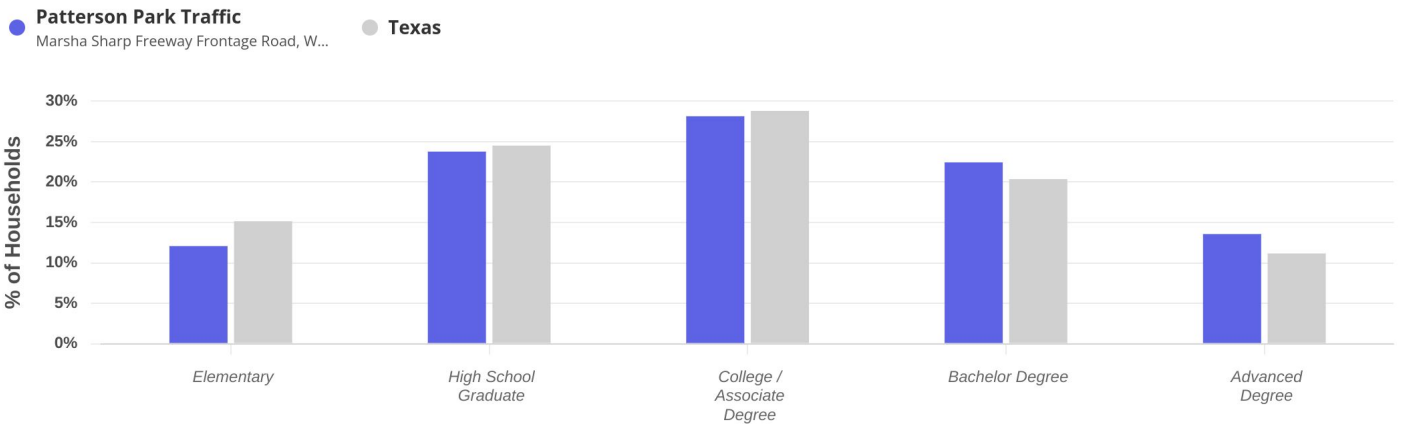
Household Income



May 18th, 2024 - May 19th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Education



May 18th, 2024 - May 19th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



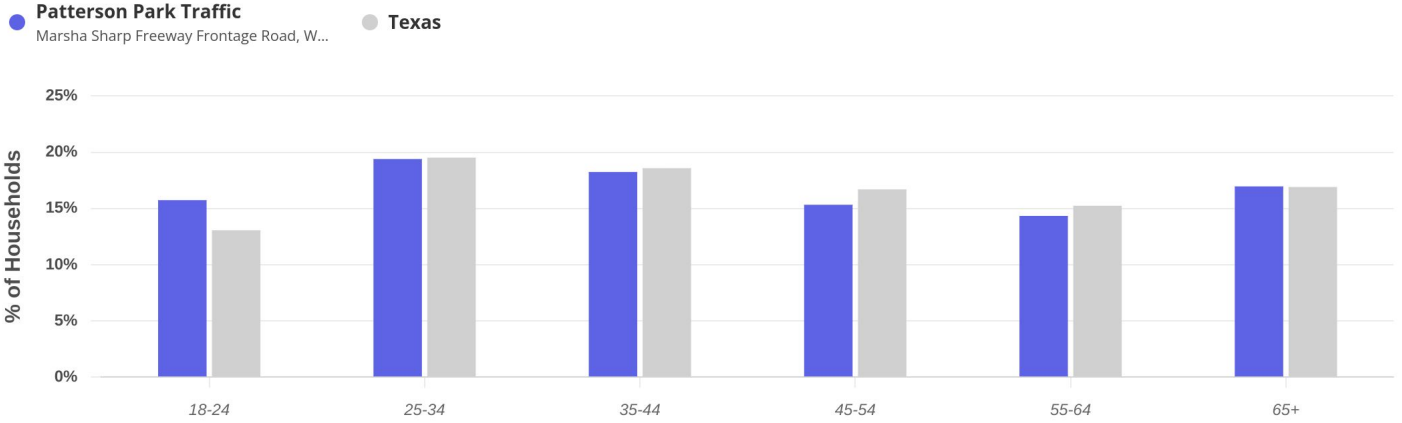
Property Overview

May 18 - May 19, 2024

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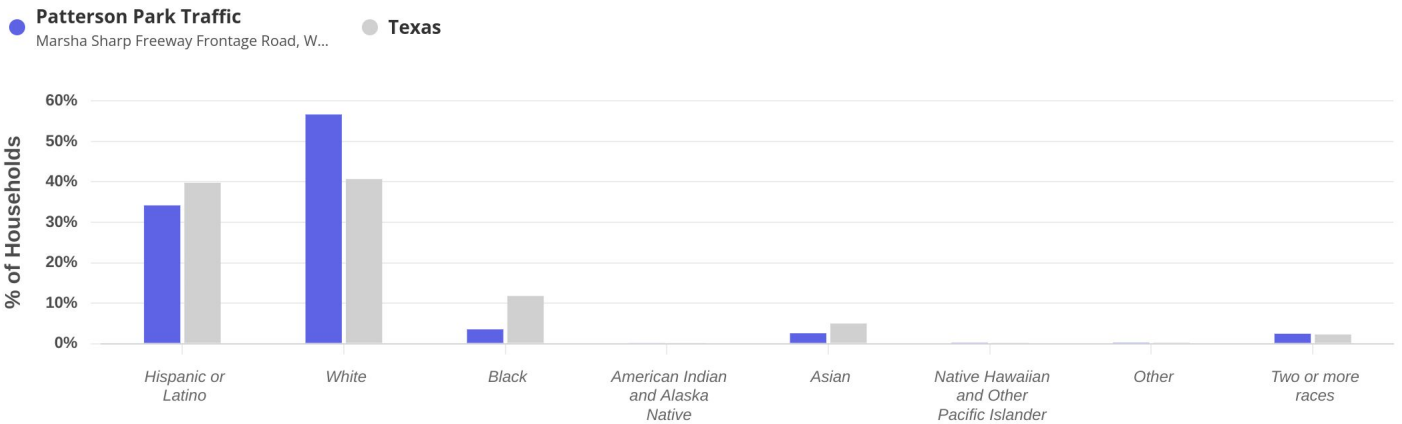
Age



May 18th, 2024 - May 19th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity



May 18th, 2024 - May 19th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



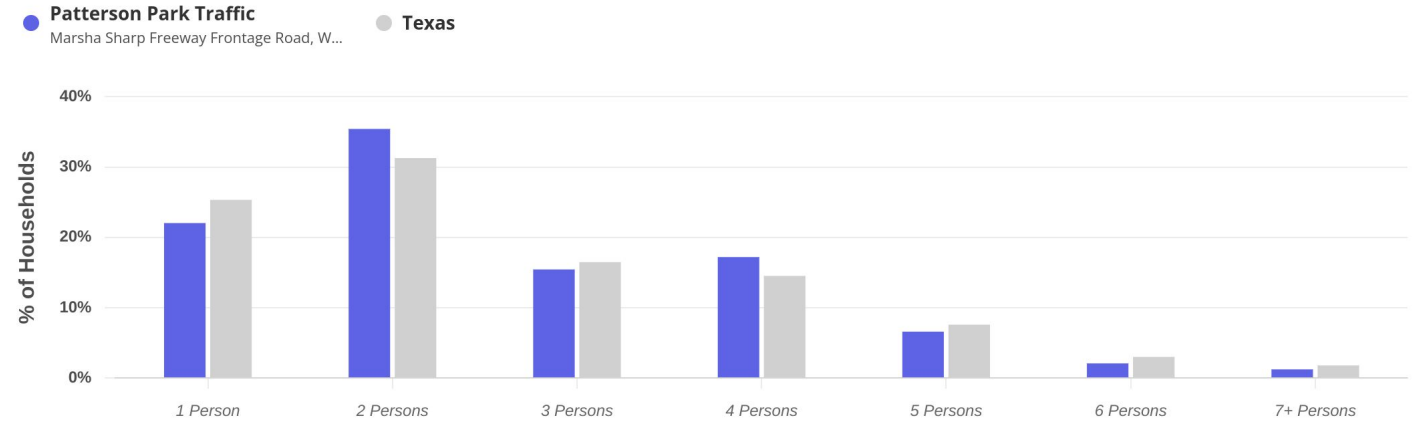
Property Overview

May 18 - May 19, 2024

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Household Size



May 18th, 2024 - May 19th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



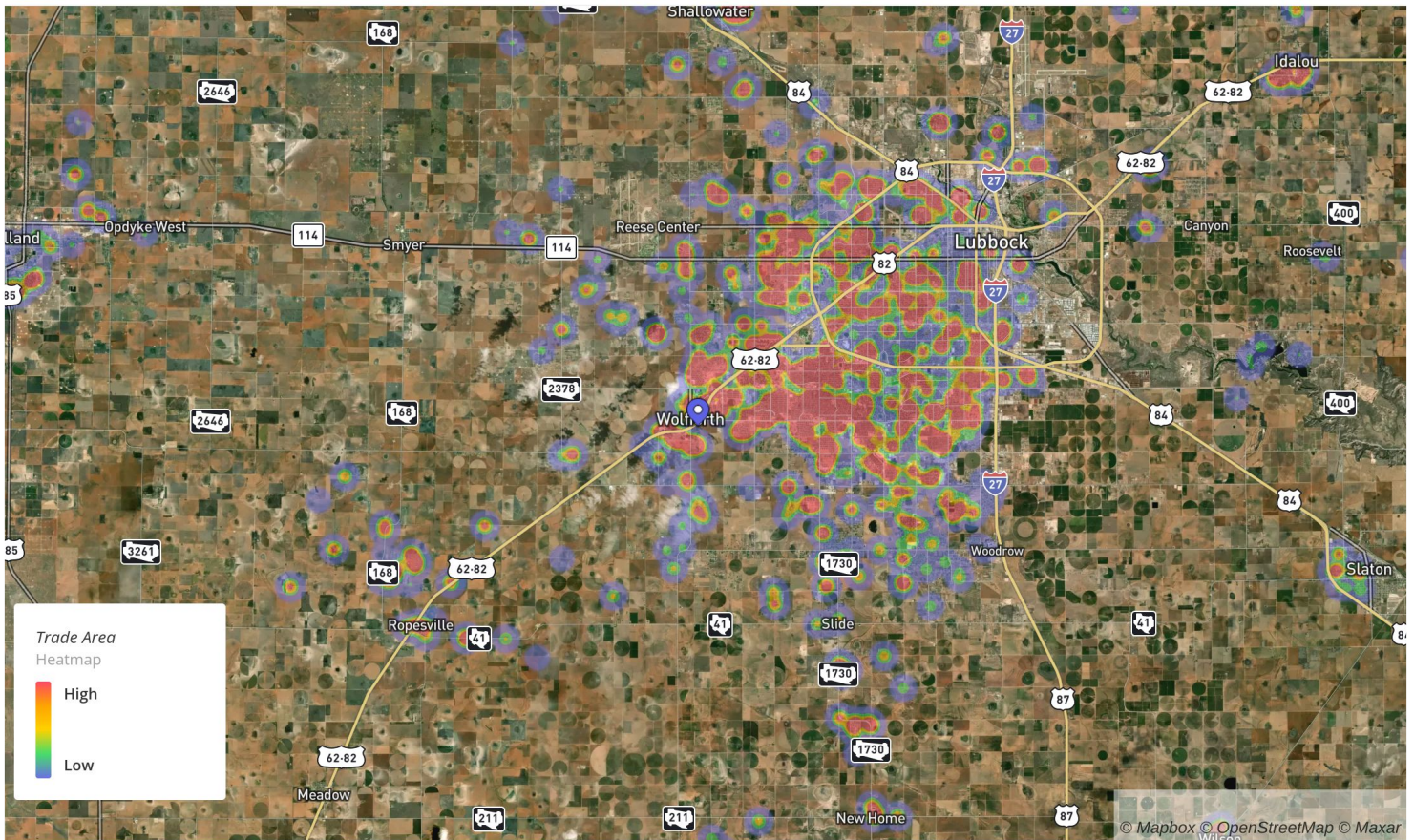
Property Overview

May 18 - May 19, 2024

Item # 9.

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Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

May 18th, 2024 - May 19th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

May 18 - May 19, 2024

Item # 9.

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Ranking Overview

Patterson Park Traffic

Marsha Sharp Freeway Frontage Road, W...

Nationwide

1,029* / 10,958
!



Texas

104* / 436
!



15mi

2* / 6
!



* Custom filters and dates are ignored. Ranking only supports 'full-months'. Showing report for: May 1st, 2024 - May 31st, 2024

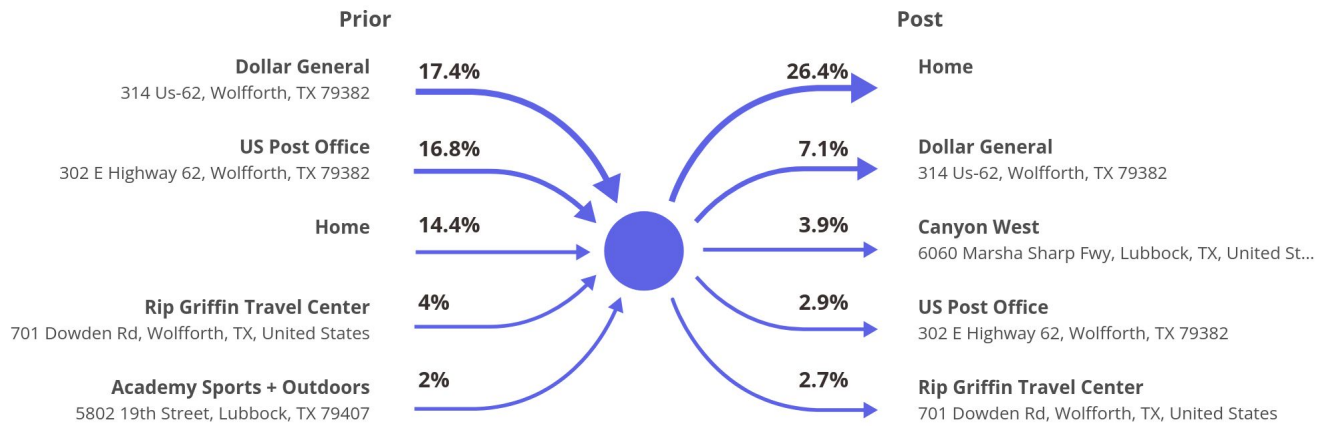
Category: Attractions | Visits | May 18th, 2024 - May 19th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Patterson Park Traffic

Marsha Sharp Freeway Frontage Road, Wolfforth, TX 79382



Show by: | May 18th, 2024 - May 19th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

May 18 - May 19, 2024

Item # 9.

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Daily Visits

Patterson Park Traffic

Marsha Sharp Freeway Frontage Road, W...



Visits | May 18th, 2024 - May 19th, 2024

Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

Patterson Park Traffic / Marsha Sharp Freeway Frontage Road, Wolfforth, TX

Rank	Name	Distance	Visitors
1	Dollar General / 314 US-62, Wolfforth, TX 79382	0.2 mi	620 (22.7%)
2	Canyon West / 6060 Marsha Sharp Fwy, Lubbock, TX 79424	4.1 mi	607 (22.2%)
3	Berl Huffman Sports Complex / 3098 Landmark Ln, Lubbock, TX 79415	10.5 mi	590 (21.6%)
4	US Post Office / 302 E Highway 62, Wolfforth, TX 79382	0.2 mi	561 (20.5%)
5	Lubbock Youth Sports Complex / 12398 Milwaukee Ave, Lubbock, TX 79424	3.4 mi	438 (16%)
6	West End Center / 2910 W Loop 289 Acc Rd, Lubbock, TX 79407	5.2 mi	404 (14.8%)
7	Commons South / 11705 Quaker Ave, Lubbock, TX 79424	6 mi	363 (13.3%)
8	Walmart / 6315 82nd St, Lubbock, TX 79424	2.9 mi	248 (9.1%)
9	Rip Griffin Travel Center / 701 Dowden Rd, Wolfforth, TX 79382	0.4 mi	228 (8.4%)
10	Academy Sports + Outdoors / 5802 19th Street, Lubbock, TX 79407	6.1 mi	208 (7.6%)

Category: All Categories | Min. Visits: 1 | May 18th, 2024 - May 19th, 2024

Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

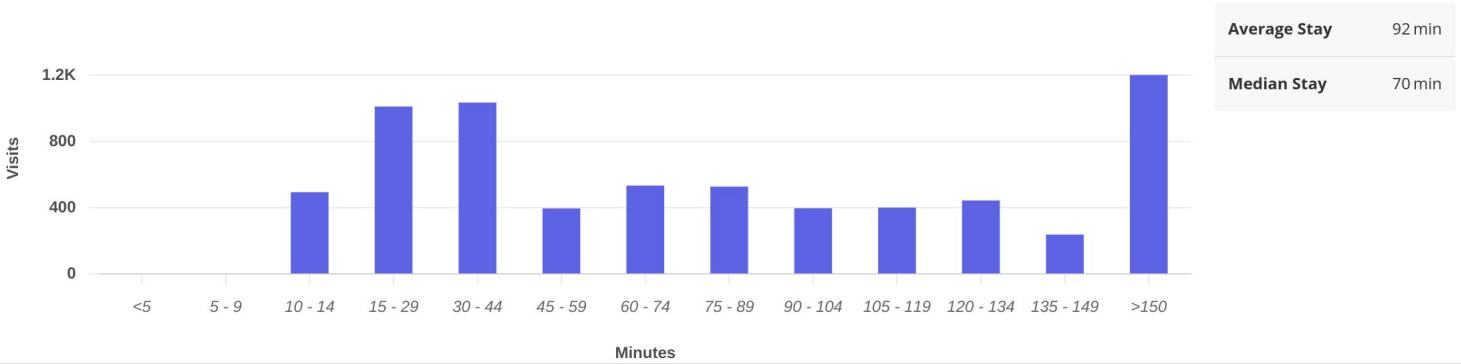
May 18 - May 19, 2024

Item # 9.

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Visit Duration

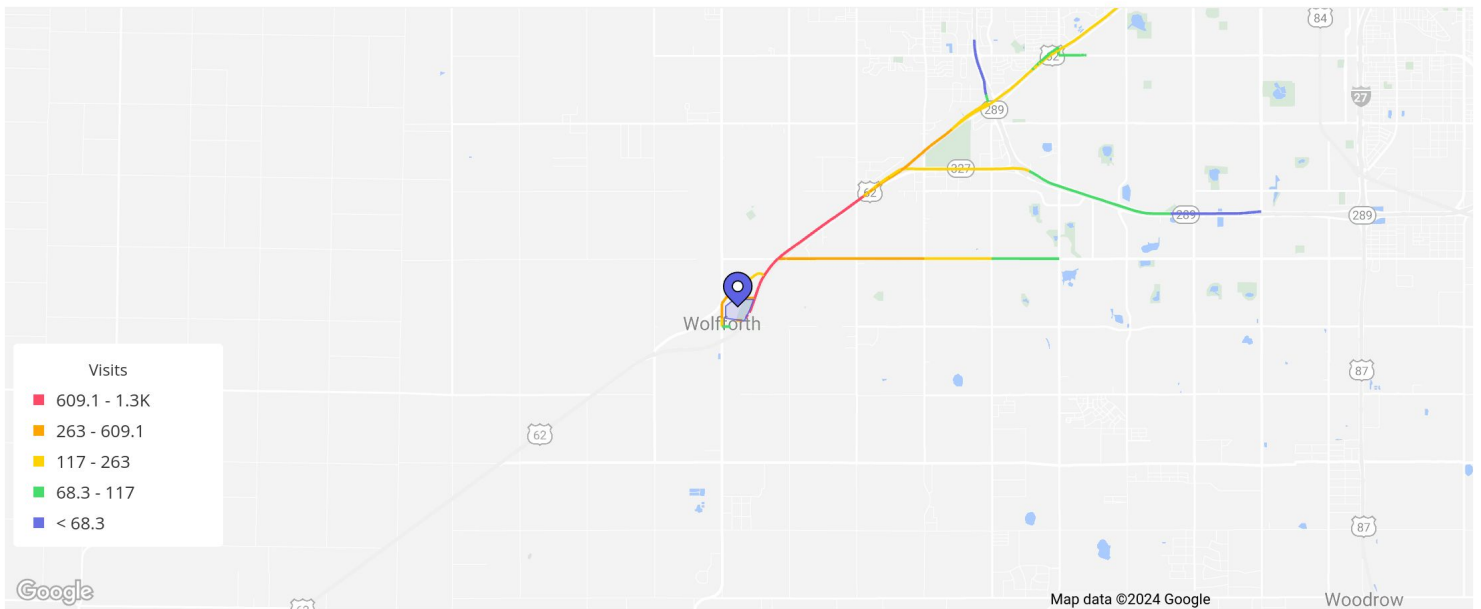
Patterson Park Traffic
Marsha Sharp Freeway Frontage Road, Wol...



Visits | May 18th, 2024 - May 19th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | May 18th, 2024 - May 19th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





AGENDA ITEM COMMENTARY

MEETING NAME: Economic Development Corporation
MEETING DATE: 10/1/2024
ITEM TITLE: Consider and take appropriate action on new business, Hey Vos
STAFF INITIATOR: Danielle Sweat- EDC Director

BACKGROUND:

Jorge Valera is our newest business owner in town. He and his sister have a catering business, Hey Vos. They have decided to make WolfForth their brick-and-mortar home. They have bought out Elotes and signed a new lease with Shawn Gillespie. Shawn brought them by the office to introduce them to us. They are eager to get started on their remodel and share their food with us!

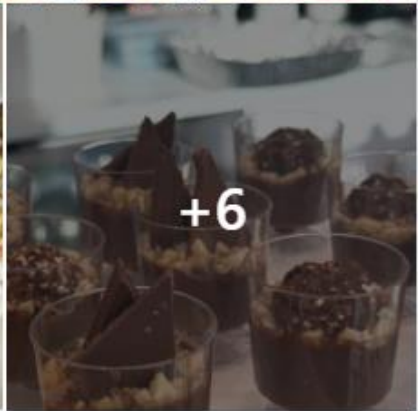
EXHIBITS:

Pictures

COUNCIL ACTION/STAFF RECOMMENDATION:

No action needed





Hey vos- Catering
Caterer

[Send message](#)

