



ECONOMIC DEVELOPMENT CORPORATION MEETING

June 02, 2026 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

AGENDA

CALL MEETING TO ORDER

ROLL CALL AND ESTABLISH A QUORUM

CITIZEN ENGAGEMENT

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

CONSENT AGENDA

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

- [1.](#) Consider and take appropriate action on April 27, 2026, minutes.
- [2.](#) Consider and take appropriate action on May 5, 2026, minutes.
- [3.](#) Consider and take appropriate action on April 2026 financials.

ITEMS FOR INDIVIDUAL CONSIDERATION

- [4.](#) Consider and take appropriate action on Neon Cloud proposal.
- [5.](#) Consider and take appropriate action on Marketing Alliance proposal.

6. Consider and take appropriate action on Leading EDG proposal.
7. Consider and take appropriate action on Lubbock Chamber of Commerce luncheon report.
8. Consider and take appropriate action regarding information presented at the Lubbock Chamber of Commerce data center panel.

EXECUTIVE SESSION

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

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

RECONVENE INTO OPEN SESSION

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

ADJOURN

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

Certification

I, the undersigned authority do hereby certify that the Notice of Meeting was posted at City Hall of the City of Wolfforth, Texas was posted on May 27, 2026 at 5:00 p.m.

/s/ Danielle Sweat, Economic Development Director



ECONOMIC DEVELOPMENT CORPORATION MEETING

April 27, 2026 at 12:00 PM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

MINUTES

CALL MEETING TO ORDER

Joel Robinett called the meeting to order at 12:00 pm.

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.

No public comment.

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 by Farley Reeves, second by Shawn Vinson to approve consent agenda items #1 and #2. Paula Sexton abstained, motion passed unanimously.

Motion made by Board Member Reeves, Seconded by Vice Chair Vinson.

Voting Yea: President Robinett, Vice Chair Vinson, Board Member Reeves, Board Member Thomasson,

Board Member Butler, Board Member Zalmanzig

Voting Abstaining: Board Member Sexton

1. Consider and take appropriate action on a Resolution authorizing the issuance of one or more promissory notes to finance the acquisition of real property for economic development purposes, including the engagement of financial advisor and bond counsel, and approval of an economic development agreement between the City of Wolfforth and the Wolfforth Economic Development Corporation under Chapter 380 of the Texas Local Government Code.
2. Consider and take appropriate action regarding an economic development agreement between the City of Wolfforth and the Wolfforth Economic Development Corporation under Chapter 380 of the Texas Local Government Code regarding the development of real property.

ADJOURN

RIGHT TO ENTER EXECUTIVE SESSION:

The Wolfforth Economic Development Corporation reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any matters listed on this agenda, as authorized by the Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices) and 551.087 (Economic Development).

Joel Robinett adjourned the meeting at 12:05 pm.

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 April 21, 2026.

/s/ Danielle Sweat, Economic Development Director



ECONOMIC DEVELOPMENT CORPORATION MEETING

May 05, 2026 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

MINUTES

CALL MEETING TO ORDER

Meeting was called to order at 11:31 AM.

ROLL CALL AND ESTABLISH A QUORUM

In attendance:

Joel Robinett, Shawn Vinson, Glen Frick, Farley Reeves, Russell Thomasson, Nicole Butler, Paula Sexton, Tyler Zalmanzig, Ryan Smith

Director: Danielle Sweat

Leading EDG: Taylor McAlpine

Guests: Marc McDougal, Mathew Giese

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.

1. Consider and take appropriate action on April 7, 2026, minutes.
2. Consider and take appropriate action on March financials.

EXECUTIVE SESSION

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

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

The board entered into executive session at 11:33 am.

RECONVENE INTO OPEN SESSION

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

The board reconvened into open session at 1:05 PM. No action was taken.

ADJOURN

Board adjourned at 1:06 PM

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 April 29, 2026 at 5:00 p.m.

/s/ Danielle Sweat, Economic Development Director

Joel Robinett, President



City of Wolfforth

Item # 3.

EDC Balance Sheet

Account Summary

As Of 04/30/2026

Account	Name	Balance
Fund: 07 - Economic Development Corporation		
Assets		
07-000-01100-000	Cash in Bank	147,509.39
07-000-01101-000	Claim On Cash	-351,423.00
07-000-01104-000	Cash in TexPool Prime EDC	1,465,783.26
07-000-01375-001	Notes Receivable	20,150.91
07-000-01376-000	N/R-Potential Forgiveness	26,867.79
07-000-01550-000	Prepaid insurance	1,094.93
	Total Assets:	1,309,983.28
		<u>1,309,983.28</u>
Liability		
07-000-02101-000	Accounts Payable Pending	1,262.34
07-000-02180-000	Customer Deposit	5,000.00
	Total Liability:	6,262.34
Equity		
07-000-02410-000	Fund Balance	1,553,189.53
	Total Beginning Equity:	1,553,189.53
Total Revenue		379,999.40
Total Expense		629,467.99
Revenues Over/Under Expenses		-249,468.59
	Total Equity and Current Surplus (Deficit):	1,303,720.94
	Total Liabilities, Equity and Current Surplus (Deficit):	<u>1,309,983.28</u>



City of Wolfforth

EDC Income Statement

Account Summary

Item # 3.

For Fiscal: 2025-2026 Period Ending: 04/30/2026

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 07 - Economic Development Corporation						
Revenue						
07-000-31300-000	EDC Sales Tax	725,000.00	725,000.00	63,549.35	347,673.16	377,326.84
07-000-36110-000	Interest income	50,000.00	50,000.00	4,863.38	32,326.24	17,673.76
Revenue Total:		775,000.00	775,000.00	68,412.73	379,999.40	395,000.60
Expense						
ExpenseCategory: 42 - Supplies						
07-752-42010-000	Office Supplies & Expense	250.00	250.00	15.13	304.65	-54.65
07-752-42115-000	Apparel	0.00	0.00	0.00	50.90	-50.90
07-752-42192-000	Meeting Expense	3,000.00	3,000.00	266.98	2,000.23	999.77
07-752-42195-000	Special Events and Awards	18,000.00	18,000.00	1,322.95	2,110.32	15,889.68
ExpenseCategory: 42 - Supplies Total:		21,250.00	21,250.00	1,605.06	4,466.10	16,783.90
ExpenseCategory: 43 - Services						
07-752-43101-000	Legal services	6,500.00	6,500.00	2,442.00	6,004.00	496.00
07-752-43117-000	Traffic Impact Analysis	0.00	0.00	0.00	6,925.00	-6,925.00
07-752-43140-000	Legal Publications	1,600.00	1,600.00	0.00	482.00	1,118.00
07-752-43150-000	Marketing	72,500.00	72,500.00	2,950.00	22,251.00	50,249.00
07-752-43150-001	Marketing - Social Media	0.00	0.00	962.52	4,078.11	-4,078.11
07-752-43151-000	Customer Appreciation	5,000.00	5,000.00	0.00	576.14	4,423.86
07-752-43195-000	Electricity/Gas/Phone	0.00	0.00	0.00	41.12	-41.12
07-752-43230-000	R & M Grounds	14,000.00	14,000.00	656.65	1,313.30	12,686.70
07-752-43320-000	Postage/Freight	50.00	50.00	0.00	0.00	50.00
07-752-43401-000	Travel/Training/Conferences	25,000.00	25,000.00	2,004.74	20,983.22	4,016.78
07-752-43501-000	Memberships	6,500.00	6,500.00	0.00	3,950.00	2,550.00
07-752-43505-000	Fees and Charges	1,200.00	1,200.00	21.28	880.28	319.72
07-752-43900-000	Contract Services	152,000.00	152,000.00	0.00	63,730.67	88,269.33
07-752-43905-000	EDC Administration Reimbursement	0.00	0.00	7,539.54	54,519.18	-54,519.18
ExpenseCategory: 43 - Services Total:		284,350.00	284,350.00	16,576.73	185,734.02	98,615.98
ExpenseCategory: 44 - Operating Expense						
07-752-44001-000	Business Support	379,400.00	379,400.00	0.00	0.00	379,400.00
07-752-44001-001	Business Improvement Grant	50,000.00	50,000.00	0.00	0.00	50,000.00
07-752-44001-002	Business Marketing Grant	20,000.00	20,000.00	0.00	0.00	20,000.00
07-752-44001-003	Business Recruitment	0.00	0.00	44.87	44.87	-44.87
07-752-44002-000	Sponsorships	20,000.00	20,000.00	0.00	3,500.00	16,500.00
ExpenseCategory: 44 - Operating Expense Total:		469,400.00	469,400.00	44.87	3,544.87	465,855.13
ExpenseCategory: 46 - Capital						
07-752-46180-000	Land & Building Acquisition	0.00	0.00	351,423.00	411,423.00	-411,423.00
ExpenseCategory: 46 - Capital Total:		0.00	0.00	351,423.00	411,423.00	-411,423.00
ExpenseCategory: 49 - Other Financing Uses						
07-752-49995-000	Transfers out	0.00	0.00	24,300.00	24,300.00	-24,300.00
ExpenseCategory: 49 - Other Financing Uses Total:		0.00	0.00	24,300.00	24,300.00	-24,300.00
Expense Total:		775,000.00	775,000.00	393,949.66	629,467.99	145,532.01
Fund: 07 - Economic Development Corporation Surplus (Deficit):		0.00	0.00	-325,536.93	-249,468.59	
Total Surplus (Deficit):		0.00	0.00	-325,536.93	-249,468.59	

Group Summary

ExpenseCategory	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 07 - Economic Development Corporation					
Revenue					
	775,000.00	775,000.00	68,412.73	379,999.40	395,000.60
Revenue Total:	775,000.00	775,000.00	68,412.73	379,999.40	395,000.60
Expense					
42 - Supplies	21,250.00	21,250.00	1,605.06	4,466.10	16,783.90
43 - Services	284,350.00	284,350.00	16,576.73	185,734.02	98,615.98
44 - Operating Expense	469,400.00	469,400.00	44.87	3,544.87	465,855.13
46 - Capital	0.00	0.00	351,423.00	411,423.00	-411,423.00
49 - Other Financing Uses	0.00	0.00	24,300.00	24,300.00	-24,300.00
Expense Total:	775,000.00	775,000.00	393,949.66	629,467.99	145,532.01
Fund: 07 - Economic Development Corporation Surplus (Deficit):	0.00	0.00	-325,536.93	-249,468.59	249,468.59
Total Surplus (Deficit):	0.00	0.00	-325,536.93	-249,468.59	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
07 - Economic Development	0.00	0.00	-325,536.93	-249,468.59	249,468.59
Total Surplus (Deficit):	0.00	0.00	-325,536.93	-249,468.59	



City of Wolfforth

EDC Budget Report

Account Summary

Item # 3.

For Fiscal: 2025-2026 Period Ending: 04/30/2026

		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	EDC Sales Tax	725,000.00	725,000.00	63,549.35	347,673.16	-377,326.84	47.95 %
07-000-36110-000	Interest income	50,000.00	50,000.00	4,863.38	32,326.24	-17,673.76	64.65 %
Revenue Total:		775,000.00	775,000.00	68,412.73	379,999.40	-395,000.60	49.03%
Expense							
ExpenseCategory: 42 - Supplies							
07-752-42010-000	Office Supplies & Expense	250.00	250.00	15.13	304.65	-54.65	121.86 %
07-752-42115-000	Apparel	0.00	0.00	0.00	50.90	-50.90	0.00 %
07-752-42192-000	Meeting Expense	3,000.00	3,000.00	266.98	2,000.23	999.77	66.67 %
07-752-42195-000	Special Events and Awards	18,000.00	18,000.00	1,322.95	2,110.32	15,889.68	11.72 %
ExpenseCategory: 42 - Supplies Total:		21,250.00	21,250.00	1,605.06	4,466.10	16,783.90	21.02%
ExpenseCategory: 43 - Services							
07-752-43101-000	Legal services	6,500.00	6,500.00	2,442.00	6,004.00	496.00	92.37 %
07-752-43117-000	Traffic Impact Analysis	0.00	0.00	0.00	6,925.00	-6,925.00	0.00 %
07-752-43140-000	Legal Publications	1,600.00	1,600.00	0.00	482.00	1,118.00	30.13 %
07-752-43150-000	Marketing	72,500.00	72,500.00	2,950.00	22,251.00	50,249.00	30.69 %
07-752-43150-001	Marketing - Social Media	0.00	0.00	962.52	4,078.11	-4,078.11	0.00 %
07-752-43151-000	Customer Appreciation	5,000.00	5,000.00	0.00	576.14	4,423.86	11.52 %
07-752-43195-000	Electricity/Gas/Phone	0.00	0.00	0.00	41.12	-41.12	0.00 %
07-752-43230-000	R & M Grounds	14,000.00	14,000.00	656.65	1,313.30	12,686.70	9.38 %
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	25,000.00	25,000.00	2,004.74	20,983.22	4,016.78	83.93 %
07-752-43501-000	Memberships	6,500.00	6,500.00	0.00	3,950.00	2,550.00	60.77 %
07-752-43505-000	Fees and Charges	1,200.00	1,200.00	21.28	880.28	319.72	73.36 %
07-752-43900-000	Contract Services	152,000.00	152,000.00	0.00	63,730.67	88,269.33	41.93 %
07-752-43905-000	EDC Administration Reimbursemen	0.00	0.00	7,539.54	54,519.18	-54,519.18	0.00 %
ExpenseCategory: 43 - Services Total:		284,350.00	284,350.00	16,576.73	185,734.02	98,615.98	65.32%
ExpenseCategory: 44 - Operating Expense							
07-752-44001-000	Business Support	379,400.00	379,400.00	0.00	0.00	379,400.00	0.00 %
07-752-44001-001	Business Improvement Grant	50,000.00	50,000.00	0.00	0.00	50,000.00	0.00 %
07-752-44001-002	Business Marketing Grant	20,000.00	20,000.00	0.00	0.00	20,000.00	0.00 %
07-752-44001-003	Business Recruitment	0.00	0.00	44.87	44.87	-44.87	0.00 %
07-752-44002-000	Sponsorships	20,000.00	20,000.00	0.00	3,500.00	16,500.00	17.50 %
ExpenseCategory: 44 - Operating Expense Total:		469,400.00	469,400.00	44.87	3,544.87	465,855.13	0.76%
ExpenseCategory: 46 - Capital							
07-752-46180-000	Land & Building Acquisition	0.00	0.00	351,423.00	411,423.00	-411,423.00	0.00 %
ExpenseCategory: 46 - Capital Total:		0.00	0.00	351,423.00	411,423.00	-411,423.00	0.00%
ExpenseCategory: 49 - Other Financing Uses							
07-752-49995-000	Transfers out	0.00	0.00	24,300.00	24,300.00	-24,300.00	0.00 %
ExpenseCategory: 49 - Other Financing Uses Total:		0.00	0.00	24,300.00	24,300.00	-24,300.00	0.00%
Expense Total:		775,000.00	775,000.00	393,949.66	629,467.99	145,532.01	81.22%
Fund: 07 - Economic Development Corporation Surplus (Deficit):		0.00	0.00	-325,536.93	-249,468.59	-249,468.59	0.00%
Report Surplus (Deficit):		0.00	0.00	-325,536.93	-249,468.59	-249,468.59	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						
	775,000.00	775,000.00	68,412.73	379,999.40	-395,000.60	49.03%
Revenue Total:	775,000.00	775,000.00	68,412.73	379,999.40	-395,000.60	49.03%
Expense						
42 - Supplies	21,250.00	21,250.00	1,605.06	4,466.10	16,783.90	21.02%
43 - Services	284,350.00	284,350.00	16,576.73	185,734.02	98,615.98	65.32%
44 - Operating Expense	469,400.00	469,400.00	44.87	3,544.87	465,855.13	0.76%
46 - Capital	0.00	0.00	351,423.00	411,423.00	-411,423.00	0.00%
49 - Other Financing Uses	0.00	0.00	24,300.00	24,300.00	-24,300.00	0.00%
Expense Total:	775,000.00	775,000.00	393,949.66	629,467.99	145,532.01	81.22%
Fund: 07 - Economic Development Corporation Surplus (Deficit):	0.00	0.00	-325,536.93	-249,468.59	-249,468.59	0.00%
Report Surplus (Deficit):	0.00	0.00	-325,536.93	-249,468.59	-249,468.59	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	-325,536.93	-249,468.59	-249,468.59
Report Surplus (Deficit):	0.00	0.00	-325,536.93	-249,468.59	-249,468.59



City of Wolfforth

Item # 3.

EDC Detail Report

Account Detail

Date Range: 09/01/2025 - 05/12/2026

Account		Name				Beginning Balance	Total Activity	Ending Balance
Fund: 07 - Economic Development Corporation								
07-000-31300-000		EDC Sales Tax				-541,622.03	-644,871.61	-1,186,493.64
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
09/12/2025	GLPKT11140	JN04120		Due from COW Sales Tax			-65,803.22	-607,425.25
09/30/2025	GLPKT11494	JN04238		Accrue Sales Tax Receivable EDC			-70,743.00	-678,168.25
09/30/2025	GLPKT11817	JN04369		Accrue Sales Tax Receivable			-80,068.91	-758,237.16
12/12/2025	GLPKT12196	JN04652		Due from COW Sales Tax			-73,194.94	-831,432.10
01/09/2026	GLPKT12471	JN04761		Due from COW Sales Tax			-63,240.40	-894,672.50
02/13/2026	GLPKT12758	JN04936		Due from COW Sales Tax			-85,207.23	-979,879.73
03/13/2026	GLPKT13087	JN05089		Due from COW Sales Tax			-62,481.24	-1,042,360.97
04/10/2026	GLPKT13470	JN05246		Due from COW Sales Tax			-63,549.35	-1,105,910.32
05/08/2026	GLPKT13796	JN05399		Due from COW Sales Tax			-80,583.32	-1,186,493.64
Total Fund: 07 - Economic Development Corporation:						Beginning Balance: -541,622.03	Total Activity: -644,871.61	Ending Balance: -1,186,493.64
Grand Totals:						Beginning Balance: -541,622.03	Total Activity: -644,871.61	Ending Balance: -1,186,493.64

Fund	Beginning Balance	Total Activity	Ending Balance
07 - Economic Development Corporation	-541,622.03	-644,871.61	-1,186,493.64
Grand Total:	-541,622.03	-644,871.61	-1,186,493.64



AGENDA ITEM COMMENTARY

Item # 4.

MEETING NAME:	Economic Development Corporation
MEETING DATE:	June 2, 2026
ITEM TITLE:	Consider and take appropriate action on Neon Cloud proposal.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

Over the last month, Brian Aiken with Neon Cloud Productions and I have had ongoing conversations regarding additional marketing strategies and tools for the Wolfforth Economic Development Corporation. As our community continues to grow and attract increased regional attention, I believe it is important that we continue evaluating ways to professionally market Wolfforth to developers, retailers, industry, workforce partners, and site selectors.

Neon Cloud Productions is a Texas-based media company that works exclusively in the economic development industry. According to their proposal, they have produced more than 1,000 economic development videos nationwide over the last 13 years and specialize specifically in community storytelling, motion graphics, and strategic economic development marketing.

Unlike a traditional video production company, Neon Cloud focuses solely on economic development organizations and communities. Their approach is centered around creating marketing materials that speak directly to target audiences such as site selectors, developers, businesses, and investors. The proposal emphasizes the importance of visually communicating a community's strengths, opportunities, infrastructure, workforce, and quality of life in a way that is memorable and impactful.

The proposal presented to the WEDC includes a comprehensive marketing package built around a professionally produced promotional video for Wolfforth, along with additional digital marketing assets. The proposed services include:

- Strategic filming and production
- Narrative strategy and consultation
- Topic-specific videos
- Motion graphics and animated text
- Animated and radar mapping
- 3D graphics and animation components
- Social media clips and teaser videos
- Banner videos and photography assets

The proposal also outlines a full project process that includes:

1. Discovery and consultation regarding Wolfforth's goals and target audiences

2. Strategic planning and pre-production
3. On-site filming and interviews
4. Post-production editing and motion graphics
5. Review and revision opportunities
6. Final delivery of marketing assets
7. Launch strategy consultation and ongoing support after completion

One aspect I found particularly interesting is their emphasis on long-term marketing usability. The package includes not only a primary promotional video, but also multiple short-form marketing assets designed specifically for social media, presentations, recruitment efforts, and digital campaigns. This could allow the WEDC to create a more consistent and professional marketing presence across multiple platforms.

Additionally, Neon Cloud's proposal references the use of advanced motion graphics, animated mapping, and visual storytelling techniques designed to help communities showcase growth areas, infrastructure, available land, transportation access, and development opportunities in a more modern and engaging way.

Brian Aiken will join the meeting briefly via Zoom to introduce himself, discuss Neon Cloud's experience working with economic development organizations across the country, and answer any questions the board may have regarding the company's process and capabilities.

Due to confidentiality provisions within the proposal, pricing and contractual terms will be discussed in Executive Session.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION:



AGENDA ITEM COMMENTARY

Item # 5.

MEETING NAME:	Economic Development Corporation
MEETING DATE:	June 2, 2026
ITEM TITLE:	Consider and take appropriate action on Marketing Alliance proposal.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

Over the past several months, the Wolfforth Economic Development Corporation has been working with David Petr and Marketing Alliance on the development of a new Strategic Plan intended to help guide the organization's priorities, initiatives, and economic development efforts over the coming years. During that process, the organization experienced a significant shift in priorities and opportunities with the acquisition of property tied to Wolfforth's future mixed-use development vision.

As discussions surrounding the mixed-use development evolved, it became clear that portions of the Strategic Plan needed to be revisited and refined to better align with the organization's current direction, development activity, and long-term goals. In response, WEDC leadership requested that David Petr return to facilitate an additional board work session focused on refining strategic priorities and helping develop a more practical implementation framework.

The proposed scope of work from Marketing Alliance includes revisions to the existing Strategic Plan, incorporation of the mixed-use development initiative into the plan's economic positioning and land strategy components, and development of a detailed one-to-three-year work plan designed to guide implementation efforts.

According to the proposal, the effort is intended to move beyond high-level strategic concepts and provide the organization with a structured framework for execution, including priority initiatives, timelines, defined roles and responsibilities, recommended performance metrics, and alignment of organizational resources with current opportunities and capacity.

The scope of work is divided into three phases:

- Phase 1 focuses on refinement of the Strategic Plan and alignment of priorities, including incorporation of the mixed-use development opportunity and updates based on board feedback and current economic conditions.
- Phase 2 focuses on development of a detailed implementation framework and work plan that establishes actionable priorities, timelines, performance metrics, and organizational focus areas for the next one to three years.
- Phase 3 includes final review, alignment, and refinement of both documents to ensure the Strategic Plan and work plan are practical, usable, and adaptable as future opportunities arise.

The proposal also includes a projected timeline that would allow the finalized Strategic Plan to be delivered in late June, followed by work plan development, board review, and final implementation beginning August 1, 2026.

The total proposed cost for this additional scope of work is \$9,750. Approval of the proposal would require a budget amendment to the Contract Services line item in order to accommodate the additional professional services expense associated with the Strategic Plan revisions and work plan development.

Staff believes this additional work is important to ensure the organization's Strategic Plan accurately reflects the significant opportunities currently in front of the community and provides a realistic, actionable framework for implementation as Wolfforth enters a new phase of growth and development.

EXHIBITS:

Marketing Alliance Proposal

COUNCIL ACTION/STAFF RECOMMENDATION:



**MARKETING
ALLIANCE**

Strategic Plan Revisions and Work Plan Development

Wolfforth Economic Development Corporation

Prepared for:
Danielle Sweat

Sent:
May 8, 2026

**David Petr
CEO
Marketing Alliance**

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**MARKETING
ALLIANCE**

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

Hello Danielle,

I appreciate the opportunity to continue working with you and the Wolfforth Economic Development Corporation as we build on the Strategic Plan that was recently developed and presented. It was great to be back with the board and to see firsthand the level of momentum and alignment that exists within the community.

Wolfforth is at a unique and important moment. The progress that has been made over the past year, combined with the new mixed-use development opportunity and continued interest from businesses and developers, creates a strong foundation for long-term success. The conversations during the recent board session reinforced that the Strategic Plan is not something that will sit on a shelf, but rather a tool that should evolve and help guide real decisions and actions.

This scope of work is designed to support that next step. It focuses on refining the existing Strategic Plan based on feedback and current conditions, while also developing a clear and practical work plan that helps translate those priorities into day-to-day execution. As discussed, the goal is to ensure that the plan reflects where Wolfforth is today while also providing a realistic framework for how to move forward over the next one to three years.

At Marketing Alliance, we have worked with 475 communities across the country over the past 25 years, and one consistent theme is that the most successful organizations are those that are able to move from strategy into focused, actionable work. This effort is intended to help Wolfforth EDC do exactly that, while remaining flexible as new opportunities continue to emerge.

I look forward to continuing this work with you and supporting the next phase of growth for Wolfforth. If there is anything that can be done in the meantime, please feel free to let me know.

All the best,

David Petr, CEO
6500 River Place Blvd., Building 7, #250
Austin, Texas 78730
dpetr@marketingallianceinc.com

Scope of Work

Overview

This scope of work represents the next phase of Marketing Alliance's engagement with Wolfforth Economic Development Corporation, building upon the Strategic Plan that has already been developed and presented. With strong momentum in the community and the emergence of a significant mixed-use development opportunity, this effort focuses on refining the existing plan and translating it into a clear, actionable work plan.

The goal is to ensure that Wolfforth EDC has a practical framework to guide priorities, allocate time and resources effectively, and support ongoing economic growth. This process will align the Strategic Plan with current conditions while providing a focused path forward for implementation beginning August 1, 2026.

Phases of Work

\$9,750

Phase 1: Strategic Plan Refinement and Priority Alignment

\$3,750

This phase builds upon the Strategic Plan that has already been developed, presented, and reviewed with Wolfforth EDC leadership and board members. As discussed during recent conversations and the board alignment session, the plan is largely complete, but requires thoughtful refinement to reflect feedback, clarify priorities, and incorporate new developments that have emerged since the initial draft. Most notably, the introduction of a significant mixed-use development opportunity has created a need to revisit portions of the plan to ensure alignment with the community's evolving economic development direction.

Our Approach:

- Review the current draft Strategic Plan alongside board feedback and discussion notes
- Refine and clarify priority areas to reflect current focus and organizational capacity
- Incorporate the mixed-use development opportunity into relevant sections, including placemaking, land strategy, and economic positioning
- Strengthen alignment between identified priorities and real-world development activity currently underway
- Refine language to ensure the plan is clear, actionable, and aligned with Wolfforth's current stage of growth

This effort is not intended to rewrite the Strategic Plan, but rather to sharpen its focus and ensure it reflects both the momentum of the community and the realities of current opportunities and constraints. The result will be a finalized Strategic Plan that continues to serve as a high-level guide for decision-making while more accurately reflecting Wolfforth's near-term direction and priorities.

Deliverables:

- Revised and finalized Strategic Plan document
- Updated priority areas reflecting board alignment and current development activity
- Integrated narrative addressing mixed-use development and its role in the community's future

Phase 2: Implementation Framework and Work Plan Development

\$5,250

With a refined Strategic Plan in place, the next phase focuses on translating that strategy into a clear and actionable work plan. As discussed throughout the board session, the Strategic Plan provides direction, but the work plan is what defines how that direction is executed on a day-to-day basis. This phase will establish a structured framework that helps prioritize efforts, guide resource allocation, and provide clarity for both staff and board members.

Our Approach:

- Identify a focused set of priority initiatives based on the Strategic Plan and current conditions
- Develop a structured work plan outlining key actions, timelines, and sequencing
- Define roles and responsibilities across Wolfforth EDC, City leadership, and partner organizations
- Establish a practical set of performance metrics that balance measurable outcomes with day-to-day activity
- Align the work plan with current capacity, recognizing both resource limitations and evolving opportunities such as the mixed-use development

A key component of this phase will be helping Wolfforth EDC determine where to focus its time and energy in the near term. As discussed, not all elements of the Strategic Plan can or should be pursued simultaneously. This process will help narrow that focus to the areas where the organization can have the greatest impact, while also maintaining flexibility as new opportunities emerge.

This phase will also address the balance between activity-based metrics and outcome-based metrics, ensuring that performance expectations are both realistic and meaningful given the nature of economic development work.

Deliverables:

- One to three year work plan outlining priority initiatives
- Defined action steps, timelines, and areas of focus
- Recommended performance metrics and tracking framework
- Alignment of priorities with available resources and organizational capacity

Phase 3: Final Alignment and Plan Refinement

\$750

The final phase of this effort focuses on reviewing the refined Strategic Plan and newly developed work plan with Wolfforth EDC leadership to ensure full alignment and clarity moving forward. Given the pace of growth and the number of active and emerging initiatives, it is important that all parties have a shared understanding of priorities, expectations, and next steps.

Our Approach:

- Facilitate discussion with Wolfforth EDC leadership to review updated Strategic Plan and work plan
- Gather final input and make adjustments based on leadership and board feedback
- Ensure clarity around roles, responsibilities, and expectations moving forward
- Confirm alignment between strategic priorities and day-to-day activities
- Provide guidance on how the work plan can evolve over time as new opportunities arise

This phase is intended to ensure that the Strategic Plan and work plan are not only complete, but also usable. The goal is to provide Wolfforth EDC with a framework that supports ongoing decision-making, allows for periodic updates, and reflects the dynamic nature of economic development in a growing community.

Deliverables:

- Finalized Strategic Plan and work plan documents
- Adjustments based on leadership review and discussion
- Clear framework for ongoing updates and future refinement

Total Cost

\$9,750

Timeline for Project Completion

Marketing Alliance recommends a structured, step-by-step timeline to ensure the successful and efficient completion of this project.

May 18, 2026	David and Danielle meet to discuss interim priorities and strategies
Early June 2026	- Review of draft Strategic Plan and board feedback - Integration of mixed-use development considerations and updated priorities - Begin Strategic Plan refinements
Mid-June 2026	- Continued refinement of Strategic Plan - Alignment of priority areas with current development activity and organizational focus
June 22, 2026	Delivery of finalized Strategic Plan
June 23 – June 29, 2026	- Development of detailed work plan framework - Definition of priority initiatives, timelines, and performance metrics
June 29, 2026	Delivery of draft work plan
June 30 – July 10, 2026	- Review period with Wolfforth EDC leadership and board - Collection of feedback and input
July 17, 2026	Delivery of revised Strategic Plan and work plan based on feedback
Late July 2026	Final review and alignment with leadership and board
July 31, 2026	- Approval of work plan - Official start of implementation

This timeline will be reviewed and adjusted as needed to ensure alignment with Wolfforth EDC's priorities and scheduling needs. Regular check-ins will help maintain progress and ensure a collaborative, on-track delivery.



AGENDA ITEM COMMENTARY

Item # 6.

MEETING NAME:	Economic Development Corporation
MEETING DATE:	June 2, 2026
ITEM TITLE:	Consider and take appropriate action on Leading EDG proposal.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

The Wolfforth Economic Development Corporation has partnered with [Leading EDG](#) for many years to assist with business recruitment, retention, expansion, and entrepreneurial support efforts within the City of Wolfforth. Through this partnership, Leading EDG has provided direct technical assistance and consulting services to local businesses and prospective businesses looking to establish or expand operations in our community.

A major component of this partnership has been the work of Taylor, who has served as a valuable resource not only to the WEDC, but also to business owners, entrepreneurs, and community stakeholders throughout Wolfforth. His experience and accessibility have allowed local businesses to receive professional guidance that many small and growing communities often do not have readily available.

Over the years, Leading EDG has assisted with a wide variety of economic development functions including:

- Business startup guidance and mentoring
- Existing business expansion assistance
- Market and feasibility discussions
- Financial packaging and funding resource identification
- Small business counseling and strategic planning
- Workforce and operational discussions
- Coordination with regional and state economic development partners
- Entrepreneurial support and business retention efforts

The value of this partnership has extended beyond traditional recruitment efforts. In many cases, small businesses and entrepreneurs simply need access to someone who can help navigate the process of growth, permitting, financing, planning, or operational strategy. Having an experienced consultant available as a resource has allowed the WEDC to provide a higher level of service to the business community without requiring additional in-house staffing.

As Wolfforth continues to experience significant growth and development activity, maintaining strong relationships with existing businesses remains critically important. Business retention and expansion

efforts are often one of the most effective forms of economic development, and the services provided through Leading EDG have supported those efforts in a meaningful way.

Taylor will be present at the meeting to provide the Board with an overview of the work completed over the past contract term, discuss current projects and business activity, and highlight any new initiatives, tools, or opportunities available through Leading EDG moving forward. This presentation will also give the Board an opportunity to ask questions regarding ongoing services and future priorities as the WEDC evaluates contract renewal.

The agreement with Leading EDG is now up for renewal consideration by the Board.

EXHIBITS:

Leading EDG Proposal

COUNCIL ACTION/STAFF RECOMMENDATION:



AGENDA ITEM COMMENTARY

Item # 7.

MEETING NAME:	Economic Development Corporation
MEETING DATE:	June 2, 2026
ITEM TITLE:	Consider and take appropriate action on Lubbock Chamber of Commerce luncheon report.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

The Board will receive an update from Board Member Nicole Butler regarding the 2026 Lubbock Chamber of Commerce National Day of Prayer Luncheon, which the Wolfforth Economic Development Corporation attended for the second consecutive year as a Platinum Sponsor. The WEDC participated at the Platinum sponsorship level in the amount of \$2,000.

This annual event brings together business leaders, elected officials, educators, community organizations, and regional stakeholders from across the South Plains. Participation in the luncheon provides the WEDC with continued visibility and networking opportunities while reinforcing the organization's commitment to community engagement and regional partnerships. The event also serves as an opportunity to strengthen existing relationships and develop new connections that can support future economic development initiatives for the City of Wolfforth.

As part of the sponsorship package, the WEDC received reserved seating, sponsor recognition, and promotional visibility during the event. The Chamber has provided current sponsors with the opportunity to secure their sponsorship level and pricing for next year's luncheon in advance. Nicole Butler will provide additional feedback regarding the event experience, attendance, and the value of continued participation as the Board considers future sponsorship opportunities.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION:



AGENDA ITEM COMMENTARY

Item # 8.

MEETING NAME:	Economic Development Corporation
MEETING DATE:	June 2, 2026
ITEM TITLE:	Consider and take appropriate action regarding information presented at the Lubbock Chamber of Commerce data center panel.
STAFF INITIATOR:	EDC Director-Danielle Sweat

BACKGROUND:

Randy, Danielle, Development Director Tara Tomlinson, and WEDC Board Member Russell Thomasson attended a luncheon hosted by the Lubbock Chamber of Commerce featuring a panel discussion on data centers and their potential impact on the Lubbock region.

The panel included local leaders and representatives from Google, and the discussion focused on what data center development could mean for our area, including infrastructure needs, workforce considerations, utility capacity, community impact, and potential economic development opportunities.

Because data centers continue to be a topic of regional interest, this update is intended to provide the Board with information from the luncheon and allow for discussion regarding how these conversations may relate to Wolfforth and the surrounding area. Randy and Danielle will provide an overview of the key takeaways from the panel and answer any questions from the Board.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION: