

# ECONOMIC DEVELOPMENT CORPORATION MEETING

August 05, 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 June 3, 2025 minutes.
- 2. Consider and take appropriate action on May financials.
- **3.** Consider and take appropriate action on June financials.
- 4. Consider and take appropriate action on amendment to Ascendant Holland's Office Supply performance agreement.

#### ITEMS FOR INDIVIDUAL CONSIDERATION

- 5. Consider and take appropriate action on 25/26 budget adjustments.
- **6.** Consider and take appropriate action on the timeline for the new strategic plan.
- 7. Consider and take appropriate action on marketing grant application edits.
- **8.** Consider and take appropriate action on CivicServe software.
- **9.** Consider and take appropriate action on EDC director update.
- **10.** Consider and take appropriate action on request of 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 August 1, 2025 at 5:00 p.m.

Danielle Sweat, Economic Development Director



# ECONOMIC DEVELOPMENT CORPORATION MEETING

June 03, 2025 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

# **MINUTES**

#### ROLL CALL AND ESTABLISH A QUORUM

Present: Joel Robinett, Farley Reeves, Glen Frick, Russell Thomasson, Nicole Butler, Shawn Vinson, Paula Sexton, Tyler Zalmanzig, Randy Criswell, Danielle Sweat, Taylor McAlpine

Absent: Steve Deaton

#### **CONSENT AGENDA**

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

Motion to approve the consent agenda was made by Paula Sexton and Seconded by Shawn Vinson. Motion passed unanimously.

- 1. Consider and take appropriate action on May 12, 2025, minutes.
- 2. Consider and take appropriate action on April 2025 financials.

#### ITEMS FOR INDIVIDUAL CONSIDERATION

- 4. A motion was made by Farley Reeves and seconded by Paula Sexton to approve the 25/26 budget. This motion passed unanimously.
- 5. A motion was made by Nicole Butler and seconded by Farley Reeves to approve the BIG grant application with the suggestion that the director remove the examples on the last page of the application. This motion passed unanimously.
- 6. Consider and take appropriate action on marketing grant application.

No action taken. Revisions to be made and brought back to the board in July.

The board entered into executive session at 12:33pm.

The board reconvened into regular session at 1:17pm.

Item # 1.

A motion was made by Nicole Butler and seconded by Shawn Vinson to allow Joel, Randy, and

Danielle to approve contract with Purpose Marketing. This motion passed unanimously.

A motion was made by Farley Reeves and Glen Frick to allow the director to pursue land acquisition

along a major corridor in Wolfforth. This motion passed unanimously.

**ADJOURN** 

Board Adjourned at 1:18pm

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 30, 2025, at 5:00 p.m.

Danielle Sweat, Economic Development Director

Joel Robinett

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#### City of Wolfforth

# Account Summary As Of 05/31/2025

Account	Name	Balance	
Fund: 07 - Economic Development Co	orporation		
Assets			
<u>07-000-01100-000</u>	Cash in Bank	48,982.07	
<u>07-000-01101-000</u>	Claim on Cash	-47,848.63	
<u>07-000-01104-000</u>	Cash in TexPool Prime EDC	1,830,584.95	
<u>07-000-01550-000</u>	Prepaid insurance	1,058.80	
	Total Assets:	1,832,777.19	1,832,777.19
Liability			
07-000-02201-000	Due to City of Wolfforth	7,011.78	
	Total Liability:	7,011.78	
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		399,800.06	
Total Expense		666,620.33	
Revenues Over/Under Expenses	_	-266,820.27	
	Total Equity and Current Surplus (Deficit):	1,825,765.41	

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For Fiscal: 2024-2025 Period Ending: 05/31/2025

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 07 - Economic De	velopment Corporation						
Revenue							
07-000-31300-000	Sales Tax	600,000.00	600,000.00	60,566.21	349,235.40	-250,764.60	58.21 %
07-000-36110-000	Interest income	50,000.00	50,000.00	6,690.10	50,557.14	557.14	101.11 %
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	67,256.31	399,800.06	-250,199.94	61.51%
Expense							
ExpenseCategory: 4	12 - Supplies						
07-752-42010-000	Office Supplies & Expense	260.00	260.00	81.52	104.34	155.66	40.13 %
07-752-42192-000	Meeting Expense	2,500.00	2,500.00	222.97	1,425.78	1,074.22	57.03 %
07-752-42195-000	Special Events and Awards	20,000.00	20,000.00	2,424.60	13,286.50	6,713.50	66.43 %
	ExpenseCategory: 42 - Supplies Total:	22,760.00	22,760.00	2,729.09	14,816.62	7,943.38	65.10%
ExpenseCategory: 4	13 - Services						
07-752-43101-000	Legal services	6,800.00	6,800.00	0.00	260.00	6,540.00	3.82 %
07-752-43110-000	Other Professional Services	0.00	0.00	3,600.00	8,600.00	-8,600.00	0.00 %
07-752-43140-000	Legal Publications	1,600.00	1,600.00	154.00	470.00	1,130.00	29.38 %
07-752-43150-000	Marketing	65,000.00	65,000.00	2,201.29	18,439.29	46,560.71	28.37 %
07-752-43150-001	Marketing - Social Media	0.00	0.00	664.58	4,309.59	-4,309.59	0.00 %
07-752-43151-000	Customer Appreciation	5,000.00	5,000.00	0.00	20.52	4,979.48	0.41 %
07-752-43195-000	Electricity/Gas/Phone	0.00	0.00	39.90	119.66	-119.66	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	1,395.85	13,645.66	4,854.34	73.76 %
07-752-43501-000	Memberships	6,000.00	6,000.00	0.00	3,600.00	2,400.00	60.00 %
<u>07-752-43505-000</u>	Fees and Charges	0.00	0.00	21.28	798.96	-798.96	0.00 %
07-752-43900-000	Contract Services	95,000.00	95,000.00	26,889.20	39,764.20	55,235.80	41.86 %
07-752-43905-000	Payroll Reimbursement	86,585.00	86,585.00	7,011.78	56,562.31	30,022.69	65.33 %
	ExpenseCategory: 43 - Services Total:	284,535.00	284,535.00	41,977.88	146,590.19	137,944.81	51.52%
ExpenseCategory: 4	14 - 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	<b>Business Improvement Grant</b>	0.00	0.00	5,991.64	18,316.92	-18,316.92	0.00 %
07-752-44002-000	Sponsorships	0.00	0.00	4,000.00	6,000.00	-6,000.00	0.00 %
Ехр	enseCategory: 44 - Operating Expense Total:	340,000.00	340,000.00	9,991.64	24,316.92	315,683.08	7.15%
ExpenseCategory: 4	l6 - 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 1	.6,696.37%
ExpenseCategory: 4	19 - Other Financing Uses						
07-752-49200-000	Note Agreement Forgiveness	0.00	0.00	0.00	29,259.88	-29,259.88	0.00 %
	nseCategory: 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	54,698.61	666,620.33	-16,620.33	102.56%
Fund: 07 - Economic	Development Corporation Surplus (Deficit):	0.00	0.00	12,557.70	-266,820.27	-266,820.27	0.00%
	Report Surplus (Deficit):	0.00	0.00	12,557.70	-266,820.27	-266,820.27	0.00%

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For Fiscal: 2024-2025 Period Endin

Item # 2.

# **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	67,256.31	399,800.06	-250,199.94	61.51%
	Revenue Total:	650,000.00	650,000.00	67,256.31	399,800.06	-250,199.94	61.51%
Expense							
42 - Supplies		22,760.00	22,760.00	2,729.09	14,816.62	7,943.38	65.10%
43 - Services		284,535.00	284,535.00	41,977.88	146,590.19	137,944.81	51.52%
44 - Operating Expense		340,000.00	340,000.00	9,991.64	24,316.92	315,683.08	7.15%
46 - Capital		2,705.00	2,705.00	0.00	451,636.72	-448,931.72 1	6,696.37%
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	54,698.61	666,620.33	-16,620.33	102.56%
Fund: 07 - Economic Development Corporation	Surplus (Deficit):	0.00	0.00	12,557.70	-266,820.27	-266,820.27	0.00%
Report	Surplus (Deficit):	0.00	0.00	12,557.70	-266,820.27	-266,820.27	0.00%

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For Fiscal: 2024-2025 Period Endin

Item # 2.

# **Fund Summary**

	Original	Current	Period	Fiscal	Variance Favorable	
Fund  07 - Economic Development Corp	Total Budget 0.00	Total Budget 0.00	<b>Activity</b> 12.557.70	Activity -266.820.27	(Unfavorable) -266.820.27	
Report Surplus (Deficit):	0.00	0.00	12,557.70	-266,820.27	-266,820.27	

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# **EDC Income Staten**



#### City of Wolfforth

Account Summary
For Fiscal: 2024-2025 Period Ending: 06/30/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 07 - Economic D	Development Corporation					
Revenue	·					
07-000-31300-000	Sales Tax	600,000.00	600,000.00	0.00	349,235.40	250,764.60
07-000-36110-000	Interest income	50,000.00	50,000.00	0.00	50,557.14	-557.14
07-000-36910-000	Other income	0.00	0.00	0.00	7.52	-7.52
	Revenue Total:	650,000.00	650,000.00	0.00	399,800.06	250,199.94
Expense						
ExpenseCategory	r: 42 - Supplies					
07-752-42010-000	Office Supplies & Expense	260.00	260.00	0.00	104.34	155.66
07-752-42192-000	Meeting Expense	2,500.00	2,500.00	0.00	1,425.78	1,074.22
07-752-42195-000	Special Events and Awards	20,000.00	20,000.00	0.00	13,286.50	6,713.50
	ExpenseCategory: 42 - Supplies Total:	22,760.00	22,760.00	0.00	14,816.62	7,943.38
ExpenseCategory	r: 43 - Services					
07-752-43101-000	Legal services	6,800.00	6,800.00	442.00	702.00	6,098.00
07-752-43110-000	Other Professional Services	0.00	0.00	0.00	8,600.00	-8,600.00
07-752-43140-000	Legal Publications	1,600.00	1,600.00	0.00	470.00	1,130.00
07-752-43150-000	Marketing	65,000.00	65,000.00	0.00	18,439.29	46,560.71
07-752-43150-001	Marketing - Social Media	0.00	0.00	0.00	4,309.59	-4,309.59
07-752-43151-000	Customer Appreciation	5,000.00	5,000.00	0.00	20.52	4,979.48
07-752-43195-000	Electricity/Gas/Phone	0.00	0.00	0.00	119.66	-119.66
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	1,250.00	14,895.66	3,604.34
07-752-43501-000	Memberships	6,000.00	6,000.00	0.00	3,600.00	2,400.00
07-752-43505-000	Fees and Charges	0.00	0.00	0.00	798.96	-798.96
07-752-43900-000	Contract Services	95,000.00	95,000.00	0.00	39,764.20	55,235.80
07-752-43905-000	Payroll Reimbursement	86,585.00	86,585.00	0.00	56,562.31	30,022.69
	ExpenseCategory: 43 - Services Total:	284,535.00	284,535.00	1,692.00	148,282.19	136,252.81
ExpenseCategory	r: 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	18,316.92	-18,316.92
07-752-44002-000	Sponsorships	0.00	0.00	0.00	6,000.00	-6,000.00
	ExpenseCategory: 44 - Operating Expense Total:	340,000.00	340,000.00	0.00	24,316.92	315,683.08
ExpenseCategory	r: 46 - Capital					
07-752-46180-000	Land & Building Acquisition	0.00	0.00	31.16	451,667.88	-451,667.88
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	31.16	451,667.88	-448,962.88
FxnenseCategory	r: 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	1,723.16	668,343.49	-18,343.49
Fund: 07 - E	conomic Development Corporation Surplus (Deficit):	0.00	0.00	-1,723.16	-268,543.43	
	Total Surplus (Deficit):	0.00	0.00	-1,723.16	-268,543.43	

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For Fiscal: 2024-2025 Period Ending: 06

Item # 2.

# **Group Summary**

ExpenseCategory		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 07 - Economic Development Corporation				ŕ	•	
Revenue						
		650,000.00	650,000.00	0.00	399,800.06	250,199.94
	Revenue Total:	650,000.00	650,000.00	0.00	399,800.06	250,199.94
Expense						
42 - Supplies		22,760.00	22,760.00	0.00	14,816.62	7,943.38
43 - Services		284,535.00	284,535.00	1,692.00	148,282.19	136,252.81
44 - Operating Expense		340,000.00	340,000.00	0.00	24,316.92	315,683.08
46 - Capital		2,705.00	2,705.00	31.16	451,667.88	-448,962.88
49 - Other Financing Uses		0.00	0.00	0.00	29,259.88	-29,259.88
	Expense Total:	650,000.00	650,000.00	1,723.16	668,343.49	-18,343.49
Fund: 07 - Economic Development Corpora	tion Surplus (Deficit):	0.00	0.00	-1,723.16	-268,543.43	268,543.43
To	otal Surplus (Deficit):	0.00	0.00	-1,723.16	-268,543.43	

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EDC Income Statement

For Fiscal: 2024-2025 Period Ending: 06

# Fund Summary

	Original	Current			Budget
Fund	Total Budget	Total Budget	MTD Activity	YTD Activity	Remaining
07 - Economic Development	0.00	0.00	-1,723.16	-268,543.43	268,543.43
Total Surplus (Deficit):	0.00	0.00	-1,723.16	-268,543.43	

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Item # 2.

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# EDC Income Staten



City of Wolfforth

Account Summary
For Fiscal: 2024-2025 Period Ending: 06/30/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 07 - Economic	Development Corporation	J		-	-	_
Revenue	bevelopment corporation					
07-000-31300-000	Sales Tax	600,000.00	600,000.00	61,399.56	410,634.96	189,365.04
07-000-36110-000	Interest income	50,000.00	50,000.00	6,534.92	57,092.06	-7,092.06
07-000-36910-000	Other income	0.00	0.00	0.00	7.52	-7.52
	Revenue Total:	650,000.00	650,000.00	67,934.48	467,734.54	182,265.46
Expense						
ExpenseCategor	v: 42 - Supplies					
07-752-42010-000	Office Supplies & Expense	260.00	260.00	0.00	104.34	155.66
07-752-42192-000	Meeting Expense	2,500.00	2,500.00	241.85	1,667.63	832.37
07-752-42195-000	Special Events and Awards	20,000.00	20,000.00	595.99	13,882.49	6,117.51
	ExpenseCategory: 42 - Supplies Total:	22,760.00	22,760.00	837.84	15,654.46	7,105.54
ExpenseCategor	v: 43 - Services					
07-752-43101-000	Legal services	6,800.00	6,800.00	442.00	702.00	6,098.00
07-752-43110-000	Other Professional Services	0.00	0.00	45,000.00	53,600.00	-53,600.00
07-752-43140-000	Legal Publications	1,600.00	1,600.00	0.00	470.00	1,130.00
07-752-43150-000	Marketing	65,000.00	65,000.00	28,182.00	46,621.29	18,378.71
07-752-43150-001	Marketing - Social Media	0.00	0.00	541.48	4,851.07	-4,851.07
07-752-43151-000	Customer Appreciation	5,000.00	5,000.00	315.50	336.02	4,663.98
07-752-43195-000	Electricity/Gas/Phone	0.00	0.00	19.95	139.61	-139.61
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	1.250.00	14,895.66	3.604.34
07-752-43501-000	Memberships	6,000.00	6,000.00	0.00	3,600.00	2,400.00
07-752-43505-000	Fees and Charges	0.00	0.00	0.00	798.96	-798.96
07-752-43900-000	Contract Services	95,000.00	95,000.00	0.00	39,764.20	55,235.80
07-752-43905-000	Payroll Reimbursement	86,585.00	86,585.00	6,983.95	63,546.26	23,038.74
	ExpenseCategory: 43 - Services Total:	284,535.00	284,535.00	82,734.88	229,325.07	55,209.93
ExpenseCategor	y: 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	10,000.00	28,316.92	-28,316.92
07-752-44002-000	Sponsorships	0.00	0.00	0.00	6,000.00	-6,000.00
	ExpenseCategory: 44 - Operating Expense Total:	340,000.00	340,000.00	10,000.00	34,316.92	305,683.08
ExpenseCategor	v: 46 - Capital					
07-752-46180-000	Land & Building Acquisition	0.00	0.00	31.16	451,667.88	-451,667.88
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	31.16	451,667.88	-448,962.88
FxnenseCategor	y: 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	93,603.88	760,224.21	-110,224.21
Fund: 07 - I	Economic Development Corporation Surplus (Deficit):	0.00	0.00	-25,669.40	-292,489.67	
	Total Surplus (Deficit):	0.00	0.00	-25,669.40	-292,489.67	
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For Fiscal: 2024-2025 Period Ending: 06

Item # 3.

# **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	67,934.48	467,734.54	182,265.46
	Revenue Total:	650,000.00	650,000.00	67,934.48	467,734.54	182,265.46
Expense						
42 - Supplies		22,760.00	22,760.00	837.84	15,654.46	7,105.54
43 - Services		284,535.00	284,535.00	82,734.88	229,325.07	55,209.93
44 - Operating Expense		340,000.00	340,000.00	10,000.00	34,316.92	305,683.08
46 - Capital		2,705.00	2,705.00	31.16	451,667.88	-448,962.88
49 - Other Financing Uses		0.00	0.00	0.00	29,259.88	-29,259.88
	Expense Total:	650,000.00	650,000.00	93,603.88	760,224.21	-110,224.21
Fund: 07 - Economic Development Corpora	tion Surplus (Deficit):	0.00	0.00	-25,669.40	-292,489.67	292,489.67
To	otal Surplus (Deficit):	0.00	0.00	-25,669.40	-292,489.67	

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EDC Income Statement

For Fiscal: 2024-2025 Period Ending: 06

# Fund Summary

	Original	Current			Budget
Fund	<b>Total Budget</b>	<b>Total Budget</b>	MTD Activity	YTD Activity	Remaining
07 - Economic Development	0.00	0.00	-25,669.40	-292,489.67	292,489.67
Total Surplus (Deficit):	0.00	0.00	-25,669.40	-292,489.67	

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As Of 06/30/2025



#### City of Wolfforth

Account	Name	Balance	
Fund: 07 - Economic Development Co	rporation		
Assets			
<u>07-000-01100-000</u>	Cash in Bank	39,300.29	
<u>07-000-01101-000</u>	Claim On Cash	-2,049.95	
<u>07-000-01104-000</u>	Cash in TexPool Prime EDC	1,787,119.87	
<u>07-000-01550-000</u>	Prepaid insurance	1,058.80	
	Total Assets:	1,825,429.01	1,825,429.01
Liability			
07-000-02101-000	Accounts Payable Pending	25,333.00	
	Total Liability:	25,333.00	
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		467,734.54	
Total Expense		760,224.21	
Revenues Over/Under Expenses	_	-292,489.67	
	Total Equity and Current Surplus (Deficit):	1,800,096.01	

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Total Liabilities, Equity and Current Surplus (Deficit): \_\_\_\_\_1,825,429.01





For Fiscal: 2024-2025 Period Ending: 06/30/2025

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 07 - Economic De	evelopment Corporation						
Revenue							
07-000-31300-000	Sales Tax	600,000.00	600,000.00	61,399.56	410,634.96	-189,365.04	68.44 %
07-000-36110-000	Interest income	50,000.00	50,000.00	6,534.92	57,092.06	7,092.06	114.18 %
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	67,934.48	467,734.54	-182,265.46	71.96%
Expense							
ExpenseCategory:	42 - Supplies						
07-752-42010-000	Office Supplies & Expense	260.00	260.00	0.00	104.34	155.66	40.13 %
07-752-42192-000	Meeting Expense	2,500.00	2,500.00	241.85	1,667.63	832.37	66.71 %
07-752-42195-000	Special Events and Awards	20,000.00	20,000.00	595.99	13,882.49	6,117.51	69.41 %
	ExpenseCategory: 42 - Supplies Total:	22,760.00	22,760.00	837.84	15,654.46	7,105.54	68.78%
ExpenseCategory:	43 - Services						
07-752-43101-000	Legal services	6,800.00	6,800.00	442.00	702.00	6,098.00	10.32 %
07-752-43110-000	Other Professional Services	0.00	0.00	45,000.00	53,600.00	-53,600.00	0.00 %
07-752-43140-000	Legal Publications	1,600.00	1,600.00	0.00	470.00	1,130.00	29.38 %
07-752-43150-000	Marketing	65,000.00	65,000.00	28,182.00	46,621.29	18,378.71	71.73 %
07-752-43150-001	Marketing - Social Media	0.00	0.00	541.48	4,851.07	-4,851.07	0.00 %
07-752-43151-000	Customer Appreciation	5,000.00	5,000.00	315.50	336.02	4,663.98	6.72 %
07-752-43195-000	Electricity/Gas/Phone	0.00	0.00	19.95	139.61	-139.61	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	1,250.00	14,895.66	3,604.34	80.52 %
07-752-43501-000	Memberships	6,000.00	6,000.00	0.00	3,600.00	2,400.00	60.00 %
07-752-43505-000	Fees and Charges	0.00	0.00	0.00	798.96	-798.96	0.00 %
07-752-43900-000	Contract Services	95,000.00	95,000.00	0.00	39,764.20	55,235.80	41.86 %
07-752-43905-000	Payroll Reimbursement	86,585.00	86,585.00	6,983.95	63,546.26	23,038.74	73.39 %
	ExpenseCategory: 43 - Services Total:	284,535.00	284,535.00	82,734.88	229,325.07	55,209.93	80.60%
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	10,000.00	28,316.92	-28,316.92	0.00 %
07-752-44002-000	Sponsorships	0.00	0.00	0.00	6,000.00	-6,000.00	0.00 %
Ex	penseCategory: 44 - Operating Expense Total:	340,000.00	340,000.00	10,000.00	34,316.92	305,683.08	10.09%
ExpenseCategory:	46 - Capital						
07-752-46180-000	Land & Building Acquisition	0.00	0.00	31.16	451,667.88	-451,667.88	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	31.16	451,667.88	-448,962.88 1	
EvnancaCatagony		,	,		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	-,	.,
07-752-49200-000	49 - Other Financing Uses  Note Agreement Forgiveness	0.00	0.00	0.00	29,259.88	-29,259.88	0.00 %
	nseCategory: 49 - Other Financing Uses Total:	0.00	0.00	0.00	29,259.88	-29,259.88	0.00%
ьхре	_						
	Expense Total:	650,000.00	650,000.00	93,603.88	760,224.21	-110,224.21	116.96%
Fund: 07 - Economi	ic Development Corporation Surplus (Deficit):	0.00	0.00	-25,669.40	-292,489.67	-292,489.67	0.00%
	Report Surplus (Deficit):	0.00	0.00	-25,669.40	-292,489.67	-292,489.67	0.00%

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For Fiscal: 2024-2025 Period Endin

Item # 3.

# **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	67,934.48	467,734.54	-182,265.46	71.96%
	Revenue Total:	650,000.00	650,000.00	67,934.48	467,734.54	-182,265.46	71.96%
Expense							
42 - Supplies		22,760.00	22,760.00	837.84	15,654.46	7,105.54	68.78%
43 - Services		284,535.00	284,535.00	82,734.88	229,325.07	55,209.93	80.60%
44 - Operating Expense		340,000.00	340,000.00	10,000.00	34,316.92	305,683.08	10.09%
46 - Capital		2,705.00	2,705.00	31.16	451,667.88	-448,962.88 1	6,697.52%
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	93,603.88	760,224.21	-110,224.21	116.96%
Fund: 07 - Economic Development Corporation	Surplus (Deficit):	0.00	0.00	-25,669.40	-292,489.67	-292,489.67	0.00%
Report	Surplus (Deficit):	0.00	0.00	-25,669.40	-292,489.67	-292,489.67	0.00%

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For Fiscal: 2024-2025 Period Endin

Item # 3.

# **Fund Summary**

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	
07 - Economic Development Corp	0.00	0.00	-25,669.40	-292,489.67	-292,489.67	
Report Surplus (Deficit):	0.00	0.00	-25,669.40	-292,489.67	-292,489.67	

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Item # 4.



# **AGENDA ITEM COMMENTARY**

**MEETING NAME:** Economic Development Corporation

**MEETING DATE:** August 5, 2025

**ITEM TITLE:** Consider and take appropriate action on amendment to Ascendant

Holland's Office Supply performance agreement.

**STAFF INITIATOR:** Danielle Sweat, EDC

#### **BACKGROUND:**

In June 2025, the Wolfforth Economic Development Corporation entered into a performance agreement with Holland's Office Supply to support the purchase of a new delivery vehicle. The original agreement was based on an estimated cost of \$75,000, with Holland committing to repay that amount over a period of 72 months in equal monthly installments of \$1,041.67.

After the vehicle was purchased, the actual cost came in lower than expected at \$53,735.67. To reflect this corrected amount, WEDC and Holland have agreed to amend the agreement accordingly.

The amendment:

- Reduces Holland's monthly payment amount to \$746.33 over 72 months,
- Maintains the original forgiveness clause, which allows for the remaining balance to be forgiven if Holland continues operations and makes timely payments for the first 36 months.

This amendment was drafted by the City Attorney to ensure the agreement reflects the accurate financial terms while maintaining the integrity of the performance-based incentive.

This amendment has also been approved by the city council.

#### **EXHIBITS:**

Performance Agreement Amendment

#### COUNCIL ACTION/STAFF RECOMMENDATION:

#### AMENDMENT TO PERFORMANCE AGREEMENT

This AMENDMENT TO PERFORMANCE AGREEMENT (this "Amendment") is effective July \_\_\_, 2025 (the "Effective Date"), and is between the Wolfforth Economic Development Corporation ("WEDC"), a Texas development corporation authorized under the Texas Development Corporation Act, ("Act"), and Holland's Office Supply of Lubbock, Inc., dba Ascendant Hollands Office Supply, ("Holland").

#### **RECITALS:**

**WHEREAS**, on June 2, 2025, WEDC and Holland entered into a Performance Agreement for the purchase of a delivery vehicle for a total amount of \$75,000 (the "*Agreement*");

**WHEREAS**, in the Agreement, the cost of the Vehicle is actually only \$53,735.67;

**WHEREAS**, undefined capitalized terms used herein are used as defined in the Agreement;

**WHEREAS**, WEDC and Holland agreed in Section 1.3 of the Agreement that Holland will make seventy-two (72) monthly payments of \$1,041.67, which was based on a cost of \$75,000; and

**WHEREAS**, WEDC and Holland wish to decrease the amount of the monthly payments based upon \$53,735.67.

#### **AGREEMENT:**

**NOW, THEREFORE**, in consideration for the mutual promises contained in this Amendment, the receipt and sufficiency of which is hereby acknowledged by each party, WEDC and Holland agree as follows:

- 1. Section 1.3 of the Agreement is amended to read as follows: Holland will make (seventy-two) 72 equal monthly payments of \$746.33. The first payment will be due on the first day of the month following the date on which the WEDC makes the payment of the Loan Amount to the dealership from which the Vehicle is purchased. Each successive payment will be made on or before the first day of each month until Holland has made (thirty-six) 36 successive payments. Payments will be made to the address under Notice below. If Holland continues to operate Holland's Office Supply and timely makes all payments under this Agreement for a period of thirty-six (36) months, the WEDC will forgive the remainder of the Loan Amount.
- 2. The Agreement is otherwise ratified and remains unmodified, except as expressly set forth in this Amendment.

**3.** This Amendment may be executed digitally and in one or more counterparts and delivered electronically or via facsimile, each of which will be deemed to be an original copy of this Agreement and all of which, when taken together, will be deemed to constitute one and the same agreement.

#### WOLFFORTH ECONOMIC DEVELOPMENT CORPORATION

By:	
•	Joel Robinett, President
Holl	and's Office Supply of Lubbock, Inc.
11011	and 5 office supply of Eussbook, file.
By:	
	Larry Holland President

Item # 5.

# WOLFFORTH, TX

#### AGENDA ITEM COMMENTARY

**MEETING NAME:** Economic Development Corporation

**MEETING DATE:** August 5, 2025

**ITEM TITLE:** Consider and take appropriate action on 25/26 budget adjustments.

**STAFF INITIATOR:** Danielle Sweat, EDC

#### **BACKGROUND:**

After reviewing the budget more closely, Terri Robinette and I identified a few areas where we could make strategic adjustments. We were able to increase the overall budget from \$650,000 to \$775,000.

We also added a new line item for repairs and maintenance on EDC-owned property to better manage upkeep. We added a line item for business recruitment. Additionally, we adjusted the marketing budget by \$7,500, which frees up funds we anticipate needing this spring as United Supermarkets prepares to break ground.

Lastly, Terri allocated the remaining surplus to capital reserves for now, though we have the flexibility to move those funds to business support if priorities shift later in the year.

#### **EXHIBITS:**

25/26 Budget

#### COUNCIL ACTION/STAFF RECOMMENDATION:

Description	Account Type	Account ID	Amounts - FY26 In Progress
Sales Tax	Revenue	07-752-31300-000	\$ 725,000.00
Interest Income	Revenue	07-752-36110-000	\$ 50,000.00
Total Revenue			\$ 775,000.00
Description	Account Type	Account ID	Amounts - FY26 In Progress
Office Supplies & Expense	Expense	07-752-42010-000	\$ 250.00
Meeting Expense	Expense	07-752-42192-000	\$ 3,000.00
Special Events and Awards	Expense	07-752-42195-000	\$ 18,000.0
Legal services	Expense	07-752-43101-000	\$ 6,500.0
Other Professional Services	Expense	07-752-43110-000	\$ -
Lobbying	Expense	07-752-43135-000	\$ -
Legal Publications	Expense	07-752-43140-000	\$ 1,600.0
Marketing	Expense	07-752-43150-000	\$ 72,500.0
Marketing - Social Media	Expense	07-752-43150-001	\$ -
Customer Appreciation	Expense	07-752-43151-000	\$ 5,000.0
Electricity/Gas/Phone	Expense	07-752-43195-000	\$ -
R & M Grounds	Expense	07-752-43230-000	\$ 14,000.0
Postage/Freight	Expense	07-752-43320-000	\$ 50.0
Travel/Training/Conferences	Expense	07-752-43401-000	\$ 25,000.0
Memberships	Expense	07-752-43501-000	\$ 6,500.0
Fees and Charges	Expense	07-752-43505-000	\$ 1,200.0
Contract Services	Expense	07-752-43900-000	\$ 152,000.0
Payroll Reimbursement	Expense	07-752-43905-000	\$ 98,951.0
Business Support	Expense	07-752-44001-000	\$ 186,900.0
Business Improvement Grant	Expense	07-752-44001-001	\$ 50,000.0
Business Marketing Grant	Expense	07-752-44001-002	\$ 20,000.0
Business Recruitment	Expense	07-752-44001-003	\$ -
Sponsorships	Expense	07-752-44002-000	\$ 20,000.0
Capital	Expense	07-752-46001-000	\$ -
Site Improvements	Expense	07-752-46110-000	\$ -
Other Improvements	Expense	07-752-46150-000	\$ -
Land & Building Acquisition	Expense	07-752-46180-000	\$ -
Furniture/Fixtures	Expense	07-752-46240-000	\$ -
Capital Reserves	Expense	07-752-46400-000	\$ 93,549.0
Total Expense			\$ 775,000.0
Budget Surplus/Deficit			\$ -

Item # 6.



# **AGENDA ITEM COMMENTARY**

**MEETING NAME:** Economic Development Corporation

**MEETING DATE:** July 2, 2025

**ITEM TITLE:** Consider and take appropriate action on the timeline for the new

strategic plan.

**STAFF INITIATOR:** EDC Director-Danielle Sweat

#### **BACKGROUND:**

The EDC has committed to partnering with Marketing Alliance to develop our next Strategic Plan. When we approved the partnership earlier this year, we agreed to hold off on kickoff until the United Supermarkets announcement, understanding it would significantly shape our SWOT analysis and strategic direction.

Now that the announcement is official, we're in a strong position to begin. After reviewing the scope of work, it's clear that the initial phases, project launch and economic/regional assessment, can begin immediately and do not require in-person meetings. This allows us to get started this summer while scheduling stakeholder engagement for early fall, when participation will be more feasible.

One item to consider: we originally budgeted for this project in the FY 25/26 budget cycle, assuming we wouldn't begin until closer to the end of summer. With the opportunity to start earlier, is the board comfortable approving a budget amendment to allocate funding in the current fiscal year?

If so, I'll coordinate with David at Marketing Alliance to initiate Phase 1 and schedule the virtual kickoff.

#### **EXHIBITS:**

Marketing Alliance Proposal

#### COUNCIL ACTION/STAFF RECOMMENDATION:



May 9th, 2025

Danielle Sweat, Executive Economic Development Director Wolfforth Economic Development Corporation 302 Main Street Wolfforth, Texas 79382

Hello Danielle,

Thank you for inviting us to respond to this opportunity. I truly appreciate the chance to continue working with you and supporting Wolfforth EDC. It's been a pleasure collaborating on previous marketing initiatives, and I'm excited about the potential impact this strategic planning process can have for the community.

Over the past few years, I've seen Wolfforth continue to grow with purpose and momentum. There's a clear vision behind the work your doing, and this plan can help focus that energy into a strong, forward-looking roadmap. Our goal is to deliver a Strategic Plan that reflects the values of the community, aligns with your economic development goals, and provides a practical guide for future decisions.

This proposal outlines a process that blends economic research, local engagement, and strategy development. At Marketing Alliance, we've worked with more than 440 communities across the country, and in each case, we've made it a priority to listen closely, understand local dynamics, and design strategies that are realistic and effective. As part of this project, I will travel to Wolfforth to lead the one-on-one stakeholder interviews and ensure the plan reflects the unique perspectives of your business and community leaders.

We will also incorporate broader community input through a resident and business survey, and deliver a final plan that is both comprehensive and easy to act on. Our goal is to give you a tool that supports everyday decision-making while also keeping an eye on long-term growth.

To demonstrate our commitment to the City of Wolfforth's long-term success, we are also including a complimentary plan refresh at the three year mark. This update will involve stakeholder reengagement, a review of the original SWOT and goals, and the development of an updated implementation timeline. It's our goal to have Wolfforth build upon momentum and stay aligned with new opportunities and community priorities as they emerge.

Sincerely,



# Marketing Alliance and Wolfforth EDC

For over 23 years, Marketing Alliance has been a trusted partner in transforming communities across the United States into thriving economic powerhouses. Operating in 29 states and serving more than 440 communities, we bring a wealth of knowledge and experience to every project we undertake. Our team of 10 dedicated professionals combines over 135 years of collective expertise in economic development, business strategy, and digital innovation. We specialize in creating customized solutions that include strategic planning, website development, digital marketing campaigns, video production, lead generation, and tailored services to meet each community's unique needs.

We are proud to have successfully partnered with communities, chambers, and economic development organizations nationwide. By understanding the unique characteristics of each region and organization we serve, we're able to deliver targeted insights and strategies that drive real, measurable impact. Our comprehensive approach ensures that every project is delivered on time and upholds the highest standards of quality, consistently positioning our clients for long-term success.



# **Project Leads**



David Petr
CEO / Strategy

Wolfforth 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.



Jenny Updike
Project Management

Jenny has always loved helping people. With a background in the medical field, Jenny's organizational skills, attention to detail, and passion for providing support has quite literally saved lives in the operating room and is now being utilized to provide dedicated oversight for the success of each of our client's projects and priorities. She brings years of management experience from a variety of dynamic environments to the team and is committed to providing first class service, consistent communication, and efficient solutions.



**Jon Maynard** Strategy

Jon guides the Marketing Alliance team in creating 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 problemsolving and forward-thinking strategies is a cornerstone of our success, ensuring that our clients meet and exceed their economic growth and market presence goals.



Mark Kitchens

Design

For over 19 years at Marketing Alliance, Mark has worked with over 350 clients on 460+ 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.



Carol Gassaway
Writing

For more than two decades, writer and editor Carol Gassaway has made compelling communication her business, promoting clients from every segment of the marketplace, from consumer to industrial to financial. She has helped to create advertising and marketing strategies for numerous economic development agencies on both local and national levels. In addition to her advertising and marketing experience, she has reported for local and regional business journals, and has served as a non-fiction editor for a variety of projects. She is also a published novelist.

#### Scope of Work Background

As the current Strategic Plan nears the end of its life cycle, it's time for a new perspective to drive exponential results for the City of Wolfforth. Recognizing that the existing plan needed to be foundational and primarily internally focused, we now see an incredible opportunity to pivot toward strategies that attract outside investment and raise Wolfforth's visibility on a broader scale. In the scope of work below, we continue to acknowledge important internal opportunities, but we also recognize the urgency of engaging with the dynamic business development environment taking shape across Texas and the nation.

Marketing Alliance will lead the development of this plan in close collaboration with Wolfforth EDC. Our process is designed to blend community insight, data-driven analysis, and practical implementation strategies into a clear and compelling document that Wolfforth can rely on for years to come.

Our team's previous work with Wolfforth EDC and David Petr's time at the Lubbock Economic Development Alliance bring a strong foundation of local and regional understanding to this project. During the development of the current Wolfforth EDC website, we spent more than 40 hours refining the city's value proposition, aligning messaging with the community's assets, and organizing content to speak directly to site selectors, businesses, and local stakeholders. That process gave us a deep understanding of Wolfforth's strengths, priorities, and economic positioning.

Our team stays actively engaged with national and statewide economic development trends through participation in conferences and events hosted by TEDC, SEDC, and similar organizations. This ongoing exposure ensures our recommendations remain relevant, forward-looking, and grounded in the latest best practices.

The scope of work outlined in the following sections includes five core phases: project launch and coordination, regional and economic assessment, stakeholder engagement, opportunity identification, and the production of a final Strategic Plan. This structure ensures a comprehensive and inclusive planning process from day one through final delivery.

#### Phase 1 - Project Launch

#### Project Kickoff Call and Project Management

\$2,000

We'll begin this strategic planning process by aligning with Wolfforth EDC on vision, priorities, and expectations. Our team will host a dynamic kickoff call to officially launch the project, bring all key players to the table, and set the foundation for meaningful collaboration.

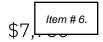
This meeting will:

- Establish a shared understanding of the project scope, timelines, and deliverables
- · Give us the opportunity to listen closely to Wolfforth's leadership and shape our approach based on local priorities and goals
- Set up clear reporting structures and communication protocols to keep the project moving forward smoothly
- Ensure the strategic planning process is transparent, inclusive, and tailored to Wolfforth's unique strengths and ambitions

This kickoff phase isn't just about logistics, it's about building momentum and setting the tone for an exciting and actionable plan that reflects where Wolfforth is headed next.

This phase also includes proactive project management from start to finish. As we move through each phase of the strategic planning process, Marketing Alliance will ensure consistent communication with Wolfforth EDC, keep all stakeholders aligned, and manage timelines and deliverables with precision. We'll provide regular updates, anticipate and resolve any challenges, and make real-time adjustments to keep the project moving forward efficiently and effectively.

#### Understanding Wolfforth's Economic Landscape



To lay the groundwork for a forward-thinking and actionable strategic plan, we'll take a deep dive into Wolfforth's current economic landscape and regional dynamics. This phase will help uncover strengths to build on, gaps to address, and opportunities to pursue.

#### Internal Material Review

We will begin by reviewing key documents, plans, and marketing materials provided by Wolfforth EDC. This includes evaluating the existing website, promotional content, reports, and any available policies or processes related to economic development. Our goal is to understand the local framework, highlight challenges, and identify untapped potential.

#### Environmental Scan: Data Collection & Analysis

We'll conduct a comprehensive review of Wolfforth and, where possible, integrate regional data. This analysis may include:

- Demographics and population trends
- Employment by sector and occupation
- Business formation and retention trends
- · Location quotients for key industries
- Housing and development patterns
- Regional economic trends
- Workforce and talent pipeline insights
- Education and training programs
- Quality of life, cultural assets, and other intangible advantages

Data will be drawn from credible sources such as the U.S. Census, Bureau of Economic Analysis, EMSI/Burning Glass, and other regional and state-level databases.

#### Economic Ecosystem Analysis

We'll map out Wolfforth's economic ecosystem, identifying the businesses, organizations, and assets that make up its local and regional economy. This includes:

- Highlighting local and regional business strengths
- Identifying elements that can drive growth and diversification
- Pinpointing assets that support entrepreneurship, innovation, and sector development

#### Labor Force Analysis

Understanding workforce capacity is key to long-term success. This analysis will cover:

- Workforce size and composition
- Education and skills data
- Workforce alignment with priority industries
- · Self-employment, gig economy, and remote work trends
- Emerging talent pipelines from local and regional institutions

#### Land & Infrastructure Review

We will evaluate the physical and economic infrastructure that supports development in and around Wolfforth, including:

- Road, rail, utility, and digital infrastructure
- Available land and development-readiness
- Business environment factors such as tax rates, incentives, and permitting

#### **Target Sector Identification**

Item # 6.

This step focuses on pinpointing the sectors with the highest potential for growth and alignment with Wolfforth's strengths. We'll valiboth existing industries and emerging sectors that represent promising opportunities.

#### **SWOT Analysis**

We'll complete a detailed SWOT analysis specific to Wolfforth's economy—identifying its Strengths, Weaknesses, Opportunities, and Threats. This will directly inform later phases of the plan and ensure alignment with the community's broader vision.

#### Phase 3 - Stakeholder Engagement

#### Stakeholder Identification, Interviews, Conversations, and Analysis

\$10,250

A successful strategic plan for Wolfforth must be shaped by the people who know the community best: its business leaders, educators, local officials, and residents. This phase will focus on listening and learning directly from those stakeholders to ensure the final plan reflects real priorities and local insight.

#### Stakeholder Identification and Strategy

Working alongside Wolfforth EDC, we will develop a thoughtful and inclusive engagement strategy that includes:

- Identifying key individuals, organizations, and sectors to be represented
- Recommending the best engagement format for each group
- Creating a clear schedule for outreach and interviews
- Preparing a focused set of interview questions and obtaining approval from Wolfforth EDC

#### In-Person Interviews and Community Conversations

As a core element of this engagement, Marketing Alliance's CEO, David Petr, will travel to Wolfforth for a dedicated three-day visit to personally conduct **16 to 18 one-on-one interviews** and small group conversations. These discussions will include representatives from industry, small business, education, real estate, and community organizations. Interview topics will focus on:

- Wolfforth's current business climate and quality of life
- Challenges and barriers to economic growth
- Untapped opportunities and emerging trends
- Local perspectives on innovation, talent, and competitiveness

David's direct involvement ensures that conversations are high-level, thoughtful, and responsive to the local context.

#### **Broader Community Survey**

To complement the in-person interviews, we will develop and distribute a short, targeted survey to gather feedback from the broader Wolfforth business and residential community. The survey will collect input on community priorities, perceptions of current conditions, and ideas for future development.

#### Analysis and Integration

All feedback gathered from interviews and surveys will be synthesized into a summary of key insights. These findings will directly inform the strategic planning process, ensuring that both community vision and stakeholder perspectives are integrated into the final recommendations.

This fee includes all travel-related costs for David Petr to be on-site in Wolfforth for two to three days to meet with stakeholders and conduct the in-person interviews.

## Phase 4 - Opportunity Assessment

#### Opportunity Identification, Analysis, and Prioritization

\$7,250

With a clear understanding of Wolfforth's current landscape and stakeholder perspectives, we will identify and prioritize the most promising opportunities for economic growth, investment, and development. This phase is about focus—determining where Wolfforth can make the greatest impact with its resources and partnerships.

#### Opportunity Identification and Analysis

We will draw from the SWOT analysis, stakeholder feedback, economic ecosystem overview, and workforce findings to pinpoint opportunities that align with Wolfforth's strengths and goals. These opportunities may include business attraction targets, redevelopment areas, industry clusters, or regional partnerships. Each will be evaluated based on factors such as:

- Magnitude and viability of the opportunity
- Time horizon for potential impact
- Alignment with key trends and emerging sectors
- Synergies with existing businesses and industries
- Relevance to community values and quality of life
- Infrastructure readiness and availability of sites or talent
- Potential for sustainable, long-term economic impact

#### **Opportunity Prioritization**

To help guide decision-making, we will organize the identified opportunities into a clear prioritization matrix. Each opportunity will include a concise statement describing its potential and how it connects to broader goals. The matrix will highlight strategic alignments and help Wolfforth EDC focus efforts where they can generate the most return.

# Phase 5 – Strategy & Action Plan

#### Production and Presentation of Strategic Plan

\$7,500

The final phase brings everything together into a clear, actionable roadmap that reflects the community's input, aligns with Wolfforth EDC's goals, and positions the city for smart, sustainable growth.

#### Strategic Plan Development

We will create a business-focused Strategic Plan with a three-year horizon. The plan will include core goals and specific initiatives that:

- Define a bold, forward-looking mission and vision for Wolfforth
- Identify investment attraction targets and effective tactics for reaching them
- Present talent development and attraction strategies
- Support entrepreneurship, small business growth, and sector-specific innovation
- Enhance business retention and expansion (BR&E)
- Highlight key infrastructure and policy improvements that support long-term success

The plan will be written and designed for clarity, with user-friendly formatting and actionable language. It will be approximately 40 to 50 pages in length and include:

- A matrix of initiatives, goals, and recommended actions
- Estimated timelines (immediate, short-term, long-term)
- Responsible parties and suggested partnerships
- Key performance indicators (KPIs) to track progress

• A high-level resource and staffing estimate to support implementation

#### Presentation of Strategic Plan

Once the Strategic Plan is complete, our team will deliver the final document to Wolfforth EDC in multiple formats, including both PDF and editable files. These materials will be ready for use in presentations, funding proposals, and internal planning efforts.

We will schedule a virtual meeting to walk through the plan with your team, presenting the key strategy, goals, and recommended actions. This meeting will also allow time for discussion, questions, and feedback to ensure full alignment before final delivery.

We will incorporate any final revisions based on that feedback and provide a finalized version of the plan that is polished, easy to navigate, and ready for implementation.

### Three Year Strategic Plan Refresh

#### Complimentary Update and Alignment Review

No Cost

At Marketing Alliance, we believe that the best plans are living documents that should evolve as communities grow, priorities shift, and new opportunities emerge. As part of our long-term commitment to Wolfforth, we are including a complimentary refresh of the Strategic Plan at the three year mark following completion of the project.

This no cost update will ensure that the plan continues to reflect current conditions, community goals, and regional opportunities. The refresh process will include:

#### · Facilitated Stakeholder Meeting

We will coordinate and lead a session with key community and business leaders to revisit the goals of the plan, gather input, and ensure alignment with Wolfforth's current direction.

#### Updated SWOT Review

We will revisit the strengths, weaknesses, opportunities, and threats identified in the original plan. Any changes in regional dynamics, internal capacity, or community feedback will be incorporated into an updated summary.

#### • Mission and Vision Review

We will confirm whether the mission and vision statements still represent Wolfforth's aspirations. If needed, we will recommend adjustments based on updated input from leadership and stakeholders.

#### • Progress Evaluation

We will assess implementation progress to date and highlight completed, ongoing, and delayed initiatives. Areas that require renewed focus or realignment will be identified and addressed.

#### • Goal and Timeline Adjustments

If new goals have emerged or current goals need refinement, we will revise the action matrix and recommend updated timeframes and responsible parties.

#### • Final Deliverable

We will deliver an updated version of the plan in a clear and actionable format. This will include **an additional three years of implementation strategies** that reflect all new insights and provide continued guidance for future decision-making.

This refresh ensures the plan remains relevant, practical, and aligned with the evolving vision for Wolfforth's economic future.

#### One Time

Total(s)

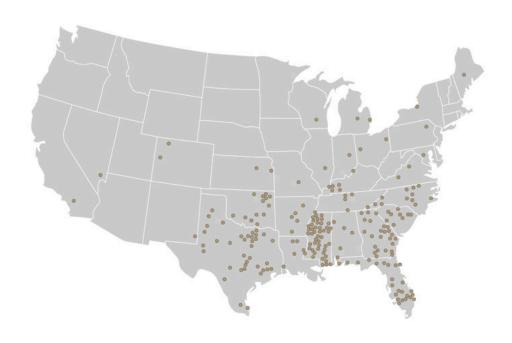
\$34,750

# **Timeline for Project Completion**

Marketing Alliance recommends a structured timeline to ensure effective project execution. The scope of work includes the following phases:

Project Kickoff and Initial Planning	Month 1
Stakeholder Identification and Outreach	Month 1
In-Person Stakeholder Interviews and Community Survey	Months 2 and 3
Regional and Economic Data Analysis	Month 3
SWOT Analysis and Opportunity Identification	Month 4
Draft Strategic Plan Development	Month 5
Review and Refinement with Wolfforth EDC	Month 6
Final Strategic Plan Writing and Design	Month 4
Presentation of Final Strategic Plan	Month 5
Final Adjustments and Deliverables Delivery	Month 5

# Delivering Results for 23 Years in 29 States for 440 Communities



# **Project Experience and References**

Below are examples of strategic plans we've developed for various communities. We encourage you to reach out directly to the references provided for more information about their experience working with us and the outcomes of our collaboration.

#### **Hondo Economic Development**

Sean Patty, Executive Director 700 Vandenberg Rd. Hondo, TX 78861

(830) 741-8319 spatty@hondo-tx.org www.growhondotx.com



#### Work included:

- Developed a comprehensive three-year Economic Development Strategy tailored to Hondo's unique strengths and growth opportunities.
- Conducted a detailed SWOT analysis to identify strengths, weaknesses, opportunities, and threats within the community and regional context.
- Leveraged Hondo's geographical advantages, including proximity to transportation hubs, to enhance economic
  positioning.
- Identified and prioritized target industries, including Aviation/Aerospace, Advanced Manufacturing, and Logistics & Distribution, for recruitment and retention efforts.
- Created strategic programs aimed at retail attraction, revitalizing the downtown area, and enhancing workforce development initiatives to align with industry needs.
- Guided the development of their website and marketing materials, ensuring all collateral aligned with the strategic plan's direction and messaging.
- Conducted board training events to ensure leadership and stakeholders were fully informed and aligned with the strategic plan's vision and priorities.

# Kilgore Economic Development Corporation

Lisa Denton, Executive Director 1001 Synergy Blvd, Suite 100 Kilgore, TX 75662

(903) 983-3522 ldenton@kilgore-edc.com www.kilgore-edc.com



#### Work included:

- Crafted a comprehensive three-year strategic plan tailored to Kilgore's economic assets and future growth objectives.
- Performed an in-depth SWOT analysis to assess regional strengths, weaknesses, opportunities, and threats, providing a foundation for informed decision-making.
- Identified and prioritized key industries, including Metalworking, Logistics & Distribution, and Advanced Manufacturing, as focus areas for business attraction and retention.
- Implemented initiatives to support real estate expansion, fostering the development of new commercial and industrial sites to accommodate business growth.
- Designed strategic programs aimed at workforce development, including partnerships with local educational institutions to align talent pipelines with industry needs.
- Conducted stakeholder workshops and community engagement sessions to align the strategic vision with the needs and priorities of Kilgore's business community.
- Supported the development of marketing materials and promotional campaigns to attract targeted industries, leveraging Kilgore's unique value propositions.

#### Louisiana Central

Dan Purvis, Executive Director of Business Development 1302 Murray St. Alexandria, LA 71301

(318) 446-1512

dpurvis@louisiana-central.com www.louisiana-central.com



#### Work Included:

- Defined the value proposition for the Louisiana Central region, highlighting its unique strengths in infrastructure, workforce capabilities, and strategic location.
- Developed a targeted prospect list, identifying high-potential industries and businesses that align with the region's economic goals.
- Created compelling content to tell the Louisiana Central story, emphasizing the region's advantages and opportunities for investment.
- Focused on lead generation campaigns to attract company decision-makers and site selectors, leveraging targeted outreach and digital marketing strategies.
- Collaborated closely with local partners to connect with industry leaders and build relationships that support long-term economic growth.
- Provided strategic recommendations for improving marketing materials and regional branding to enhance visibility and competitiveness.
- Conducted workshops with stakeholders to align messaging and ensure consistency across all outreach efforts.

#### Why We Should Be Selected

At Marketing Alliance, we stand at the forefront of economic development planning, driven by a passion for crafting impactful experiences that drive growth and prosperity. With nearly 23 years of experience, we have built a legacy of excellence, partnering with over 440 economic development agencies, municipalities, regional alliances, and state agencies across the U.S. Our dedicated team of 10 talented individuals collectively offers over 135 years of combined experience in economic development marketing.

Expertise and Experience: Marketing Alliance brings a wealth of specialized knowledge and extensive experience in economic development strategy. Our team of experts is dedicated to crafting and executing strategies that will drive growth and prosperity for Wolfforth. We are the only economic development marketing company led by someone who has run economic development organizations and knows the shoes you fill.

Cost-Effectiveness: Partnering with Marketing Alliance is a cost-effective solution as we understand economic development priorities and your target markets. We speak "economic development" and can shortcut conversations and solutions based on delivering this same solution for over 440 communities. With us, there is no learning curve.

Access to Advanced Tools and Technologies: Marketing Alliance utilizes the latest tools and technologies for strategic planning, stakeholder engagement, and benchmarking. The City of Wolfforth will benefit from our suite of resources, ensuring that your plan is built on actionable insights and data-driven strategies.

Time Savings: By managing the stakeholder engagement process, conducting thorough assessments, and providing a prioritized action plan, Marketing Alliance allows the your team to focus on implementing the plan's recommendations. This partnership ensures overall efficiency and productivity, freeing up valuable time for other essential tasks.

Innovative and Fresh Perspectives: As an external firm, Marketing Alliance brings new, creative ideas and innovative strategies to the table. Our fresh perspectives can invigorate the City's strategic planning efforts, driving new interest and collaboration. We have an "outsider/insider" perspective that will give you an advantage.

Measurable Results and Accountability: We track and measure the performance of our work with clear metrics and KPIs, demonstrating a tangible return on investment for the project. Marketing Alliance is committed to accountability and delivering measurable results. The strategic plan will serve as a clear roadmap for Wolfforth's economic development goals.

**Network and Partnerships**: Marketing Alliance boasts established relationships with economic development leaders, as well as key industry players. We leverage these connections to enhance Wolfforth's ability to attract and retain industries while fostering regional collaboration.

Regional Understanding: Our team brings firsthand experience working directly with Wolfforth EDC, giving us a strong understanding of the community's goals, assets, and potential. This familiarity allows us to develop strategies that reflect Wolfforth's unique character and economic strengths. David Petr's time at the Lubbock Economic Development Alliance provided valuable insight into the regional dynamics that influence growth in and around Wolfforth. That perspective helps ensure our recommendations are informed by both local context and regional opportunity.

Bandwidth and Security: Marketing Alliance has a team structure that allows us to scale up and scale down easily to take on new projects and deliver them in a timely manner. We have positive cash flow and reserves to allow us to meet the obligations of this project.

We're Likable: Our team communicates and creates without ego, and enjoys getting to know our clients and their goals. Our passion for creating prosperity for people and places (our informal tagline) is real, and we want to do the same with you.



#### AGENDA ITEM COMMENTARY



**MEETING NAME:** Economic Development Corporation

**MEETING DATE:** July 2, 2025

**ITEM TITLE:** Consider and take appropriate action on marketing grant application

edits.

**STAFF INITIATOR:** EDC Director-Danielle Sweat

#### **BACKGROUND:**

Following feedback from the EDC Board, a few updates were made to the Marketing Grant application to provide clearer guidance on business eligibility. Specifically, we clarified that eligible businesses must be brick-and-mortar operations located within the Wolfforth city limits and must remit sales tax to the City of Wolfforth. We also included a note that proof of sales tax remittance is required at the time of application and that eligibility is not automatic, even if a business does remit sales tax, each application will continue to be evaluated on a case-by-case basis.

One board member suggested using NAICS codes to further define eligible businesses. After discussing this approach with Randy, we determined that incorporating NAICS codes created unnecessary complexity and confusion for applicants. Given the grant's purpose and the range of small businesses we aim to support, we believe the updated language provides sufficient clarity without becoming overly restrictive.

We also revisited the matching requirement. The previous application required businesses to spend \$2,000 up front to receive a \$2,000 match. While this ensures a meaningful investment in marketing, we're concerned it may discourage participation from some of our smaller businesses that don't have the cash flow to make that initial commitment. Randy and I believe we may see greater participation—and more marketing momentum—if we adjust the entry point to \$1000. That would allow businesses to receive a \$1000 match with a \$1000 investment and still give them the option to spend more if they choose.

This adjustment could help us broaden our reach and better serve the small business community.

#### **EXHIBITS:**

Marketing Grant Application

#### COUNCIL ACTION/STAFF RECOMMENDATION:



#### **Wolfforth Economic Development Corporation**

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

#### **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.

#### **Eligible Businesses Must:**

- Be a for-profit, brick-and-mortar business physically located within Wolfforth city limits
- Remit sales tax to the City of Wolfforth (proof of sales tax remittance is required with the application)

#### **Ineligible Businesses:**

Any business that does not remit sales tax to the city of Wolfforth is ineligible for this grant.

#### 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 is eligible for a matching grant of up to \$1,000. To receive the EDC's portion of the match, the business must first spend at least \$1,000 of its own funds on eligible marketing expenses. Proof of this expenditure must be submitted to the EDC before any EDC funds will be applied. Once verified, the EDC will pay the marketing vendor directly, up to \$1,000. If the total cost exceeds \$1,000, the business is responsible for covering the remaining balance and providing documentation of full payment.

#### 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 2 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)
  - o Digital marketing advertisements (ie: social media, TV or radio commercial)
  - o 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 it with proof of sales tax remittance 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 three 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, the EDC will only cover a maximum of \$1,000 in matching funds.
- The business must reference the City of Wolfforth in the marketing effort (e.g., "Made in Wolfforth," "Proudly Made in Wolfforth", "Wolfforth, TX", "Grown in Wolfforth", etc.). The WEDC logo will be provided for use.

#### 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/sales tax remittance
- 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)

#### 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:		<u> </u>
Type of Business:		
Property Address:		
Mailing Address:		
Phone:	Er	nail:
Year Established:		
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#### Section 3:

advertising, website development, social media ca	ow you plan to use the grant funds. Include specific activities such as impaigns, etc.
Proposed Start Date:	Proposed Completion Date:
Chosen Agency:	Business Contribution:
Signed by Property Owner:	
Signed by Tenant:	
Data	

Item # 8.

#### AGENDA ITEM COMMENTARY



**MEETING NAME:** Economic Development Corporation

**MEETING DATE:** July 2, 2025

**ITEM TITLE:** Consider and take appropriate action on CivicServe software.

**STAFF INITIATOR:** EDC Director-Danielle Sweat

#### **BACKGROUND:**

As part of our ongoing effort to improve efficiency and strengthen our business engagement, I've been reviewing our current economic development software, EDOIQ, and comparing it with a new option presented by CivicServe. After evaluating their proposal and discussing their capabilities, I believe CivicServe may offer a better fit for Wolfforth's growing needs.

#### **Current Software: EDOIQ**

While EDOIQ has provided a central place to store contact information, it hasn't delivered on many of the broader expectations we had when we first adopted it. It functions primarily as a place to store contacts. Our department continues to take on more incentive-based projects and business retention efforts, it is becoming increasingly important to have a platform that can organize, automate, and report on our activities more effectively.

#### **Proposed Solution: CivicServe**

CivicServe is a secure, cloud-based platform built specifically for economic development professionals. Their system includes:

#### **CRM** and **Project Management**

Centralizes communication, tasks, and timelines across all projects and contacts

#### **Business Retention and Expansion (BRE) Module**

Includes business directories, monthly data updates, site visit tracking, and event registration

#### **Incentives Module**

Tracks incentive agreements, automates compliance reminders, and provides reporting tools to satisfy state, local, and federal requirements

#### **GIS Integration**

Allows us to view activities and outcomes by district, zip code, or custom boundaries

#### **Public Portal**

Enables businesses and developers to submit applications or event registrations online, saving time and improving access

#### **Data Migration and Timeline**

All data currently stored in EDOIQ can be transferred easily to CivicServe. There will be no loss of contact records, project information, or historical notes.

CivicServe has also offered to defer payment until the new fiscal year and has waived their \$3,000 implementation fee if we move forward before July 31. The annual subscription for their full platform, including the core system, BRE, and Incentives modules, is \$5,000.

#### **Next Steps**

Our EDOIQ contract is set to automatically renew in October unless we provide notice by the end of July. To avoid renewal and begin transitioning to CivicServe, the board will need to make a decision at the July 1 meeting. This is a critical opportunity to adopt a system that not only stores information but actively supports project tracking, communication, and compliance. These are tools we increasingly need as our economic development activity continues to grow.

#### **EXHIBITS:**

Marketing Grant Application

COUNCIL ACTION/STAFF RECOMMENDATION:



# THE PLATFORM BUILT FOR ECONOMIC DEVELOPMENT



Designed to attract, retain, expand and grow business by modernizing operations, digitizing engagement and quantifying the impact of economic development on your community.

# Customer Relationship Management (CRM)



- ✓ Internal and external communication tool with email and calendar connectivity
- Email delivery featuring custom tags to communicate with individuals, businesses and specialty groups
- ✓ Individual and business communication history, email templates and bulk correspondence distribution

#### Project and Lead Management



- Project management throughout the entire lifecycle
- Custom timelines with automated notifications and tasks to help all parties navigate processes
- Automatic reminders and custom data capture to manage and ensure compliance

#### Purpose-Built Technology Solution

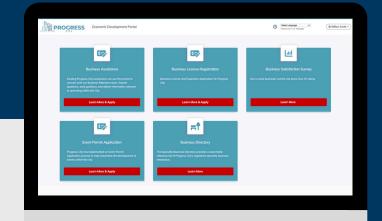


- ✓ Secure, cloud-based system with assigned user roles and permissions
- ✓ Multi-agency architecture to coordinate all economic development partners (government teams, EDOs, consultants, etc.)
- ✓ Personalized public portal facilitates communication with businesses, developers, residents, elected officials, boards, etc.
- ✓ Integrated GIS data aligns information to districts, wards and custom boundaries
- Configurable dashboards and reports for department, board and council requirements
- ✓ Best practice template libraries to quickly launch programs, forms, KPIs and processes

ADDITIONAL CIVICSERVE MODULES AVAILABLE TO SUPPORT BUSINESS RETENTION & EXPANSION, INCENTIVE, PROPERTY AND WORKFORCE ACTIVITIES

# BUSINESS RETENTION & EXPANSION MODULE





Designed to complement CivicServe core platform for CRM, project and lead management. This module centralizes engagement, information and reporting on BRE-specific activities.

# **PURPOSE-BUILT SOLUTION**WITH OPTIONS TO MANAGE:



#### **BRE and Site Visit Surveys**

Custom tool for business retention forms, surveys, site visits and business information



#### **Business Directories**

Public, searchable business information with custom tags to classify and categorize businesses and industries



## **Economic Development Business Events**

Online event application and registration management tool with tracking and reporting features



#### **Monthly Business Data**

Pre-populated business data, contact information and business status with monthly updates and real-time alerts



## Registration, Licensing and Certifications

Digital optimization of business registration, licensing and certification processes

#### THE ONLY ONE WITH:

#### **Multi-Agency Architecture**

- Enable collaboration across all economic development partners (government teams, EDOs, consultants, etc.)
- √ Tie team and partner agency activities to strategic goals
- Centralize BRE communication and files

#### **GIS Integration**

- Verify business locations and eligibility by address
- Report BRE activities and outcomes by district, ward, zip code and custom boundaries

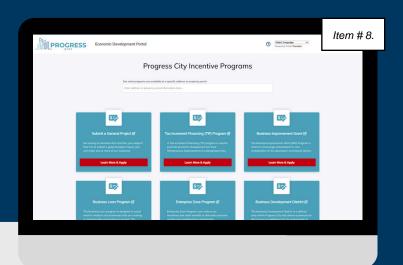
#### **Template Libraries**

- Digitize BRE programs, forms and processes with peer templates for reference
- √ Launch best practice BRE activities in minutes
- ✓ Automate business notifications and KPI collection



# INCENTIVES MODULE

Designed to complement CivicServe core platform for CRM, project and lead management. This module centralizes operations, engagement and reporting on incentive activities.



# **PURPOSE-BUILT SOLUTION**WITH OPTIONS TO MANAGE:



# **Economic Development Incentive Programs**

Manage all of your incentive programs including abatements, districts, TIFs, grants, zones, PILOTs and more



#### **Incentive Applications**

Digitize applications and project documents with a feature to score projects against strategic goals



#### **Project Timelines**

Enable transparency across project timelines and manage projects throughout the entire lifecycle



#### **Agreement Compliance**

Notify all parties of responsibilities and obligations; Collect required materials



#### **Incentive Reporting**

Streamline collection of parcel and assessment data; Satisfy local, state and federal reporting requirements

#### THE ONLY ONE WITH:

#### **Multi-Agency Architecture**

- Enable collaboration across all economic development partners (government teams, EDOs, consultants, etc.)
- √ Tie team and partner agency activities to strategic goals
- √ Centralize incentive program communication and files

#### **GIS Integration**

- √ Verify incentive application eligibility by address
- Report incentive activities and outcomes by district, ward, zip code and custom boundaries

#### **Template Libraries**

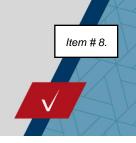
- Digitize incentive programs, forms and processes with peer templates for reference
- ✓ Launch best practice incentive activities in minutes
- Automate incentive notifications and KPI collection



### Successful Economies Run On CivicServe

**Prepared:** 6/13/25

**Expiration:** 8/30/25



Prepared for:

#### Wolfforth, TX

302 Main Street Wolfforth, TX 79382

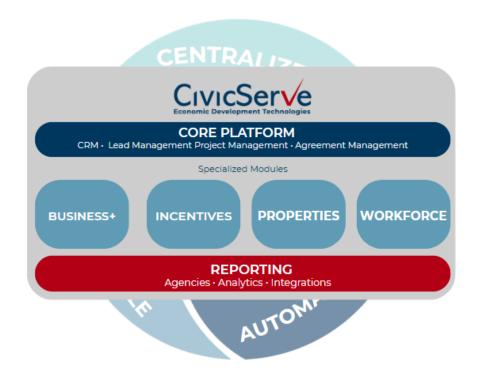
At CivicServe, we provide a secure, cloud-based technology solution designed to centralize your economic development operations, stakeholders, partners and activities in a single, easy-to-use system. From managing and tracking programs and projects to ensuring compliance and generating insightful reports, our solution aligns your unique activities and adapts to your strategic goals.

Our customers use CivicServe to:

- ✓ Attract, retain and grow businesses
- √ Address housing shortages and challenges
- ✓ Strengthen infrastructure and workforce development

Enclosed is a solution designed to meet the specific needs of your organization and help drive success for your community!

#### The CivicServe Solution



#### Item # 8.

#### The CivicServe Core Platform

Manage economic development relationships and communication with our CRM, project and lead management solution.

#### **Core Platform Includes:**

#### **Customer Relationship Management (CRM)**

- Centralize communication with integrated email and calendar tools. Leverage email templates and bulk correspondence for distribution to specific groups.
- Track contacts, communications, documents, and activities—including calls, emails, meetings compliance and projects. Organize by industry, status, district, etc. with custom tags.
- Assign tasks to individuals, teams, consultants and third-party economic development partners. Set and receive automated reminders. View system-generated audit logs and task management reports.
- Communicate with businesses, developers and residents with a personalized public portal.

#### **Project and Lead Management**

- Centralize all data and collection processes with automated data capture and layering of project, CRM and platform metrics.
- Utilize our multi-agency architecture to collaborate with economic development partners.
   Assign user roles and permissions to control access and visibility of information.
- Digitize, automate and launch economic development programs, forms, key performance indicators (KPIs) and processes in minutes with best practice template libraries.
- Manage projects and leads with digital processes, including customizable events, timelines, milestones and automated notifications.
- Ensure compliance with automated notifications, reminders and real-time updates.

#### Reporting

- Align team and partner agency work to strategic goals and objectives; Quantify progress with metric-based, measurable outcomes.
- Leverage our API integration and in-house experts to combine your internal and external data.
- Tie data to districts, wards and custom boundaries with system-wide GIS integration.
- Capture real-time analytics on compliance, KPIs, scoring and timeline events.
- Automate reporting on daily activities, interactions and outcomes.
- Tailor reports to the audience—team, department, board, council and partner agency—with metrics to quantify parcel, project, program, demographic and timeline events.
- Generate local, state, federal and agency reports to satisfy reporting requirements.

We also offer specialized modules to assist with the management of your economic development core competencies.



#### **Business Retention and Expansion (BRE) Module**

Centralize business retention and expansion engagement, information and reporting with a system designed for business assistance, registration, license, certification and site visit programs.

#### **BRE Module Includes:**

#### ■ BRE and Site Visit Surveys

- Custom capture digitizes economic development forms, surveys, site visits and business information
- Ability to manage, track and report on business retention and site visit activity
- Automatic notifications configured to alert users to key business updates
- Integration of GIS data ties business intelligence to location-based districts, wards and custom boundaries
- Dashboards and reports to display business engagement, project, KPI and survey activities and metrics

#### BRE Template Libraries

Best practice template libraries to digitize, automate and launch BRE programs, forms,
 KPIs and processes in minutes

#### **BRE Module Additional Options Available:**

#### Business Directory

- Pre-populated business information with custom tags to classify and categorize businesses and industries
- Public, searchable version to promote and encourage utilization of local enterprises

#### Business Events

 Economic development business event application and registration management with tracking and reporting features

#### Monthly Business Data

Monthly updates of business data, contact information and business status

#### Registration, Licensing and Certifications

- Business registration, certification and compliance programs

#### **Incentives Module**

Protect incentive investments with a technology solution to collect applications, verify eligibility, automate notifications, collect required information, and satisfy local, state and federal compliance reporting requirements.



#### **Incentives Module Includes:**

- Economic development incentive and agreement management, tracking and reporting
- Public, searchable financial program database to promote community incentives and available business, developer and resident resources
- Intuitive search by address functionality matches individuals with qualifying financial programs
- Configurable public portal to capture custom incentive applications, pre-application forms and inbound leads
- Intelligent technology applies prescreen, eligibility verification and project scoring
- Custom incentive program timelines, automation of activity notifications, renewal notices and delivery of task details
- Internal and external communication systems automate reminders and incentive compliance
- Custom data capture digitizes incentive and financial forms, KPIs and reporting intake
- Integration of GIS data ties incentive programs to districts, wards and custom boundaries
- Digitize and launch incentive programs, forms and processes in minutes and automate incentive program notifications and KPI collection with with peer-recognized templates and best practices for reference
- Configurable dashboards and reports to display incentive compliance, performance and related financial activities

#### **Pricing Proposal**

Annual Subscription			
Product	Description	Annual Price	
Core Platform	Full description above. Proposal includes the following:  ☐ Customer Relationship Management (CRM) ☐ Project Management	\$7,500	
Business Retention and Expansion (BRE) Module*	Full description above. Proposal includes the following:  ☑ BRE & Site Visit Surveys ☑ Business Directory ☐ Business Events & Safety ☑ Monthly Business Data ☐ Registration, Licensing and Certification	\$5,000	
Incentives Module	Full description above. Includes management of the following incentive programs:  ☐ Abatements ☐ Business Development Districts ☐ Community Improvement Districts ☐ Economic Development Grants	\$5,000	



			Item #	8.
	<ul> <li>□ Economic Development Loans</li> <li>□ Enterprise Zones</li> <li>□ Hub Zones</li> <li>□ Opportunity Zones</li> <li>□ PILOTs</li> <li>□ Special Services Areas</li> <li>□ Tax Increment Financing Districts</li> <li>□ Other/Custom</li> </ul>			
Management Discount	Management discount applies if agreement is executed by August 30, 2025. Assuming a successful deployment, the city agrees to be a referenceable customer for CivicServe.	(\$12	2,500)	
	Total Annual Subscription Price	\$	5,000	

Professional Services		
Services	Description	One-Time Fee
Implementation and Configuration	Includes implementation and configuration of the following:  ☑ GIS integration  ☑ Configuration of public portal with organization logo, color palette, etc.  ☑ Upload of all existing customer businesses (to be provided by the customer). CivicServe offers the option to augment data using Google's API (additional costs may apply).  ☑ Configuration of applications for incentive programs listed above  ☑ Data entry for up to 20 existing projects including all compliance obligations, payment tracking and corresponding timelines  ☑ Configuration of all customer project scoring requirements  ☑ Training for all customer staff	\$3,000
Management Discount	Management discount applies if agreement is executed by August 30, 2025. Assuming a successful deployment, the city agrees to be a referenceable customer for CivicServe.	(\$3,000)
	Total Professional Services Fee	WAIVED

#### Item # 8.

#### **Assumptions Included in Price Indication:**

- Unlimited internal users of the platform will be limited to the City of Wolfforth.
- Unlimited external users of the public facing portal will include an unlimited number of users including businesses, developers, business owners, residents, etc.

#### Prepared by:

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#### **Appendix**

#### **Properties Module**

Stimulate new development and opportunities with a property registration, promotion and lead management system that showcases your community to developers and investors.

#### **Properties Module Includes:**

- Properties and RFx Management
  - Personalized public portal to capture custom property forms, registrations, applications and inbound leads
  - Custom data capture to digitize RFI and RFP economic development processes
  - Integration of GIS data ties properties to districts, wards and custom boundaries
  - Intelligent technology applies prescreen, eligibility verification and project scoring
  - Custom property program timelines, automation of renewal notices, registration and application records
  - Automatic reminders and custom data capture to ensure property compliance
  - Dashboards and reports display property compliance, renewals and financial activities

#### **■** Properties Template Libraries

 Best practice template libraries to digitize, automate and launch property programs, forms, KPIs and processes in minutes

#### **Properties Module Additional Options Available:**

- Public Portal Listings
  - Public, searchable property directory to promote preferred available and community-owned properties
- **■** Contract Management
  - Economic development property agreement management, tracking and reporting (commercial/residential)
- Vacant Property Registration
  - Management of vacant property registration programs
- Short-Term Rental Registration
  - Management of short-term rental registration programs

#### **Workforce Module**

A workforce management solution to develop assets and register, track and report on job fairs, skills, certifications and education-based programs.



#### **Workforce Module Includes:**

#### **Workforce Management**

- Capture custom workforce forms, registrations and applications with the personalized public portal.
- Digitize economic development workforce processes with custom data capture.
- Tie data to districts, wards and custom boundaries with system-wide GIS integration.
- Applies prescreen, eligibility verification and project scoring.
- Automate registration notices and records with custom workforce program timelines.
- Ensure workforce compliance with automatic reminders and custom data capture.
- Display workforce compliance, renewals and financial activities with dashboards and reports.

#### **Workforce Template Libraries**

■ Digitize, automate and launch workforce programs, forms, KPIs and processes in minutes.

#### **Workforce Module Additional Options Available:**

#### **Public Portal Promotion**

- Promote available workforce programs and initiatives with a public, searchable directory.
- Display workforce data and statistics on the public dashboard.

#### **Workforce Events**

- Management, track and report on economic development workforce event applications and registrations (i.e., job fairs, business expos, etc.)
- Promote workforce events with a public, searchable event directory.

#### **Workforce Training**

Optimize workforce skills, education-based programs and certifications.