



ECONOMIC DEVELOPMENT CORPORATION MEETING

April 01, 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 March 4, 2025, minutes.
2. Consider and take appropriate action on February 2025 finances.

ITEMS FOR INDIVIDUAL CONSIDERATION

3. Consider and take appropriate action on BIG grant application from Buffalo Grace Boutique.
4. Consider and take appropriate action on BIG grant application from Callander House Assisted Living.

5. Consider and take appropriate action on marketing grants for fiscal year 24/25.
6. Consider and take appropriate action on budget committee.
7. Consider and take appropriate action on requests for 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 March 28th, 2025, at 5:00 p.m.

Danielle Sweat, Economic Development Director



ECONOMIC DEVELOPMENT CORPORATION MEETING

March 04, 2025 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

MINUTES

CALL MEETING TO ORDER

Meeting was called to order at 11:45am.

ROLL CALL AND ESTABLISH A QUORUM

In attendance: Randy Criswell, Glen Frick, Nicole Butler, Joel Robinett, Paula Sexton, Russell Thomasson, Shawn Vinson

Leading EDG: Taylor McAlpine

Guest: Tyler Zalmanzig

CONSENT AGENDA

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

A motion was made by Paula Sexton and seconded by Shawn Vinson to approve the consent agenda. This motion passed unanimously.

1. Consider and take appropriate action on February minutes.
2. Consider and take appropriate action on January 2025 financials.

ITEMS FOR INDIVIDUAL CONSIDERATION

3. A motion was made by Nicole Butler and seconded by Glen Frick to present Tyler Zalmanzig's name to city council for a board alternate position. This motion passed unanimously.
4. A motion was made by Paula Sexton and seconded by Shawn Vinson to approve WEDC sponsorship of the Frenship Foundation fall event at the \$7500 level. This motion passed unanimously.

5. A motion was made by Shawn Vinson and seconded by Paula Sexton to use \$30,000 in marketing funds for the 4th on the 5th show. This motion passed unanimously.
6. Consider and take appropriate action on 24/25 fiscal year BIG grant update.

No action taken. Director is to start the editing process on the BIG application for the 25/26 fiscal year.

The board went into executive session at 11:57 am.

The board reconvened into open session at 12:48pm

ADJOURN

The board adjourned at 1:20pm

Joel Robinett

Danielle Sweat



City of Wolfforth

EDC Balance Sheet
Account Summary
As Of 02/28/2025

Item # 2.

Account	Name	Balance	
Fund: 07 - Economic Development Corporation			
Assets			
07-000-01100-000	Cash in Bank	101,769.15	
07-000-01104-000	Cash in TexPool Prime EDC	1,631,352.45	
07-000-01550-000	Prepaid insurance	1,058.80	
	Total Assets:	1,734,180.40	<u>1,734,180.40</u>
Liability			
07-000-02101-000	Accounts Payable Pending	1,184.80	
	Total Liability:	1,184.80	
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		217,114.60	
Total Expense		576,704.68	
Revenues Over/Under Expenses		-359,590.08	
	Total Equity and Current Surplus (Deficit):	1,732,995.60	
	Total Liabilities, Equity and Current Surplus (Deficit):		<u>1,734,180.40</u>



City of Wolfforth

EDC Budget Report
Account Summary

Item # 2.

For Fiscal: 2024-2025 Period Ending: 02/28/2025

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 07 - Economic Development Corporation							
Revenue							
07-000-31300-000	Sales Tax	600,000.00	600,000.00	70,613.36	185,885.35	-414,114.65	30.98 %
07-000-36110-000	Interest income	50,000.00	50,000.00	5,698.91	31,221.73	-18,778.27	62.44 %
07-000-36910-000	Other income	0.00	0.00	7.52	7.52	7.52	0.00 %
Revenue Total:		650,000.00	650,000.00	76,319.79	217,114.60	-432,885.40	33.40%
Expense							
ExpenseCategory: 42 - Supplies							
07-752-42010-000	Office Supplies & Expense	260.00	260.00	0.00	0.00	260.00	0.00 %
07-752-42192-000	Meeting Expense	2,500.00	2,500.00	197.47	829.38	1,670.62	33.18 %
07-752-42195-000	Special Events and Awards	20,000.00	20,000.00	2,625.98	2,911.90	17,088.10	14.56 %
ExpenseCategory: 42 - Supplies Total:		22,760.00	22,760.00	2,823.45	3,741.28	19,018.72	16.44%
ExpenseCategory: 43 - Services							
07-752-43101-000	Legal services	6,800.00	6,800.00	0.00	78.00	6,722.00	1.15 %
07-752-43110-000	Other Professional Services	0.00	0.00	0.00	5,000.00	-5,000.00	0.00 %
07-752-43140-000	Legal Publications	1,600.00	1,600.00	0.00	316.00	1,284.00	19.75 %
07-752-43150-000	Marketing	65,000.00	65,000.00	2,030.00	12,178.00	52,822.00	18.74 %
07-752-43150-001	Marketing - Social Media	0.00	0.00	473.56	2,868.59	-2,868.59	0.00 %
07-752-43151-000	Customer Appreciation	5,000.00	5,000.00	20.52	20.52	4,979.48	0.41 %
07-752-43320-000	Postage/Freight	50.00	50.00	0.00	0.00	50.00	0.00 %
07-752-43401-000	Travel/Training/Conferences	18,500.00	18,500.00	1,189.28	10,272.02	8,227.98	55.52 %
07-752-43501-000	Memberships	6,000.00	6,000.00	450.00	3,250.00	2,750.00	54.17 %
07-752-43505-000	Fees and Charges	0.00	0.00	671.28	756.40	-756.40	0.00 %
07-752-43900-000	Contract Services	95,000.00	95,000.00	5,000.00	12,875.00	82,125.00	13.55 %
07-752-43905-000	Payroll Reimbursement	86,585.00	86,585.00	7,011.77	35,526.99	51,058.01	41.03 %
ExpenseCategory: 43 - Services Total:		284,535.00	284,535.00	16,846.41	83,141.52	201,393.48	29.22%
ExpenseCategory: 44 - Operating Expense							
07-752-44001-000	Business Support	340,000.00	340,000.00	0.00	-0.01	340,000.01	0.00 %
07-752-44001-001	Business Improvement Grant	0.00	0.00	0.00	8,925.29	-8,925.29	0.00 %
ExpenseCategory: 44 - Operating Expense Total:		340,000.00	340,000.00	0.00	8,925.28	331,074.72	2.63%
ExpenseCategory: 46 - Capital							
07-752-46180-000	Land & Building Acquisition	0.00	0.00	0.00	451,636.72	-451,636.72	0.00 %
07-752-46400-000	Capital Reserves	2,705.00	2,705.00	0.00	0.00	2,705.00	0.00 %
ExpenseCategory: 46 - Capital Total:		2,705.00	2,705.00	0.00	451,636.72	-448,931.72	16,696.37%
ExpenseCategory: 49 - Other Financing Uses							
07-752-49200-000	Note Agreement Forgiveness	0.00	0.00	0.00	29,259.88	-29,259.88	0.00 %
ExpenseCategory: 49 - Other Financing Uses Total:		0.00	0.00	0.00	29,259.88	-29,259.88	0.00%
Expense Total:		650,000.00	650,000.00	19,669.86	576,704.68	73,295.32	88.72%
Fund: 07 - Economic Development Corporation Surplus (Deficit):		0.00	0.00	56,649.93	-359,590.08	-359,590.08	0.00%
Report Surplus (Deficit):		0.00	0.00	56,649.93	-359,590.08	-359,590.08	0.00%

Group Summary

ExpenseCategory	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 07 - Economic Development Corporation						
Revenue						
	650,000.00	650,000.00	76,319.79	217,114.60	-432,885.40	33.40%
Revenue Total:	650,000.00	650,000.00	76,319.79	217,114.60	-432,885.40	33.40%
Expense						
42 - Supplies	22,760.00	22,760.00	2,823.45	3,741.28	19,018.72	16.44%
43 - Services	284,535.00	284,535.00	16,846.41	83,141.52	201,393.48	29.22%
44 - Operating Expense	340,000.00	340,000.00	0.00	8,925.28	331,074.72	2.63%
46 - Capital	2,705.00	2,705.00	0.00	451,636.72	-448,931.72	16,696.37%
49 - Other Financing Uses	0.00	0.00	0.00	29,259.88	-29,259.88	0.00%
Expense Total:	650,000.00	650,000.00	19,669.86	576,704.68	73,295.32	88.72%
Fund: 07 - Economic Development Corporation Surplus (Deficit):	0.00	0.00	56,649.93	-359,590.08	-359,590.08	0.00%
Report Surplus (Deficit):	0.00	0.00	56,649.93	-359,590.08	-359,590.08	0.00%

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
07 - Economic Development Corp	0.00	0.00	56,649.93	-359,590.08	-359,590.08
Report Surplus (Deficit):	0.00	0.00	56,649.93	-359,590.08	-359,590.08



City of Wolfforth

EDC Income Statement

Account Summary

Item # 2.

For Fiscal: 2024-2025 Period Ending: 02/28/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 07 - Economic Development Corporation						
Revenue						
07-000-31300-000	Sales Tax	600,000.00	600,000.00	70,613.36	185,885.35	414,114.65
07-000-36110-000	Interest income	50,000.00	50,000.00	5,698.91	31,221.73	18,778.27
07-000-36910-000	Other income	0.00	0.00	7.52	7.52	-7.52
Revenue Total:		650,000.00	650,000.00	76,319.79	217,114.60	432,885.40
Expense						
ExpenseCategory: 42 - Supplies						
07-752-42010-000	Office Supplies & Expense	260.00	260.00	0.00	0.00	260.00
07-752-42192-000	Meeting Expense	2,500.00	2,500.00	197.47	829.38	1,670.62
07-752-42195-000	Special Events and Awards	20,000.00	20,000.00	2,625.98	2,911.90	17,088.10
ExpenseCategory: 42 - Supplies Total:		22,760.00	22,760.00	2,823.45	3,741.28	19,018.72
ExpenseCategory: 43 - Services						
07-752-43101-000	Legal services	6,800.00	6,800.00	0.00	78.00	6,722.00
07-752-43110-000	Other Professional Services	0.00	0.00	0.00	5,000.00	-5,000.00
07-752-43140-000	Legal Publications	1,600.00	1,600.00	0.00	316.00	1,284.00
07-752-43150-000	Marketing	65,000.00	65,000.00	2,030.00	12,178.00	52,822.00
07-752-43150-001	Marketing - Social Media	0.00	0.00	473.56	2,868.59	-2,868.59
07-752-43151-000	Customer Appreciation	5,000.00	5,000.00	20.52	20.52	4,979.48
07-752-43320-000	Postage/Freight	50.00	50.00	0.00	0.00	50.00
07-752-43401-000	Travel/Training/Conferences	18,500.00	18,500.00	1,189.28	10,272.02	8,227.98
07-752-43501-000	Memberships	6,000.00	6,000.00	450.00	3,250.00	2,750.00
07-752-43505-000	Fees and Charges	0.00	0.00	671.28	756.40	-756.40
07-752-43900-000	Contract Services	95,000.00	95,000.00	5,000.00	12,875.00	82,125.00
07-752-43905-000	Payroll Reimbursement	86,585.00	86,585.00	7,011.77	35,526.99	51,058.01
ExpenseCategory: 43 - Services Total:		284,535.00	284,535.00	16,846.41	83,141.52	201,393.48
ExpenseCategory: 44 - Operating Expense						
07-752-44001-000	Business Support	340,000.00	340,000.00	0.00	-0.01	340,000.01
07-752-44001-001	Business Improvement Grant	0.00	0.00	0.00	8,925.29	-8,925.29
ExpenseCategory: 44 - Operating Expense Total:		340,000.00	340,000.00	0.00	8,925.28	331,074.72
ExpenseCategory: 46 - Capital						
07-752-46180-000	Land & Building Acquisition	0.00	0.00	0.00	451,636.72	-451,636.72
07-752-46400-000	Capital Reserves	2,705.00	2,705.00	0.00	0.00	2,705.00
ExpenseCategory: 46 - Capital Total:		2,705.00	2,705.00	0.00	451,636.72	-448,931.72
ExpenseCategory: 49 - Other Financing Uses						
07-752-49200-000	Note Agreement Forgiveness	0.00	0.00	0.00	29,259.88	-29,259.88
ExpenseCategory: 49 - Other Financing Uses Total:		0.00	0.00	0.00	29,259.88	-29,259.88
Expense Total:		650,000.00	650,000.00	19,669.86	576,704.68	73,295.32
Fund: 07 - Economic Development Corporation Surplus (Deficit):		0.00	0.00	56,649.93	-359,590.08	
Total Surplus (Deficit):		0.00	0.00	56,649.93	-359,590.08	

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	76,319.79	217,114.60	432,885.40
Revenue Total:	650,000.00	650,000.00	76,319.79	217,114.60	432,885.40
Expense					
42 - Supplies	22,760.00	22,760.00	2,823.45	3,741.28	19,018.72
43 - Services	284,535.00	284,535.00	16,846.41	83,141.52	201,393.48
44 - Operating Expense	340,000.00	340,000.00	0.00	8,925.28	331,074.72
46 - Capital	2,705.00	2,705.00	0.00	451,636.72	-448,931.72
49 - Other Financing Uses	0.00	0.00	0.00	29,259.88	-29,259.88
Expense Total:	650,000.00	650,000.00	19,669.86	576,704.68	73,295.32
Fund: 07 - Economic Development Corporation Surplus (Deficit):	0.00	0.00	56,649.93	-359,590.08	359,590.08
Total Surplus (Deficit):	0.00	0.00	56,649.93	-359,590.08	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
07 - Economic Development	0.00	0.00	56,649.93	-359,590.08	359,590.08
Total Surplus (Deficit):	0.00	0.00	56,649.93	-359,590.08	



		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 07 - Economic Development Corporation							
Revenue							
Department: 000 - Non-departmental							
07-000-31300-000	Sales Tax	600,000.00	600,000.00	0.00	115,271.99	-484,728.01	80.79 %
07-000-36110-000	Interest income	50,000.00	50,000.00	0.00	25,409.05	-24,590.95	49.18 %
Department: 000 - Non-departmental Total:		650,000.00	650,000.00	0.00	140,681.04	-509,318.96	78.36%
Revenue Total:		650,000.00	650,000.00	0.00	140,681.04	-509,318.96	78.36%
Expense							
Department: 752 - Economic Development							
07-752-42010-000	Office Supplies & Expense	260.00	260.00	0.00	0.00	260.00	100.00 %
07-752-42192-000	Meeting Expense	2,500.00	2,500.00	0.00	410.08	2,089.92	83.60 %
07-752-42195-000	Special Events and Awards	20,000.00	20,000.00	0.00	185.92	19,814.08	99.07 %
07-752-43101-000	Legal services	6,800.00	6,800.00	0.00	78.00	6,722.00	98.85 %
07-752-43110-000	Other Professional Services	0.00	0.00	0.00	5,000.00	-5,000.00	0.00 %
07-752-43140-000	Legal Publications	1,600.00	1,600.00	0.00	316.00	1,284.00	80.25 %
07-752-43150-000	Marketing	65,000.00	65,000.00	0.00	10,148.00	54,852.00	84.39 %
07-752-43150-001	Marketing - Social Media	0.00	0.00	0.00	1,829.38	-1,829.38	0.00 %
07-752-43151-000	Customer Appreciation	5,000.00	5,000.00	0.00	0.00	5,000.00	100.00 %
07-752-43320-000	Postage/Freight	50.00	50.00	0.00	0.00	50.00	100.00 %
07-752-43401-000	Travel/Training/Conferences	18,500.00	18,500.00	0.00	7,950.89	10,549.11	57.02 %
07-752-43501-000	Memberships	6,000.00	6,000.00	0.00	1,750.00	4,250.00	70.83 %
07-752-43505-000	Fees and Charges	0.00	0.00	0.00	63.84	-63.84	0.00 %
07-752-43900-000	Contract Services	95,000.00	95,000.00	0.00	7,875.00	87,125.00	91.71 %
07-752-43905-000	Payroll Reimbursement	86,585.00	86,585.00	0.00	28,515.22	58,069.78	67.07 %
07-752-44001-000	Business Support	340,000.00	340,000.00	0.00	8,925.28	331,074.72	97.37 %
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	100.00 %
Department: 752 - Economic Development Total:		650,000.00	650,000.00	0.00	524,684.33	125,315.67	19.28%
Expense Total:		650,000.00	650,000.00	0.00	524,684.33	125,315.67	19.28%
Fund: 07 - Economic Development Corporation Surplus (Deficit):		0.00	0.00	0.00	-384,003.29	-384,003.29	0.00%
Report Surplus (Deficit):		0.00	0.00	0.00	-384,003.29	-384,003.29	0.00%



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	4-1-2025
ITEM TITLE:	Consider and take appropriate action on BIG grant application from Buffalo Grace Boutique.
STAFF INITIATOR:	Danielle Sweat

BACKGROUND:

Buffalo Grace Boutique has been in business since 2017, next door to Evie Mae's BBQ. Misty is coming to the EDC to ask for more visible signage.

EXHIBITS:

Application, quote, and renderings

COUNCIL ACTION/STAFF RECOMMENDATION:



Business Improvement Grant (BIG) Program Application

1. Applicant Information

Contact Name(s): misty Cook
 Name of Business: Buffalo Grace Boutique
 Address: 217 US Hwy 62, Wolfforth, TX. 79382
 Contact Phone: (806) 241-9182 Email Address: mpcook77@gmail.com
(misty's cell)

2. Information on Property Proposed for Business Improvement Program

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

Brick & mortar

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

Illuminated LED sign: Buffalo Grace Boutique

Estimated Total Cost of Improvements (please attach contractor bids): \$10,825.00

3. Landlord Information (if different from applicant)

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

4. Commitment

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

mecool

2-28-25

Signature of Applicant

Date

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

Upon receipt of all preliminary materials, the EDC will review applications and determine pre-qualification for funding. Upon completion of project improvements and the submission to the EDC of an invoice and proof of payment, final rebates will be delivered as a 100% reimbursement of expenditures. The maximum reimbursement is \$10,000, and the minimum project expenditure is \$1,000.

SITE PLAN

Item # 3.



✕ Buffalo_Grace_Proof9.pdf



Vector Provided ☐ YES ☐ NO

ALL STAR SIGNS - 9003 AVE. P, SUITE F

These drawings are the exclusive property of All Star Signs, and are the result of the original work of it's employees. They are submitted to your organization for the sole purpose of consideration as to whether to purchase from All Star Signs a sign &/or graphics manufactured according to these drawings and specifications. Distribution or exhibition of these drawings to anyone other than the employees or authorized agents of your company, or any use of these drawings to construct/produce signage or graphics similar to those contained herein, is expressly forbidden. In the event that such exhibition/usage occurs, All Star Signs expects reimbursement in the amount of \$300.00 USD as compensation for time and effort expended in the creation of these drawings.

After the third (3rd) set of revisions
Your order will be processed and produced EXACTLY as shown on the drawings submitted for review. No further revisions will be made. (CONTACT US PRIOR TO SHIPPING). All Star Signs will not be responsible for any errors, omissions, or changes made after proof is signed.

Order Specifications



DESIGN

PRICES ARE SUBJECT TO CHANGE



ALL STAR SIGNS - 9003 AVE. P, SUITE F

These drawings are the exclusive property of All Star Signs, and are the result of the original work of it's employees. They are submitted to your organization for the sole purpose of consideration as to whether to purchase from All Star Signs a sign &/or graphics manufactured according to these drawings and specifications. Distribution or exhibition of these drawings to anyone other than the employees or authorized agents of your company, or any use of these drawings to construct/produce signage or graphics similar to those contained herein, is expressly forbidden. In the event that such exhibition/usage occurs, All Star Signs expects reimbursement in the amount of \$300.00 USD as compensation for time and effort expended in the creation of these drawings.



DESIGN

PRICES ARE SUBJECT TO CHANGE

Buffalo Grace
BOUTIQUE

ALL STAR SIGNS - 9003 AVE. P, SUITE F

These drawings are the exclusive property of All Star Signs, and are the result of the original work of it's employees. They are submitted to your organization for the sole purpose of consideration as to whether to purchase from All Star Signs a sign &/or graphics manufactured according to these drawings and specifications. Distribution or exhibition of these drawings to anyone other than the employees or authorized agents of your company, or any use of these drawings to construct/produce signage or graphics similar to those contained herein, is expressly forbidden. In the event that such exhibition/usage occurs, All Star Signs expects reimbursement in the amount of \$300.00 USD as compensation for time and effort expended in the creation of these drawings.

SITE PLAN



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

Estimate

Item # 3.

ADDRESS

Buffalo Grace
217 82 US. 62 frontage Rd Unit 3
Wolfforth, TX 79382

ESTIMATE #

DATE

1494

02/27/2025


DATE		DESCRIPTION	QTY	RATE	AMOUNT
	Manufactured Sign	Illuminated Channel letters, White faces with black trim cap and black returns on a black backer. With Black capsule with push too acrylic faces LED Illuminated. With custom mounting bracket	1	7,965.00	7,965.00T
	Labor	2 truck install	1	2,035.00	2,035.00T

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

SUBTOTAL	10,000.00
TAX	825.00
TOTAL	\$10,825.00

Accepted By

Accepted Date



217 Highway US 62/82

Buffalo Grace Boutique

Wolfforth, Texas

Women's Apparel
& Gifts

HOURS
Wednesday - Saturday
11-3
(806)281-3950





AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	4-1-2025
ITEM TITLE:	Consider and take appropriate action on BIG grant application from Callander House Assisted Living.
STAFF INITIATOR:	Danielle Sweat

BACKGROUND:

Callander House Assisted Living has been in business in Wolfforth for eight years. They are requesting funds for both interior and exterior improvements. I am attaching a copy of the application for us to review.

EXHIBITS:

Application, quote, and pictures. BIG application

COUNCIL ACTION/STAFF RECOMMENDATION:



Business Improvement Grant (BIG) Program Application

1. Applicant Information

Contact Name(s): Debbie Callander
 Name of Business: Callander House Wolfforth
 Address: 808 Main St. Wolfforth TX
 Contact Phone: 806-789-4615 Email Address: deb.callander@yahoo.com

2. Information on Property Proposed for Business Improvement Program

Description of Existing Building Facades or Property (please attach image(s)):
10 Bed Licensed Assisted Living Residential Care Home
 Description of Proposed Improvements (please attach sketches, plans, or other image(s)):
painting repair - interior & exterior
 Estimated Total Cost of Improvements (please attach contractor bids): \$9,250.00

3. Landlord Information (if different from applicant)

Property Owner/Landlord: same - owner
 Address: _____
 Business Phone: _____ Email Address: _____
 Signature: Debbie Callander

4. Commitment

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

Debbie Callander 2/22/2025
 Signature of Applicant Date

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

Upon receipt of all preliminary materials, the EDC will review applications and determine pre-qualification for funding. Upon completion of project improvements and the submission to the EDC of an invoice and proof of payment, final rebates will be delivered as a 100% reimbursement of expenditures. The maximum reimbursement is \$10,000, and the minimum project expenditure is \$1,000.

TCP Invoice for Callander House Wolfforth

February 2025

Interior- Paint walls and trim in 3 of the bedrooms (back and bathroom), office, utility room, and back hallway

Total- \$3,000.00 Labor and Material

Exterior-

Replace rotten wood, Repair stucco, Replace weather strips on doors, paint stucco, doors and trim, stain fence, replace and paint kitchen entry door,

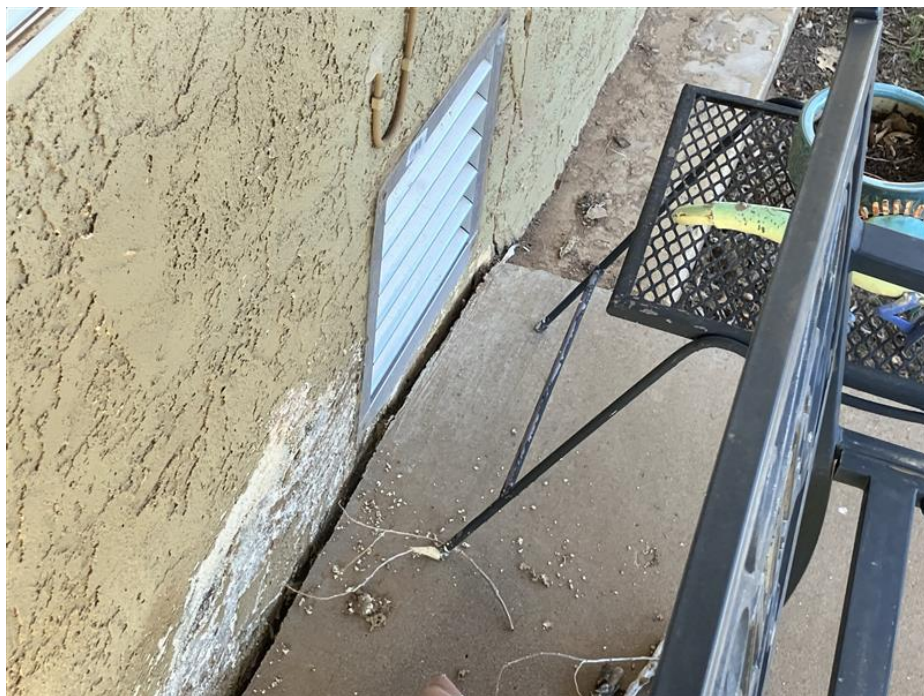
Total - \$ 6,250.00 Labor and Material

Total Job- 9,250.00

D Callander
2/22/2025





















Business Improvement Grant (BIG) Program Application

1. Applicant Information

Contact Name(s): _____

Name of Business: _____

Address: _____

Contact Phone: _____ Email Address: _____

2. Information on Property Proposed for Business Improvement Program

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

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

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

3. Landlord Information (if different from applicant)

Property Owner/Landlord: _____

Address: _____

Business Phone: _____ Email Address: _____

Signature: _____

4. Commitment

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

Signature of Applicant

Date

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

Upon receipt of all preliminary materials, the EDC will review applications and determine pre-qualification for funding. Upon completion of project improvements and the submission to the EDC of an invoice and proof of payment, final rebates will be delivered as a 100% reimbursement of expenditures. The maximum reimbursement is \$10,000, and the minimum project expenditure is \$1,000.



Business Improvement Grant (BIG) Program Information

Background

The Wolfforth EDC is implementing a Business Improvement Grant (BIG) Program to provide assistance to local businesses in improving their properties. The purpose of this program is to promote the expansion and development of new and existing business enterprises within the city of Wolfforth Texas, and to improve the appearance and visual character of the community. The EDC will provide 100% in matching funds, via reimbursement, to businesses who are seeking to improve or expand their commercial properties. The maximum grant is \$10,000 per applicant, and the minimum expenditure to be considered for the program is \$1,000. The application period for this grant will remain open until September 30th of the current fiscal year; until funding has been exhausted; or until the EDC determines that its program goals have been satisfied.

Eligibility & Consideration

In order to qualify for funding under this program, the applicant must meet all of the following criteria:

- The business must be located in the corporate city limits of Wolfforth, and must be in compliance with all applicable zoning, land use, and other ordinances.
- Proof of applicant's ownership of the facility, or proof that the owner of such facility has approved the application for grant funds, shall be required.
- The applicant shall be responsible for obtaining and complying with all applicable permits related to the improvement project, and failure to do so will render the applicant ineligible to receive grant funding.
- Applicant should receive written approval of grant funding prior to starting the improvements mentioned in application. Previously completed projects are not eligible for consideration.
- All grants are reimbursement grants, and will only be funded after completion of the project in compliance with specifications approved by the EDC.
- The improvements, as presented in this application, must be completed within a twelve-month period. Failure to complete improvements and open the business establishment within the required time period is considered a default and will result in the loss of granted funds.
- The landowner must have paid all property taxes due.
- There is a limit of one grant award per twelve-month period per applicant.
- The EDC is the sole and final authority in determining project eligibility for funding.



Business Improvement Grant (BIG) Program Application

Program Details

All buildings and facilities located within Wolfforth when these guidelines are adopted shall be eligible for this program. However, funds will only be awarded to applicants improving a piece of property that has an existing structure in place at time of program adoption.

Rebates will be issued in the amount of 100% of actual expenditures, up to a maximum rebate of \$10,000. To be considered, an improvement project must total at least \$1,000. Improvement projects will typically consist of reconstructing or remodeling a building space (exterior and/or interior), resurfacing an outdoor parking area, and/or adding landscaping. Non-permanent fixtures, furniture, and/or décor are not eligible for reimbursement. Funding will be delivered only upon completion of the improvement project and submission of an invoice and proof of payment to the EDC for verification.

Applications for funding will be reviewed by the EDC board. During the course of its evaluation of the application, the EDC may contact the applicant in order to verify or clarify information. The applicant will then be notified, in writing, of the EDC's decision to approve or disapprove the application.

If you have questions, or for assistance with your application, please contact Danielle Sweat at the EDC (806) 855-4128 or dsweat@wolfforthtx.us

Please submit application and supporting materials to the Wolfforth Economic Development Corporation, 302 Main Street, Wolfforth, Texas.



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	4-1-2025
ITEM TITLE:	Consider and take appropriate action on marketing grants for fiscal year 24/25.
STAFF INITIATOR:	Danielle Sweat

BACKGROUND:

I came across a Facebook post from Weslaco, Texas, and a LinkedIn post from Midlothian, Texas, highlighting their marketing grants, which got me thinking about how we can continue supporting our local businesses. For the past two years, we've provided façade grants, and we've seen noticeable improvements across town. But now, is it time to shift our focus to helping businesses promote themselves as well?

Do we continue offering the façade grant while adding a marketing grant, or would it be more beneficial to pause the façade grant for a year and reallocate those funds toward marketing support?

I've attached my marked-up copy of Weslaco's application and Midlothian's application for us to review.

EXHIBITS:

Weslaco Marketing Grant Application

COUNCIL ACTION/STAFF RECOMMENDATION:

WESLACO BUSINESS MARKETING GRANT

A. Purpose

The Weslaco Business Marketing Grant provides financial assistance to existing businesses within Weslaco'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 Weslaco's City Limits, excluding areas in the ETJ. Below are eligible and ineligible businesses:

Eligible Businesses:

- For profit businesses
- Brick-and-mortar
- ~~Food truck lots with three or more food trucks, provided the food trucks have a lease term of at least one year~~

Ineligible Businesses:

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

C. Objective

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

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

D. Grant Amounts

Each approved business will be awarded a maximum of up to \$1,000 per business. The EDCW office will pay the marketing entity directly, up to \$1,000. If the business chooses to contribute additional funds, the remaining balance must be paid in full upfront, with proof of payment submitted to the EDCW office.

E. Grant Limitation

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

F. Grant Eligibility & Requirements

- Funds cannot be used for payroll, rent, utilities, construction, sponsorships, equipment purchases unrelated to marketing, previous marketing debt or expenses incurred before the grant award date.
- Funds cannot be used for residential properties or vacant commercial buildings
- Funds must be used for marketing-related expenses such as:
 - Branding (ie: logo design, website design)
 - Digital marketing advertisements (ie: social media, TV or radio commercial)
 - Advertising campaigns (ie: social media, TV or radio)
- Businesses must be located within Weslaco'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 not have no more 20 employees (or equivalent full-time employees).
- Businesses must have a valid business license/sales tax ID/Certificate of Occupancy and be in good standing with the City of Weslaco 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 EDCW office to confirm grant funds are available.
2. Fill out the Weslaco Business Marketing Grant Application and submit to the EDCW office, in person or via email.
3. Your application may be reviewed by the Board of Directors. To ensure consideration, please submit your application at least two weeks prior to the scheduled EDCW Board of Directors meeting, held on the third Wednesday of each month. Applications submitted after the deadline will be reviewed at the following month's meeting.
4. Contact the marketing entities below or any other agencies of your choice, to discuss 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, EDCW office will only cover a maximum of \$1,000.
- It is highly encouraged to reference the City of Weslaco to be added to the marketing effort (e.g., "Made in Weslaco," "Proudly Made in Weslaco", "Weslaco, TX", "Grown in Weslaco", etc.).

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

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

After Grant Approval:

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

J. Marketing Entities

The EDCW Office has partnered with the following marketing entities to provide your business with the best price quote and marketing option. The business is encouraged to reach out and determine which is the best marketing option that will provide an impactful marketing effort and initiative aimed at increasing visibility, customer engagement, boosting sales, brand recognition and growth within the community. The business may reach out to other marketing entities of their choosing.

Social Media Campaign	TV Commercial	Radio Commercial
Unify Digital Jeremy Inglesi jeremy@rgvphotovideo.com OR Valeria Gomez valeria@unifydigitalrgv.com 956-706-4993 / 956-281-0201	KRGV-TV Debbie Nott debbie@krgv.com 956-968-5555 ext.5960	iHeart Media Linda Hinojosa lindahinojosa@iheartmedia.com 956-975-2132



Economic Development Corporation of Weslaco
275 S. Kansas Ave. Weslaco, TX 78596
956-969-0838 | weslacoedc@gmail.com

Item # 5.

WESLACO BUSINESS MARKETING GRANT APPLICATION

Section 1:

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

Have you received any grants or business incentives from the EDCW? ☐ No ☐ Yes, date _____

How did you hear about the Grant? ☐ Social Media ☐ Website ☐ Word of Mouth ☐ Business Neighbor

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

Are you a chamber member? ☐ Yes ☐ No

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

If affiliated, please specify with whom: _____

Section 2:

Do you have a website?

- ☐ Yes: www. _____
☐ No
☐ No, but I am interested in learning how to create a website

Do you have social media?

- ☐ Yes, check all those that apply and indicate analytics below, for the last month
☐ No
☐ No, but I am interested in learning how to create a social media page

Insights:

☐ Facebook

Handle: _____

Likes: _____

Followers: _____

☐ Instagram

Handle: _____

Likes: _____

Followers: _____

☐ TikTok

Handle: _____

Likes: _____

Followers: _____

☐ Twitter

Handle: _____

☐ Pinterest

Handle: _____

☐ YouTube

Handle: _____

Likes: _____ # Likes: _____ # Likes: _____
 # Followers: _____ # Followers: _____ # Followers: _____

Section 3:

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

Name of Chosen Marketing Entity (choose one):	Business Contribution	Weslaco EDC Contribution
<input type="checkbox"/> Unify Digital	<input type="checkbox"/> \$ _____	<input type="checkbox"/> \$1,000
<input type="checkbox"/> KRGV-TV	<input type="checkbox"/> \$ _____	<input type="checkbox"/> \$1,000
<input type="checkbox"/> iHeart Media	<input type="checkbox"/> \$ _____	<input type="checkbox"/> \$1,000
<input type="checkbox"/> Other: _____ (attach quotes if needed)	<input type="checkbox"/> \$ _____	<input type="checkbox"/> \$1,000

Proposed Start Date: _____

Proposed Completion Date: _____

Additional Comments _____

Applicant certifies that it does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code as amended. If during the term of any Agreement entered into between Applicant and The Economic Development Corporation of Weslaco (EDCW), Applicant (including any agent thereof) is convicted of a violation under 8U.S.C. § 1324a (f) as to its knowing employment of an undocumented worker. Applicant shall repay the amount of the grant or other economic development incentive provided under such Agreement plus interest at the rate of ten (10%) per annum not later than the one hundred twentieth (120th) days after the date the EDC notifies Applicant of the violation (or as otherwise provided in the Agreement.) Attachment: Chapter 2264 of Texas Government Code.

Signed by Property Owner: _____ Signed by Tenant: _____ Date: _____

EDC Director's Preliminary Recommendation: _____

For more information, contact the EDC of Weslaco at (956) 969-0838 or mgarcia@weslacoedc.com / acastaneda@weslacoedc.com



Midlothian Economic Development Promotional Program Application

Applicant Information

Business Name: _____

Business Address: _____

Primary Contact Name: _____

Phone Number: _____

Email Address: _____

Website/Social Media Handles _____

Program Category

Please indicate the category under which your business is applying:

- **Made in Midlothian**
 - Does your business primarily manufacture or produce a product or service exported outside the region?
 - Yes ☐ No ☐
 - Is your business space less than 40,000 square feet?
 - Yes ☐ No ☐
- **Shop & Dine in Midlothian**
 - Select applicable type of business:
 - Restaurant (no drive-through) ☐
 - Entertainment ☐
 - Local Retailer ☐
 - Does your business have another location within a 12-mile radius of Midlothian?
 - Yes ☐ No ☐

Campaign Details

Proposed Advertising Campaign Title: _____

Description of Campaign:

(Please provide a brief description of the proposed campaign, including objectives, target audience, and promotional methods.)

Target Market:

- What geographic areas are you targeting for your campaign?

- Will at least 80% of your advertising target areas outside Midlothian city limits?
 - Yes ☐ No ☐

Vendor(s): _____**Proposed Completion Date:** _____**Total Cost of Campaign:** \$ _____**Requested Reimbursement Amount (50% of total, up to category limits):**

\$ _____

Promotional Materials:

Will your promotional materials include:

- **For Made in Midlothian:** The phrase “Made in Midlothian, TX”?
 - Yes ☐ No ☐
- **For Shop & Dine in Midlothian:** The word “Midlothian”?
 - Yes ☐ No ☐

Supporting Documentation

Please attach the following documents to your application:

1. Campaign budget detailing anticipated expenses.
2. Sample designs, drafts, or mockups of promotional materials (if available).
3. Timeline or schedule for campaign implementation.

Acknowledgements

By submitting this application, the applicant certifies the following:

- The information provided is true and accurate.
- The business meets all eligibility criteria for the selected category.
- The applicant understands that funding is contingent upon compliance with program requirements and submission of documentation verifying expenses.
- The applicant agrees to complete a post-campaign survey as part of program reporting.

Authorized Signature: _____**Printed Name:** _____**Title:** _____**Date:** _____

Submission Instructions

Please submit your completed application and supporting documents to:

Midlothian Economic Development

info@Midlothian-tx.org

For questions or assistance, please contact MED at info@midlothian-tx.org

***MED Staff may modify the application at their discretion.



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	4-1-2025
ITEM TITLE:	Consider and take appropriate action on budget committee.
STAFF INITIATOR:	Danielle Sweat

BACKGROUND:

The past two years the EDC has used a committee of three board members to put together a budget. President Joel Robinett has historically led that board. If Joel is still willing to head that up, we will need two more members willing to commit to some extra meetings to put together the budget for fiscal year 25/26.

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