



ECONOMIC DEVELOPMENT CORPORATION MEETING

June 11, 2024 at 4:00 PM

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 May 7, 2024 minutes.
2. Consider and take appropriate action on April 2024 finances.

ITEMS FOR INDIVIDUAL CONSIDERATION

3. Consider and take appropriate action on public hearing on a proposed economic development project to purchase land on major roads within the city of Wolfforth to promote new or expanded business development.

Public Hearing Notice - City of Wolfforth

The Wolfforth Economic Development Corporation, a Texas non-profit 4B economic development corporation, will receive comments between May 25, 2024, and July 24, 2024, on the expenditure of funds by the WEDC to purchase land on major roads within the City of Wolfforth to promote new or expanded business development. The WEDC will hold a public hearing on June 11, 2024, at 4:00PM, and the City Council will hold a public hearing on June 17, 2024, 6PM and July 1, 2024, 6PM, all in the Council Chambers of Wolfforth City Hall, located at 302 Main Street, Wolf-forth, 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.

- [4.](#) Consider and take appropriate action on proposal from Retail Strategies.
- [5.](#) Consider and take appropriate action on contract renewal with Leading EDG/Taylor McAlpine.
- [6.](#) Consider and take appropriate action on Steve Deaton Attending the High Ground board member Forward Planning Meeting.
- [7.](#) Consider and take appropriate action on contract renewal Zactax.
- [8.](#) Consider and take appropriate action on membership with Team Texas.
- [9.](#) Consider and take appropriate action on revised digital marketing campaign with Marketing Alliance.
- [10.](#) Consider and take appropriate action on digital marketing campaign from Purpose Marketing.
- [11.](#) Consider and take appropriate action on Our Town Wolfforth with Fox 34.
- 12.** Consider and take appropriate action on update from EDC director.
- 13.** Consider and take appropriate action on 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 June 7, 2024 at 5:00 p.m.

/s/ Danielle Sweat, Economic Development Director



ECONOMIC DEVELOPMENT CORPORATION MEETING

May 07, 2024 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

MINUTES

Meeting was called to order at 11:40am.

In attendance: Danielle Sweat, Randy Criswell, Joel Robinette, Steve Deaton, Farley Reeves, Glen Frick, Russell Thomasson, Nicole Butler. Shawn Vinson, Kelly Davila, Leon Radford, Cary Everitt with Retail Coach.

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.

ITEMS FOR INDIVIDUAL CONSIDERATION

1. Motion made by Board Member Reeves, Seconded by Board Member Vinson.

Voting Yea: President Robinett, Vice Chair Deaton, Board Member Reeves, Board Member Frick, Board Member Criswell, Board Member Thomasson, Board Member Butler, Board Member Vinson

2. Motion made by Board Member Thomasson, Seconded by Board Member Reeves.

Voting Yea: President Robinett, Vice Chair Deaton, Board Member Reeves, Board Member

Frick, Board Member Criswell, Board Member Thomasson, Board Member Butler, Board Member Vinson

3. Kelly Davila with Caprock Business Finance/South Plains Association of Governments gave a presentation to the board on programs offered. No action taken.
4. Aaron Farmer with Retail Coach was on the phone. Cary Everitt came in person. A presentation was given over the services provided by retail coach. No action was taken.
5. Consider and take appropriate action on business improvement grant application for Evie Mae's BBQ.

A motion was made by Steve Deaton to fund Evie Mae's entire sign project if it contains "Wolfforth". If not, the EDC will fund up to \$10,000. This motion was seconded by Glenn Frick and passed unanimously.

6. Consider and take appropriate action on bylaw amendments.

Motion made by Board Member Reeves, Seconded by Board Member Thomasson.

Voting Yea: President Robinett, Vice Chair Deaton, Board Member Reeves, Board Member Frick, Board Member Criswell, Board Member Thomasson, Board Member Butler, Board Member Vinson

7. A motion was made by Russell Thomasson and seconded by Shawn Vinson to recommend Paula Sexton as alternate number one to the EDC board. This motion passed unanimously.
8. Consider and take appropriate action on EDC Director's completion of Oklahoma University Economic Development Institute.

No action taken.

9. Consider and take appropriate action on business retention and expansion update.

The EDC director updated the board members on how BRE visits were working. Questions were asked in casual conversation and documented back in the office. No action was taken.

10. Consider and take appropriate action on the EDC sponsoring the fireworks for the 4th on the 5th celebration.

Motion made by Vice Chair Deaton, Seconded by Board Member Vinson.

Voting Yea: President Robinett, Vice Chair Deaton, Board Member Reeves, Board Member

Frick, Board Member Criswell, Board Member Thomasson, Board Member Butler, Board Member Vinson

11. Consider and take appropriate action on digital marketing campaign with Marketing Alliance.

Item was tabled until June.

12. Consider and take appropriate action on site consultant event with High Ground.

Steve Deaton gave an update on the High Ground Event. Site selectors seem to be familiar with the area. No action taken.

13. Consider and take appropriate action on update from Taylor McAlpine with Leading EDG.

All updates done in executive session.

14. Consider and take appropriate action on update from EDC director.

Updates done in executive session.

15. Consider and take appropriate action on future agenda items.

Names for another alternate and digital marketing campaign.

The board went into executive session at 1:21 pm.

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.

Reconvened at 2:26pm

A motion was made by Farley Reeves and Seconded by Steve Deaton for President Joel Robinett to execute land and any associated contracts for purchase amount of \$8000 plus associated fees. This motion passed unanimously.

ADJOURN

2:27pm.

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 May 3, 2024 at 5:00 p.m.

Joel Robinett, Board President

Danielle Sweat, Economic Development Director



City of Wolfforth

EDC Balance Sheet
Account Summary
As Of 04/30/2024

Item # 2.

Account	Name	Balance
Fund: 07 - Economic Development Corporation		
Assets		
07-000-01100-000	Cash in Bank	136,284.27
07-000-01104-000	Cash in TexPool Prime EDC	1,855,885.47
07-000-01375-000	Notes Receivable	7,527.96
07-000-01375-001	N/R-Potential Forgiveness	68,013.26
07-000-01550-000	Prepaid insurance	791.96
	Total Assets:	2,068,502.92
		2,068,502.92
Liability		
07-000-02101-000	Accounts Payable Pending	1,538.33
	Total Liability:	1,538.33
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		322,256.53
Total Expense		210,748.88
Revenues Over/Under Expenses		111,507.65
	Total Equity and Current Surplus (Deficit):	2,066,964.59
	Total Liabilities, Equity and Current Surplus (Deficit):	2,068,502.92

EDC Income Statement

Account Summary

For Fiscal: 2023-2024 Period Ending: 04/30/2024



City of Wolfforth

		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	51,356.50	267,323.26	332,676.74
07-000-36110-000	Interest income	20,000.00	20,000.00	8,516.65	54,933.27	-34,933.27
Revenue Total:		620,000.00	620,000.00	59,873.15	322,256.53	297,743.47
Expense						
ExpenseCategory: 42 - Supplies						
07-752-42010-000	Office Supplies & Expense	250.00	250.00	38.00	246.58	3.42
07-752-42195-000	Meeting Expense	2,500.00	2,500.00	188.90	1,115.94	1,384.06
ExpenseCategory: 42 - Supplies Total:		2,750.00	2,750.00	226.90	1,362.52	1,387.48
ExpenseCategory: 43 - Services						
07-752-43101-000	Legal services	3,000.00	3,000.00	504.00	2,842.00	158.00
07-752-43110-000	Other Professional Services	65,000.00	65,000.00	5,000.00	13,335.00	51,665.00
07-752-43140-000	Legal Publications	1,500.00	1,500.00	0.00	1,252.00	248.00
07-752-43150-000	Marketing	62,000.00	62,000.00	1,058.33	46,901.62	15,098.38
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	1,063.58	8,342.32	6,657.68
07-752-43501-000	Memberships	1,800.00	1,800.00	0.00	2,152.51	-352.51
07-752-43900-000	Contract Services	15,000.00	15,000.00	0.00	32,475.00	-17,475.00
07-752-43905-000	Payroll Reimbursement	74,742.00	74,742.00	5,849.98	41,710.52	33,031.48
ExpenseCategory: 43 - Services Total:		238,092.00	238,092.00	13,475.89	149,010.97	89,081.03
ExpenseCategory: 44 - Operating Expense						
07-752-44001-000	Business Support	370,000.00	370,000.00	0.00	0.00	370,000.00
ExpenseCategory: 44 - Operating Expense Total:		370,000.00	370,000.00	0.00	0.00	370,000.00
ExpenseCategory: 46 - Capital						
07-752-46180-000	Land Acquisition	0.00	0.00	0.00	60,375.39	-60,375.39
ExpenseCategory: 46 - Capital Total:		0.00	0.00	0.00	60,375.39	-60,375.39
Expense Total:		610,842.00	610,842.00	13,702.79	210,748.88	400,093.12
Fund: 07 - Economic Development Corporation Surplus (Deficit):		9,158.00	9,158.00	46,170.36	111,507.65	
Total Surplus (Deficit):		9,158.00	9,158.00	46,170.36	111,507.65	

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	59,873.15	322,256.53	297,743.47
Revenue Total:	620,000.00	620,000.00	59,873.15	322,256.53	297,743.47
Expense					
42 - Supplies	2,750.00	2,750.00	226.90	1,362.52	1,387.48
43 - Services	238,092.00	238,092.00	13,475.89	149,010.97	89,081.03
44 - Operating Expense	370,000.00	370,000.00	0.00	0.00	370,000.00
46 - Capital	0.00	0.00	0.00	60,375.39	-60,375.39
Expense Total:	610,842.00	610,842.00	13,702.79	210,748.88	400,093.12
Fund: 07 - Economic Development Corporation Surplus (Deficit):	9,158.00	9,158.00	46,170.36	111,507.65	-102,349.65
Total Surplus (Deficit):	9,158.00	9,158.00	46,170.36	111,507.65	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
07 - Economic Development	9,158.00	9,158.00	46,170.36	111,507.65	-102,349.65
Total Surplus (Deficit):	9,158.00	9,158.00	46,170.36	111,507.65	



City of Wolfforth

Item # 2.

EDC Detail Report

Account Detail

Date Range: 04/01/2024 - 04/30/2024

Account		Name				Beginning Balance	Total Activity	Ending Balance
Fund: 07 - Economic Development Corporation								
07-000-01100-000		Cash in Bank				122,759.74	13,524.53	136,284.27
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
04/01/2024	CLPKT02121	DEP0007722		B00003270 CLPKT02121 BG:Daily Checks/MO			1,422.69	124,182.43
04/01/2024	GLPKT05710	JN02407		Meeting expense for April 24			-188.90	123,993.53
04/02/2024	GLPKT05652	JN02382		Transfer from EDC to COW for Insyteful			-24,975.00	99,018.53
04/12/2024	GLPKT05756	JN02419		Record transfer from COW to EDC			51,356.50	150,375.03
04/25/2024	GLPKT05842	JN02441		Settle 70% by transfer from EDC to GF			-305.11	150,069.92
04/29/2024	GLPKT05710	JN02465		Settle 70% by transfer from EDC to GF			-5,774.37	144,295.55
04/29/2024	GLPKT05710	JN02466		Settle Claim on Cash for EDC			-8,180.00	136,115.55
04/29/2024	GLPKT05710	JN02474		Uber New Orleans trip			-37.99	136,077.56
04/29/2024	GLPKT05710	JN02474		Uber New Orleans trip			-7.59	136,069.97
04/30/2024	BRPKT00162	INT0000179		April 2024 Interest			214.30	136,284.27
07-000-01101-000		Claim On Cash				-24,975.00	24,975.00	0.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
04/02/2024	GLPKT05652	JN02382		EDC Claim on Cash Settlemkewnt			24,975.00	0.00
04/05/2024	APPKT00679	481		Guevara Law, P.C. SEC REI PMT	0315 - Guevara Law, P.C.		-24.00	-24.00
04/12/2024	APPKT00686	71821		Marketing Alliance SEC REI PMT	1127 - Marketing Alliance		-2,100.00	-2,124.00
04/12/2024	APPKT00686	71824		The High Ground of Texas SEC REI PMT	1081 - The High Ground of Texas		-500.00	-2,624.00
04/19/2024	APPKT00695	511		Holland's Office Technologies SEC REI PMT	0349 - Holland's Office Technologies		-38.00	-2,662.00
04/26/2024	APPKT00701	71849		Raldco Development, LLC SEC REI PMT	1179 - Raldco Development, LLC		-2,500.00	-5,162.00
04/26/2024	APPKT00701	71849		Raldco Development, LLC SEC REI PMT	1179 - Raldco Development, LLC		-2,500.00	-7,662.00
04/26/2024	APPKT00702	526		Danielle Sweat SEC REI PMT	1010 - Danielle Sweat		-518.00	-8,180.00
04/29/2024	GLPKT05710	JN02466		EDC Claim on Cash Settlement			8,180.00	0.00
07-000-01103-000		Cash in TexPool EDC				1,847,583.12	-1,847,583.12	0.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
04/03/2024	GLPKT05684	JN02401		Transfer TexPool EDC to TexPool EDC Prime			-1,847,583.12	0.00

EDC Detail Report

Account		Name				Beginning Balance	Total Activity	Ending Balance
07-000-01104-000		Cash in TexPool Prime EDC				0.00	1,855,885.47	1,855,885.47
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
04/03/2024	GLPKT05684	JN02401		Transfer TexPool EDC to TexPool EDC Prime			1,847,583.12	1,847,583.12
04/30/2024	BRPKT00166	INT0000181		EDC TexPool Prime Interest			7,764.01	1,855,347.13
04/30/2024	BRPKT00166	INT0000183		TexPool Reg Int tfr to Prime			538.34	1,855,885.47
07-000-01375-000		Notes Receivable				8,950.65	-1,422.69	7,527.96
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
04/01/2024	CLPKT02121	Daily AR 4.1.2024		B00003270 CLPKT02121			-1,422.69	7,527.96
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
04/11/2024	GLPKT05756	JN02415		Due from COW Sales Tax			51,356.50	51,356.50
04/12/2024	GLPKT05756	JN02419		Record transfer from COW to EDC			-51,356.50	0.00
07-000-02101-000		Accounts Payable Pending				-2,100.00	561.67	-1,538.33
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
04/01/2024	APPKT00669	535	481	monthly SEC PBL	0315 - Guevara Law, P.C.		-24.00	-2,124.00
04/05/2024	APPKT00679	481		Guevara Law, P.C. SEC PMT	0315 - Guevara Law, P.C.		24.00	-2,100.00
04/10/2024	APPKT00682	04102024	71824	Steve Deaton SEC PBL	1081 - The High Ground of Texas		-500.00	-2,600.00
04/11/2024	APPKT00698	02012024	71849	Wolfforth consulting fee SEC PBL	1179 - Raldco Development, LLC		-2,500.00	-5,100.00
04/11/2024	APPKT00698	03012024	71849	Wolfforth consulting fee SEC PBL	1179 - Raldco Development, LLC		-2,500.00	-7,600.00
04/12/2024	APPKT00686	71821		Marketing Alliance SEC PMT	1127 - Marketing Alliance		2,100.00	-5,500.00
04/12/2024	APPKT00686	71824		The High Ground of Texas SEC PMT	1081 - The High Ground of Texas		500.00	-5,000.00
04/15/2024	APPKT00689	00160080	511	EDC cards SEC PBL	0349 - Holland's Office Technologies		-38.00	-5,038.00
04/16/2024	APPKT00725	2983	566	Monthly marketing retainer SEC PBL	0988 - Purpose Marketing		-1,058.33	-6,096.33
04/19/2024	APPKT00695	511		Holland's Office Technologies SEC PMT	0349 - Holland's Office Technologies		38.00	-6,058.33
04/22/2024	APPKT00698	04222024	526	Oklahoma University EDI SEC PBL	1010 - Danielle Sweat		-518.00	-6,576.33
04/26/2024	APPKT00701	71849		Raldco Development, LLC SEC PMT	1179 - Raldco Development, LLC		2,500.00	-4,076.33
04/26/2024	APPKT00701	71849		Raldco Development, LLC SEC PMT	1179 - Raldco Development, LLC		2,500.00	-1,576.33
04/26/2024	APPKT00702	526		Danielle Sweat SEC PMT	1010 - Danielle Sweat		518.00	-1,058.33
04/30/2024	APPKT00709	558	531	monthly SEC PBL	0315 - Guevara Law, P.C.		-480.00	-1,538.33
07-000-02201-000		Due to City of Wolfforth				-229.50	229.50	0.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
04/04/2024	GLPKT05841	JN02439		Reimburse City 70% of EDC Ex Dir Payro			-75.61	-305.11
04/25/2024	GLPKT05842	JN02441		Settle 70% by transfer from EDC to GF			305.11	0.00
04/29/2024	GLPKT05710	JN02464		Reimburse City 70% of EDC Ex Dir Payro			-5,774.37	-5,774.37
04/29/2024	GLPKT05710	JN02465		Settle 70% by transfer from EDC to GF			5,774.37	0.00
07-000-31300-000		Sales Tax				-215,966.76	-51,356.50	-267,323.26
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
04/11/2024	GLPKT05756	JN02415		Sales Tax Due from COW			-51,356.50	-267,323.26

EDC Detail Report

Account		Name				Beginning Balance	Total Activity	Ending Balance		
07-000-36110-000		Interest income				-46,416.62	-8,516.65	-54,933.27		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
04/30/2024	BRPKT00162	EDC Operating	April 20	April 2024 Interest			-214.30	-46,630.92		
04/30/2024	BRPKT00166	TexPool Prime EDC		EDC TexPool Prime Interest			-7,764.01	-54,394.93		
04/30/2024	BRPKT00166	TexPool Prime EDC	Tex	TexPool Reg Int tfr to Prime			-538.34	-54,933.27		
07-752-42010-000		Office Supplies & Expense				208.58	38.00	246.58		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
04/15/2024	APPKT00689	00160080	511	EDC cards	0349 - Holland's Office Technologies		38.00	246.58		
07-752-42195-000		Meeting Expense				927.04	188.90	1,115.94		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
04/01/2024	GLPKT05710	JN02407		Meeting expense for April 24			188.90	1,115.94		
07-752-43101-000		Legal services				2,338.00	504.00	2,842.00		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
04/01/2024	APPKT00669	535	481	monthly	0315 - Guevara Law, P.C.		24.00	2,362.00		
04/30/2024	APPKT00709	558	531	monthly	0315 - Guevara Law, P.C.		480.00	2,842.00		
07-752-43110-000		Other Professional Services				8,335.00	5,000.00	13,335.00		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
04/11/2024	APPKT00698	02012024	71849	Wolfforth consulting fee	1179 - Raldco Development, LLC		2,500.00	10,835.00		
04/11/2024	APPKT00698	03012024	71849	Wolfforth consulting fee	1179 - Raldco Development, LLC		2,500.00	13,335.00		
07-752-43150-000		Marketing				45,843.29	1,058.33	46,901.62		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
04/16/2024	APPKT00725	2983	566	Monthly marketing retainer	0988 - Purpose Marketing		1,058.33	46,901.62		
07-752-43401-000		Travel/Training/Conferences				7,278.74	1,063.58	8,342.32		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
04/10/2024	APPKT00682	04102024	71824	Steve Deaton	1081 - The High Ground of Texas		500.00	7,778.74		
04/22/2024	APPKT00698	04222024	526	Oklahoma University EDI	1010 - Danielle Sweat		518.00	8,296.74		
04/29/2024	GLPKT05710	JN02474		Uber New Orleans trip			45.58	8,342.32		
07-752-43905-000		Payroll Reimbursement				35,860.54	5,849.98	41,710.52		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
04/04/2024	GLPKT05841	JN02439		Reimburse City 70% of EDC Ex Dir Payro			75.61	35,936.15		
04/29/2024	GLPKT05710	JN02464		Reimburse City 70% of EDC Ex Dir Payro			5,774.37	41,710.52		
Total Fund: 07 - Economic Development Corporation:						Beginning Balance:	1,790,396.82	Total Activity: 0.00	Ending Balance:	1,790,396.82
Grand Totals:						Beginning Balance:	1,790,396.82	Total Activity: 0.00	Ending Balance:	1,790,396.82

Fund	Beginning Balance	Total Activity	Ending Balance
07 - Economic Development Corporation	1,790,396.82	0.00	1,790,396.82
Grand Total:	1,790,396.82	0.00	1,790,396.82



Account Number	Name	Account Class	Account Status	Revenue Code	Total
0004	HOMETOWN TIRE	EDC	Active		
				EDC N/R - EDC N/R	40,598.76
				Total Balance:	40,598.76
0005	HOMETOWN TIRE	EDC	Active		
				EDC N/R - EDC N/R	33,519.77
				Total Balance:	33,519.77
				Total Balance:	74,118.53

Revenue Code Summary

Revenue Code	Amount
EDC N/R - EDC N/R	74,118.53
Total Balance:	74,118.53

<u>Account #</u>	<u>Name</u>	<u>Purpose</u>	<u>Total</u>	<u>Forgiveness Amount</u>	<u>Future Payments</u>	<u>Months to Payoff</u>
0004	HOMETOWN TIRE	Tire Mobile Service Note	40,598.76	38,753.38	1,845.38	2
0005	HOMETOWN TIRE	Tire Alignment Machine Note	33,519.77	29,259.88	4,259.89	9
			74,118.53	68,013.26	6,105.27	

<u>Account #</u>	<u>Name</u>	<u>Purpose</u>	<u>Total</u>	<u>Forgiveness Amount</u>	<u>Future Payments</u>	<u>Months to Payoff</u>
0004	HOMETOWN TIRE	Tire Mobile Service Note	41,521.45	38,753.38	2,768.07	3
0005	HOMETOWN TIRE	Tire Alignment Machine Note	34,019.77	29,259.88	4,759.89	10
			75,541.22	68,013.26	7,527.96	

<u>Account #</u>	<u>Name</u>	<u>Purpose</u>	<u>Total</u>	<u>Forgiveness Amount</u>	<u>Future Payments</u>	<u>Months to Payoff</u>
0004	HOMETOWN TIRE	Tire Mobile Service Note	42,444.14	38,753.38	3,690.76	4
0005	HOMETOWN TIRE	Tire Alignment Machine Note	34,519.77	29,259.88	5,259.89	11
			76,963.91	68,013.26	8,950.65	



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	June 11, 2024
ITEM TITLE:	Consider and take appropriate action on public hearing on a proposed economic development project to purchase land on major roads within the city of Wolfforth to promote new or expanded business development.
STAFF INITIATOR:	EDC Director-Danielle Sweat

BACKGROUND:

The EDC has approved the purchase of land on major roads to promote economic development within the city limits. As properties are obtained, they can be used to incentivize new growth and redevelopment.

EXHIBITS:**COUNCIL ACTION/STAFF RECOMMENDATION:**

Conduct public hearing



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	6-11-2024
ITEM TITLE:	Consider and take appropriate action on proposal from Retail Strategies.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

Retail Strategies is a national recruiting company that recruits businesses on behalf of communities. Retail Strategies exists to give communities across the United States an advantage in attracting businesses. Their mission is to provide the real estate expertise, tools, and human effort that position deserving towns as alluring locations for national businesses.

Lacy Beasley will be here in person to go over her proposal with the board.

EXHIBITS:

Retail Strategies Proposal

COUNCIL ACTION/STAFF RECOMMENDATION:



retail strategies

Retail Development Services

Wolfforth, Texas
02/08/2024

Strictly Private and Confidential

Pricing Valid for 90 Days

Who We Are

Retail Strategies, founded in 2011, is the national expert in recruiting businesses on behalf of communities. Retail Strategies exists to give communities across the United States an advantage in attracting businesses. Our mission is to provide the real estate expertise, tools, and human effort that position deserving towns as alluring locations for national businesses.

With confidence, we pursue this mission by delivering unparalleled customer service as a unified team with unmatched real estate expertise. Attracting new retail to a community is a complex, connection critical, and time-consuming endeavor. We give communities the option to outsource retail recruitment services to well-connected, experienced, and licensed retail real estate professionals. Our activities pay a return in sales taxes, added jobs, and businesses that enhance and add to the unique qualities of your community.

For our Client communities, we identify and aggressively execute a tailored strategy to attract new retailers, restaurants, and hotels. We attend more than ten International Council of Shopping Centers (ICSC) and multiple RetailLive! retail real estate trade shows across the Country to meet with industry professionals to showcase opportunities.

Our Beliefs

Much of our success is the result of our shared beliefs. These truths drive our team every day and remind us that the citizens of every client community are the true beneficiaries of our efforts.

We Believe

...every community deserves a place for neighbors to catch up over a cup of coffee

...it takes a community to build a community, and every client, partner, broker, developer and retail representative we connect should be treated as our own neighbors

...honesty is our most important asset, and it will pay off for everyone in the long run

Our Process



discover

We are an investment for your community.

We believe that every community is unique, so we take time to engage our Client's to understand your story of opportunity to leverage your attributes towards expanding businesses.

Our activities pay a return in sales tax, added jobs, and businesses that enhance and add to the unique qualities of your community.



connect

We make sure your community's story is heard.

As a conduit between communities and national retailers, we ensure that your stories of opportunity, culture, values and people are perfected to resonate with the right retail audiences.

Aggressively taking your communities story and information to expanding businesses, property owners, brokers, developers, and other industry players to create economic growth in your community.



advance

We multiply and enhance your staff.

We work as an extension of your staff, adding specific expertise, and amplifying your efforts and visibility many times over.

Being your partner and consistently providing feedback, answering questions, and solving complex problems to position your market for growth.

Our Service



Discover: Research

The cycle begins with market analysis. We take the deep dive in to data, advanced analytics, and proprietary tools developed in house to uncover and define the potential in your community.

After interviewing dozens of firms, Retail Strategies has assembled a series of data providers that are industry trusted leader in analytics. These are the same providers used by the majority of national pharmacy, grocery, and restaurant brands conducting research on your community. This data source consistently delivers the highest level of accuracy and allows our team to analyze and deliver over 3,365 individual variables (per geography) providing the deepest, most reliable, information possible to our Clients.

Trade Area Identification

By utilizing mobile data collection, data and analytics, and real estate acumen, our team will identify shopping patterns within your community that will answer key questions for retailers.

Real Estate Assets

An in-market study which identifies within the community various opportunities: strategic focus properties, underutilized assets, development zones, and redevelopment zones.

Mobile Data Collection

An industry leading report which utilizes cell phone data to identify the home and work location of consumers that visit a defined shopping area within the community.

Retailer Void Analysis

Identifying businesses that have entered similar communities but have not yet entered your market. This provides an initial list of realistic retail prospects that should be considering your market for expansion.

GAP Analysis

Examining the market supply and market demand within the trade area to uncover the categories of retail being desired by your community.

Consumer Expenditures

Drilling down into each retail segment to identify and understand what your consumers spending patterns are.

Psychographic Analysis

Defines the type of consumers in your market by breaking down consumers demographic characteristics, consumer preferences, consumer expenditures, and cultural ideals.

Peer Community Analysis

Identification and comparison of similar communities to measure your retail base and identify opportunities from a categorical perspective.

Our Service



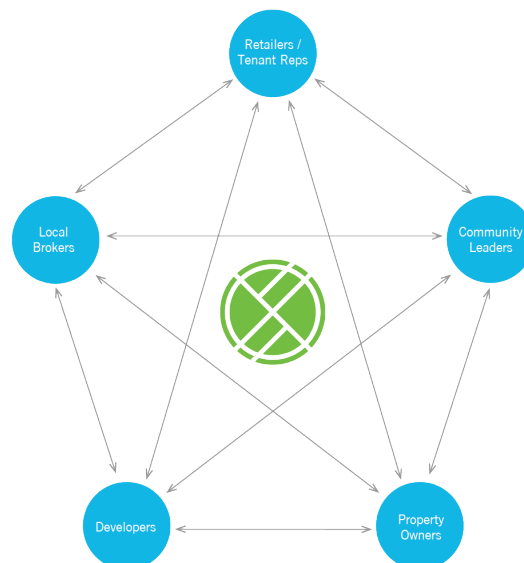
Discover: Real Estate Analysis

Real Estate is the key to every business expansion. Our team features over 150+ years of retail real estate experience and we utilize our collective experience to provide the most thorough, and creative, assessment of your community.

To accomplish this, we bring our team of retail real estate professionals to your community to uncover your strategic and underutilized real estate assets.

The inventory of properties our team believes is viable for new development, redevelopment highest and best use or vacancies that need to be filled are logged and recorded in our custom software program to be used by your team during the recruitment process.

The information we gather is immediately put to work through making outreach to the property owners, developers, and brokers who represent these properties to learn their goals for the property and how Retail Strategies can assist them on behalf of the community leaders.



Our Service



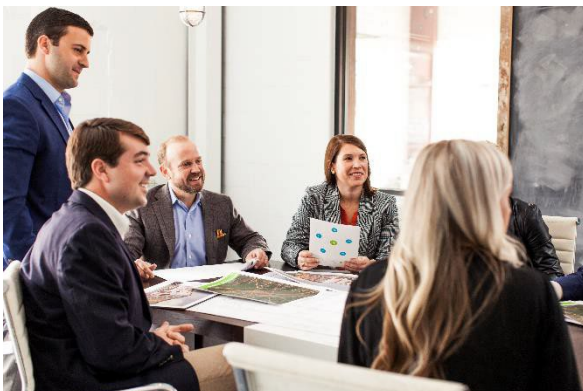
Discover: Community Input

Throughout the life of our partnership, we will always be ready to listen to your feedback, suggestions, opinions, and requests. Below are items and actions we take to ensure we are providing information and action toward the betterment of the community.

Communication: The Key to Our Partnerships

During our onboarding process we will be scheduling a time to speak with you to get a first- hand understanding of your goals, desired businesses, past experiences, etc. In addition, we send a questionnaire that can be filled out by one, or many, Community Leaders to provide Retail Strategies further information on your goals and vision.

From Day 1 our process is built around creating a relationship with you and getting communication and information flowing to one another. This is partnership. We know that no one knows your community better than you. Through our partnership we will be able to harness your local knowledge and pair it with our resources and connections to make an economic impact. In addition, this free flow of communication will allow you to always share feedback with our team which we will utilize on your behalf.



Our Service

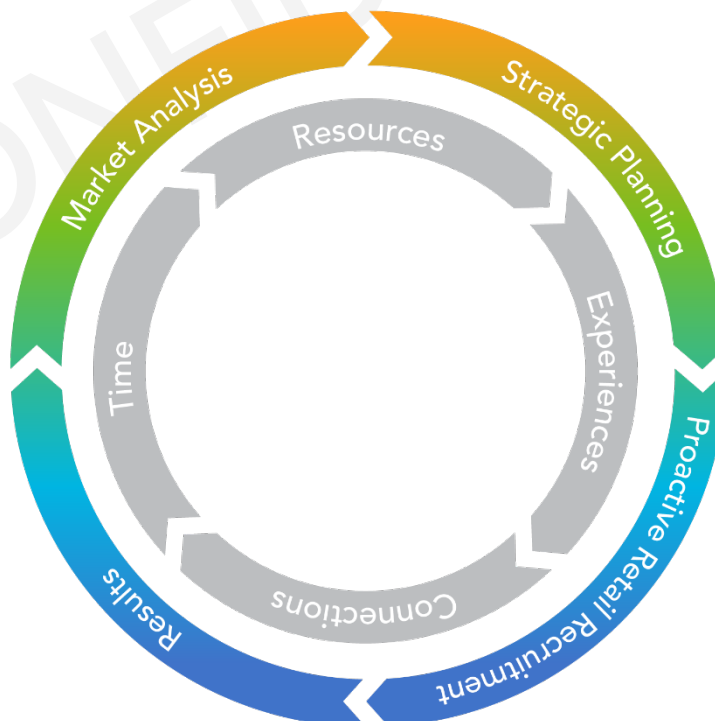


Connect: Retail Recruitment

Retail Recruitment is not an event, it is a process. While your team at Retail Strategies will provide a thorough analysis and Strategy within the first 100 days of our partnership, we will constantly be running new data sets, assessing the changing real estate environment within the community, researching new prospective businesses, assessing retailers changing expansion plans, etc.

Our Commitment to Success

Retail Strategies is constantly searching for new tools, hiring retail real estate professionals, and covering the Country with outreach to build the best network and service for our Clients. This relentless pursuit of success will position your community for growth today and in the future.



Our Service



Connect: Retail Recruitment

This is where the rubber meets the road. This is where we take the information we have collected for your community, package it in the appropriate format, and begin showcasing opportunities in your community. The Benefit of partnering with Retail Strategies is that we do not just hand you fancy gadgets and a CRM tool to conduct recruitment, our management team will conduct every piece of outreach to the appropriate contact on your behalf.

Proactive Outreach to Prospects

Retail Strategies team will be reaching out to property owners, brokers, developers, retailers, restaurants, and all other industry players to connect the dots to your market. We utilize the resources we have gathered and will continue to seek additional information throughout our partnership to further define the opportunities in your market.

Representation

Each year our team attends more than a dozen retail real estate conferences. For Texas, the key retail conference include ICSC Red River States, ICSC Recon, and RetailLive! Austin. Retail Strategies attends all of these shows annually and vows to continue to attend to meet with industry leaders and market the opportunities.

At the conferences we will set up and have meetings with targeted retailers, restaurants, brokers, and developers on your behalf. Following the conference you will receive an update on who we met with, what was said, and what our next steps are.



Our Service



Advance: Reporting and Collaboration

Reporting and communicating is the key to any partnership. We dedicate multiple points of contact to you so that we ensure 1) effective outreach and 2) that your questions, feedback, and other information can be answered, collected, and utilized.

Reporting

Through our partnership we will establish regular communication with you. We report to you regularly with updates from our recruitment efforts, industry news, and other information that will allow you to become more of an expert on your market and the industry.

Your team will be reaching out to property owners, brokers, developers, retailers, restaurants, and other industry players on your behalf. These conversations will be summarized and provided to you to keep you in the know on our efforts.

In addition, through our experience we know we can learn as much from a "no" as we can from the "yes". We provide you information on why it is a yes and why it was a no so that your community can better understand how prospective businesses and industry leaders view your community.

Basecamp

Retail Strategies utilizes Basecamp, a project management and collaboration web platform, to record and store conversations and information shared with our Clients. This platform is username and password protected and keeps our partnership organized.

We understand that your team will adjust and grow overtime and Basecamp allows new members of your team the ability to get up to speed quickly with our efforts.

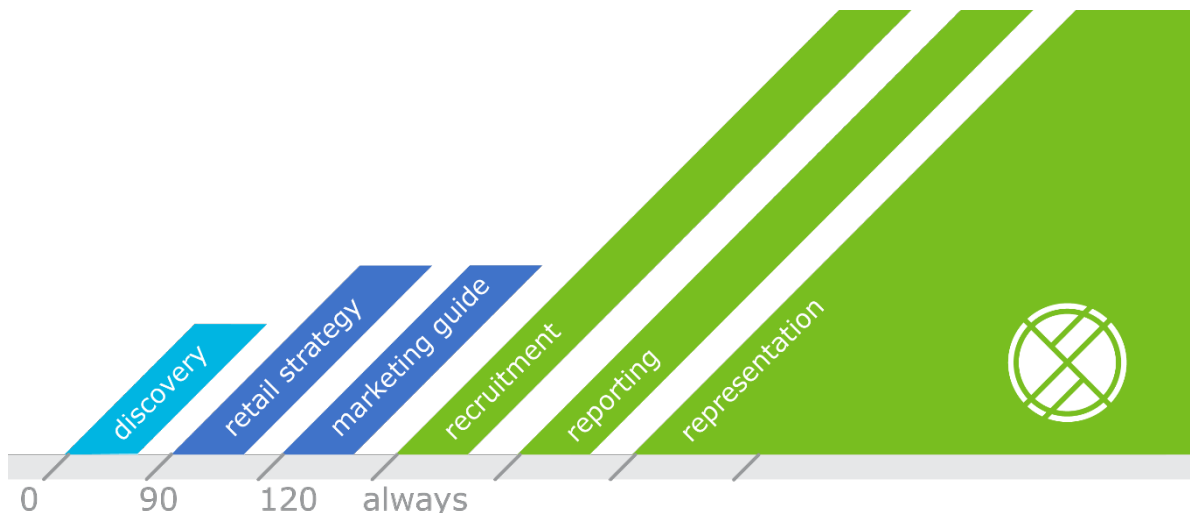
Scope of Services

DATA & ANALYTICS | REAL ESTATE ANALYSIS | COMMUNITY INPUT | RETAIL STRATEGY

- Retail Real Estate Analysis performed by Licensed Retail Real Estate Professionals
- Identify and Evaluate priority commercial properties for development, re-development and higher and best use opportunities
- Identification of priority business categories for recruitment and/or local expansion
- Target List of Retailers and Restaurants (minimum of 30)
- Customized Marketing Guide (four pages)
- Identify market retail trade area using political boundaries, drive times and radii and custom boundary geographies
- Perform market and retail GAP analysis for trade area (i.e. leakage and surplus)
- Analyze community's growth potential through the peer analysis and GAP analysis
- Analysis of future retail space requirements in relation to the peer markets and retail opportunities
- Conduct retail peer market analysis
- Identify and evaluate competing shopping areas
- Tapestry lifestyles – psychographic profile of trade area / market segmentation analysis
- Consumer Spending Pattern Reports
- Market Outlook Reports
- Aerial imagery of trade area(s)
- Provide updates on retail industry trends
- Custom on-demand demographic research – historical, current, and projected demographics – to include market trade areas by radius/drive time, and custom trade area

RECRUITMENT | REPRESENTATION | OUTREACH | CONNECTIVITY

- Pro-active retail recruitment for targeted zones
- Will contact a minimum of 30 overall retailers, restaurants, brokers and/or developers each year
- Updates on new activity will be provided to Client's designated primary point of contact via Basecamp, telephone, or email on a regular basis
- ICSC and Retail Live conference representation- updates provided according to the yearly conference schedule
- Active outreach to local brokers and landowners



RETAIL STRATEGIES

retail strategies

Investment

Retail Strategies investment pricing for our Recruitment service:

Annual Agreement

An annual contract with pricing defined for three years of service. This partnership includes an annual opt-out with no penalty.

	Annual Investment
Total Contract Value	\$135,000
Year 1	\$45,000
Year 2	\$45,000
Year 3	\$45,000

Project fees are due within 30 days of receipt of the invoice.

One trip to the Client is included in pricing. Any additional travel will be approved by the Client (not to exceed \$1,000 per trip).

Should the Client request a special assignment, additional work, and/or additional travel needs not specifically referenced in the contract, we will prepare written authorization to be signed by the Client in advance of commencing any additional work.



retail strategies

Thank You!

Strictly Private and Confidential

Pricing Valid for 90 Days



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	6-11-2024
ITEM TITLE:	Consider and take appropriate action on contract renewal with Leading EDG/Taylor McAlpine.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

Leading EDG is a network of resources with the goal of developing entrepreneurs and strengthening small businesses. They utilize a network of strategic alliances with a team that includes experts in financial management, sales training, business coaching, intellectual property, social media, and more.

Taylor McAlpine is a business facilitator and a small business owner. Taylor has a background in retail, customer service, management, and marketing. He is currently the owner of Local LBK, a media brand on a mission to help people and organizations experience Lubbock, save money, and support the community. Taylor graduated with a dual bachelor's degree in marketing and management with a concentration in entrepreneurship from Texas Tech's Rawls College of Business. Taylor specializes in business development, brand alignment, and marketing strategy.

With these skills Taylor works one on one with potential and existing entrepreneurs to start or expand their business. Many times, he acts as a liaison between them and the board. He will work with them on what they need to apply for help from the EDC. Taylor is here every other Tuesday to meet with our Wolfforth clients. He is great about communicating with the director on a regular basis.

EXHIBITS:

Facilitation agreement and invoice

COUNCIL ACTION/STAFF RECOMMENDATION:

BUSINESS FACILITATION AGREEMENT

This Business Facilitation Agreement (“Agreement”) is made and entered into effective this 1st day of June, 2024, by and between Leading EDG, LLC, a Texas limited liability company (“Company”), and the Wolfforth Economic Development Corporation, a Texas non-profit corporation (“EDC”). Company and EDC may be referred to collectively as the “Parties.”

WHEREAS EDC wishes to engage Company as an independent contractor to provide business facilitation services, as defined in Section 1 below (the “Services”), to businesses and entrepreneurs (“Entrepreneurs”) located within the city limits of Wolfforth, Texas (the “Territory”).

WHEREAS Company is willing and able to provide such Services to Entrepreneurs through an individual Business Facilitator (“Facilitator”).

WHEREAS Facilitator will have access to Company resources, including print and/or electronic materials (the “Materials”), Company training, and the Company’s network of facilitators in other communities.

AGREEMENT

In consideration of the Recitals which are made a contractual part of this Agreement, the execution and delivery of this Agreement, the performance of the obligations hereunder and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Company and EDC hereby agree as follows:

1. Subject to the terms of this Agreement, Company shall provide the following services:
 - a. A trained Facilitator in the Territory to work with Entrepreneurs;
 - b. The Facilitator will be physically present in the Territory for at least twentyfour (24) days per year;
 - c. The Facilitator will identify and organize the network resources to meet each Entrepreneur’s individual needs;

- d. Company shall manage and support each Entrepreneur as the Facilitator builds, consults, and facilitates:
- Build – A Community Resource Network for Entrepreneurs (accounting, legal, finance, etc.)
 - Consult – With EDC, City management and local business leaders on Territory specific needs
 - Facilitate – Through engaging with individuals with an existing business and/or startup business idea
- e. Company shall report monthly on Entrepreneur activity.

Company and the Facilitator shall not:

- Provide legal or accounting advice
- Act as an agent on the Entrepreneur's behalf with banks or in any other negotiation
- Engage in running the Entrepreneur's business
- Assume responsibility for strategic or tactical decision-making of the Entrepreneur
- Act as an employee of the Entrepreneur's business
- Provide professional counseling or therapy
- Act as an "employment agent," "business manager," "financial analyst," or "psychotherapist."

The above-listed activities are expressly excluded from the definition of the Services.

2. Services Provided by EDC

EDC shall:

- Provide a physical space, equipped with phone, fax, copier and Internet services, for Facilitator to meet with Entrepreneurs

- Assist with the introduction and promotion of the program to the community
- Provide feedback to Company on a quarterly basis

3. Compensation

In consideration for the Services, EDC will pay to Company a fee of Twenty Six Thousand Five Hundred dollars (\$26,500.00) per year plus mileage. Current IRS mileage rate will be charged. Company shall be responsible for all expenses that it may incur in connection with providing the Services. EDC agrees, however, to reimburse Company for all expenses approved by EDC.

From time to time, Company may perform services for EDC that exceed the scope of the Services (“Additional Work”). Such Additional Work must be agreed upon by the Parties in advance of commencement of the Additional Work. Company shall bill such Additional Work to EDC at an hourly rate agreed upon by the Parties in advance.

4. Invoicing

Company shall invoice EDC for the Services and any Additional Work and payment is due upon receipt of the invoice. Without waiving any other remedy Company may have, Company may, in its sole discretion, cease or delay providing Services and/or Additional Work if EDC fails to pay any invoice when due. Additionally, EDC agrees to pay all costs and expenses, including but not limited to, reasonable attorney’s fees, incurred by Company in collecting such overdue amounts, together with interest on such unpaid amounts at the lesser of one and one-half percent (1½%) per month; or the greatest amount permitted by applicable law.

5. Terms of Agreement and Termination

The term of this Agreement shall be for two years beginning on the effective date of this Agreement and shall renew for an additional year on each effective date anniversary. Without limitation, either Party may terminate this Agreement at any time upon giving ninety (90) days prior written notice to the other Party. Upon termination, EDC shall pay all unpaid invoices and compensate Company for the pro-rata portion of the annual fee and Additional Work even if no invoice has been sent prior to termination. Sections 4, 6, 8 and 9 shall survive termination of this Agreement.

6. Intellectual Property Rights

The Parties acknowledge and agree that all right, title, and interest, including, without limitation, all patents, trade secrets, confidential information, copyrights, trademarks, and other intellectual property rights throughout the world, including derivative works, renewals, reissues and extensions (the “Rights”), relating in any way to the Materials, now developed or yet to be developed, shall belong solely and exclusively to Company, its legal representatives, successors, and assigns.

7. Company Promotions

EDC agrees that Company may use EDC’s name, logo, and non-proprietary information for promotional purposes.

8. Disclaimer of Warranties

Entrepreneurs are responsible for creating their own results. Results are not guaranteed and Company disclaims all warranties of any kind whether express or implied.

9. LIMITATION OF LIABILITY

THE AGGREGATE LIABILITY IN CONNECTION WITH ANY CLAIM ARISING OUT OF OR RELATING TO ANY SERVICES PROVIDED BY COMPANY AND/OR THE FACILITATOR SHALL NOT EXCEED THE LESSER OF THE AMOUNT OF YOUR ACTUAL DIRECT DAMAGES, OR THE PRICE PAID FOR THE SERVICES IN A GIVEN CALENDAR YEAR. YOUR RIGHT TO MONETARY DAMAGES IN THAT AMOUNT SHALL BE IN LIEU OF ALL OTHER REMEDIES WHICH YOU MAY HAVE AGAINST COMPANY AND/OR FACILITATOR, REGARDLESS OF ANY NEGLIGENCE OF COMPANY OR THE FACILITATOR.

COMPANY AND THE FACILITATOR SHALL NOT BE LIABLE FOR ANY SPECIAL, INDIRECT, INCIDENTAL, OR CONSEQUENTIAL DAMAGES OF ANY KIND WHATSOEVER (INCLUDING, WITHOUT LIMITATION, ATTORNEYS’ FEES) IN ANY WAY DUE TO, RESULTING FROM, OR ARISING IN CONNECTION WITH ANY SERVICES PURCHASED OR OBTAINED FROM COMPANY OR THE FACILITATOR, OR THE FAILURE OF COMPANY OR THE FACILITATOR TO PERFORM ITS OBLIGATIONS, REGARDLESS OF ANY NEGLIGENCE OF COMPANY OR THE FACILITATOR.

10. Independent Contractor

It is expressly agreed that Company's relationship to the EDC is always that of an independent contractor only and that no other relationship was created at any time or is intended or created by this Agreement. Specifically, nothing in this Agreement shall be in any way construed so as to make EDC and/or the Facilitator a joint venturer with, or a partner, agent, or employee of, EDC.

11. Entire and Sole Agreement

This Agreement constitutes the entire understanding and agreement between the parties regarding the subject matter of this Agreement and supersedes any and all prior or contemporaneous oral or written communications regarding it, all of which are merged herein.

AGREED:

Leading EDG, LLC

By: _____

Date

Printed name: _____

Title: _____

Wolfforth Economic Development Corporation

By: _____

Date

Printed name: _____

Title: _____



growing **communities** one business at a time.

INVOICE

INVOICE # WOLED060124

DATE: JUNE 1, 2024

To:

Danielle Sweat

Wolfforth Economic Development Corp.

P.O. Box 36

Wolfforth, TX 79382

806-855-4120

FOR:

BUSINESS FACILITATION SERVICES

Leading EDG, LLC

P.O. Box 31762

Amarillo, Texas 79120 Phone

800.915.0566

DESCRIPTION	HOURS	RATE	AMOUNT
Business Facilitation Services –			
June 1, 2024, through May 31, 2025			\$26,500.00
Mileage Reimbursement 23.2 Miles round trip x 24 trips = 556 556 x 67 cents per mile = \$372.52			\$372.52
Due Upon Receipt. Thank you, Danielle!			
TOTAL			\$26, 872.52



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	6-11-2024
ITEM TITLE:	Consider and take appropriate action on Steve Deaton Attending the High Ground board member Forward Planning Meeting.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND

The High Ground of Texas will hold their Annual Forward Planning Meeting on August 15th-16th, 2024 at the Inn of the Mountain Gods. This is an important time to review financials, discuss feedback from membership, and set priorities for the coming year. This is for board members only, which Steve Deaton is a lifetime member of. He has been attending these meetings on our behalf and would love to go again this year.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION:

EDC director recommends sending Steve as a representative of our board.



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	6-11-2024
ITEM TITLE:	Consider and take appropriate action on contract renewal Zactax.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

Zactax is an in-depth analysis of our taxpayers, both local and from out-of-town.

EXHIBITS:

invoice

COUNCIL ACTION/STAFF RECOMMENDATION:

Eight 20 Consulting LLC
141 Ethan Drive
Hudson Oaks, TX 76087
patrick@zactax.com
www.zactax.com



Item # 7.

INVOICE

BILL TO

City of Wolfforth
302 Main St
Wolfforth 79382 United States

INVOICE # 22040

DATE 05/01/2024

DUE DATE 05/31/2024

TERMS Net 30

ACTIVITY

AMOUNT

Sales Tax:Zactax Sales Tax Subscription Service - Population less
than 25k
Zactax Sales Tax Subscription Service - Population less than 25k

3,000.00

BALANCE DUE

\$3,000.00



AGENDA ITEM COMMENTARY

MEETING NAME: Economic Development Corporation

MEETING DATE: 6-11-2024

ITEM TITLE: Consider and take appropriate action on membership with Team Texas.

STAFF INITIATOR: Danielle Sweat-EDC Director

BACKGROUND

The Team Texas model is designed to give local economic development groups the advantage of marketing as a part of a larger region, or as a state in this case, without all of the costs.

Team Texas leverages the investments made by each member to maximize the access they have to marketing tools. Our members work together as one team under the Texas brand to continue generating awareness of the opportunities for relocation and expansion within the state.

It's another opportunity for our community to be put in situations where there might be opportunity for business recruitment and primary jobs. There are opportunities to travel with them as a part of Team Texas and promote Texas as a whole, but our community individually as well. As director, I would also be getting experience with more seasoned professionals and learning how to market us better.

EXHIBITS:

Team Texas Playbook

COUNCIL ACTION/STAFF RECOMMENDATION:

TEAM TEXAS

2024

PLAYBOOK

Founded in 1986, Team Texas is the member-based state business attraction program through the Texas Economic Development Council, the professional association for Texas economic developers.



BIG. BOLD. TEXAS.

The Team Texas model is designed to give our local economic development groups the advantage of marketing as a part of a larger region, or as a state in this case, without all of the costs.

Team Texas leverages the investments made by each member to maximize the access they have to marketing tools. Our members work together as one team under the Texas brand to continue generating awareness of the opportunities for relocation and expansion within the state.



WELCOME

A NOTE FROM THE CHAIR

Howdy! As Chairwoman of Team Texas, it is my privilege to introduce to you the 2024 Team Texas Playbook. Your Team Texas Advisory Council has worked diligently this year to ensure that we have a fantastic line up of marketing opportunities that will provide value to every community (large and small) in the Great State of Texas. This year's plan, crafted with your feedback, reflects those efforts.

As the Texas marketing effort led exclusively by member EDOs since 1986, we are uniquely qualified to spread a global message to highlight the diversity our state offers to a wide range of prospects and multipliers. Team Texas provides your organization with the tools you need to build your marketing reach and engage with prospects in a cost-effective way. We have a proven track record of pipeline building and project wins and we anticipate this year will be no exception.

Please take a look at our program of work in the pages that follow and figure out how best to maximize your community's effort with Team Texas. You won't regret it.

As always, please reach out to me or any of the Team Texas Advisory Council members if we can help in any way.

Thanks again for your continued support of Team Texas and here's to a successful 2024!

#GoTeamTexas

Warm regards,

A handwritten signature in black ink that reads "Danielle Scheiner".

Danielle Scheiner
2024 Team Texas Advisory Council Chair
Conroe EDC

Vision

Our vision is for Texas' continued economic strength and promotion of Texas as the best state for a myriad of industries to the benefit of the residents and employers in our communities.

Mission

Our mission is to collaborate as economic developers promoting Texas as the choice for investment and job creation.



THE TEAM TEXAS MODEL



Going back to the Team Texas mission of creating opportunities for our members, the Team Texas model is designed to give our local economic development groups the advantage of marketing as a part of a larger region, or as a state in this case, without all of the costs.

Team Texas leverages the investments made by each member to maximize the access they have to marketing tools. Our members work together as one team under the Texas brand to continue generating awareness of the opportunities for relocation to and expansion within the state.

Once a prospect is interested in Texas, it falls on our local communities to court them and close the deals. State incentives are negotiated through The Office of the Governor. Team Texas partners with the Texas Economic Development Corporation to share a unified message about doing business in Texas, amplify our presence during marketing events in which our programs align, and cover the remaining ground not covered in each other's programs.

Team Texas implements a variety of activities and events to reach diverse targets and satisfy the diverse needs of its members. Examples of these include roadshows (marketing missions), trade shows, hospitality events, and exclusive site consultant-member events.

THE TEAM TEXAS MODEL

OUTBOUND MARKETING

Tradeshow Exhibitions

Team Texas will secure a booth space at our most attended and historically successful shows. Team Texas members are invited to join the Team Texas booth as “participant” – this means that the registered members will be assigned equal amounts of time to work at the booth on behalf of Team Texas.

Team Texas will facilitate activities and promotions to draw traffic to the booth where the working members will engage in conversations with potential new contacts and then complete in-take forms for each contact when appropriate.

Team Texas staff will distribute the information about the new contacts in a timely manner.

- Members may register using available credits or on a pay-to-play basis.

Hospitality Events

Texas is known for its hospitality, which is a sentiment Team Texas will develop through receptions and events throughout the year.

- Texas Party Under the Stars – Washington D.C.
 - Texas Party Under the Stars event is an add on to SelectUSA. To participate, you must attend the correlating show.
- An Additional Hospitality event (TBD) in conjunction with the New York Road Show

Road Shows

Economic developers’ key industry contacts are consistently asked to get on the road to tour a location. To keep our competitive edge, Team Texas will host regular visits to markets with a high density of key contacts in order to grow and maintain relationships with those contacts without them having to pack their bags. While not everyone will be in every meeting, as participants will be split into teams, Team Texas staff will provide all contacts and notes from each meeting to every participant following the mission.

**Road Shows are prioritized for Team Texas members’ who invest at Player level (platinum members receive priority registration). Participation is based on first-come-first serve basis.

"We tried Team Texas for the first time in 2021-2022. The strategy works! From road shows to trade shows, hundreds of leads are generated of companies all sizes considering Texas. From the lead list, Lancaster staff contacts each with custom emails and follow up with phone calls. As a result, we had approximately 20 site visits and have ongoing communications. We also connected with several leads we are already working, allowing for face-to-face interaction and relationship building. In my opinion with almost two decades of Texas economic development experience, if you work the leads from the shows, Team Texas is the best tool in the box."

- SHANE SHEPARD, ECONOMIC DEVELOPMENT DIRECTOR
CITY OF LANCASTER

THE TEAM TEXAS MODEL

IN-BOUND MARKETING

Team Texas Consultant Summit

Once again, Team Texas will partner with Consultant Connect to host an exclusive member-only site consultant event. The Team Texas Consultant Summit is a two-day event that includes at least six active consultants for robust content, networking, and a VIP hospitality event. Team Texas members will be able to attend the conference programming as a benefit of their membership at no extra cost. Similar events around the country may cost attendees up to \$3,500 to participate, making this Team Texas' most anticipated annual event.

2024 Consultant Summit

Location: To Be Announced

Dates: The Economic Summit will be hosted the last week of August.

*Additional Details coming soon.

DIGITAL MARKETING

Digital Lead Generation

Team Texas will use web analytics to determine who is exploring Texas options and will work to qualify and then distribute those contacts to qualifying members.

STRATEGIC BRAND ALIGNMENT

Sponsorships

One way to raise our brand's visibility is through strategic sponsorships; Team Texas invests in a conference to gain exposure while also receiving some participation benefits. Team Texas Members will receive information on how to participate in 2024.

T E A M



2024 CALENDAR OF EVENTS

DATES	WHAT	WHERE	ACTIVITY	REGISTRATION
Feb 5-6	Road Show	Southern CA	Road Show*	\$2,500
Feb 6-8	MDM	Anaheim, CA	Trade Show Exhibitor	\$1,500
April 6-10	IAMC Spring	Greenville, SC	N/A	N/A
April 9-11	MRO Americas	Chicago, IL	Trade Show Exhibitor	\$1,500
May 1-2	Road Show	Chicago, IL	Road Show*	\$2,500
June 23-26	SelectUSA	Washington, DC	Trade Show Exhibitor	\$1,500
June 25	Party Under the Stars	Washington, DC	Hospitality Event	\$1,000
July 24	Hospitality Event TBD	New York, NY	Hospitaliy Event	\$1,000
July 24-25	Road Show	New York, NY	Road Show*	\$2,500
Last Week of August	Texas Consultant Summit	TBD, TX	Member-Consultant Event	Basic Entry Included
Sept 9-14	IMTS 2024	Chicago, IL	Trade Show Exhibitor	\$1,500
Sept 18-20	Road Show	Canada	Road Show*	\$2,500
Sept 14-18	IAMC Fall	Quebec City, Canada	N/A	N/A
Oct 15-17	FABTECH 2024	Orlando, FL	Trade Show Exhibitor	\$1,500
Nov 6-7	Gold & Platinum Road Show	Internation Destination TBD	Road Show*	\$2,500
Nov 6-7	Small Town Road Show	California	Road Show*	\$2,500
*Indicates Events Prioritized to Platinum, Gold, and Bronze Members.				

2024 MEMBERSHIP

GENERAL MEMBERSHIP

\$3,500

****Included in all membership levels**

- Hyperlinked listing on the Team Texas website
- Receipt of quarterly newsletter
- Relocation/Expansion Announcement Distribution
- Team Texas social media engagement
- Option to participate in select Team Texas events throughout the year
- Use of Team Texas Logo on organization website and marketing materials.
- Complimentary invitation for member to annual VIP Membership event (Consultant Summit - Value of \$3,500)



Economic Summit 2023

2024 TEAM TEXAS PLAYER LEVELS

PLATINUM MEMBERSHIP

\$28,000

- Access to all contacts generated through Team Texas events and digital lead generation
- Four (4) registrations to Team Texas events valued at \$2,500 (Road Show) with automatic registration and option to opt out
- One (1) registration to Exclusive Platinum and Gold Road Show (\$2,500)
- Eleven (11) registrations to Team Texas events valued up to \$1,500 each - (Trade Shows)
- Four (4) registrations to Team Texas hospitality events valued up to \$1,000 each
- One (1) registration to the Consultant Summit plus one additional registration (\$7,000)
- Exclusive Platinum, Gold and Host City breakfast with site consultants at the Consultant Summit.
- Organization logo recognition on annual Team Texas member signage
- Option to participate in ALL Team Texas events throughout the year
- Priority access to all Team Texas events

GOLD MEMBERSHIP

\$15,500

- Two (2) registrations to Team Texas events valued at \$2,500 (Road Show)
- One (1) registration to Exclusive Platinum and Gold Road Show (\$2,500)
- Six (6) registrations to Team Texas events valued at \$1,500 each (Trade Show)
- Two (2) registrations to Team Texas events valued at \$1,000 each
- Option to participate in ALL Team Texas events throughout the year
- Exclusive Platinum, Gold and Host City breakfast with site consultants at the Consultant Summit.
- Access to all contacts generated through digital lead generation
- Organization name recognition on annual Team Texas member signage

BRONZE MEMBERSHIP

\$8,000

- One (1) registration to Team Texas events valued at \$2,500 (Road Show)
- Three (3) registrations to Team Texas events valued at \$1,500 each (Trade Show)
- One (1) registration to Team Texas events valued at \$1,000 each
- Option to participate in ALL Team Texas events throughout the year

****Substitutions will be considered on a case by case situation.**

READY TO JOIN TEAM TEXAS?

**CONTACT US TO START YOUR
TEAM TEXAS JOURNEY TODAY**

GoTeamTexas.com/Join-Team-Texas

info@goteamtexas.com



TELEPHONE

512.480.8432



WEBSITE

www.goteamtexas.com



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	June 11, 2024
ITEM TITLE:	Consider and take appropriate action on revised digital marketing campaign with Marketing Alliance.
STAFF INITIATOR:	EDC Director-Danielle Sweat

BACKGROUND:

The EDC hired Marketing Alliance to put together a website for the EDC. The website is in its final stages of development, so now we are looking at marketing beyond. Marketing Alliance would start with a "Phase 1" for 6 months to let the region and beyond know of our work, value, and opportunities. A Phase 2 campaign would take us into more digital marketing placements in industry publication sites and direct outreach to companies, but we believe that should be in 2025.

EXHIBITS:

Revised Marketing Alliance marketing proposal.

COUNCIL ACTION/STAFF RECOMMENDATION:



**MARKETING
ALLIANCE**

Digital Marketing Campaign – 6 months for Wolfforth EDC

As requested by
Danielle Sweat

David Petr
CEO
Marketing Alliance

dpetr@marketingallianceinc.com
[863-956-7474](tel:863-956-7474)
www.marketingallianceinc.com

Scope of Work

Item # 9.

Planning

Project Kickoff with Goal Setting

\$350

In the project kickoff meeting, Marketing Alliance will discuss its vision for an audience-building and awareness campaign that will create positive awareness for Wolfforth and its Economic Development Corporation, in both internal and external markets.

Preliminary goals, to be confirmed, include:

- Drive new and relevant website traffic to wolfforthedc.com
- Create general awareness for Wolfforth, Texas with key industry contacts and within key markets
- Create a two-way conversation that will allow for direct communication to prospects regarding the benefits of locating, starting or growing a business in Wolfforth

This discussion will include the following:

- Introductions
- Preliminary project goals
- Approach to strategic and creative work
- Timeline review
- Q&A

Strategic Development

Create Audience Profile

\$800

To be successful in creating positive awareness of the City and the economic development corporation, Marketing Alliance will strategize the target audiences based on the goals of the project, including internal and external audiences.

This work includes:

- Identifying the character of the internal audience (citizens, partners, allies)
- Identifying the background, location and interests of site selectors and C-Level Executives in the city's target industry verticals
- Producing a profile document for client review and approval, and internal guidance for digital marketing efforts

Determine Messaging Priorities

\$1,050

Marketing Alliance will develop a messaging matrix to successfully tell the Wolfforth and EDC story to internal and external audiences. This messaging work will define the categories that we believe will be the most effective at this stage in the EDC's evolution.

Possible topic areas could include:

- Introducing the Wolfforth EDC and services
- Team highlight (Danielle profile, background, how to connect)
- Showcasing development opportunities and real estate
- Highlighting talent and training partners
- Inspiring entrepreneurs with downtown opportunities
- Business highlights (Testimonial videos or static quotes)
- Announcing unique incentives or grants

- Small business resources
- Local events: community, job fairs, fundraising, etc.
- Workforce report/findings
- Transportation corridor updates or other infrastructure news

The result of this strategic work will be the creation of document for client review and approval, and for internal use as we develop content related to these areas.

Develop Posting Schedule/Calendar

\$800

Once the topics have been defined, Marketing Alliance will create a simple calendar that can be reviewed and modified by the client, as needed. These Google Sheet document will list the topics across 6 months of weekly posting on Facebook and LinkedIn.

This includes:

- Strategizing topics and and sub-topics
- Determining format of posts between static images, dynamic gifs, video content
- Outlining all the posts by topic in a Google Sheet
- Monthly (or as needed) refinements to ensure highest effectiveness

Content Development, Posting and Monitoring

Internal Audience – Facebook

\$6,000

Marketing Alliance will use Facebook to deploy an Internal Marketing Campaign. This social media channel is ideal to reach citizens, partners and prospects within the region. Messaging will be less business development focused, and more related to the value the Wolfforth EDC brings to the community, the services the EDC offers to local businesses and other announcements.

This includes:

- Four (4) social media posts with original content per month for six months
- Posts will be static images, dynamic gifs or edited video content
- All traffic will be sent to www.wolfforthedc.com or relevant page
- The tagging of partners, allies and related companies to encourage sharing
- Hashtags, such as #WolfforthTX and others, based on strategy development, will be used to encourage sharing and track reach

With your account access and permission, Marketing Alliance will post all 24 posts on your behalf, directly to the Wolfforth EDC social media account.

External Audience – LinkedIn

\$6,000

Marketing Alliance will use LinkedIn to deploy an External Marketing Campaign. This social media channel is ideal to company decision makers and site selectors in the region and outside of the region. Messaging will be business development focused, and related to the target industry strengths, the strategic location, strength of talent and pro-business culture found in the city.

This includes:

- Four (4) social media posts with original content per month for six months
- Posts will be static images, dynamic gifs and edited video content
- All traffic will be sent to www.wolfforthedc.com or relevant page
- Partners, allies and related companies will be "tagged" to encourage sharing
- Hashtags such as #WolfforthTX and others, based on strategy development, will be used to encourage sharing and track reach

With your account access and permission, Marketing Alliance will post all 24 posts on your behalf, directly to the Wolfforth EDC social account.

Item # 9.

Facebook Media Buy

\$1,800

By investing in a media spend on Facebook, the Wolfforth EDC can promote content for additional views with the target audience Marketing Alliance identifies. Marketing Alliance will set up the media buy on behalf of the client.

A monthly spend of \$300 (or \$1800 for the 6-month term) will:

- Reach prospects identified by Facebook targeting and algorithms
- Promote videos, display ads, and other updates
- Deliver content to prospect's Facebook feed when they are most active

The \$1800 is a minimal investment and can be increased per the client's request, if/as needed.

LinkedIn Media Buy

\$1,800

By investing in a media spend on LinkedIn, the Wolfforth EDC can promote content for additional views with the target audience Marketing Alliance identifies. Marketing Alliance will set up the media buy on behalf of the client.

A monthly spend of \$300 (or \$1800 for the 6-month term) will:

- Reach prospects identified by LinkedIn targeting and through "Matched Audience" databases curated by Marketing Alliance
- Promote videos, display ads, and other updates
- Deliver content to prospect's LinkedIn feed when they are most active

The \$1800 is a minimal investment and can be increased per the client's request, if/as needed.

☐ Monthly Newsletter (Optional)

☐ \$1,050 × 6 \$6,300

As an option, but powerful addition to the digital marketing campaign, Marketing Alliance can create a simple email newsletter and send it to defined prospect list that comprises a portion of your internal audience and external audience.

This includes time for:

- Story development
- Design of each newsletter
- Copywriting of each newsletter
- List creation between 500-1000 respondents, based on goals
- Deployment of the survey throughout MailChimp or other service, branded as Wolfforth EDC
- Reporting of open rates, click throughs and other actions

We recommend 6 newsletters, but you can adjust the number to your preference, and the price will adjust.

The design and copywriting portions of the project include two revisions.

One Time

Total(s)	\$18,600
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Social Media Graphic Samples

Marketing Alliance creates social graphics for digital marketing campaigns in Facebook and LinkedIn to reach internal and external audiences. These graphics are paired with compelling copy with calls-to-action or awareness goals, and are produced as static images, animated GIFs or short video clips. Below is work we are doing for clients across the United States to drive traffic to the client's economic development website.

Craig, Colorado



Golden Triangle,
Mississippi



Henderson, Nevada



Hondo, Texas



Kentucky
Cornerstone Region



Marketing Alliance and Wolfforth, Texas

Marketing Alliance has helped transform over 430 communities into prosperous, thriving economic engines through result-based solutions in business strategy, website development, digital marketing campaigns, video production, lead generation and custom services. The team at Marketing Alliance is enthusiastic to propose a scope of work including digital marketing services to advance the mission of the Wolfforth Economic Development Corporation.

Our knowledge of Wolfforth and unique industry expertise gives you a significant advantage as we work together to promote the city. This scope of work is work we are excited to be a part of, and this outline is the first step to define the basic phases of the project, your goals and our approach to position Wolfforth for new opportunities in strategic industries.



Your Team Leads



David Petr
CEO / Strategist

Clients can expect significant results from Marketing Alliance through the leadership of David Petr, owner and CEO of this purpose-driven company. Spanning over 28 years, his career has included running traditional advertising agencies as well as spearheading economic development organizations in Illinois, Texas, Florida and Maryland. Unique to the economic development marketing industry, Marketing Alliance is the only company guided by a former economic development CEO.

David's marketing work has earned national accolades and his economic development work has resulted in thousands of jobs created and billions of dollars facilitated. His ability to position communities for success is the result of an active travel schedule, totaling 36 communities visited in 2023. He finds fulfillment in understanding the value proposition of a place, telling its

story well, and expanding project pipelines to benefit the residents of clients' communities. David works with leadership to empower his broader team located throughout the United States.



Jon Maynard
Strategist

Jon guides the Marketing Alliance team in creating marketing strategies that align with our clients' specific economic development challenges and goals. His strategic approach has been instrumental in several client engagements, most notably with Lafayette and Winston Counties in Mississippi. In these initiatives, he developed innovative workforce programs that received the maximum funding awards from the Tennessee Valley Authority and established new benchmarks in community-focused marketing and talent development. Jon's focus involves crafting marketing solutions that are successful, resilient and adaptable in achieving immediate objectives, ensuring sustainable growth and long-term success in dynamic markets. His commitment to problem-solving and forward-thinking strategies is a cornerstone of our success, ensuring that our clients meet and exceed their economic growth and market presence goals.



Natalia Diaz-Payton
Digital Outreach

Based in McKinney Texas, Natalia is an award winning content and digital marketer with over a decade of delivering superior branding experiences. Natalia leverages 15 years of industry experience and digital technology to understand prospect behavior, deliver highly-targeted digital campaigns and influence decision makers to take action. As an expert in digital communications, her recent workforce attraction campaign saw a 286% increase in positive reactions on Facebook for Henderson, Kentucky. And, Natalia's dedicated email blast to site selectors and decision makers for Kentucky Cornerstone identified 27 company leads. She puts our clients' goals at the forefront of everything she does – from negotiating media buys, implementing digital campaigns and adapting to trends and algorithms that can (and do) change overnight. As an ally to economic development digital media leadership, she partners with them to create new or hybrid solutions that are untraditional, powerful and set Marketing Alliance clients apart in an often cluttered space.



Mark Kitchens
Design

For over 18 years at Marketing Alliance, Mark has worked with over 300 clients on 450+ websites, 60+ branding projects and 70+ digital marketing campaigns to help communities become better places to live and work. He's best at directing the creative team to hit our client's moving targets and at being adaptable in an environment where each client has different challenges, strengths and opportunities. Among other accomplishments, last year, Mark successfully rebranded Facility Logix, a leading Life Science consultancy in Maryland, as well as Kentucky Cornerstone – a new economic alliance in Kentucky. Mark's super power is hearing what the client needs and creating tools to promote the unique selling points of their city, county, region, state or organization. He gladly pushes himself to exceed client satisfaction towards successfully achieving their goals.

Terms

This Digital Marketing Campaign Agreement (“Agreement”) is being made between Wolfforth EDC (“Client”) and Marketing Alliance to strategize and execute an internal and external digital marketing campaign on behalf of Wolfforth EDC.

1. Services

This is the scope of work the parties agree upon. For changes or additional requirements, a change order will have to be filled, agreed upon, and signed by both parties.

2. Schedule

Here are the primary milestones for this project. The expected timeline is 7 months.

- Strategizing and content creation (first month and on-going)
- Post distribution (months 2 through 7)
- Reporting and refinement (months 2 through 7)

3. Confidentiality

Both the client and the agency involved in this relationship agree to maintain the strict confidentiality of all proprietary information shared between them. This includes but is not limited to strategies, plans, creative concepts, financial data, and any other sensitive materials. Both parties agree not to disclose, reproduce, or use this information for any purpose other than the agreed-upon project without prior written consent from the other party.

4. Termination of Agreement

Either party may terminate this agreement upon 30 days written notice to the other party. Termination shall not affect any rights or obligations accrued prior to termination. Both parties agree to work together in good faith to conclude any outstanding work and settle any outstanding payments upon termination.



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	June 11, 2024
ITEM TITLE:	Consider and take appropriate action on
STAFF INITIATOR:	Danielle Sweat EDC Director

BACKGROUND:

Purpose Marketing has been working with the WEDC since the spring of 2024. They are familiar with our goals and community. They wanted an opportunity to propose a marketing campaign that would fit both quality of life and target industry. We will have their proposal before June 11th.

EXHIBITS:**COUNCIL ACTION/STAFF RECOMMENDATION:**



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	6-11-2024
ITEM TITLE:	Consider and take appropriate action on Our Town Wolfforth with Fox 34.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND

Our Town is a weeklong on-air and digital marketing campaign. The production of a 30 second commercial is included as well as 5 spotlight stories. We typically do this the week of Harvest Festival, which brings people in, so hotel occupancy tax funds can be used to split the cost.

EXHIBITS:

Our Town Spotlight Presentation

COUNCIL ACTION/STAFF RECOMMENDATION:



Our Town Spotlight celebrates the people and places that make towns across West Texas and Eastern New Mexico special.

Let's talk about why your town is a great place to visit, live and do business!





Our Town Spotlight

- For a week, your town will be featured in on-air and digital marketing dedicated to a positive public image and will highlight what makes your town special!
- Through this process we will share information with over 400,000 people about your town's economic highlights, tourist attractions, unique history and why it's a great place to live.
- We will help to remind residents of what is awesome about your town, while also sharing that information with surrounding communities.

FOX34 reaches more people than any Lubbock Station!

FOX34

KJTV-TV
Lubbock, TX

Channel 34.1
1,000,000 Watts
(Lubbock's Strongest Television Signal)

950' Tower

Population Coverage

514,773 FOX34
493,706 FOX34 News Now
414,298 KCBD
388,088 KLBK
389,271 KAMC

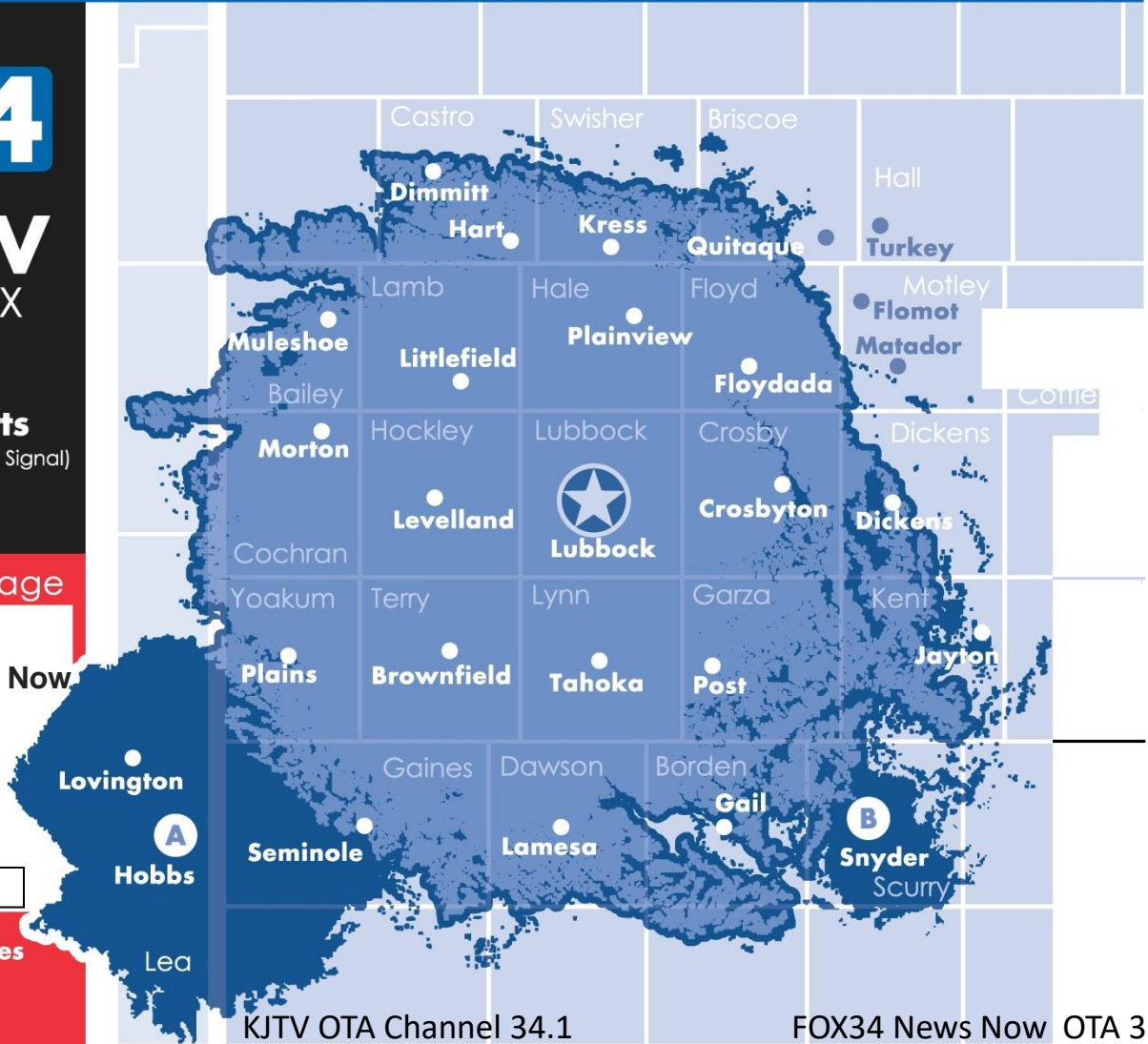
Source: Rabbit Ears

61,982 Satellite Homes

Direct TV DISH

77,998 Cable Homes

Suddenlink Northland
AT&T U-verse Caprock Cable TV
NTS Reach Broadband
Baja Broadband



KJTV OTA Channel 34.1

Suddenlink Channel 10
Direct TV Channel 34
DISH Network Channel 34
AT&T U-verse Channel 34/1034

FOX34 News Now OTA 32.1

Suddenlink Channel 9
DISH Network Channel 32
AT&T U-verse Channel 32/1032

**FOX34 Reaches More Cable
& Satellite Homes Than any
Lubbock Station**

Abernathy
Amherst
Anton
Brownfield
Crosbyton
Denver City
Dickens
Earth
Flomot
Floydada
Girard
Hale Center
Idalou
Jayton
Justiceburg
Kress
Lake Alan Henry
Lamesa
Levelland
Littlefield
Lockney
Lorenzo
Lubbock
Matador
Meadow

Morton
Muleshoe
Odonnell
Olton
Paducah
Plainview
Post
Quitaque
Ralls
Reece Center
Roaring Springs
Seagraves
Seminole
Silverton
Slaton
Springlake
Spur
Sudan
Sundown
Tahoka
Turkey
White River Lake
Wolfforth
Woodrow



Our Town Spotlight Chamber/EDC Sponsorship

Your sponsorship includes the following:

- Production of a :30 second TV Commercial for your town
- 100 Promotional spots informing viewers of the Spotlight week to run on KJTV & FOX34 News Now
- 5 Spotlight Stories to air on KJTV & FOX34 News Now
- 5 - :30 commercials in Good Day Lubbock adjacent to stories on KJTV 7-10A M-F
- 5- :30 commercials in Good Day Lubbock adjacent to stories on FOX34 News Now 9-11A M-F
- 5 - :30 commercials in FOX34 News @ Nine adjacent to stories on KJTV & FOX34 News Now
- 10 - :30 commercials in FOX34 News @ Nine repeats adjacent to stories on FOX34 News Now
- Archived stories on Our Town page on fox34.com



Our Town Spotlight

Chamber/EDC Sponsorship

Additional Post Spotlight Week Opportunities:

- Chamber may use story video and commercial for tourism or business development to send out and to reside on their website
- Digital Stories will remain on the Our Town page on fox34.com for one year



Put Your Town in the Spotlight!

Cities that reach out to surrounding communities with good marketing strategies generate new revenue for business, opportunities for growth and enhance the value of their city

Preference for Spotlight Week Month _____

Main Contact from Chamber of Commerce or EDC _____

Investment: \$5000

Signature _____