



ECONOMIC DEVELOPMENT CORPORATION MEETING

May 07, 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.

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.

ITEMS FOR INDIVIDUAL CONSIDERATION

1. Consider and take appropriate action on April 2024 minutes.
2. Consider and take appropriate action on March 2024 financials.
3. Consider and take appropriate action on presentation from Kelly Davila with Caprock Business Finance/South Plains Association of Governments.
4. Consider and take appropriate action on update with Aaron Farmer with Retail Coach.
5. Consider and take appropriate action on business improvement grant application for Evie Mae's BBQ.
6. Consider and take appropriate action on bylaw amendments.
7. Consider and take appropriate action on board member recommendations.
8. Consider and take appropriate action on EDC Director's completion of Oklahoma University Economic Development Institute.
9. Consider and take appropriate action on business retention and expansion update.
10. Consider and take appropriate action on the EDC sponsoring the fireworks for the 4th on the 5th celebration.
11. Consider and take appropriate action on digital marketing campaign with Marketing Alliance.
12. Consider and take appropriate action on site consultant event with High Ground.
13. Consider and take appropriate action on update from Taylor McAlpine with Leading EDG.
14. Consider and take appropriate action on update from EDC director.
15. Consider and take appropriate action on future agenda items.

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

Danielle Sweat, Economic Development Director



ECONOMIC DEVELOPMENT CORPORATION MEETING

April 02, 2024 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

MINUTES

Meeting was called to order at 11:36.

In attendance: Kasey Coker with the High Ground, Taylor McAlpine with Leading EDG, Mickey Rogers and Daniel Stanton, Steve Deaton, Joel Robinette, Farley Reeves, Nicole Butler, Shawn Vinson, Randy Criswell.

ITEMS FOR INDIVIDUAL CONSIDERATION

1. New board members, Nicole Butler and Shawn Vinson were introduced. No action taken.
2. A motion was made by Farley Reeves to approve the February minutes. This motion was seconded by Nicole Butler. Motion passed unanimously.
3. A motion was made by Farley Reeves to approve the February 2024 financial. This motion was seconded by Shawn Vinson. Motion passed unanimously.
4. Kasey Coker gave the board an overview of how the High Ground of Texas operates and benefits our area. No action was taken.
5. A motion was made by Farley Reeves to amend the bylaws to include a total of 2 ex-officios and 2 alternates. This motion was seconded by Steve Deaton. Motion passed unanimously.
6. Consider and take appropriate action on June meeting date.

The EDC director is out of town to attend a TEDC conference the board moved the meeting in June to June 11th at 4:00.

7. Consider and take appropriate action on updated financials from All Hale Meats.
Item was tabled. Terry Hale not in attendance.
8. Leading EDG update was done in Executive Session.
9. Update from EDC director was done in executive session.

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

The board plans to make a recommendation to fill alternates, based on council approval of amended bylaws.

The board went into executive session at 12:19.

The board reconvened into open session at 12:58

ADJOURN

12:58pm

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 March 28, 2024 at 5:00 p.m.

Danielle Sweat, Economic Development Director

Joel Robinette



City of Wolfforth

EDC Balance Sheet
Account Summary
As Of 03/31/2024

Item # 2.

Account	Name	Balance
Fund: 07 - Economic Development Corporation		
Assets		
07-000-01100-000	Cash in Bank	122,759.74
07-000-01101-000	Claim On Cash	-24,975.00
07-000-01103-000	Cash in TexPool EDC	1,847,583.12
07-000-01375-000	Notes Receivable	8,950.65
07-000-01375-001	N/R-Potential Forgiveness	68,013.26
07-000-01550-000	Prepaid insurance	791.96
	Total Assets:	2,023,123.73
		2,023,123.73
Liability		
07-000-02101-000	Accounts Payable Pending	2,100.00
07-000-02201-000	Due to City of Wolfforth	229.50
	Total Liability:	2,329.50
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		262,383.38
Total Expense		197,046.09
Revenues Over/Under Expenses		65,337.29
	Total Equity and Current Surplus (Deficit):	2,020,794.23
	Total Liabilities, Equity and Current Surplus (Deficit):	2,023,123.73



City of Wolfforth

EDC Detail Report

Account Detail

Item # 2.

Date Range: 03/01/2024 - 03/31/2024

Account	Name					Beginning Balance	Total Activity	Ending Balance
Fund: 07 - Economic Development Corporation								
07-000-01100-000 Cash in Bank						91,561.45	31,198.29	122,759.74
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
03/05/2024	APPKT00634	DFT0000565		Insyteful	1035 - Insyteful		-24,975.00	66,586.45
03/05/2024	GLPKT05497	JN02376		Correct F98 and F07 cash for payment			24,975.00	91,561.45
03/08/2024	GLPKT05403	JN02314		Record transfer from COW to EDC			49,712.03	141,273.48
03/12/2024	GLPKT05497	JN02343		Travel for Southern Economic Development Conf - Savannah, GA			-698.70	140,574.78
03/19/2024	GLPKT05497	JN02344		TEDC Conference			-475.00	140,099.78
03/19/2024	GLPKT05497	JN02345		TEDC class			-65.00	140,034.78
03/28/2024	GLPKT05497	JN02373		Settle 70% by transfer from EDC to GF			-8,298.07	131,736.71
03/28/2024	GLPKT05497	JN02374		Settle Claim on Cash for EDC			-9,159.83	122,576.88
03/31/2024	BRPKT00155	INT0000169		Mar 2024 Interest Income			182.86	122,759.74
07-000-01101-000 Claim On Cash						0.00	-24,975.00	-24,975.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
03/05/2024	GLPKT05497	JN02376		Correct F98 and F07 cash for payment			-24,975.00	-24,975.00
03/08/2024	APPKT00641	433		Guevara Law, P.C. SEC REI PMT	0315 - Guevara Law, P.C.		-264.00	-25,239.00
03/08/2024	APPKT00641	71725		David Pettit SEC REI PMT	1065 - David Pettit		-1,837.50	-27,076.50
03/22/2024	APPKT00664	71753		Marketing Alliance SEC REI PMT	1127 - Marketing Alliance		-6,000.00	-33,076.50
03/28/2024	GLPKT05497	JN02374		EDC Claim on Cash Settlemkewnt			9,159.83	-23,916.67
03/28/2024	APPKT00668	469		Purpose Marketing SEC REI PMT	0988 - Purpose Marketing		-1,058.33	-24,975.00
07-000-01103-000 Cash in TexPool EDC						1,839,278.77	8,304.35	1,847,583.12
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
03/31/2024	BRPKT00160	INT0000176		Mar 24 TexPool Int Inc			8,304.35	1,847,583.12
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
03/07/2024	GLPKT05403	JN02312		Due from COW Sales Tax			49,712.03	49,712.03
03/08/2024	GLPKT05403	JN02314		Record transfer from COW to EDC			-49,712.03	0.00

EDC Detail Report

Account		Name				Beginning Balance	Total Activity	Ending Balance
07-000-02101-000		Accounts Payable Pending				-1,837.50		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
03/03/2024	APPKT00634	514	433	monthly SEC PBL	0315 - Guevara Law, P.C.		-262.50	-2,100.00
03/05/2024	APPKT00653	26639	71753	Video footage for EDC website SEC PBL	1127 - Marketing Alliance		-264.00	-2,101.50
03/08/2024	APPKT00641	433		Guevara Law, P.C. SEC PMT	0315 - Guevara Law, P.C.		-6,000.00	-8,101.50
03/08/2024	APPKT00641	71725		David Pettit SEC PMT	1065 - David Pettit		264.00	-7,837.50
03/16/2024	APPKT00665	2929	469	Monthly Marketing Retainer SEC PBL	0988 - Purpose Marketing		1,837.50	-6,000.00
03/22/2024	APPKT00664	71753		Marketing Alliance SEC PMT	1127 - Marketing Alliance		-1,058.33	-7,058.33
03/28/2024	APPKT00668	469		Purpose Marketing SEC PMT	0988 - Purpose Marketing		6,000.00	-1,058.33
03/29/2024	APPKT00682	26674	71821	EDC SEC PBL	1127 - Marketing Alliance		1,058.33	0.00
07-000-02110-000		Accounts Payable				0.00	0.00	0.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
03/04/2024	APPKT00634	0211401	DFT0000565	Final invoice	1035 - Insyteful		-24,975.00	-24,975.00
03/05/2024	APPKT00634	DFT0000565		Insyteful PBL	1035 - Insyteful		24,975.00	0.00
07-000-02201-000		Due to City of Wolfforth				0.00		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
03/28/2024	GLPKT05497	JN02373		Settle 70% by transfer from EDC to GF			-229.50	-229.50
03/31/2024	GLPKT05841	JN02437		Reimburse City 70% of EDC Ex Dir Payroll			8,298.07	8,298.07
03/31/2024	GLPKT05841	JN02440		Correct 70% of EDC payroll expense for 1st quarter			-8,298.07	0.00
07-000-31300-000		Sales Tax						
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
03/07/2024	GLPKT05403	JN02312		Due from COW Sales Tax			-229.50	-229.50
07-000-36110-000		Interest income						
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
03/31/2024	BRPKT00155	EDC OperatingMar 20...		Mar 2024 Interest Income			-166,254.73	-215,966.76
03/31/2024	BRPKT00160	TexPool EDCMar 24 Te...		Mar 24 TexPool Int Inc			-49,712.03	-215,966.76
07-752-43101-000		Legal services						
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
03/03/2024	APPKT00634	514	433	monthly	0315 - Guevara Law, P.C.		2,074.00	2,338.00
07-752-43150-000		Marketing						
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
03/04/2024	APPKT00634	0211401	DFT0000565	Final invoice	1035 - Insyteful		264.00	2,338.00
03/05/2024	APPKT00653	26639	71753	Video footage for EDC website	1127 - Marketing Alliance		36,684.96	34,133.33
03/16/2024	APPKT00665	2929	469	Monthly Marketing Retainer	0988 - Purpose Marketing		34,133.33	70,818.29
03/29/2024	APPKT00682	26674	71821	EDC	1127 - Marketing Alliance		24,975.00	61,659.96
							6,000.00	67,659.96
							1,058.33	68,718.29
							2,100.00	70,818.29

EDC Detail Report

Account		Name				Beginning Balance	Total Activity	Ending Balance
07-752-43401-000		Travel/Training/Conferences				6,040.04	1,238.70	7,278.74
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
03/12/2024	GLPKT05497	JN02343		Travel for Southern Economic Development Conf - Savannah, GA			698.70	6,738.74
03/19/2024	GLPKT05497	JN02344		TEDC Conference			475.00	7,213.74
03/19/2024	GLPKT05497	JN02345		TEDC class			65.00	7,278.74
07-752-43905-000		Payroll Reimbursement				27,332.97	8,527.57	35,860.54
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
03/31/2024	GLPKT05841	JN02437		Reimburse City 70% of EDC Ex Dir Payroll			8,298.07	35,631.04
03/31/2024	GLPKT05841	JN02440		Correct 70% of EDC payroll expense for 1st quarter			229.50	35,860.54
Total Fund: 07 - Economic Development Corporation:						Beginning Balance: 1,796,950.55	Total Activity: 0.00	Ending Balance: 1,796,950.55
Grand Totals:						Beginning Balance: 1,796,950.55	Total Activity: 0.00	Ending Balance: 1,796,950.55

Fund	Beginning Balance	Total Activity	Ending Balance
07 - Economic Development Corporation	1,796,950.55	0.00	1,796,950.55
Grand Total:	1,796,950.55	0.00	1,796,950.55



City of Wolfforth

EDC Income Statement Account Summary

Item # 2.

For Fiscal: 2023-2024 Period Ending: 03/31/2024

		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	49,712.03	215,966.76	384,033.24
07-000-36110-000	Interest income	20,000.00	20,000.00	8,487.21	46,416.62	-26,416.62
Revenue Total:		620,000.00	620,000.00	58,199.24	262,383.38	357,616.62
Expense						
ExpenseCategory: 42 - Supplies						
07-752-42010-000	Office Supplies & Expense	250.00	250.00	0.00	208.58	41.42
07-752-42195-000	Meeting Expense	2,500.00	2,500.00	0.00	927.04	1,572.96
ExpenseCategory: 42 - Supplies Total:		2,750.00	2,750.00	0.00	1,135.62	1,614.38
ExpenseCategory: 43 - Services						
07-752-43101-000	Legal services	3,000.00	3,000.00	264.00	2,338.00	662.00
07-752-43110-000	Other Professional Services	65,000.00	65,000.00	0.00	8,335.00	56,665.00
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	34,133.33	70,818.29	-8,818.29
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	1,238.70	7,278.74	7,721.26
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	7,500.00	7,500.00
07-752-43905-000	Payroll Reimbursement	74,742.00	74,742.00	8,527.57	35,860.54	38,881.46
ExpenseCategory: 43 - Services Total:		238,092.00	238,092.00	44,163.60	135,535.08	102,556.92
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	44,163.60	197,046.09	413,795.91
Fund: 07 - Economic Development Corporation Surplus (Deficit):		9,158.00	9,158.00	14,035.64	65,337.29	
Total Surplus (Deficit):		9,158.00	9,158.00	14,035.64	65,337.29	

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	58,199.24	262,383.38	357,616.62
Revenue Total:	620,000.00	620,000.00	58,199.24	262,383.38	357,616.62
Expense					
42 - Supplies	2,750.00	2,750.00	0.00	1,135.62	1,614.38
43 - Services	238,092.00	238,092.00	44,163.60	135,535.08	102,556.92
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	44,163.60	197,046.09	413,795.91
Fund: 07 - Economic Development Corporation Surplus (Deficit):	9,158.00	9,158.00	14,035.64	65,337.29	-56,179.29
Total Surplus (Deficit):	9,158.00	9,158.00	14,035.64	65,337.29	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
07 - Economic Development ...	9,158.00	9,158.00	14,035.64	65,337.29	-56,179.29
Total Surplus (Deficit):	9,158.00	9,158.00	14,035.64	65,337.29	



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	May 7, 2024
ITEM TITLE:	Consider and take appropriate action on presentation from Kelly Davila with Caprock Business Finance/South Plains Association of Governments.
STAFF INITIATOR:	Danielle Sweat -EDC Director

BACKGROUND: Kelly is a wealth of knowledge in the industry. She is a great resource for our businesses, so we all need to know her and what she offers.

EXHIBITS:

None

COUNCIL ACTION/STAFF RECOMMENDATION:

N/A



AGENDA ITEM COMMENTARY

MEETING NAME: Economic Development Corporation
MEETING DATE: May 7, 2024
ITEM TITLE: Consider and take appropriate action on update with Aaron Farmer with Retail Coach.
STAFF INITIATOR: Danielle Sweat -EDC Director

BACKGROUND: Aaron has been contracted with the EDC to help recruit retail business into Wolfforth. He is joining us today to provide an update on our progress.

EXHIBITS:

None

COUNCIL ACTION/STAFF RECOMMENDATION:

N/A



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	May 7, 2024
ITEM TITLE:	Consider and take appropriate action on business improvement grant application for Evie Mae's BBQ.
STAFF INITIATOR:	Danielle Sweat -EDC Director

BACKGROUND: The EDC has set aside \$60,000 dollars for this fiscal year for business improvement grants. At this time, we have not awarded any grants. This grant would allow Evie Mae's to have a sign that's more visible from and backlit.

EXHIBITS:

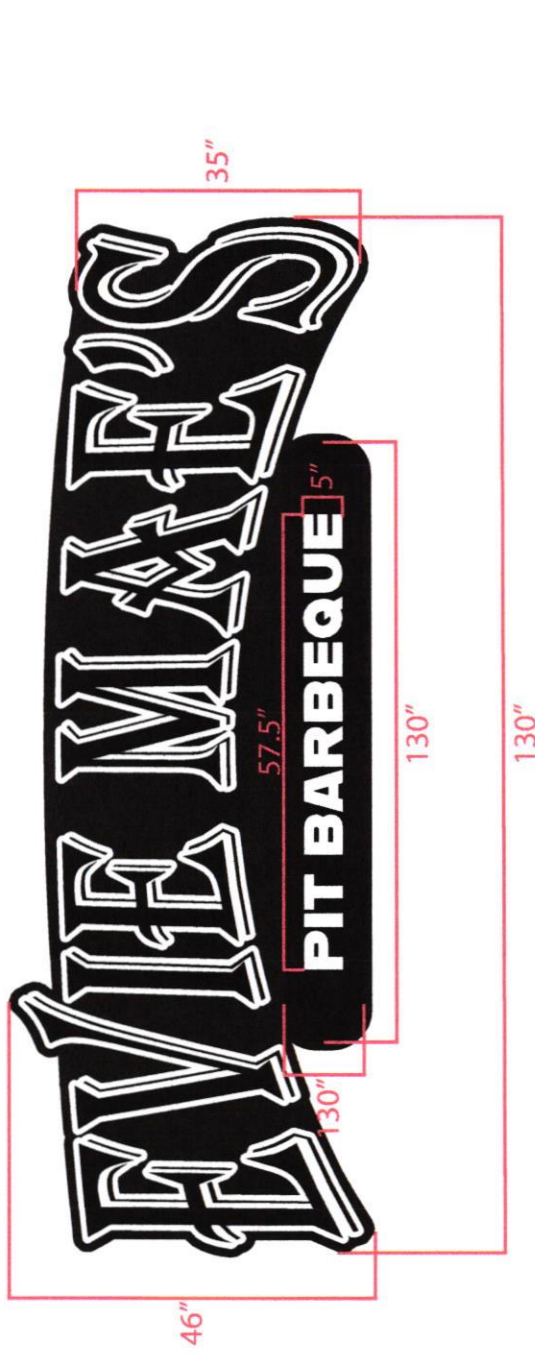
Application and specs

COUNCIL ACTION/STAFF RECOMMENDATION:



SPECS - DO NOT SHARE WITH OTHER COMPANIES

PRICES ARE SUBJECT TO CHANGE



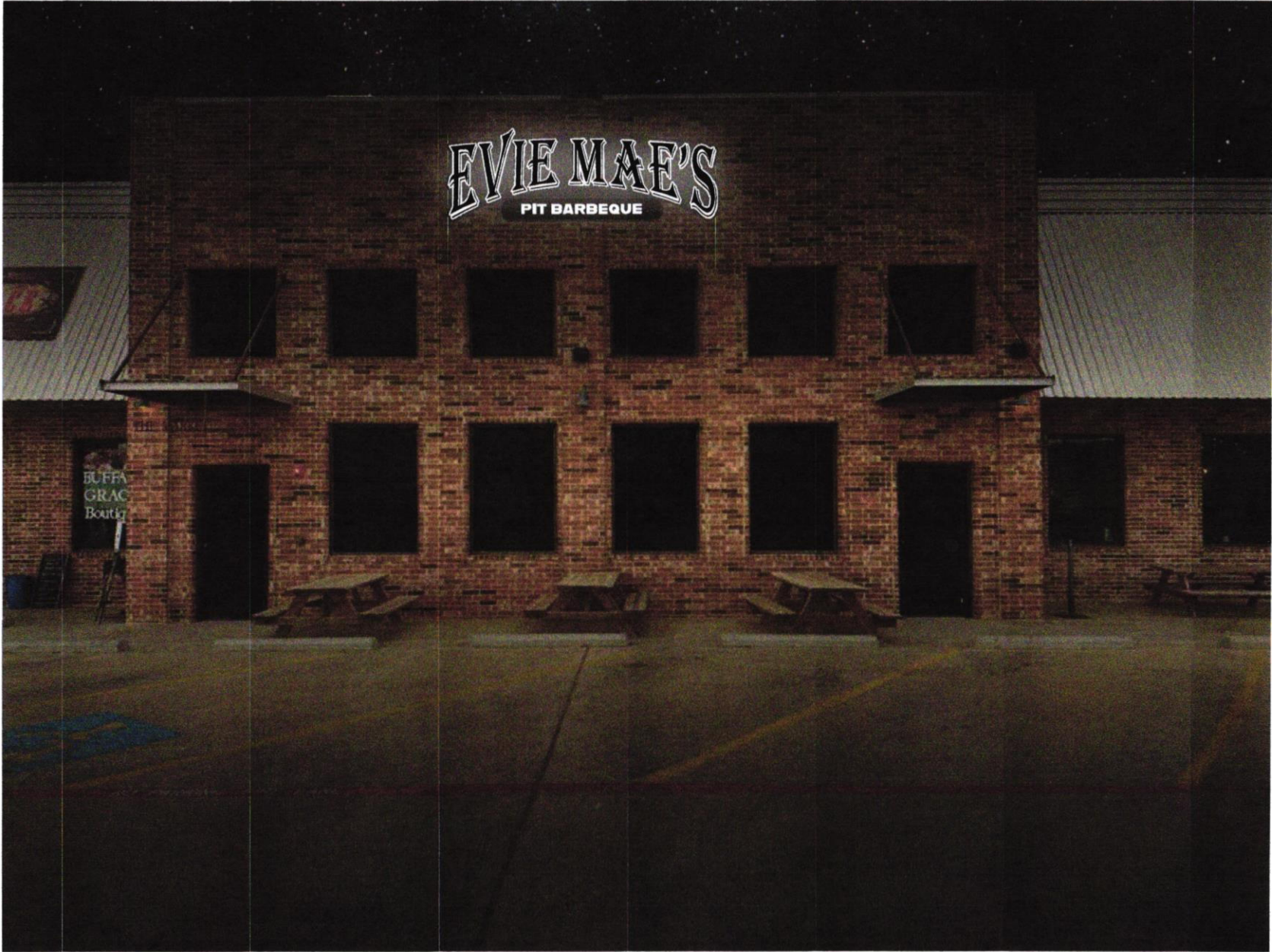
Item # 5.



NIGHT VIEW 161.5" x 57"

Item # 5.

*PRICES ARE SUBJECT TO CHANGE



D

161.5" x 57"

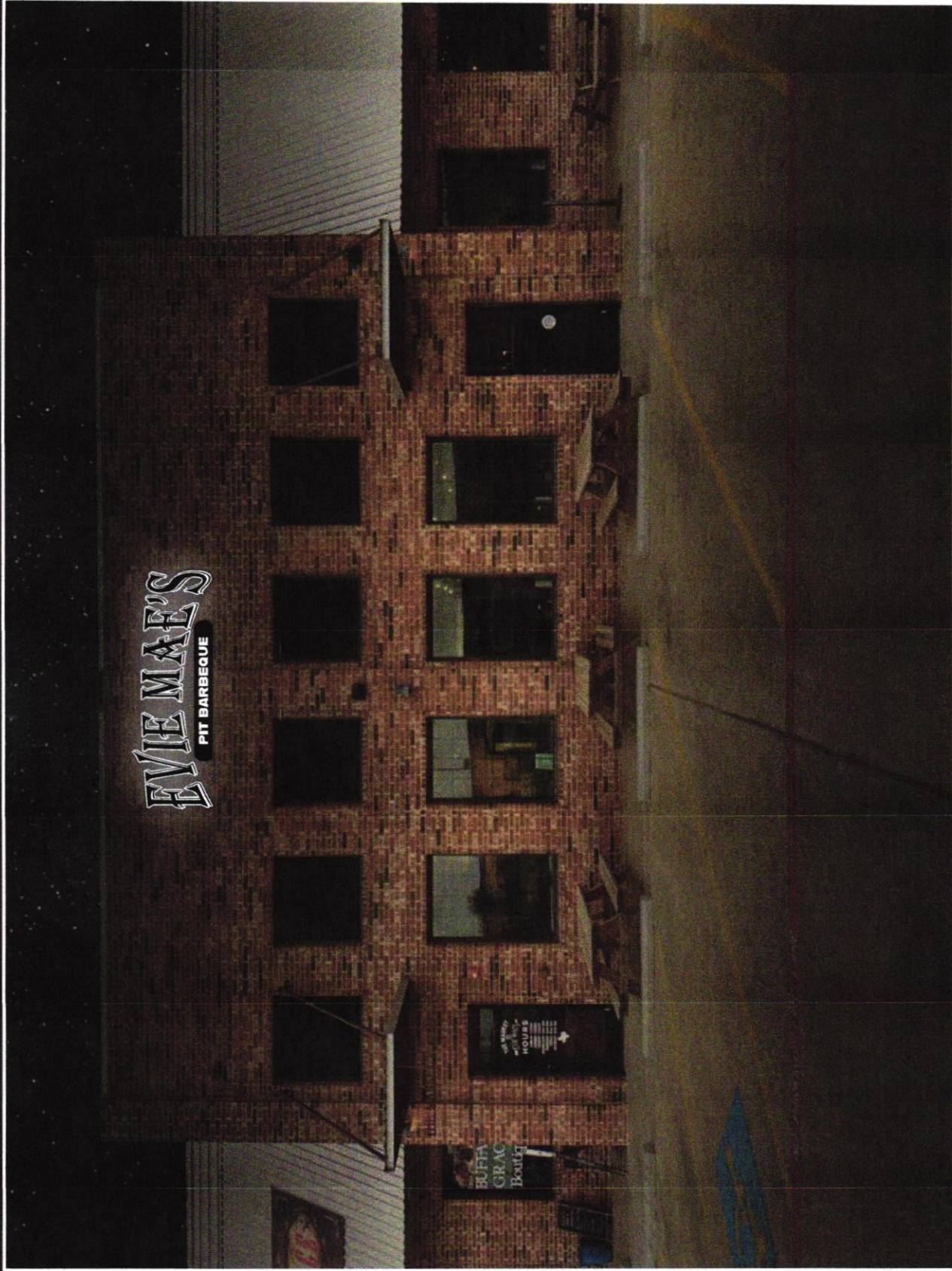
*PRICES ARE SUBJECT TO CHANGE





NIGHT VIEW 131" 46"

*PRICES ARE SUBJECT TO CHANGE



ALL STAR SIGNS - 9003 AVE. P, SUITE F

Item # 5.

These are the exclusive property of All Star Signs, and are the result of the original work of its employees. They are submitted to your organization for the sole purpose of consideration as to whether to purchase from All Star Signs a sign &/or graphics manufactured according to these drawings and specifications. Distribution or exhibition of these drawings to anyone other than the employees or authorized agents of your company, or any use of these drawings to construct/produce signage or graphics similar to those contained herein, is expressly forbidden. In the event that such exhibition/usage occurs, All Star Signs expects reimbursement in the amount of 500.00 USD as compensation for time and effort entailed in the creation of these drawings.



DESIGN

PRICES ARE SUBJECT TO CHANGE





A

131" x 46"

Item # 5.

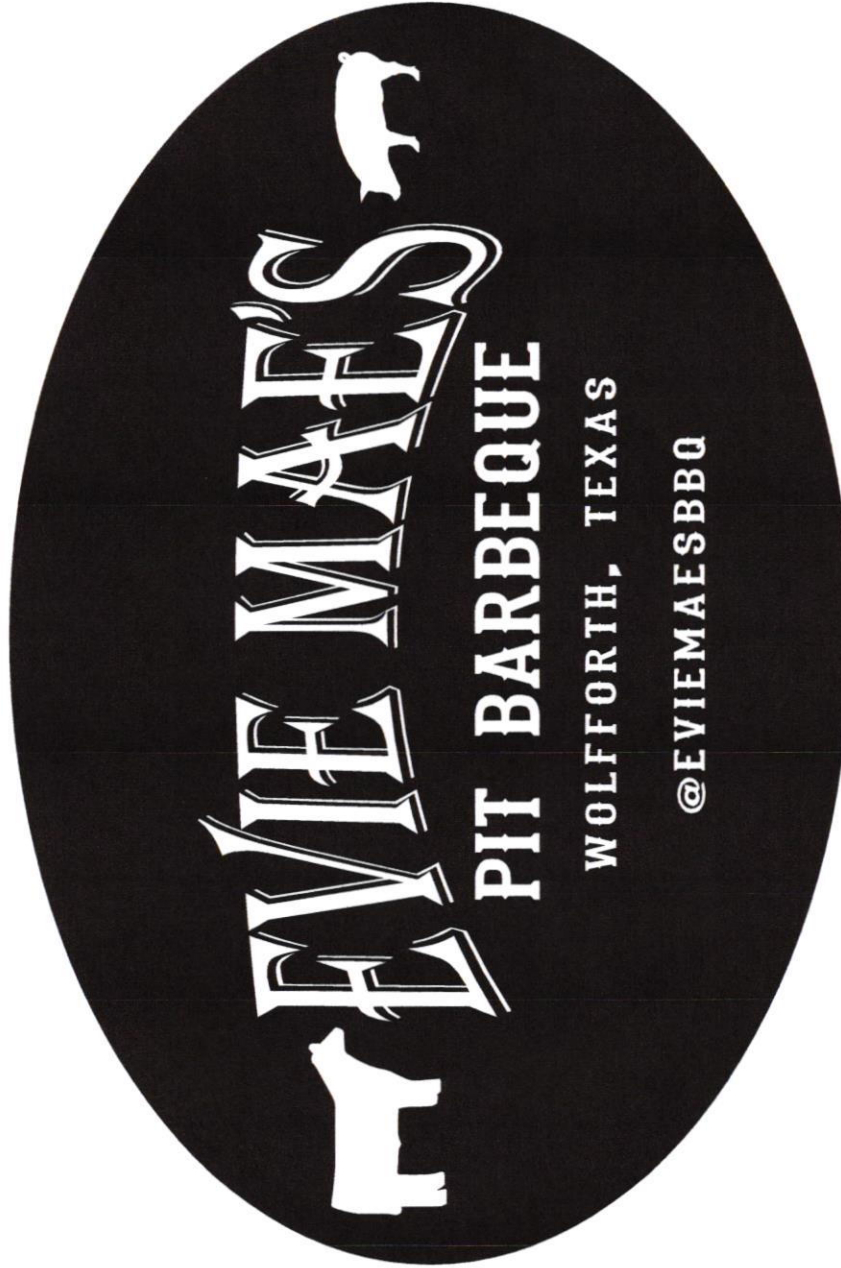
PRICES ARE SUBJECT TO CHANGE

LED Lit Channel Letters on Custom Backer w/ Push Thru Capsal

EVIE MAE'S
PIT BARBEQUE



ALL STAR
SIGNS



Vector Provided ☐ YES ☐ NO

ALL STAR SIGNS - 9003 AVE. P, SUITE F

These drawings are the exclusive property of All Star Signs, and are the result of the original work of its employees. They are submitted to your organization for the sole purpose of consideration as to whether to purchase from All Star Signs a sign &/or graphics manufactured according to these drawings and specifications. Distribution or exhibition of these drawings to anyone other than the employees or authorized agents of your company, or any use of these drawings to construct/produce signage or graphics similar to those contained herein, is expressly forbidden.

Your order, # _____ will be processed and produced EXACTLY as specified. Please be sure to review ALL artwork, specifications and notes prior to faxing or e-mailing back to us. Your signature on this proof authorizes us, All Star Signs, to produce this order. If this proof has errors, requires additional information or changes, or if you do not understand this proof, CONTACT US PRIOR TO SIGNING. All Star Signs can & will NOT be held responsible for orders produced with signed proofs that do not meet your unstated required criteria, or changes made after proof is signed.

After the third (3rd) set of revisions, there will be an additional charge \$80.00

Order Specifications

Client: _____

Item # 5.



All Star Signs
PO Box 53482
Lubbock, TX 79453 US
jonah@allstarsignco.com

Item # 5.
Estimate

ADDRESS
Evie Mae's BBQ
217 US-62
Wolfforth, Texas 79382

ESTIMATE #	DATE
1211	03/11/2024

DATE		DESCRIPTION	QTY	RATE	AMOUNT
	Manufactured Sign	option 46" x 131"	1	8,610.99	8,610.99T
	2 Truck labor	2 Truck labor, Install new sign,	5	350.00	1,750.00T
	Manufactured Sign	option 57" x 161.5" (\$10,581.72)	1		0.00T

50% down and 50% due at installation. All Star Sign will impose a 5% fee to all invoices past 30 days old. All invoices past 60 days are subject to legal action.

SUBTOTAL	10,360.99
TAX	854.78
TOTAL	\$11,215.77

Accepted By

Accepted Date



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 (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

1. Applicant Information

Contact Name(s): Arnis Robbins
 Name of Business: EM Barbeque LTD
 Address: 217 Highway 62 Wolfforth 74382
 Contact Phone: 800-782-2366 Email Address: arnis@eviemaesbbq.com

2. Information on Property Proposed for Business Improvement Program

Description of Existing Building Facades or Property (please attach image(s)):
Brick building on the highway corner of 62 & 179
 Description of Proposed Improvements (please attach sketches, plans, or other image(s)):
Professionally manufactured and installed acrylic Business Sign
 Estimated Total Cost of Improvements (please attach contractor bids): \$13,000

3. Landlord Information (if different from applicant)

Property Owner/Landlord: _____
 Address: _____
 Business Phone: _____ Email Address: _____
 Signature: [Signature]

4. Commitment

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

[Signature] 4-3-24
 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.



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	May 7, 2024
ITEM TITLE:	Consider and take appropriate action on bylaw amendments.
STAFF INITIATOR:	Danielle Sweat -EDC Director

BACKGROUND: The EDC consulted with the city attorney to inquire about the possibility of adding another ex-officio and two alternates. The attorney has amended the bylaws to add these changes. This would allow the board to use alternates if needed to meet a quorum.

EXHIBITS:

Amended bylaws

COUNCIL ACTION/STAFF RECOMMENDATION:

**FIRST AMENDED BYLAWS
OF THE
WOLFFORTH
ECONOMIC DEVELOPMENT CORPORATION**

January __, 2024

ARTICLE I

PURPOSE AND POWERS

SECTION 1.01 REGISTERED OFFICE AND REGISTERED AGENT.

The Wolfforth Economic Development Corporation (the "Corporation") shall have and continuously maintain in the State of Texas a registered office, and a registered agent whose office is identical with such registered office, as required by the Texas Non-Profit Corporation Act., and state law. The Registered Agent for the Corporation shall be the City Manager.

The registered office of the Corporation is located at 302 Main Street, Wolfforth, Lubbock County, Texas, and at such address is the Corporation, whose mailing address is 302 Main Street, P.O. Box 36, Wolfforth, Texas, 79382. Said address shall also serve as the principal office of the Corporation and Board of Directors (the "Board").

SECTION 1.02 AMENDMENT OF BYLAWS

The Board's Bylaws may be amended or repealed by the City Council. The Board may recommend amendments of the Bylaws to the City Council by any affirmative vote by four (4) members serving on the Board.

ARTICLE II

PURPOSE AND POWERS

SECTION 2.01 PURPOSE

The Corporation is a political subdivision of the State of Texas and the City established for the purposes set forth in these Bylaws to be accomplished on behalf of the City in accordance with Title 12, Subtitle C1 of the Texas Local Government Code referred to as the Development Corporation Act ("the Act") and other Applicable law. The purpose of the Corporation is to promote economic development within the City of Wolfforth and the State of Texas and to promote and encourage employment and the public welfare of, for, and on behalf of the City. The Corporation is to recruit new and retain existing industrial and manufacturing concerns and to develop retail. The Corporation also develops parks, auditoriums, learning centers, open space improvements, athletic and exhibition facilities, and other related improvements and may provide for operating and maintenance costs of these types of publicly owned and operated

projects by developing, implementing, providing, and financing projects under the Act and as defined in Chapter 505 of the Act.

SECTION 2.02 POWERS

The business and affairs of the Corporation and all corporate powers shall be exercised by or under authority of the Board of Directors, subject to the limitations imposed by law, the Articles of Incorporation, and these Bylaws.

ARTICLE III

BOARD OF DIRECTORS

SECTION 3.01 NUMBER OF TERM OF OFFICE.

- a. The property and affairs of the Corporation shall be managed and controlled by a Board and, subject to the restrictions imposed by law, by the Articles and these Bylaws, the Board shall exercise all the powers of the Corporation.
- b. The Board shall consist of seven (7) Directors, each of whom shall be appointed by the City Council. Directors serve at the pleasure of the City Council for two-year terms which will be staggered so that four Directors are appointed during even-numbered years and three are appointed during odd-numbered years.
- c. The City Council may also appoint two (2) alternate Directors (designated as first and second alternates). Alternates are entitled to notice of the meetings, may participate in discussions as a member of the public, may serve on a Board Committee but shall not be entitled to vote on any matter before the Board unless one of the seven Directors is not present at a meeting of the Board. The first alternate shall fill the first vacancy. The second alternate shall only serve on the Board during a meeting if two (2) or more Directors are not present or if one (1) or more Directors and the first alternate are not present
- d. Directors shall be entitled to hold office until removed by the City Council or until their successors are appointed and qualified following the expiration of a term.
- e. The city manager of the City of Wolfforth or their designee shall be an ex officio member of the Board. As an ex officio member the city manager is entitled to notice of the meetings, may participate in discussions, may serve on a Board Committee but shall not be entitled to vote on any matter before the Board.
- f. In addition to the city manager, the City Council may also appoint another ex officio member to the Board. The ex officio member is entitled to notice of the meetings, may participate in discussions, may serve on a Board Committee but shall not be entitled to vote on any matter before the Board.

SECTION 3.02. VACANCIES AND RESIGNATIONS.

A vacancy in any position of Director shall be filled by the City Council. A vacancy in the office of President or Vice President which occurs by reason of death, resignation, disqualification, removal, or otherwise, shall be filled by election by the Board, from the remaining Directors, for the unexpired portion of the term of that office. The Board election of new officers shall take place at the first Board meeting following a vacancy in the office of President or Vice President. Any director may resign at any time. Such resignation shall be made in writing, addressed to the Mayor and the City Secretary, and shall take effect at the time specified therein, or if no time is specified, at the time of its receipt by the City Secretary.

SECTION 3.03 REMOVAL OF DIRECTORS

The entire Board of Directors or any individual Director may be removed by the City Council with or without cause.

SECTION 3.04 MEETING

- a. Place of Meeting: Meetings of the Board of Directors shall be held at any place within the City of Wolfforth.
- b. Notice of Meeting: Notice of all meetings of the Board of Directors, or of a committee which contains a quorum of the Board, shall be provided in accordance with the Texas Open Meetings Act, Chapter 551 of the Texas Government Code. .
- c. Special meetings of the Board of Directors for any purpose may be called at any time by the President or, if the President is absent or unable or refuses to act, by any Vice President or any two Directors. Written notice of the special meeting, stating the time and place of the meeting, shall be mailed ten (10) days before, or personally delivered so as to be received by each Director not later than two (2) days before, the day appointed for the meeting.

SECTION 3.05 CONDUCT OF MEETING

The President shall chair all meetings of the Board of Directors. In the President's absence, the Vice President or a Director chosen by a majority of the Directors present shall preside. The secretary of the Corporation shall act as Secretary of the Board of Directors' meetings. When the Secretary is absent from any meeting, the Director chairing the meeting may appoint any person to act as Secretary of that meeting.

SECTION 3.06 CONSIDERATION OF AGENDA ITEMS

Any member of the Board of Directors may have an item placed on the Agenda of a meeting by delivery, in writing, of the proposed Agenda item to the President or Secretary not less than Seven (7) calendar days prior to the date of the proposed meeting.

SECTION 3.07 COMPENSATION

The Directors, including Officers, shall not receive any salary or compensation for their services; however, Directors may, with prior approval of the Board and in accordance with the approved Corporation budget, be reimbursed for their actual expenses incurred in the performance of their duties hereunder, including but not limited to the cost of travel, lodging and incidental expenses reasonably related to the duties of the Board. Travel expenses incurred by Directors for both regular and special meetings are not eligible for reimbursement.

SECTION 3.08 INSURING DIRECTORS, OFFICERS, AND EMPLOYEES

The Corporation may purchase and maintain insurance, or make any other arrangement, on behalf of any person as permitted by Article 2.22A(R) of the Texas Non-Profit Corporation Act, whether or not the Corporation has the power to indemnify that person against liability for any acts.

SECTION 3.09 COMMITTEES OF THE BOARD

An official committee of the Board shall consist of two (2) or more Directors. It is provided, however, that all final official actions of the Corporation may be exercised only by the Board. Each committee so designated shall keep regular minutes of the transactions of its meetings and shall cause such minutes to be recorded in books kept for that purpose in the principal office of the Corporation.

SECTION 3.10. QUORUM

A quorum is a majority of the Board, being not less than four (4) members, and shall be present for the conduct of the official business of the Corporation. The act of four (4) or more directors at a duly called and properly noticed meeting at which a quorum is in attendance shall constitute the act of the Board and of the Corporation, unless the act of a greater number is required by these Bylaws, policies/procedures of the Board, City Council resolution/ordinance, or state law.

ARTICLE IV

OFFICERS

SECTION 4.01 TITLE AND APPOINTMENT

The officers of the Corporation shall be a President, a Vice President, a Secretary, and such other officers as the Board may designate. Any two or more offices, except President and Secretary, may be held by the same person. All officers shall be elected by and hold office at the pleasure of the Board of Directors, which shall fix the tenure, not to exceed two (2) years, of all officers.

Election or appointment of an officer by the Board shall not create contract rights. The Board shall appoint individuals to serve as President and Vice President and may appoint individuals to serve as Secretary and Treasurer.

SECTION 4.02 PRESIDENT

The President shall be the chief executive officer of the Corporation and shall, subject to the authority of the Board and paramount authority and approval of the City Council, preside at all meetings of the Board, and absent any different designation by a majority of the Board, shall sign and execute all contracts, conveyances, franchises, bonds, deeds, assignments, mortgages, and notes in the name of the Corporation. In addition, the President shall:

- a. call both regular and special meetings of the Board and establish the agenda for such;
- b. have the right to vote on all matters coming before the Board;
- c. have the authority to appoint standing or study committees to aid and assist the Board in its business undertaking or other matters incidental to the operation and functions of the Board;
- d. perform all duties incident to the office, and such other duties as shall be prescribed from time to time by the Board, subject to approval by the City Council;
- e. appear before the City Council on a periodic basis to give a report on the status of activities of the Corporation; and
- f. appear before the City Council, or be represented by his designee, regarding any item being considered by the City Council concerning the Corporation.

SECTION 4.03 VICE PRESIDENT

The Vice President shall exercise the powers of the President during that officer's absence or inability to act. The Vice President shall also perform other duties as from time to time may be assigned by the President or the Board.

SECTION 4.04 SECRETARY

The City of Wolfforth Economic Development Director shall serve as the Secretary for the Board unless the Board appoints one of its members to serve as the Secretary. The Secretary shall insure that: the minutes of the Board and its committees are recorded and retained as records of the Corporation, all notices posted and served as required by law, the books, records and all documents and instruments are open to public inspection upon application at the office of the Corporation during business hours. The Secretary shall attest the signature of the President or any other officer of the Corporation.

SECTION 4.05 TREASURER

The Treasurer shall have the responsibility to ensure the proper handling, custody and security of all funds and securities of the Corporation. The Treasurer may be required, at the expense of the Corporation, to give such bond for the faithful discharge of the duties in such form and amount as the Board may require by resolution. The Treasurer shall assure that a financial report is provided the Board concerning activities of the Corporation at a time and frequency so specified by vote of a majority of the Board. The City Finance Department will assist the Treasurer in their duties and will serve as the Treasurer during a period where the Board has not appointed a Treasurer.

SECTION 4.06 ATTENDANCE

Directors must be present in order to vote at any meeting. Regular attendance at the Board meetings is required of all directors. Three (3) consecutive unexcused absences from regular meetings of the Board shall cause the position to be considered vacant. In addition, the position of any director who has four (4) unexcused absences in a twelve (12) month period shall be considered vacant.

SECTION 4.07. CONFLICT OF INTEREST

The members of the Board of Directors shall be considered local public officials within the meaning of Chapter 171 of the Texas Local Government Code. If a Director has a substantial interest, as that term is defined in said Chapter, in a business entity or real property which is the subject of deliberation by the Board of Directors, the Director shall file an affidavit with the Secretary of the Corporation stating the nature or extent of the interest. Such affidavit shall be filed prior to any vote or decision upon the matter of the Board of Directors, and if required by said Chapter, the interested Director shall abstain from any vote or decision upon the matter.

ARTICLE V

FUNCTIONAL CORPORATE DUTIES AND REQUIREMENTS

SECTION 5.01 ANNUAL CORPORATE BUDGET AND FISCAL YEAR

At least ninety (90) days prior to October 1st of each year, the Board shall prepare and adopt a proposed budget of expected revenues and proposed expenditures for the next ensuing fiscal year. The budget shall be submitted for approval to the Wolfforth City Council in time for it to be approved no later than the Council's regular September Council Meeting, as determined by the City Council. The fiscal year of the corporation shall commence on October 1st of each year and end on September 30th.

SECTION 5.02 FINANCIAL BOOKS, RECORDS, AUDITS

The Treasurer shall keep and properly maintain the following, in accordance with generally accepted accounting principles: complete financial books, records, accounts and financial statements pertaining to its funds, activities and affairs.

The Corporation's financial books, records, accounts, and financial statements shall be audited at least once each fiscal year by an outside, independent auditing and accounting firm selected by the Corporation. Such audit shall be at the expense of the Corporation.

A copy of the final audit shall be filed with the City Secretary of the City of Wolfforth and presented to City Council for review.

ARTICLE VI

MISCELLANEOUS PROVISIONS

SECTION 6.01 GIFTS

The Board may accept on behalf of the Corporation any contribution, gift, bequest, or device for the general purpose or for any special purposes of the Corporation.

SECTION 6.02 APPLICABILITY OF CITY POLICIES AND PROCEDURES.

All duly approved city policies and procedures shall apply directly to the Corporation and the Board unless such charters, policies or procedures are superseded by state law or not related to the functions of the Board. The Board has the prerogative, subject to the approval by the City Council, to adopt other policies and procedures in addition to or in place of those of the City.

SECTION 6.03 INDEMNIFICATION OF DIRECTORS, OFFICERS, AND EMPLOYEES

As provided in the Act, the Corporation is for the purpose of the Texas Tort Claims Act (Subchapter A, Chapter 101, Texas Civil Practices and Remedies Code), a governmental unit, and its actions are governmental functions. The Corporation shall indemnify each and every member of the Board, its officers and its employees to the fullest extent permitted by law against any and all liability or expense, including attorney fees, incurred by any of such person by reason of any actions or omissions that may arise out of the functions and activities of the Corporation. The indemnity shall apply even if one or more of those to be indemnified was negligent or caused or contributed to cause any loss, claim, action, or suit.

Specifically, it is the intent of these Bylaws and the Corporation to require the Corporation to indemnify those named for indemnification, even for the consequences of the negligence of those indemnified which caused or contributed to cause any liability.

The Corporation shall purchase and maintain insurance on behalf of any Director, Officer, employee or agent of the Corporation, or on behalf of any person serving at the request of the Corporation as a Board member, officer, employee or agent of another Corporation, partnership, joint venture, trust or other enterprise, against any liability asserted against that person and incurred by that person in any such capacity or arising out of any such status with regard to the Corporation, whether or not the Corporation has the power to indemnify that person against liability for any of those acts.

CERTIFICATE OF SECRETARY

I certify that I am the duly elected and acting secretary of the City of Wolfforth and Economic Development Corporation, and that these First Amended Bylaws constitute the Corporation's Bylaws. These First Amended Bylaws were initially adopted at a meeting of the Board of Directors held on _____, and subsequently approved, with amendments, by a resolution of the City Council of the City of Wolfforth, Texas, on _____, which was subsequently approved at a meeting of the Board of Directors held on _____.

Dated: _____

Joel Robinett, President

ATTEST:

Terri Robinette, City Secretary



AGENDA ITEM COMMENTARY

MEETING NAME: Economic Development Corporation
MEETING DATE: May 7, 2024
ITEM TITLE: Consider and take appropriate action on board member recommendations.
STAFF INITIATOR: Danielle Sweat -EDC Director

BACKGROUND: If the board approves the new bylaws, we will need to recommend a new board member and two alternates.

EXHIBITS:

None

COUNCIL ACTION/STAFF RECOMMENDATION:



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	May 7, 2024
ITEM TITLE:	Consider and take appropriate action on EDC Director's completion of Oklahoma University Economic Development Institute.
STAFF INITIATOR:	Danielle Sweat -EDC Director

BACKGROUND: During our strategic planning sessions in May of 2023, the board asked that the EDC director attend Oklahoma University's Economic Development Institute. As of May 2, 2024, those courses have been completed.

EXHIBITS:

OUEI Press release

COUNCIL ACTION/STAFF RECOMMENDATION:



OU EDI GRADUATE MEDIA RELEASE

FOR IMMEDIATE RELEASE

Rebecca Danielle Sweat graduated from the University of Oklahoma Economic Development Institute (OU EDI) on May 2, 2024, at the OU Spring session.

OU EDI is an intensive 117-hour certificate program which provides a broad spectrum of advanced education for the economic development professional. Barry Matherly, CEcD and Dean for OU EDI, said, “OU Economic Development Institute is the premier organization dedicated to training economic development professionals. These graduates have invested in improving their professional capabilities to support their local communities. Congratulations to all.”

OU EDI began in 1962 and is celebrating its 62nd year of service to the economic development community. Fully accredited by the International Economic Development Council (IEDC), the program has trained 6,000 professionals and remains the world’s leading economic development teacher.

OU EDI provides economic developers with up-to-date knowledge and tools necessary to succeed in today’s constantly changing environment. In addition to classwork, students receive the benefit of a strong mentoring program and opportunities to expand their professional network. Students typically take 1-2 years to complete the program through a series of intensive in-person or online courses.

For more information about the ***OU Economic Development Institute***, its courses and internationally recognized certificate program, please contact **405-325-3136** or edi@ou.edu.



AGENDA ITEM COMMENTARY

MEETING NAME: Economic Development Corporation

MEETING DATE: May 7, 2024

ITEM TITLE: Consider and take appropriate action on business retention and expansion update.

STAFF INITIATOR: Danielle Sweat -EDC Director

BACKGROUND: On March 22, 2024 I toured Hard Body Customs with Mike Griffin and Jess from our marketing team at Purpose Marketing. Mike and Bob really loved having us there. They mentioned getting more involved with the community, such as a car show at some point.

On April 17, 2024 I toured American Tire Distributors with our planning director, Tara Tomlinson. Bill was pleasantly surprised to have a visit from the city. After a visit in his office, we got a tour of the facility.

EXHIBITS:

BRE Reports

COUNCIL ACTION/STAFF RECOMMENDATION:

TAKING CARE OF BUSINESS

Wolfforth Economic Development Corporation

Confidential Business Expansion and Retention Survey

General Information

Name of Business: Hard Body Customs

Street Address: 809 US-62

P.O. Box _____

City, State, Zip: Wolfforth, Texas 79382

Phone: 806-833-0025

Email : mike.griffin@hardbodycustoms.com

CEO/Owner/Manager: Mike and Bob Griffin

Today's date: March 22, 2024

Survey Questions

1. What is your primary type of business?

(Please select one or more of the fields listed below)

1. Construction
2. Finance
3. Manufacturing
4. Real Estate
5. Retail
- 6. Service**
7. Technology
8. Transportation
9. Wholesale

(Please describe) _____

2. What are your key products or services?

Custom car restoration and rebuilding

3. How long have you operated your business in the City of Wolfforth?

Four Years

4. How many business locations do you have?

1

5. Would you expand in Wolfforth if the opportunity presented itself?

Yes

6. How many employees do you have? Were you able to find employees with the education/skills needed?

8 full time not counting the owners, and one part time. Employees are hard to find as it's a very specific niche. South Plains College does have a program, but a lot of kids take it as a blow off class. Some get into the industry thinking it will be like a fun hobby, but then realize it's also hard work.

7. Is it easy to do business within the city of Wolfforth?

Yes

8. What, if any, are the critical challenges for your business at this time?

None. Would like to get more involved. Maybe cars in the parade or car shows in Wolfforth.

9. What, if any, are your most critical resource needs to support your business objectives?

None at this time.

Thank you for taking the time to fill out this survey. The Wolfforth EDC is here to help!
Please reach out anytime. Dsweat@wolfforthtx.us

TAKING CARE OF BUSINESS

Wolfforth Economic Development Corporation

Confidential Business Expansion and Retention Survey

General Information

Name of Business: American Tire Distributors

Street Address: 8814 Senator Circle

P.O. Box _____

City, State, Zip: Wolfforth, TX 79382

Phone: 806-241-8549

Email: wdulakis@atd.com

CEO/Owner/Manager: Bill Dulakis (GM)

Today's date: April 17, 2024

Survey Questions

1. What is your primary type of business?

(Please select one or more of the fields listed below)

1. Construction
2. Finance
3. Manufacturing
4. Real Estate
5. Retail
6. Service
7. Technology
8. Transportation
- 9. Wholesale**

(Please describe) : Tire Distribution and any related supplies

2. What are your key products or services? Wholesale tires and any related supplies to running a tire shop.
3. How long have you operated your business in the City of Wolfforth? 7 years
4. How many business locations do you have? Regionally, there is an Amarillo and San Angelo location. This is the only location in the LBK area.
5. Would you expand in Wolfforth if the opportunity presented itself? The building has room for expansion, and if the opportunity presented itself, they would expand in this location.
6. How many employees do you have? Were you able to find employees with the education/skills needed? This location has on average 22 employees, including the GM. It isn't easy to find employees. The starting pay is \$18 and hour. Start time for some guys is 2am. It can be heavy lifting and hard work. He does have some employees that have been there for over 20 years. There are no special qualifications for hiring.
7. Is it easy to do business within the city of Wolfforth?
Yes, Marsha Sharp is a great selling point for that location.
8. What, if any, are the critical challenges for your business at this time?
Keeping employees. Walmart start pay for similar positions is higher.
9. What, if any, are your most critical resource needs to support your business objectives?
None.

***Bill was a joy to visit with. He wants ATD to be more involved in the community. He would be a great reference for new businesses looking at Wolfforth.**

Thank you for taking the time to fill out this survey. The Wolfforth EDC is here to help!
Please reach out anytime. Dsweat@wolfforthtx.us



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	May 7, 2024
ITEM TITLE:	Consider and take appropriate action on the EDC sponsoring the fireworks for the 4th on the 5th celebration.
STAFF INITIATOR:	EDC Director-Danielle Sweat

BACKGROUND:

For the past decade, the EDC has paid for the fireworks for the 4th on the 5th event out of marketing funds. Is this something the EDC would like to do again this year?

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



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	May 7, 2024
ITEM TITLE:	Consider and take appropriate action on 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. We have been using Purpose Marketing for our local marketing efforts, which have been mostly focused on quality of life. 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. This would come out of our marketing budget. I have attached a report that shows what we have spent this year out of that specific budget.

EXHIBITS:

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 # 11.

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

\$1,500

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 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

\$8,750

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 Wolforth 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.wolforthedc.com or relevant page
- The tagging of partners, allies and related companies to encourage sharing
- Hashtags, such as #WolforthTX 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 Wolforth EDC social media account.

External Audience – LinkedIn

\$9,450

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.wolforthedc.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 media account.

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.

Agency Analytics Subscription – Monthly Reporting

\$650

Agency Analytics is a custom tool Marketing Alliance offers clients running digital marketing campaigns. This tool will give you immediate insights to the performance of the campaign for reporting purposes.

This includes:

- Access to the dashboard, 24/7, with real-time reporting
- Bi-monthly email and social media reporting based on parameters we establish together
- Good for a one-year subscription

☐ Monthly Newsletter (Optional)

\$800 × 3 \$2,400

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)	\$25,900
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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.



City of Wolfforth

Detail vs Budget Report

Account Detail

Item # 11.

Date Range: 10/01/2023 - 04/26/2024

Account		Name		Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
07 - Economic Development Corporation										
Expense										
07-752-43150-000		Marketing		0.00	62,000.00	0.00	45,843.29	45,843.29	16,156.71	26.06%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account		Amount		
10/10/2023	APPKT00473	2669	246	Marketing Retainer	0988 - Purpose Marketing			1,058.33		
10/26/2023	APPKT00457	CO00036078	71424	Christmas Tree \$5,000 of \$9,545	1121 - Christmas Designer.com LLC			5,000.00		
10/29/2023	APPKT00457	2693	236	Logo concepts	0988 - Purpose Marketing			900.00		
10/31/2023	APPKT00473	26472	71458	marketing	1127 - Marketing Alliance			12,666.65		
11/10/2023	APPKT00576	2721	358	Monthly marketing retainer	0988 - Purpose Marketing			1,058.33		
11/26/2023	APPKT00502	4190459-1	71511	Holiday Heros Digital 2023	1139 - Everythinglubbock.com			230.68		
12/05/2023	APPKT00502	12052023	71517	Christmas Event	1043 - Skyler Williams			275.00		
12/31/2023	APPKT00576	26548	71626	Billing 2/3	1127 - Marketing Alliance			12,666.65		
12/31/2023	APPKT00576	4190459-2	71620	Holiday Heros Digital 2023	1139 - Everythinglubbock.com			969.32		
01/16/2024	APPKT00576	2831	358	Monthly marketing retainer	0988 - Purpose Marketing			930.00		
02/16/2024	APPKT00622	2876	419	Monthly marketing retainer	0988 - Purpose Marketing			930.00		
03/04/2024	APPKT00634	0211401	DFT0000565	Final invoice	1035 - Insyteful			24,975.00		
03/04/2024	GLPKT05875	JN02460		Reallocate Insyteful 03.04.2024				-24,975.00		
03/05/2024	APPKT00653	26639	71753	Video footage for EDC website	1127 - Marketing Alliance			6,000.00		
03/16/2024	APPKT00665	2929	469	Monthly Marketing Retainer	0988 - Purpose Marketing			1,058.33		
03/29/2024	APPKT00682	26674	71821	EDC	1127 - Marketing Alliance			2,100.00		
Expense Totals:				0.00	62,000.00	0.00	45,843.29	45,843.29	16,156.71	26.06%
07 - Economic Development Corporation Totals:				0.00	62,000.00	0.00	45,843.29	45,843.29	16,156.71	26.06%
Report Total:				0.00	62,000.00	0.00	45,843.29	45,843.29	16,156.71	26.06%

Fund Summary

Fund	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
07 - Economic Development Corporation	0.00	62,000.00	0.00	45,843.29	45,843.29	16,156.71	26.06%
Report Total:	0.00	62,000.00	0.00	45,843.29	45,843.29	16,156.71	26.06%



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	5-7-2024
ITEM TITLE:	Consider and take appropriate action on site consultant event with High Ground.
STAFF INITIATOR:	EDC Director Danielle Sweat/Board Member Steve Deaton

BACKGROUND:

While Danielle was attending Ouedi, Steve Deaton volunteered to attend High Ground's site consultant event here in Lubbock. Steve will be updating the board on any information that should be passed along.

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