



ECONOMIC DEVELOPMENT CORPORATION MEETING

May 12, 2025 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

AGENDA

CALL MEETING TO ORDER

ROLL CALL AND ESTABLISH A QUORUM

CITIZEN ENGAGEMENT

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

CONSENT AGENDA

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

1. Consider and take appropriate action on April 1, 2025, minutes.
2. Consider and take appropriate action on March 2025 financials.

ITEMS FOR INDIVIDUAL CONSIDERATION

3. Conduct public hearing on a proposed economic development project to fund Ascendant Hollands Office Technologies.
4. Consider and take appropriate action on marketing grant application.

- [5.](#) Consider and take appropriate action on revised business improvement grant application.
- [6.](#) Consider and take appropriate action on board attendance at the Texas Economic Development Council's Sales Tax Training.
- [7.](#) Consider and take appropriate action on Lubbock Chamber luncheon update.
- 8.** Consider and take appropriate action on future agenda item requests.

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 May 9, 2025 at 5:00 p.m.

Danielle Sweat, Economic Development Director



ECONOMIC DEVELOPMENT CORPORATION MEETING

April 01, 2025 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

MINUTES

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.

A motion was made by Farley Reeves and seconded by Glen Frick to approve the consent agenda. This motion passed unanimously.

1. Consider and take appropriate action on March 4, 2025, minutes.
2. Consider and take appropriate action on February 2025 finances.

ITEMS FOR INDIVIDUAL CONSIDERATION

3. A motion was made by Paula Sexton and Seconded by Nicole to approve a BIG grant for Buffalo Grace Boutique. This motion passed unanimously. The board did suggest that the director visit with Misty Cook, the owner about her hours and marketing.
4. A motion was made by Farley Reeves and seconded by Russell Thomasson to deny grant funds to Callander House Assisted Living. The motion passed unanimously.
5. Consider and take appropriate action on marketing grants for fiscal year 24/25.

No motion needed. EDC director is to start working on a marketing application for next fiscal year.

6. Consider and take appropriate action on budget committee.
7. Consider and take appropriate action on requests for future agenda items.

Future agenda items consist of strategic plan proposals and the cost to convert the billboard to digital.

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.

The board went into executive session at 12:13 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.

The board reconvened into open session at 12:47 PM.

A motion was made by Paula Sexton and seconded by Shawn Vinson to declare a project with Ascendant Hollands Office Technologies not to exceed \$75,000. This motion passed unanimously.

The board adjourned at 12:49PM.

Joel Robinett

Danielle Sweat

EDC Balance Sheet

Account Summary

As Of 03/31/2025



City of Wolfforth

Account	Name	Balance	
Fund: 07 - Economic Development Corporation			
Assets			
07-000-01100-000	Cash in Bank	90,552.96	
07-000-01104-000	Cash in TexPool Prime EDC	1,687,715.49	
07-000-01550-000	Prepaid insurance	1,058.80	
	Total Assets:	1,779,327.25	<u>1,779,327.25</u>
Liability			
	Total Liability:	0.00	
Equity			
07-000-02410-000	Fund Balance	1,992,585.68	
07-000-02420-000	Restricted Fund Balance	100,000.00	
	Total Beginning Equity:	2,092,585.68	
Total Revenue		276,856.95	
Total Expense		590,115.38	
Revenues Over/Under Expenses		-313,258.43	
	Total Equity and Current Surplus (Deficit):	1,779,327.25	
	Total Liabilities, Equity and Current Surplus (Deficit):		<u>1,779,327.25</u>

EDC Income Statement

Account Summary

For Fiscal: 2024-2025 Period Ending: 03/31/2025



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	53,276.40	239,161.75	360,838.25
07-000-36110-000	Interest income	50,000.00	50,000.00	6,465.95	37,687.68	12,312.32
07-000-36910-000	Other income	0.00	0.00	0.00	7.52	-7.52
Revenue Total:		650,000.00	650,000.00	59,742.35	276,856.95	373,143.05
Expense						
ExpenseCategory: 42 - Supplies						
07-752-42010-000	Office Supplies & Expense	260.00	260.00	22.82	22.82	237.18
07-752-42192-000	Meeting Expense	2,500.00	2,500.00	186.46	1,015.84	1,484.16
07-752-42195-000	Special Events and Awards	20,000.00	20,000.00	0.00	2,911.90	17,088.10
ExpenseCategory: 42 - Supplies Total:		22,760.00	22,760.00	209.28	3,950.56	18,809.44
ExpenseCategory: 43 - Services						
07-752-43101-000	Legal services	6,800.00	6,800.00	182.00	260.00	6,540.00
07-752-43110-000	Other Professional Services	0.00	0.00	0.00	5,000.00	-5,000.00
07-752-43140-000	Legal Publications	1,600.00	1,600.00	0.00	316.00	1,284.00
07-752-43150-000	Marketing	65,000.00	65,000.00	0.00	12,178.00	52,822.00
07-752-43150-001	Marketing - Social Media	0.00	0.00	483.58	3,352.17	-3,352.17
07-752-43151-000	Customer Appreciation	5,000.00	5,000.00	0.00	20.52	4,979.48
07-752-43320-000	Postage/Freight	50.00	50.00	0.00	0.00	50.00
07-752-43401-000	Travel/Training/Conferences	18,500.00	18,500.00	1,752.79	12,024.81	6,475.19
07-752-43501-000	Memberships	6,000.00	6,000.00	350.00	3,600.00	2,400.00
07-752-43505-000	Fees and Charges	0.00	0.00	21.28	777.68	-777.68
07-752-43900-000	Contract Services	95,000.00	95,000.00	0.00	12,875.00	82,125.00
07-752-43905-000	Payroll Reimbursement	86,585.00	86,585.00	7,011.77	42,538.76	44,046.24
ExpenseCategory: 43 - Services Total:		284,535.00	284,535.00	9,801.42	92,942.94	191,592.06
ExpenseCategory: 44 - Operating Expense						
07-752-44001-000	Business Support	340,000.00	340,000.00	0.00	0.00	340,000.00
07-752-44001-001	Business Improvement Grant	0.00	0.00	0.00	12,325.28	-12,325.28
ExpenseCategory: 44 - Operating Expense Total:		340,000.00	340,000.00	0.00	12,325.28	327,674.72
ExpenseCategory: 46 - Capital						
07-752-46180-000	Land & Building Acquisition	0.00	0.00	0.00	451,636.72	-451,636.72
07-752-46400-000	Capital Reserves	2,705.00	2,705.00	0.00	0.00	2,705.00
ExpenseCategory: 46 - Capital Total:		2,705.00	2,705.00	0.00	451,636.72	-448,931.72
ExpenseCategory: 49 - Other Financing Uses						
07-752-49200-000	Note Agreement Forgiveness	0.00	0.00	0.00	29,259.88	-29,259.88
ExpenseCategory: 49 - Other Financing Uses Total:		0.00	0.00	0.00	29,259.88	-29,259.88
Expense Total:		650,000.00	650,000.00	10,010.70	590,115.38	59,884.62
Fund: 07 - Economic Development Corporation Surplus (Deficit):		0.00	0.00	49,731.65	-313,258.43	
Total Surplus (Deficit):		0.00	0.00	49,731.65	-313,258.43	

Group Summary

ExpenseCategory	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 07 - Economic Development Corporation					
Revenue					
	650,000.00	650,000.00	59,742.35	276,856.95	373,143.05
Revenue Total:	650,000.00	650,000.00	59,742.35	276,856.95	373,143.05
Expense					
42 - Supplies	22,760.00	22,760.00	209.28	3,950.56	18,809.44
43 - Services	284,535.00	284,535.00	9,801.42	92,942.94	191,592.06
44 - Operating Expense	340,000.00	340,000.00	0.00	12,325.28	327,674.72
46 - Capital	2,705.00	2,705.00	0.00	451,636.72	-448,931.72
49 - Other Financing Uses	0.00	0.00	0.00	29,259.88	-29,259.88
Expense Total:	650,000.00	650,000.00	10,010.70	590,115.38	59,884.62
Fund: 07 - Economic Development Corporation Surplus (Deficit):	0.00	0.00	49,731.65	-313,258.43	313,258.43
Total Surplus (Deficit):	0.00	0.00	49,731.65	-313,258.43	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
07 - Economic Development	0.00	0.00	49,731.65	-313,258.43	313,258.43
Total Surplus (Deficit):	0.00	0.00	49,731.65	-313,258.43	



City of Wolfforth

Item # 2.

EDC Budget Report

Account Summary

For Fiscal: 2024-2025 Period Ending: 03/31/2025

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 07 - Economic Development Corporation							
Revenue							
07-000-31300-000	Sales Tax	600,000.00	600,000.00	53,276.40	239,161.75	-360,838.25	39.86 %
07-000-36110-000	Interest income	50,000.00	50,000.00	6,465.95	37,687.68	-12,312.32	75.38 %
07-000-36910-000	Other income	0.00	0.00	0.00	7.52	7.52	0.00 %
Revenue Total:		650,000.00	650,000.00	59,742.35	276,856.95	-373,143.05	42.59%
Expense							
ExpenseCategory: 42 - Supplies							
07-752-42010-000	Office Supplies & Expense	260.00	260.00	22.82	22.82	237.18	8.78 %
07-752-42192-000	Meeting Expense	2,500.00	2,500.00	186.46	1,015.84	1,484.16	40.63 %
07-752-42195-000	Special Events and Awards	20,000.00	20,000.00	0.00	2,911.90	17,088.10	14.56 %
ExpenseCategory: 42 - Supplies Total:		22,760.00	22,760.00	209.28	3,950.56	18,809.44	17.36%
ExpenseCategory: 43 - Services							
07-752-43101-000	Legal services	6,800.00	6,800.00	182.00	260.00	6,540.00	3.82 %
07-752-43110-000	Other Professional Services	0.00	0.00	0.00	5,000.00	-5,000.00	0.00 %
07-752-43140-000	Legal Publications	1,600.00	1,600.00	0.00	316.00	1,284.00	19.75 %
07-752-43150-000	Marketing	65,000.00	65,000.00	0.00	12,178.00	52,822.00	18.74 %
07-752-43150-001	Marketing - Social Media	0.00	0.00	483.58	3,352.17	-3,352.17	0.00 %
07-752-43151-000	Customer Appreciation	5,000.00	5,000.00	0.00	20.52	4,979.48	0.41 %
07-752-43320-000	Postage/Freight	50.00	50.00	0.00	0.00	50.00	0.00 %
07-752-43401-000	Travel/Training/Conferences	18,500.00	18,500.00	1,752.79	12,024.81	6,475.19	65.00 %
07-752-43501-000	Memberships	6,000.00	6,000.00	350.00	3,600.00	2,400.00	60.00 %
07-752-43505-000	Fees and Charges	0.00	0.00	21.28	777.68	-777.68	0.00 %
07-752-43900-000	Contract Services	95,000.00	95,000.00	0.00	12,875.00	82,125.00	13.55 %
07-752-43905-000	Payroll Reimbursement	86,585.00	86,585.00	7,011.77	42,538.76	44,046.24	49.13 %
ExpenseCategory: 43 - Services Total:		284,535.00	284,535.00	9,801.42	92,942.94	191,592.06	32.66%
ExpenseCategory: 44 - Operating Expense							
07-752-44001-000	Business Support	340,000.00	340,000.00	0.00	0.00	340,000.00	0.00 %
07-752-44001-001	Business Improvement Grant	0.00	0.00	0.00	12,325.28	-12,325.28	0.00 %
ExpenseCategory: 44 - Operating Expense Total:		340,000.00	340,000.00	0.00	12,325.28	327,674.72	3.63%
ExpenseCategory: 46 - Capital							
07-752-46180-000	Land & Building Acquisition	0.00	0.00	0.00	451,636.72	-451,636.72	0.00 %
07-752-46400-000	Capital Reserves	2,705.00	2,705.00	0.00	0.00	2,705.00	0.00 %
ExpenseCategory: 46 - Capital Total:		2,705.00	2,705.00	0.00	451,636.72	-448,931.72	16,696.37%
ExpenseCategory: 49 - Other Financing Uses							
07-752-49200-000	Note Agreement Forgiveness	0.00	0.00	0.00	29,259.88	-29,259.88	0.00 %
ExpenseCategory: 49 - Other Financing Uses Total:		0.00	0.00	0.00	29,259.88	-29,259.88	0.00%
Expense Total:		650,000.00	650,000.00	10,010.70	590,115.38	59,884.62	90.79%
Fund: 07 - Economic Development Corporation Surplus (Deficit):		0.00	0.00	49,731.65	-313,258.43	-313,258.43	0.00%
Report Surplus (Deficit):		0.00	0.00	49,731.65	-313,258.43	-313,258.43	0.00%

Group Summary

ExpenseCategory	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 07 - Economic Development Corporation						
Revenue						
	650,000.00	650,000.00	59,742.35	276,856.95	-373,143.05	42.59%
Revenue Total:	650,000.00	650,000.00	59,742.35	276,856.95	-373,143.05	42.59%
Expense						
42 - Supplies	22,760.00	22,760.00	209.28	3,950.56	18,809.44	17.36%
43 - Services	284,535.00	284,535.00	9,801.42	92,942.94	191,592.06	32.66%
44 - Operating Expense	340,000.00	340,000.00	0.00	12,325.28	327,674.72	3.63%
46 - Capital	2,705.00	2,705.00	0.00	451,636.72	-448,931.72	16,696.37%
49 - Other Financing Uses	0.00	0.00	0.00	29,259.88	-29,259.88	0.00%
Expense Total:	650,000.00	650,000.00	10,010.70	590,115.38	59,884.62	90.79%
Fund: 07 - Economic Development Corporation Surplus (Deficit):	0.00	0.00	49,731.65	-313,258.43	-313,258.43	0.00%
Report Surplus (Deficit):	0.00	0.00	49,731.65	-313,258.43	-313,258.43	0.00%

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
07 - Economic Development Corp	0.00	0.00	49,731.65	-313,258.43	-313,258.43
Report Surplus (Deficit):	0.00	0.00	49,731.65	-313,258.43	-313,258.43



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	5/12/2025
ITEM TITLE:	Conduct public hearing on a proposed economic development project to fund Ascendant Hollands Office Technologies.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

The Economic Development Corporation has agreed to declare a project not to exceed \$75,000 to assist with the purchase of a transit van for Ascendant Hollands Office Technologies, supporting their expanding delivery operations. This investment is backed by several key factors that demonstrate the strength and long-term value of this business to our local economy:

Proven Longevity and Stability: Ascendant Hollands Office Technologies has been in operation for over 35 years, establishing a strong reputation and consistent presence in the business-to-business marketplace.

Significant Sales Tax Growth: Following a recent merger, the company's sales tax contributions have doubled from 2023 to 2024, making them an even more valuable economic partner to the community.

Diverse and Expanding Product Lines: The business continues to evolve and diversify. In addition to their core office machines and document solutions, they've expanded into:

Sanitation supplies and restaurant disposables – high-growth areas with strong regional demand.

Commercial printing – requiring investment in new equipment and personnel.

Mailing solutions – with the addition of FP Mailing Solutions, a global industry leader, to their vendor lineup alongside Kyocera Document Solutions.

Job Creation and Infrastructure Needs: Their expansion is projected to create new jobs and require more personnel, space, inventory, and equipment to meet growing customer demand.

Recurring, Taxable Revenue: Their products are consumable and service-driven, encouraging repeat business and continued sales tax generation—primarily from Lubbock and surrounding communities.

This support aligns with the EDC's mission to foster sustainable business growth and enhance local economic development. We believe this investment will position Ascendant Hollands Office Technologies as a dominant player in the regional market while reinforcing our community's business ecosystem.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION:

Conduct public hearing



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	5/12/2025
ITEM TITLE:	Consider and take appropriate action on marketing grant application.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

At the April meeting, the board agreed to explore the possibility of introducing a marketing grant for the 2026–2027 fiscal year. As part of the discussion, we reviewed several sample applications from other communities. The board then directed the EDC Director to draft a version tailored specifically for the Wolfforth EDC. That draft application is now being presented for review and feedback.

EXHIBITS:

Marketing grant application

COUNCIL ACTION/STAFF RECOMMENDATION:



Wolfforth Economic Development Corporation

302 Main Street Wolfforth, TX 79382
806-855-4120 | dsweat@wolfforthtx.us

Item # 4.

WOLFFORTH BUSINESS MARKETING GRANT

A. Purpose

The Wolfforth Business Marketing Grant provides financial assistance to existing businesses within Wolfforth's City Limits. The Grant will support the local businesses by providing funding for innovative and impactful marketing efforts and initiatives aimed at increasing visibility, customer engagement, boosting sales, brand recognition and growth within the community.

B. Target Areas

This Grant is open to all retail and commercial businesses within Wolfforth's City Limits, excluding areas in the ETJ. Below are eligible and ineligible businesses:

Eligible Businesses:

- For profit businesses
- Brick-and-mortar

Ineligible Businesses:

- Non-profit organizations, religious organizations, home-based businesses, independent school districts, attorneys, medical practices, day cares, independent insurance agents, big box/name companies, the hospitality sector, real estate brokers, franchises, and residential developers

C. Objective

Grant funds will be made available aimed at increasing marketing efforts and initiatives to boost sales, customer engagement, and brand recognition for local businesses, such as:

- Leveraging digital marketing (social media, TV, radio) for advertisements
- Advertising campaigns (Targeted Ads)
- Photography of products and/or services
- Video Creation

D. Grant Amounts

Each approved business will be awarded a maximum matching amount of up to \$2,000 per business. The EDC office will pay the marketing entity directly, up to \$2,000. If the business chooses to contribute additional funds, the remaining balance must be paid in full upfront, with proof of payment submitted to the EDC office.

E. Grant Limitation

The Grant monies must be utilized within ninety (90) days of approval. If the business fails to utilize the Grant monies within the given time frame, the business forfeits the Grant, and the marketing project will not be funded by the EDC office. The business can reapply for the Grant every 3 years.

F. Grant Eligibility & Requirements

- Funds cannot be used for payroll, rent, utilities, construction, sponsorships, equipment purchases unrelated to marketing, previous marketing debt or expenses incurred before the grant award date.
- Funds cannot be used for residential properties or vacant commercial buildings
- Funds must be used for marketing-related expenses such as:
 - Branding (ie: logo design, website design)
 - Digital marketing advertisements (ie: social media, TV or radio commercial)
 - Advertising campaigns (ie: targeted ads for social media, TV or radio)
- Businesses must be located within Wolfforth's City Limits.
- Businesses must be a brick-and-mortar that offer taxable services and/or sales, with proof of building ownership and/or a signed lease agreement.
- Businesses must have a valid business license/sales tax ID/Certificate of Occupancy and be in good standing with the City of Wolfforth and the State of Texas.
- Businesses must have an active "Google My Business" listing.
- Businesses of any age are eligible. Start-ups are eligible if they have a formal business plan and active business registration.

G. How to Apply

1. Contact the EDC office to confirm grant funds are available.
2. Fill out the Business Marketing Grant Application and submit to the EDC office, in person or via email.
3. Your application may be reviewed by the Board of Directors. To ensure consideration, please submit your application at least two weeks prior to the scheduled EDC Board of Directors meeting, held on the first Tuesday of each month. Applications submitted after the deadline will be reviewed at the following month's meeting.
4. Contact the marketing entities/agencies of your choice, to discuss the best marketing plan for your business.
5. Submit the marketing quote/contract/plan, from the marketing entity, that outlines the proposed marketing effort, initiative, or campaign and must include the marketing firm's contact information.

H. Important Notes

- The Grant funds are available until the funds are depleted and renewed every fiscal year pending approval by the EDC Board of Directors.
- Submitting an application does not guarantee approval. Processing typically takes 1–2 months once all required documentation is received.
- These funds are intended for new marketing efforts, initiatives, or campaigns and cannot be used for those already in progress.
- Any previous marketing debt or expenses incurred before the grant award date will not be considered.
- Businesses can enhance their chosen marketing effort by contributing additional funds, however, EDC office will only cover a maximum of \$2,000 in matching funds.
- It is highly encouraged to reference the City of Wolfforth to be added to the marketing effort (e.g., "Made in Wolfforth," "Proudly Made in Wolfforth", "Wolfforth, TX", "Grown in Wolfforth", etc.).

I. Required Documents**With Application Submission:**

- Proof of building ownership and/or a signed lease agreement
- Proof of valid business license/sales tax ID/Certificate of Occupancy
- Quote/contract/plan that outlines the proposed marketing effort, initiative or campaign
- A detailed performance report, including data analytics from your business website, social media,
- Copy of "Google My Business" page

After Grant Approval:

- Proof of aired advertisements on TV, radio, or social media
- A detailed performance report, including data analytics before and after the marketing campaign
- Receipts and proof of contract with the ad agency (grant payments will be made directly to the ad agency)

Board Approved: January 15, 2025 AC/MC/MG

Section 1:

Name of Applicant:	_____		
Applicant Type: (check one)	I am the Property Owner	Leasing the Property	_____
		How many years is the lease term	_____
		Property Owner's Name	_____
Business Name:	_____		
Type of Business:	_____		
Property Address:	_____		
Mailing Address:	_____		
Phone:	_____	Email:	_____
Year Established:	_____		
# of Employees:	Full Time _____	Part Time _____	

Have you received any grants or business incentives from the EDC? ☐ No ☐ Yes, date _____How did you hear about the Grant? ☐ Social Media ☐ Website ☐ Word of Mouth ☐ Business Neighbor

Do you have marketing budget? ☐ Yes ☐ No If yes, how much? _____

Are you a Lubbock chamber member? ☐ Yes ☐ No

Are you currently employed by, serving on, or affiliated with the WEDC? ☐ Yes ☐ No

If affiliated, please specify with whom: _____

Section 2:

Do you have a website?

☐ Yes: www. _____

☐ No

☐ No, but I am interested in learning how to create a website

Do you have social media?

☐ Yes, check all those that apply and indicate analytics below, for the last month

☐ No

☐ No, but I am interested in learning how to create a social media page

Insights:

☐ Facebook

Handle: _____

Likes: _____

Followers: _____

☐ Instagram

Handle: _____

Likes: _____

Followers: _____

☐ TikTok

Handle: _____

Likes: _____

Followers: _____

Section 3:

Provide a detailed description and your goals of how you plan to use the grant funds. Include specific activities such as advertising, website development, social media campaigns, etc. _____

Proposed Start Date: _____

Proposed Completion Date: _____

Chosen Agency: _____

Business Contribution: _____

Additional Comments _____

Signed by Property Owner: _____

Item # 4.

Signed by Tenant: _____

Date: _____



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	5/12/2025
ITEM TITLE:	Consider and take appropriate action on revised business improvement grant application.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

At the April meeting, the board discussed several areas of improvement for the current Business Improvement Grant (BIG) application. Moving forward, the program will be structured as a matching grant to ensure greater clarity and consistency for applicants. The updated BIG application reflecting these changes is attached for your review.

EXHIBITS:

Business improvement grant application

COUNCIL ACTION/STAFF RECOMMENDATION:



Business Improvement Grant (BIG) Program Application

1. Applicant Information

Contact Name(s): _____

Name of Business: _____

Address: _____

Contact Phone: _____ Email Address: _____

2. Information on Property Proposed for Business Improvement Program

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

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

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

3. Landlord Information (if different from applicant)

Property Owner/Landlord: _____

Address: _____

Business Phone: _____ Email Address: _____

Signature: _____

4. Commitment

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

Signature of Applicant

Date

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

Upon receipt of all preliminary materials, the EDC will review applications and determine pre-qualification for funding. This is a matching grant, meaning the EDC will reimburse 50% of the total eligible project costs, up to a maximum of \$10,000. To qualify, projects must have a minimum total expenditure of \$1,000.

Final reimbursement will be issued only after the project is completed and the applicant submits an itemized invoice and proof of payment for verification.

Business Improvement Grant (BIG) Program Information

Item # 5.

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 enhance the appearance and visual character of the community.

This is a matching grant program, meaning the EDC will reimburse 50% of eligible project costs, up to a maximum of \$10,000 per applicant. To be eligible, applicants must plan to spend a minimum of \$1,000 on qualifying improvements.

The application period for this grant will remain open until September 30th of the current fiscal year, until program funds are exhausted, or until the EDC determines that its program goals have been met.

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.



Program Details

All buildings and facilities located within the corporate limits of Wolfforth at the time these guidelines are adopted are eligible for the BIG Program. However, funding will only be awarded to applicants improving property that has an existing structure in place.

The Business Improvement Grant is a matching reimbursement program. This means that the Wolfforth EDC will match applicant expenditures dollar-for-dollar, up to a maximum of \$10,000. To qualify, total project expenditures must be at least \$1,000.

For example:

- If a business spends \$5,000 on eligible improvements, the EDC will reimburse \$5,000.
- If a business spends \$15,000, the reimbursement will be capped at \$10,000.

Only permanent improvements to the property are eligible. Typical qualifying projects may include:

- Remodeling or reconstructing building interiors or exteriors
- Resurfacing outdoor parking areas
- Adding landscaping

Non-permanent items such as furniture, fixtures, or décor are not eligible for reimbursement.

Funding will only be issued after the project has been completed and the applicant has submitted:

1. An itemized invoice, and
2. Proof of full payment to the contractor or vendor.

Applications will be reviewed by the EDC Board. During review, the EDC may contact the applicant for clarification or additional details. Applicants will receive written notice of the EDC's decision regarding approval.

If you have any questions or need assistance with your application, please contact:

Danielle Sweat

Wolfforth Economic Development Corporation

■ (806) 855-4128

■ dsweat@wolfforthtx.us

Completed applications and all required supporting documents should be submitted to:

Wolfforth Economic Development Corporation

302 Main Street, Wolfforth, Texas



AGENDA ITEM COMMENTARY

MEETING NAME: Economic Development Corporation

MEETING DATE: 5/12/2025

ITEM TITLE: Consider and take appropriate action on board attendance at the Texas Economic Development Council's Sales Tax Training.

STAFF INITIATOR: Danielle Sweat-EDC Director

BACKGROUND:

The Texas Economic Development Council will be hosting a Sales Tax Training Workshop on August 22nd at the Overton Hotel in Lubbock. The training will run from 8:00 a.m. to 4:00 p.m., with a light breakfast and lunch provided.

Under Section 502.101 of the Local Government Code, this training is required for the EDC Director and at least one city administrator. Although board members are not legally required to attend, we have discussed making it a priority to ensure our board is well-informed and positioned for success.

The cost to attend is \$225 per person, and please note that registration fees are non-refundable. Because of this, it's important that anyone committing to attend ensures the date is firmly held on their calendar.

At this time, I have Randy, Joel, and Tyler on the list to register. If anyone else would like to attend, please let me know by the end of this week so we can complete all registrations and secure our spots.

Your participation in this training would be a valuable investment in our board's leadership and effectiveness.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION:

Conduct public hearing



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	5/12/2025
ITEM TITLE:	Consider and take appropriate action on Lubbock Chamber luncheon update.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

At the December 2024 meeting, the board approved a motion to allocate \$20,000 toward sponsorships that either foster strategic relationships or provide educational value for the board. The first sponsorship selected was the Lubbock Chamber of Commerce Prayer Luncheon, which drew approximately 330 attendees, including state and local officials, school superintendents, and community leaders. Charlotte McDonald, the EDC Director, and the Wolfforth EDC were all recognized during the event. Our logo was prominently featured in a scrolling presentation viewed by the full audience, ensuring our presence was both visible and impactful. This sponsorship was a meaningful investment in regional visibility and relationship-building.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION: