



ECONOMIC DEVELOPMENT CORPORATION MEETING

January 07, 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 December 3, 2024, minutes.
2. Consider and take appropriate action on November 2024 financials.

ITEMS FOR INDIVIDUAL CONSIDERATION

3. Consider and take appropriate action on Placer AI renewal for 2025.
4. Consider and take appropriate action on sponsorship opportunity with Texas Tech's Discoveries to Impact.

5. Consider and take appropriate action on marketing materials.
6. Consider and take appropriate action on EDC director travel for spring of 2025.
7. Consider and take appropriate action on future agenda items.

EXECUTIVE SESSION

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

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

RECONVENE INTO OPEN SESSION

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

ADJOURN

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

Certification

I, the undersigned authority do hereby certify that the Notice of Meeting was posted at City Hall of the City of Wolfforth, Texas was posted on January 3, 2025, at 5:00 p.m.

Danielle Sweat, Economic Development Director



ECONOMIC DEVELOPMENT CORPORATION MEETING

December 03, 2024 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

MINUTES

Meeting was called to order at 11:34am.

ROLL CALL AND ESTABLISH A QUORUM

In attendance: Randy Criswell, Nicole Butler, Joel Robinett, Farley Reeves, Russell Thomasson, Paula Sexton

Leading EDG: Taylor McAlpine

Director: Danielle Sweat

Absent: Shawn Vinson, Glen Frick

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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 Paula Sexton to approve the consent agenda. Motion was seconded by Farley Reeves. Motion passed unanimously.

1. Consider and take appropriate action on November 5, 2024, minutes.
2. Consider and take appropriate action on October 2024 financial report.

ITEMS FOR INDIVIDUAL CONSIDERATION

3. PUBLIC HEARING: Consider and take appropriate action on public hearing on a proposed economic development project to fund engineering for the reconstruction of Alcove Avenue between 66th street and Highway 62/82.

Public Hearing was opened at 11:38am and closed at 12:58pm.

4. A motion was made by Nicole Butler and seconded by Paula Sexton to amend the budget to set aside \$20,000 for sponsorships that will build relationships and/or be an educational opportunity for the board. These sponsorships will be at the discretion the director, city manager, and board president. Attendees should be present to represent and promote Wolfforth. Motion passed unanimously.
5. A motion was made by Nicole Butler and seconded by Farley Reeves to renew a six-month contract with Purpose Marketing. This motion passed unanimously.
6. Consider and take appropriate action on Hometown Tire BRE visit.
No action taken.
7. Consider and take appropriate action on high school dismissal times.
No action taken.
8. Consider and take appropriate action on update regarding Frenship Mesa Park.
Nicole Butler reached out to the Frenship Mesa neighborhood page with not much luck. Joel Robinett is going to reach out to some landscapers to get advice on a master plan for Frenship Mesa park. Joel will report back. No official action taken.

The board went into executive session at 12:22PM.

The board reconvened into open session at 12:58pm.

Adjourned at 12:59PM

Joel Robinett



	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 07 - Economic Development Corporation						
Revenue						
Department: 000 - Non-departmental						
07-000-31300-000 Sales Tax	600,000.00	600,000.00	191,915.16	697,298.84	97,298.84	116.22 %
07-000-36110-000 Interest income	20,000.00	20,000.00	8,964.47	100,786.71	80,786.71	503.93 %
Department: 000 - Non-departmental Total:	620,000.00	620,000.00	200,879.63	798,085.55	178,085.55	28.72%
Revenue Total:	620,000.00	620,000.00	200,879.63	798,085.55	178,085.55	28.72%
Expense						
Department: 752 - Economic Development						
07-752-42010-000 Office Supplies & Expense	250.00	250.00	91.21	394.92	-144.92	-57.97 %
07-752-42192-000 Meeting Expense	0.00	0.00	185.00	1,915.26	-1,915.26	0.00 %
07-752-42195-000 Special Events and Awards	2,500.00	2,500.00	0.00	23.79	2,476.21	99.05 %
07-752-43101-000 Legal services	3,000.00	3,000.00	336.00	3,826.00	-826.00	-27.53 %
07-752-43110-000 Other Professional Services	65,000.00	65,000.00	-7,726.79	63,587.50	1,412.50	2.17 %
07-752-43140-000 Legal Publications	1,500.00	1,500.00	0.00	1,572.00	-72.00	-4.80 %
07-752-43150-000 Marketing	62,000.00	62,000.00	-242.92	82,371.68	-20,371.68	-32.86 %
07-752-43151-000 Customer Appreciation	0.00	0.00	0.00	194.59	-194.59	0.00 %
07-752-43320-000 Postage/Freight	50.00	50.00	0.00	0.00	50.00	100.00 %
07-752-43401-000 Travel/Training/Conferences	15,000.00	15,000.00	397.48	14,757.60	242.40	1.62 %
07-752-43501-000 Memberships	1,800.00	1,800.00	0.00	3,102.51	-1,302.51	-72.36 %
07-752-43900-000 Contract Services	15,000.00	15,000.00	0.00	69,847.52	-54,847.52	-365.65 %
07-752-43905-000 Payroll Reimbursement	74,742.00	74,742.00	7,988.14	75,549.18	-807.18	-1.08 %
07-752-44001-000 Business Support	370,000.00	370,000.00	71,120.23	74,114.39	295,885.61	79.97 %
07-752-46180-000 Land & Building Acquisition	0.00	0.00	1,000.00	69,665.10	-69,665.10	0.00 %
07-752-49200-000 Note Agreement Satisfaction	0.00	0.00	0.00	38,753.38	-38,753.38	0.00 %
07-752-49995-000 Transfers out	0.00	0.00	161,281.39	161,281.39	-161,281.39	0.00 %
Department: 752 - Economic Development Total:	610,842.00	610,842.00	234,429.74	660,956.81	-50,114.81	-8.20%
Expense Total:	610,842.00	610,842.00	234,429.74	660,956.81	-50,114.81	-8.20%
Fund: 07 - Economic Development Corporation Surplus (Deficit):	9,158.00	9,158.00	-33,550.11	137,128.74	127,970.74	-1,397.37%
Report Surplus (Deficit):	9,158.00	9,158.00	-33,550.11	137,128.74	127,970.74	-1,397.37%

Group Summary

	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 07 - Economic Development Corporation						
Revenue						
Department: 000 - Non-departmental						
	620,000.00	620,000.00	200,879.63	798,085.55	178,085.55	28.72%
Department: 000 - Non-departmental Total:	620,000.00	620,000.00	200,879.63	798,085.55	178,085.55	28.72%
Revenue Total:	620,000.00	620,000.00	200,879.63	798,085.55	178,085.55	28.72%
Expense						
Department: 752 - Economic Development						
	610,842.00	610,842.00	234,429.74	660,956.81	-50,114.81	-8.20%
Department: 752 - Economic Development Total:	610,842.00	610,842.00	234,429.74	660,956.81	-50,114.81	-8.20%
Expense Total:	610,842.00	610,842.00	234,429.74	660,956.81	-50,114.81	-8.20%
Fund: 07 - Economic Development Corporation Surplus (Deficit):	9,158.00	9,158.00	-33,550.11	137,128.74	127,970.74	-1,397.37%
Report Surplus (Deficit):	9,158.00	9,158.00	-33,550.11	137,128.74	127,970.74	-1,397.37%

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
07 - Economic Development Corp	9,158.00	9,158.00	-33,550.11	137,128.74	127,970.74
Report Surplus (Deficit):	9,158.00	9,158.00	-33,550.11	137,128.74	127,970.74



		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	60,154.61	60,154.61	-539,845.39	10.03 %
07-000-36110-000	Interest income	50,000.00	50,000.00	0.00	13,096.94	-36,903.06	26.19 %
	Revenue Total:	650,000.00	650,000.00	60,154.61	73,251.55	-576,748.45	11.27%
Expense							
ExpenseCategory: 42 - Supplies							
07-752-42010-000	Office Supplies & Expense	260.00	260.00	0.00	0.00	260.00	0.00 %
07-752-42192-000	Meeting Expense	2,500.00	2,500.00	0.00	214.15	2,285.85	8.57 %
07-752-42195-000	Special Events and Awards	20,000.00	20,000.00	0.00	185.92	19,814.08	0.93 %
	ExpenseCategory: 42 - Supplies Total:	22,760.00	22,760.00	0.00	400.07	22,359.93	1.76%
ExpenseCategory: 43 - Services							
07-752-43101-000	Legal services	6,800.00	6,800.00	78.00	78.00	6,722.00	1.15 %
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	2,680.00	7,740.00	57,260.00	11.91 %
07-752-43150-001	Marketing - Social Media	0.00	0.00	0.00	1,156.08	-1,156.08	0.00 %
07-752-43151-000	Customer Appreciation	5,000.00	5,000.00	0.00	0.00	5,000.00	0.00 %
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	0.00	5,510.89	12,989.11	29.79 %
07-752-43501-000	Memberships	6,000.00	6,000.00	0.00	1,750.00	4,250.00	29.17 %
07-752-43505-000	Fees and Charges	0.00	0.00	0.00	42.56	-42.56	0.00 %
07-752-43900-000	Contract Services	95,000.00	95,000.00	0.00	0.00	95,000.00	0.00 %
07-752-43905-000	Payroll Reimbursement	86,585.00	86,585.00	6,987.64	18,482.31	68,102.69	21.35 %
	ExpenseCategory: 43 - Services Total:	284,535.00	284,535.00	9,745.64	40,075.84	244,459.16	14.08%
ExpenseCategory: 44 - Operating Expense							
07-752-44001-000	Business Support	340,000.00	340,000.00	0.00	8,925.28	331,074.72	2.63 %
	ExpenseCategory: 44 - Operating Expense Total:	340,000.00	340,000.00	0.00	8,925.28	331,074.72	2.63%
ExpenseCategory: 46 - Capital							
07-752-46180-000	Land & Building Acquisition	0.00	0.00	0.00	446,454.18	-446,454.18	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	446,454.18	-443,749.18	16,504.78%
	Expense Total:	650,000.00	650,000.00	9,745.64	495,855.37	154,144.63	76.29%
	Fund: 07 - Economic Development Corporation Surplus (Deficit):	0.00	0.00	50,408.97	-422,603.82	-422,603.82	0.00%
	Report Surplus (Deficit):	0.00	0.00	50,408.97	-422,603.82	-422,603.82	0.00%

Group Summary

ExpenseCategor...	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	60,154.61	73,251.55	-576,748.45	11.27%
Revenue Total:	650,000.00	650,000.00	60,154.61	73,251.55	-576,748.45	11.27%
Expense						
42 - Supplies	22,760.00	22,760.00	0.00	400.07	22,359.93	1.76%
43 - Services	284,535.00	284,535.00	9,745.64	40,075.84	244,459.16	14.08%
44 - Operating Expense	340,000.00	340,000.00	0.00	8,925.28	331,074.72	2.63%
46 - Capital	2,705.00	2,705.00	0.00	446,454.18	-443,749.18	16,504.78%
Expense Total:	650,000.00	650,000.00	9,745.64	495,855.37	154,144.63	76.29%
Fund: 07 - Economic Development Corporation Surplus (Deficit):	0.00	0.00	50,408.97	-422,603.82	-422,603.82	0.00%
Report Surplus (Deficit):	0.00	0.00	50,408.97	-422,603.82	-422,603.82	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	50,408.97	-422,603.82	-422,603.82
Report Surplus (Deficit):	0.00	0.00	50,408.97	-422,603.82	-422,603.82



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	1/7/2025
ITEM TITLE:	Consider and take appropriate action on Placer AI renewal for 2025.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

In January of 2024, the Wolfforth EDC made a strategic investment by purchasing the Placer AI platform. This innovative platform provides invaluable tools that enable organizations to analyze foot traffic patterns, understand customer demographics, and benchmark performance against competitors. Placer AI's features include accurate foot traffic counts, trade area analysis, and detailed demographic insights.

As the primary user of this platform, I can attest to its transformative impact on our ability to serve local businesses effectively. For example, I am able to provide individual businesses with actionable insights, such as identifying peak traffic times near their locations and understanding the demographics of their customer base. This helps businesses tailor their strategies to better align with their target audience.

The platform has also proven indispensable in planning and evaluating our community events. By leveraging Placer AI, I can obtain precise foot traffic counts during these events, enabling us to measure their success and make data-driven decisions for future planning. Additionally, Placer AI allows for void analysis, helping us identify gaps in our community and present compelling data to attract new businesses. This tool even enables us to track the zip codes of our visitors, offering deeper insights into our reach and market potential.

In short, Placer AI has become an essential resource for our EDC. It empowers us with the data needed to support our local businesses, optimize community events, and attract new investments to Wolfforth. Renewing our contract with Placer AI is not just a continuation of this valuable service but an affirmation of our commitment to making data-driven decisions that drive growth and prosperity for our community.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION:

Renew Placer AI for 2025



PLACER LABS, INC.

ORDER FORM

Wolfforth Economic Development Corporation	(“Customer”)	Placer Labs, Inc.	(“Placer”)
Address:	302 Main St Wolfforth, TX 79382	Address:	440 N Barranca Ave., #1277 Covina, CA 91723
Contact Person:	Danielle Sweat	Contact Person	William Houck
Email:	dsweat@wolfforthtx.us	Billing Contact Person:	Melissa Anderson
Phone:	806-855-4120	Billing Email*:	billing@placer.ai
Billing Contact Email:		Billing Phone*:	415-228-2444

*Not for use for official notices.

1. Services.

The services provided under this Order Form (the “Services”) include:

- Chain Report Expanded which displays chain-level demographic and psychographic data.
- Access, via Placer Venue Analytics Platform (“Placer’s Platform”), to all major venues within the United States
- Access is limited to the 2 named users as set forth in the attached Exhibit A. User credentials, logins and Placer Data may not be shared with others
- Access, via Placer’s Platform, to reports, including Visits, Trade Areas, Customer Journey, Customer Insights, Dwell Times, and Visitation by Hour/Day
- Actionable insights include:
 - Accurate foot traffic counts and dwell time
 - True Trade Areas displaying frequent-visitors-density by home and work locations
 - Customers’ demographics, interests, and time spent at relevant locations
 - Where customers are coming from and going to, and the routes they take
 - Benchmarking of Foot Traffic, Market Share, Audiences, and other key metrics
 - Competitive insights
 - Void Analysis Reports
- Access to Xtra reports per ad hoc needs; in Excel, KML, Tableau, and other formats: Quarterly Maximum of 26 credits; Annual Maximum of 104 credits
- Access to STI Demographics Bundle + Mosaic Data Set, and AGS CrimeRisk. The applicable Advanced Demographics and Psychographics are generated using the Input Datasets from the data vendors as set forth below:

Description	Input Datasets Used
STI Demographics Bundle	PopStats
	Spending Patterns
	Workplace
	Market Outlook
Experian Mosaic	Mosaic Segmentation
AGS CrimeRisk	CrimeRisk

2. Permitted Uses

The data, information and materials accessible via the Services are referred to as “**Placer Data**”. Customer may use Placer Data solely for the following purposes (“**Permitted Uses**”): (a) Customer may use Placer Data for Customer’s internal business purposes; and (b) Customer may incorporate Placer Data into Research Data, as described and subject to the restrictions below.

“**Research Data**” means datasets and other materials created by Customer that result in any part from Customer’s use of Placer Data. The Customer may share Research Data with current and potential customers, and in marketing materials; provided that the Customer shall cite Placer as a provider of such information (for such purpose only, Placer grants Customer the rights to use the Placer.ai name and logo, provided that any such use of the Placer.ai name and logo must clearly indicate that Placer is the provider of data only, and is not involved in any analysis, conclusion, recommendation). Customer shall not, directly or indirectly, resell, distribute, sublicense, display or otherwise provide Placer Data to any third parties, except that Customer may display Placer Data as part of Research Data.

3. Term and Termination.

Initial Term: The initial term of this Order Form will begin as of the last signature date set forth below, and will continue for 12 consecutive months thereafter (the “**Initial Term**”). Each renewal or additional term, if any, is referred to as “**Additional Term,**” and the Initial Term and any Additional Terms are referred to collectively as the “**Term.**”

Additional Term: Following expiration of the Initial Term, this Order Form shall be automatically renewed for additional periods of the same duration as the Initial Term, unless either party provides written notice of non-renewal at least thirty (30) days prior to the expiration of the then-current term.

Termination: Either party may terminate this Order Form upon thirty (30) days’ notice if the other party materially breaches any of the terms or conditions of this Order Form or the Agreement (as defined below), and the breach remains uncured during such thirty (30) days. In addition, Placer may immediately suspend Customer’s access to the Services, or terminate the Order Form, in the event of non-payment by the Customer or breach by Customer of any restrictions regarding usage of the Services.

4. Fees.

\$15,000/year invoiced: semi-annually.

Invoice sent electronically to Customer’s billing contact email via NetSuite.

Customer shall pay the fees set forth above in this Order Form.

Unpaid amounts are subject to a finance charge of 1.5% per month on any outstanding balance, or the maximum permitted by law, whichever is lower, plus all expenses of collection.

Customer is responsible for all applicable taxes arising directly from the Services other than U.S. taxes based on Placer’s net income.

If Customer believes that Placer has billed Customer incorrectly, Customer must contact Placer no later than sixty (60) days after the closing date on the first billing statement in which the error or problem appeared in order to receive an adjustment or credit. Inquiries should be directed to Placer’s customer support department at support@placer.ai.

Placer may increase the Fees any time following the Initial Term (but not more frequently than once in any twelve (12) month period). The amount of such annual increase will equal the greater of CPI or five percent (5%) per annum.

In the event of any termination, Customer will pay in full for the Services.

All billing will be sent via electronic invoice to the Customer contact indicated above. Customer shall pay all fees within thirty (30) days of the invoice date.

5. Support.

Placer will use commercially reasonable efforts to provide customer service and technical support in connection with the Services on weekdays during the hours of 9:00 A.M. through 5:00 P.M. Pacific Time, with the exclusion of federal holidays. For any such support, please contact us at support@placer.ai.

6. Mutual NDA.

Each party (the “**Receiving Party**”) understands that the other party (the “**Disclosing Party**”) has disclosed or may disclose business, technical or financial information relating to the Disclosing Party’s business (hereinafter referred to as “**Proprietary Information**” of the Disclosing Party). Proprietary Information of Placer includes, without limitation, non-public information regarding features, functionalities and performance of, and pricing for, the Services. The Receiving Party agrees: (i) to take reasonable precautions to protect such Proprietary Information, and (ii) not to use (except in performance of the Services or as otherwise permitted by the Agreement) or disclose to any third party any Proprietary Information. The foregoing shall not apply with respect to any information that the Receiving Party can document (a) is or becomes generally available to the public, (b) was in the possession of or known to the Receiving Party, prior to disclosure thereof by the Disclosing Party, without any restrictions or confidentiality obligations, (c) was rightfully disclosed to it, without any restrictions or confidentiality obligations, by a third party, (d) was independently developed without use of any Proprietary Information of the Disclosing Party, or (e) is required to be disclosed by law, provided that the Receiving Party provides the Disclosing Party with prompt written notice of such requirement and reasonably cooperates with the Disclosing Party to limit or challenge such requirement. These provisions regarding Proprietary Information shall apply in perpetuity and shall survive any termination of the Order Form or the Agreement.

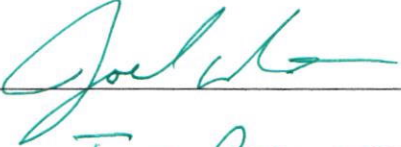
7. Miscellaneous.

All notices under the Order Form and the Agreement will be in writing and will be deemed to have been duly given (a) upon delivery by a recognized delivery service (e.g., FedEx) with delivery confirmation, (b) upon receipt, if sent by U.S. certified or registered mail, return receipt requested, or (c) when sent via email, if sent during normal business hours of the recipient, and on the next business day if sent after normal business hours of the recipient. Notices shall be sent to the addresses set forth in the Order Form, which addresses may be subsequently modified by written notice given in accordance with these provisions.

Customer grants Placer the right to use Customer’s company name and company logo, for Placer’s promotional purposes.

This Order Form is entered into by and between Customer and Placer effective as of the date of the last signature below. This Order Form and use of the Services are governed by, and Customer and Placer agree to, the License Agreement located at <https://www.placer.ai/placer-license-agreement/> (the "Agreement"); provided, however, that in the event of any conflict between this Order Form and the Agreement, this Order Form shall control. Unless otherwise defined in this Order Form, capitalized terms herein have the same meaning as in the Agreement.

"Customer"

Wolfforth Economic Development Corporation
By: 
Name: JOEL ROBINETT
Title: PRESIDENT
Date: 1-11-24

"Placer"

Placer Labs, Inc.
By: 
Name: Vernell Wisdom
Title: Head of Contract Management
Date: 1/16/2024

EXHIBIT A
List of Named Users

1. Danielle Sweat - dsweat@wolfforthtx.us
2. Randy Criswell - rcriswell@wolfforthtx.us



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	1/7/2025
ITEM TITLE:	Consider and take appropriate action on sponsorship opportunity with Texas Tech's Discoveries to Impact.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

At our last EDC meeting the board approved \$20,000 for sponsorships that would enhance visibility and relationships for the WEDC. One opportunity that I think we should consider is the Texas Tech Discoveries to Impact month, supporting the Texas Tech Innovation Hub, which helps to launch West Texas start-ups.

The Texas Tech Innovation Hub plays a vital role in driving the growth of the West Texas small business ecosystem. Home to 50 innovative start-ups and employing over 200 individuals, the Hub serves as a catalyst for economic and entrepreneurial development in the region.

In 2023 alone, these start-ups created opportunities for 19 Texas Tech University students and offered 21 internships, fostering the next generation of talent. Since its inception in 2016, Hub-based start-ups have collectively secured an impressive \$89 million in investment capital.

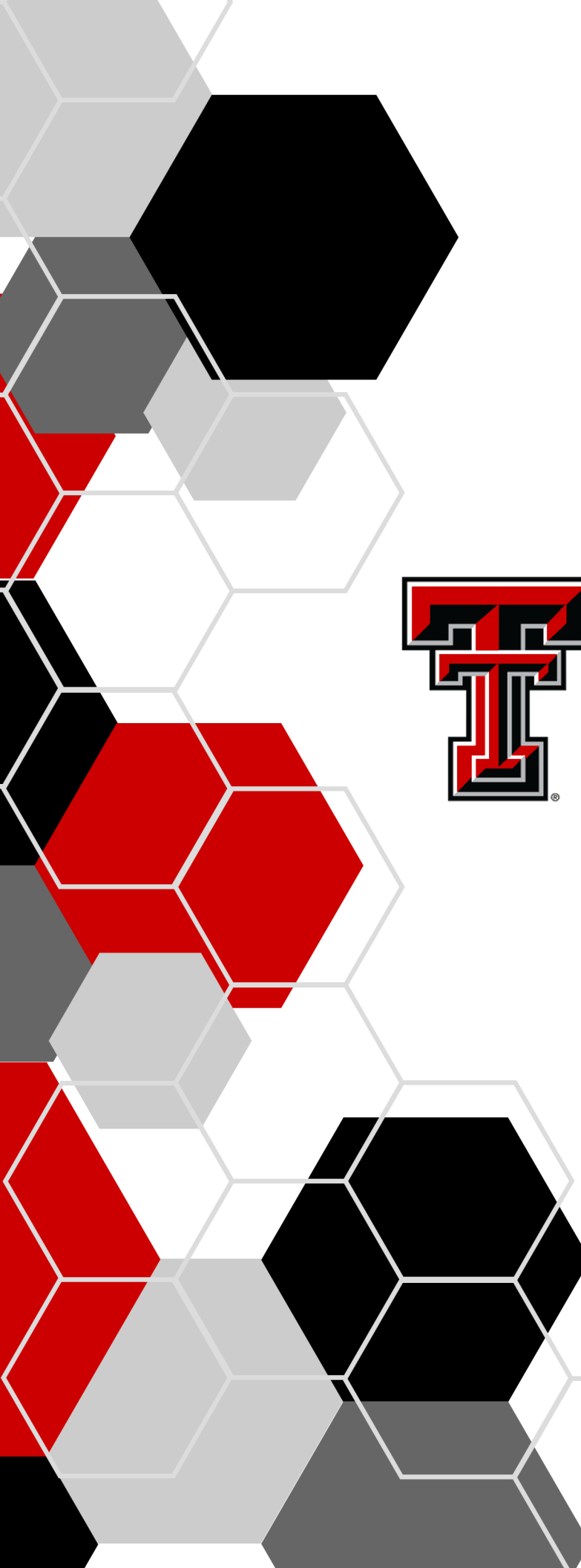
The Hub's prestigious mentorship program features 60 industry experts who have contributed over 42,000 hours of guidance, further strengthening its impact. Through its events and initiatives, the Hub has supported more than 125,000 entrepreneurs and innovators, solidifying its position as a cornerstone of innovation in West Texas.

As of right now, Lubbock Economic Development Alliance and Texas Tech's office of the President are the only sponsors. This could give us the opportunity to stand out above other communities in the West Texas region.

EXHIBITS:

Sponsorship Guide

COUNCIL ACTION/STAFF RECOMMENDATION:



DISCOVERIES TO
IMPACT
SPONSORSHIP GUIDE

WELCOME

Texas Tech University's Discoveries to Impact (DTI) conference is scheduled for April 2025. Be a part of the magic by supporting the best of the best in West Texas!

WHAT IS DISCOVERIES TO IMPACT?

The Discoveries to Impact (DTI) conference has evolved into a month-long event dedicated to spotlighting the innovative endeavors of our faculty, staff, and students. Their groundbreaking contributions span various domains, from community involvement and pioneering research to entrepreneurial ventures and emerging startups. The profound influence of their work on societal well-being and the trajectory of humanity's future is truly remarkable.

Kicking off Discoveries to Impact 2025 is Research Week, home to one of the nation's premier undergraduate research conferences. Here, students across a spectrum of disciplines will showcase their findings and creative insights via poster presentations. This sets the stage for Startup Week characterized by an exhilarating startup pitch competition and closing reception.

Next on the agenda is Engagement Week, spotlighting the Engaged Scholarship Awards Ceremony. This segment delves into the nuances of outreach and engagement within higher education, fostering a deeper understanding of its theoretical frameworks and practical applications. Throughout this transformative month, DTI will host a series of compelling keynote addresses and panel discussions, enriching the discourse and inspiring innovative thinking.

Concluding the festivities is Innovation Week, marked by the Accelerator Graduation ceremony and the ceremonial ribbon-cutting, ushering in the next wave of aspiring entrepreneurs and innovators.

In 2024, with the support of our generous community and Texas Tech partners, DTI hosted over 1,750 attendees throughout the month. Last year's conference featured over 400 presenters and over \$430,000 in awards. We want our partners to join us in showcasing the exemplary legacy combined with new ideas that makes Texas Tech and West Texas so special!

HELP SUPPORT DTI!

We kindly request your support of DTI 2025 as an event sponsor. As a sponsor, there are opportunities to have primary access to the week's events, meet the Texas Tech President and Provost, provide opening remarks at keynote luncheons, and serve as a judge/reviewer for the Texas Tech Accelerator Program competitions. The sponsorship opportunities are enclosed.

HAVE QUESTIONS?

Please reach out to our committee by contacting Ryan Bain at ryan.m.bain@ttu.edu or (806) 742-0024.



SUPPORT THE BEST OF THE BEST IN WEST TEXAS

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	PRESENTING SPONSOR \$20,000	COMMERCIALIZATION SPONSOR \$10,000	RESEARCH & ENGAGED SCHOLARSHIP SPONSOR \$5,000	INNOVATION SPONSOR \$1,000
PRE-EVENT RECOGNITION				
Website Recognition	●	●	●	●
Conference Print Materials	●	●	●	●
Conference Program Ad	1-Page	1/2-Page		
EVENT RECOGNITION				
Private Meeting w/ Keynote Speakers & TTU Leadership	●			
Speaking Opportunity	5-Minutes	3-Minutes		
Private Invitation to Events	●	●	●	●
Reserved Seating at Keynote Addresses & Luncheons	16 Seats (2 Tables)	8 Seats (1 Table)	4 Seats	2 Seats
POST-EVENT RECOGNITION				
Recognition in All Press Releases	●	●		
Photos w/ DTI Awardees	●			

BE OUR NEXT SPONSOR!

Beyond the awesome t-shirts, seats at exclusive luncheons, and primary access to all our events, we promote your company's sponsorship by posting your logo across Texas Tech campus and the City of Lubbock!

HAVE QUESTIONS?

Please reach out to our committee by contacting Ryan Bain at ryan.m.bain@ttu.edu.

SPONSORSHIP COMMITMENT FORM

Thank you for your support of the next Discoveries to Impact Month! We are excited to showcase the many partnerships we've formed throughout the week at our events. Please mail this form with your enclosed payment by **March 15, 2025** to:

Texas Tech Innovation Hub at Research Park
Attn: Ryan Bain
3911 4th Street
Lubbock, TX 79415

If you would like to receive an invoice prior to payment submission, please send a request to Ryan Bain, Program Manager of the Innovation Hub, at ryan.m.bain@ttu.edu.

FIRST NAME

LAST NAME

COMPANY NAME

PHONE NUMBER

EMAIL

LEVEL OF COMMITMENT:

- | | |
|--|--|
| <input type="checkbox"/> PRESENTING SPONSOR (\$20,000) | <input type="checkbox"/> RESEARCH & ENGAGED SCHOLARSHIP SPONSOR (\$5,000) |
| <input type="checkbox"/> COMMERCIALIZATION SPONSOR (\$10,000) | <input type="checkbox"/> INNOVATION SPONSOR (\$1,000) |
| <input type="checkbox"/> OTHER, SPECIFY \$ _____ | |

THANK YOU FOR YOUR SUPPORT!

OUR TEAM

Ryan Bain, Program Manager, Innovation Hub

Kathryn Dankesreiter, Assistant Director of Public Relations Innovation Hub

Birgit Green, Associate Vice Provost, Outreach & Engagement

Julie Isom, Associate Program Director of Research, Center for Stem Education & Research (CISER)

Levi Johnson, Director, Center for Transformative Undergraduate Experiences (TrUE)

Lindsay Rigney, Program Manager, Outreach & Engagement

Jerlyme Robins, Assistant Director, Center for Transformative Undergraduate Experiences (TrUE)

Taysha Williams, Managing Director, Innovation Hub

Visit our website to learn more about DTI and our team, register for events, & meet our keynote speakers!





AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	1/7/2025
ITEM TITLE:	Consider and take appropriate action on marketing materials.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

When we created the EDC budget for this fiscal year, we allocated \$20,000 for FISC's CTE Signing Day. As part of this, the budget committee discussed providing each student with a thoughtful gift to take home. After exploring several options online, I believe an engraved Stanley cup could be a great choice. The attached quote is just a preliminary estimate to give us an idea of the potential cost and design. At this point, we don't know the exact number of students who will be participating in Signing Day. I'd also like to order a few extras for board members and to have on hand as future gifts for business partners. The expense for these cups would come directly from the CTE Signing Day budget. Due to the expense of these cups, I would like to get the board's approval before I proceed.

While browsing, I noticed we don't currently have any branded items with our logo. Do we think it would be worthwhile to invest in additional branded items for general use? Possible options could include lip balm, pins, lapel pins, coffee mugs, cups, bottle openers, engraved whiskey glasses, spiral notebooks, charging cables, snacks, candy, or gum. These items would come out of our marketing budget. I would suggest we make a motion to set aside a certain amount for these types of items to be distributed as seen fit.

EXHIBITS:

Stanley Quote

COUNCIL ACTION/STAFF RECOMMENDATION:

Pinnacle Promotions
 4855 Peachtree Industrial Blvd
 Suite 215
 Norcross GA 30092
 United States

Account Manager
 Deion Horne
 deion.horne@pinnaclepromotions.com

Quote Date:
 12/10/2024 16:15 PM ET
Expiration Date:

Ship Date: 01/09/25
Ship To:
 Wolforth Economic Development
 302 Main Street
 Wolforth TX 79382
 United States

Product ID	Description	Quantity	Unit Price	Subtotal
1603-02	Stanley Quencher H2.O FlowState Tumbler - 30 oz. (Black)	50	\$ 60.75	\$ 3,037.50
	1603 - 02 - Setup - Laser Engrave - Handle Left - Opposite Stanley logo, (Front) Center of art 2.89" down from lip - 1 Color	1	\$ 55.00	\$ 55.00
	1603-02 - Fedex US, FEDEX_GROUND	1	\$ 130.16	\$ 130.16
Subtotal			\$ 3,222.66	
Tax				\$ 217.53
Total			\$ 3,440.19	

Payment Terms:
 100% Prepay Credit Card

Pinnacle Promotions

4855 Peachtree Industrial Blvd
Suite 215
Norcross GA 30092
United States

Account Manager

Deion Horne
deion.horne@pinnaclepromotions.com

Quote Date:

12/10/2024 16:15 PM ET

Expiration Date:

Stanley Quencher H2.0 FlowState Tumbler - 30 oz.

**Handle Left, Opposite Stanley Logo
Center of Art 2.89" Down from Lip**

Dashed Lines Represent Max Imprint
Artwork Displayed at Actual Size
Artwork at Actual Size is 1.5" w x 1.43" h



Imprint Method

Laser Engrave

File must be Scaled to 100% unless 'Actual Size' is stated above!

Rulers, Dashed Lines, and Color Swatches DO NOT PRINT.

Pinnacle Promotions
4855 Peachtree Industrial Blvd
Suite 215
Norcross GA 30092
United States

Account Manager
Deion Horne
deion.horne@pinnaclepromotions.com

Quote Date:
12/10/2024 16:15 PM ET
Expiration Date:

Stanley Quencher H2.0 FlowState Tumbler - 30 oz.



File must be Scaled to 100% unless 'Actual Size' is stated above!

Rulers, Dashed Lines, and Color Swatches DO NOT PRINT.

Attention: sizing and placement may not be exact!



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	1/7/2025
ITEM TITLE:	Consider and take appropriate action on EDC director travel for spring of 2025.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

To keep everyone informed, here is a quick update on my planned travel for Spring 2025:

January: I will be attending the ICSC (International Council of Shopping Centers) conference. My goal is to build valuable retail connections that align with the needs of our community.

February: I'll travel to Austin with the High Ground of Texas for the Austin Allies event. It will be a quick but productive two days! Later in the month, I'll return to Austin for the TEDC Legislative Conference. I've attached TEDC's focus for this legislative session for your reference.

April: I will be in Abilene for the Regional Site Selector Event, hosted by the High Ground of Texas.

Please let me know if you have any questions or need additional details on these events. I look forward to sharing updates.

EXHIBITS:

TEDC Legislative Agenda

COUNCIL ACTION/STAFF RECOMMENDATION:

No action needed.

89TH TEXAS LEGISLATURE



Since 1961

The Texas Economic Development Council is our state’s leading advocate for public policies related to economic development. TEDC is dedicated to working closely with lawmakers to support legislation that will promote a positive business environment and pro-economic development initiatives to enhance Texas’ ability to compete for jobs and investment.

TEDC’S LEGISLATIVE PRIORITIES

- ✓ **Maintain and Enhance Existing Economic Development Tools**
- ✓ **Protect the Economic Development Sales Tax for Economic and Community Development Purposes**
- ✓ **Preserve Chapter 380/381 Agreements for Economic Development Projects**
- ✓ **Maintain Funding for Existing Economic Development Tools**
- ✓ **Support Workforce Development Programs**
- ✓ **Enhance Infrastructure Investments for Continued Business Growth**



MAINTAIN AND ENHANCE EXISTING ECONOMIC DEVELOPMENT TOOLS

Improve the efficiency and effectiveness of the JETI Act

- The Jobs, Energy, Technology & Innovation (JETI) Act (Chapter 403) was passed last session with overwhelming support. Its purpose is to create a competitive and transparent tool to attract large capital investments that may not otherwise locate in Texas. The program supports both rural and urban business location projects in dispatchable energy, advanced manufacturing, technology, R&D, and critical infrastructure projects.
- TEDC supports updates to the program to make it more competitive and effective for Texas to attract more large-scale investments and high-paying jobs.

Extend Research & Development Tax Credit

- Research and development (R&D) is the first phase in pioneering the products and solutions that power the Texas economy.
- The Texas Legislature created our current franchise tax credit for R&D in 2013, which will expire on December 31, 2026.
- TEDC supports extending the R&D tax credit to ensure that a company currently searching for an R&D location for 2027 and beyond will consider and choose Texas.



PROTECT THE ECONOMIC DEVELOPMENT SALES TAX FOR ECONOMIC AND COMMUNITY DEVELOPMENT PURPOSES

Allow communities to continue to use the **Type A/Type B Economic Development Sales Tax** for primary job creation and community development investments.

This economic development tool is an indispensable local asset that can help keep Texas at the forefront of economic development success.

Over 700 communities across Texas collect the local option economic development sales tax.

Impact: The Economic Development Sales Tax has supported approximately 1.2 million jobs across Texas, more than 20% of net new jobs created in the State more than 30 years. (*Three Decades of Prosperity: The Impact of Projects Facilitated by the Texas Sales Tax for Economic Development, The Perryman Group, 2020*)



PRESERVE CHAPTER 380/381 AGREEMENTS FOR ECONOMIC DEVELOPMENT PROJECTS

Chapter 380/381 Agreements are flexible, transparent tools that allow local governments to create customized incentive programs that retain and expand small and large businesses.

These programs will enable communities to respond to business growth by tailoring incentives to the needs of prospective companies while also diversifying the local tax base.

The TEDC supports retaining Chapter 380/381 as currently reflected in the statute.



MAINTAIN FUNDING FOR EXISTING ECONOMIC DEVELOPMENT TOOLS

Texas Enterprise Fund (TEF)

- The TEF is a deal-closing fund for economic development projects that must prove competition with another state or country, significant job creation, above-average wages, substantial capital investment, and community involvement.
- Since 2004, the TEF has awarded more than \$679 million toward projects, creating nearly 110,000 direct jobs and more than \$53 billion in capital investment.

Cancer Prevention & Research Institute of Texas (CPRIT)

CPRIT is a hub that connects universities, researchers, physicians, companies, hospitals, and clinics across Texas to form a critical infrastructure of distinguished cancer-fighting talent. This connectivity creates high-quality jobs, supports critical lab assets, and drives innovation in cancer research to reduce the burden of cancer for all Texans.

Governor's University Research Initiative (GURI)

- The GURI was enacted in 2015 to bring the best and brightest researchers from around the world to Texas colleges and universities. Through the GURI program, Texas welcomes transformative researchers who will, in turn, serve as economic catalysts for the Texas economy for years to come.
- TEDC supports the funding of GURI to help attract the best researchers from around the world.

Other Important Economic Development Tools and Programs

- Maintain funding for film & music incentive programs
- Support continued funding of programs that provide resources to enhance rural economic development opportunities
- Support continued funding for the Data Center Sales Tax Exemption so Texas can remain a national leader in the technology and artificial intelligence industries
- Support continued funding for the Texas CHIPS Program & Texas Space Commission



SUPPORT WORKFORCE DEVELOPMENT PROGRAMS

A talented and highly skilled workforce is vital to compete for jobs and investment for continued economic development success.

Support continued funding of workforce development programs such as:

- Skills Development Fund
- High-Demand Job Training Program
- Jobs and Education for Texans Program and Skills for Small Business Programs facilitated by the Texas Workforce Commission
- Support programs that Texas Workforce Development Boards facilitate to upskill, retrain, and educate the labor force
- Outcomes-based skills training funding for community colleges and state training institutions

Childcare initiatives—The high cost and limited availability of childcare have always been hurdles for parents who want to work. These problems existed before the pandemic and continue to make it hard for parents to fully join the workforce.

- TEDC supports policies and funding for programs that invest in community-based programs supporting childcare.



Enhance Infrastructure Investments for Continued Business Growth

Energy

- A reliable, cost-effective electric grid is necessary to continue to attract businesses from all industries.
- Support the “all the above and below” energy strategy, which strengthens our electric grid’s reliability and capacity while encouraging more investment in electric generation resources.
- Support increased investment in generation and transmission capacity, prioritizing dispatchable power and affordability.
- Support continued funding for the Texas Energy Fund

Water

- Access and availability of water resources are vital to the continued success of economic development opportunities in Texas.
- Support additional funding to develop water infrastructure projects.

Broadband

- Access to affordable broadband internet is necessary for all Texans and communities across the state to educate the future workforce and ensure the connectivity and success of businesses.
- Support initiatives to fund broadband expansion to underserved areas of the state.



Contact:

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 512-480-8432 (office)
 512-656-4458 (mobile)