



# ECONOMIC DEVELOPMENT CORPORATION MEETING

June 03, 2025 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

## AGENDA

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

### ITEMS FOR INDIVIDUAL CONSIDERATION

3. Consider and take appropriate action on Texas Certified Economic Developer Program.
4. Consider and take appropriate action on 2025-2026 Budget
5. Consider and take appropriate action on revised business improvement grant application.

6. Consider and take appropriate action on marketing grant application.
7. 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.

b.551.087 Deliberations Regarding Economic Development Negotiations

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

Danielle Sweat, Economic Development Director



# ECONOMIC DEVELOPMENT CORPORATION MEETING

May 12, 2025 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

## MINUTES

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Meeting was called to order at 11:54 PM.

### ROLL CALL AND ESTABLISH A QUORUM

In attendance:

Director: Danielle Sweat

City Manager: Randy Criswell

Council Woman Karen Worley

Joel Robinett, Shawn Vinson, Nicole Butler, Paula Sexton

Absent: Steve Deaton, Farley Reeves, Glen Frick, Russell Thomasson, 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 April 1, 2025, minutes.
2. Consider and take appropriate action on March 2025 financials.

### ITEMS FOR INDIVIDUAL CONSIDERATION

3. Conduct public hearing on a proposed economic development project to fund Ascendant Hollands Office Technologies.

The public hearing opened at 11:58 and closed at 1:03

4. A motion was made by Nicole Butler to approve the marketing grant application for the fiscal year 2025-2026 with the edit that the business must pay the \$2000 up front before the EDC pays for the grant. This grant will max out at \$20,000. This motion was seconded by Shawn Vinson and passed unanimously.
5. Consider and take appropriate action on revised business improvement grant application.  
This item was tabled. Director is to make more edits and bring back to the board in June.
6. Consider and take appropriate action on board attendance at the Texas Economic Development Council's Sales Tax Training.  
No motion was made. Randy, Tyler, Danielle, Joel, and Shawn are planning to attend.
7. Consider and take appropriate action on Lubbock Chamber luncheon update.  
No action taken. Report was positive on attendance.

**The board entered into executive session at 12:19pm.**

The board reconvened into open session at 1:03 pm. Shawn Vinson made a motion to approve the performance agreement for Hollands office supply with the edits that the city will hold the title to the vehicle, and if Holland's defaults on the loan, the EDC receives the vehicle. This motion was seconded by Nicole Butler and passed unanimously.

**ADJOURN**

Adjourned at 1:03 pm.

Joel Robinett

Danielle Sweat

# EDC Balance Sheet

## Account Summary

As Of 04/30/2025



City of Wolfforth

Account	Name	Balance
<b>Fund: 07 - Economic Development Corporation</b>		
<b>Assets</b>		
<a href="#">07-000-01100-000</a>	Cash in Bank	120,254.06
<a href="#">07-000-01101-000</a>	Claim on Cash	-19.95
<a href="#">07-000-01104-000</a>	Cash in TexPool Prime EDC	1,693,894.85
<a href="#">07-000-01550-000</a>	Prepaid insurance	1,058.80
	<b>Total Assets:</b>	<b>1,815,187.76</b>
		<b>1,815,187.76</b>
<b>Liability</b>		
<a href="#">07-000-02101-000</a>	Accounts Payable Pending	1,980.05
	<b>Total Liability:</b>	<b>1,980.05</b>
<b>Equity</b>		
<a href="#">07-000-02410-000</a>	Fund Balance	1,992,585.68
<a href="#">07-000-02420-000</a>	Restricted Fund Balance	100,000.00
	<b>Total Beginning Equity:</b>	<b>2,092,585.68</b>
Total Revenue		332,543.75
Total Expense		611,921.72
<b>Revenues Over/Under Expenses</b>		<b>-279,377.97</b>
	<b>Total Equity and Current Surplus (Deficit):</b>	<b>1,813,207.71</b>
	<b>Total Liabilities, Equity and Current Surplus (Deficit):</b>	<b>1,815,187.76</b>



City of Wolfforth

# EDC Income Statement

## Account Summary

Item # 2.

For Fiscal: 2024-2025 Period Ending: 04/30/2025

		Original	Current	MTD Activity	YTD Activity	Budget
		Total Budget	Total Budget			Remaining
<b>Fund: 07 - Economic Development Corporation</b>						
<b>Revenue</b>						
<a href="#">07-000-31300-000</a>	Sales Tax	600,000.00	600,000.00	49,507.44	288,669.19	311,330.81
<a href="#">07-000-36110-000</a>	Interest income	50,000.00	50,000.00	6,179.36	43,867.04	6,132.96
<a href="#">07-000-36910-000</a>	Other income	0.00	0.00	0.00	7.52	-7.52
<b>Revenue Total:</b>		<b>650,000.00</b>	<b>650,000.00</b>	<b>55,686.80</b>	<b>332,543.75</b>	<b>317,456.25</b>
<b>Expense</b>						
<b>ExpenseCategory: 42 - Supplies</b>						
<a href="#">07-752-42010-000</a>	Office Supplies & Expense	260.00	260.00	0.00	22.82	237.18
<a href="#">07-752-42192-000</a>	Meeting Expense	2,500.00	2,500.00	186.97	1,202.81	1,297.19
<a href="#">07-752-42195-000</a>	Special Events and Awards	20,000.00	20,000.00	7,950.00	10,861.90	9,138.10
<b>ExpenseCategory: 42 - Supplies Total:</b>		<b>22,760.00</b>	<b>22,760.00</b>	<b>8,136.97</b>	<b>12,087.53</b>	<b>10,672.47</b>
<b>ExpenseCategory: 43 - Services</b>						
<a href="#">07-752-43101-000</a>	Legal services	6,800.00	6,800.00	0.00	260.00	6,540.00
<a href="#">07-752-43110-000</a>	Other Professional Services	0.00	0.00	0.00	5,000.00	-5,000.00
<a href="#">07-752-43140-000</a>	Legal Publications	1,600.00	1,600.00	0.00	316.00	1,284.00
<a href="#">07-752-43150-000</a>	Marketing	65,000.00	65,000.00	4,060.00	16,238.00	48,762.00
<a href="#">07-752-43150-001</a>	Marketing - Social Media	0.00	0.00	292.84	3,645.01	-3,645.01
<a href="#">07-752-43151-000</a>	Customer Appreciation	5,000.00	5,000.00	0.00	20.52	4,979.48
<a href="#">07-752-43195-000</a>	Electricity/Gas/Phone	0.00	0.00	79.76	79.76	-79.76
<a href="#">07-752-43320-000</a>	Postage/Freight	50.00	50.00	0.00	0.00	50.00
<a href="#">07-752-43401-000</a>	Travel/Training/Conferences	18,500.00	18,500.00	225.00	12,249.81	6,250.19
<a href="#">07-752-43501-000</a>	Memberships	6,000.00	6,000.00	0.00	3,600.00	2,400.00
<a href="#">07-752-43505-000</a>	Fees and Charges	0.00	0.00	0.00	777.68	-777.68
<a href="#">07-752-43900-000</a>	Contract Services	95,000.00	95,000.00	0.00	12,875.00	82,125.00
<a href="#">07-752-43905-000</a>	Payroll Reimbursement	86,585.00	86,585.00	7,011.77	49,550.53	37,034.47
<b>ExpenseCategory: 43 - Services Total:</b>		<b>284,535.00</b>	<b>284,535.00</b>	<b>11,669.37</b>	<b>104,612.31</b>	<b>179,922.69</b>
<b>ExpenseCategory: 44 - Operating Expense</b>						
<a href="#">07-752-44001-000</a>	Business Support	340,000.00	340,000.00	0.00	0.00	340,000.00
<a href="#">07-752-44001-001</a>	Business Improvement Grant	0.00	0.00	0.00	12,325.28	-12,325.28
<a href="#">07-752-44002-000</a>	Sponsorships	0.00	0.00	2,000.00	2,000.00	-2,000.00
<b>ExpenseCategory: 44 - Operating Expense Total:</b>		<b>340,000.00</b>	<b>340,000.00</b>	<b>2,000.00</b>	<b>14,325.28</b>	<b>325,674.72</b>
<b>ExpenseCategory: 46 - Capital</b>						
<a href="#">07-752-46180-000</a>	Land & Building Acquisition	0.00	0.00	0.00	451,636.72	-451,636.72
<a href="#">07-752-46400-000</a>	Capital Reserves	2,705.00	2,705.00	0.00	0.00	2,705.00
<b>ExpenseCategory: 46 - Capital Total:</b>		<b>2,705.00</b>	<b>2,705.00</b>	<b>0.00</b>	<b>451,636.72</b>	<b>-448,931.72</b>
<b>ExpenseCategory: 49 - Other Financing Uses</b>						
<a href="#">07-752-49200-000</a>	Note Agreement Forgiveness	0.00	0.00	0.00	29,259.88	-29,259.88
<b>ExpenseCategory: 49 - Other Financing Uses Total:</b>		<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>29,259.88</b>	<b>-29,259.88</b>
<b>Expense Total:</b>		<b>650,000.00</b>	<b>650,000.00</b>	<b>21,806.34</b>	<b>611,921.72</b>	<b>38,078.28</b>
<b>Fund: 07 - Economic Development Corporation Surplus (Deficit):</b>		<b>0.00</b>	<b>0.00</b>	<b>33,880.46</b>	<b>-279,377.97</b>	
<b>Total Surplus (Deficit):</b>		<b>0.00</b>	<b>0.00</b>	<b>33,880.46</b>	<b>-279,377.97</b>	

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	55,686.80	332,543.75	317,456.25
Revenue Total:	650,000.00	650,000.00	55,686.80	332,543.75	317,456.25
Expense					
42 - Supplies	22,760.00	22,760.00	8,136.97	12,087.53	10,672.47
43 - Services	284,535.00	284,535.00	11,669.37	104,612.31	179,922.69
44 - Operating Expense	340,000.00	340,000.00	2,000.00	14,325.28	325,674.72
46 - Capital	2,705.00	2,705.00	0.00	451,636.72	-448,931.72
49 - Other Financing Uses	0.00	0.00	0.00	29,259.88	-29,259.88
Expense Total:	650,000.00	650,000.00	21,806.34	611,921.72	38,078.28
Fund: 07 - Economic Development Corporation Surplus (Deficit):	0.00	0.00	33,880.46	-279,377.97	279,377.97
Total Surplus (Deficit):	0.00	0.00	33,880.46	-279,377.97	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
07 - Economic Development	0.00	0.00	33,880.46	-279,377.97	279,377.97
Total Surplus (Deficit):	0.00	0.00	33,880.46	-279,377.97	





City of Wolfforth

Item # 2.

# EDC Budget Report

## Account Summary

For Fiscal: 2024-2025 Period Ending: 04/30/2025

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 07 - Economic Development Corporation							
Revenue							
<a href="#">07-000-31300-000</a>	Sales Tax	600,000.00	600,000.00	49,507.44	288,669.19	-311,330.81	48.11 %
<a href="#">07-000-36110-000</a>	Interest income	50,000.00	50,000.00	6,179.36	43,867.04	-6,132.96	87.73 %
<a href="#">07-000-36910-000</a>	Other income	0.00	0.00	0.00	7.52	7.52	0.00 %
	Revenue Total:	650,000.00	650,000.00	55,686.80	332,543.75	-317,456.25	51.16%
Expense							
ExpenseCategory: 42 - Supplies							
<a href="#">07-752-42010-000</a>	Office Supplies & Expense	260.00	260.00	0.00	22.82	237.18	8.78 %
<a href="#">07-752-42192-000</a>	Meeting Expense	2,500.00	2,500.00	186.97	1,202.81	1,297.19	48.11 %
<a href="#">07-752-42195-000</a>	Special Events and Awards	20,000.00	20,000.00	7,950.00	10,861.90	9,138.10	54.31 %
	ExpenseCategory: 42 - Supplies Total:	22,760.00	22,760.00	8,136.97	12,087.53	10,672.47	53.11%
ExpenseCategory: 43 - Services							
<a href="#">07-752-43101-000</a>	Legal services	6,800.00	6,800.00	0.00	260.00	6,540.00	3.82 %
<a href="#">07-752-43110-000</a>	Other Professional Services	0.00	0.00	0.00	5,000.00	-5,000.00	0.00 %
<a href="#">07-752-43140-000</a>	Legal Publications	1,600.00	1,600.00	0.00	316.00	1,284.00	19.75 %
<a href="#">07-752-43150-000</a>	Marketing	65,000.00	65,000.00	4,060.00	16,238.00	48,762.00	24.98 %
<a href="#">07-752-43150-001</a>	Marketing - Social Media	0.00	0.00	292.84	3,645.01	-3,645.01	0.00 %
<a href="#">07-752-43151-000</a>	Customer Appreciation	5,000.00	5,000.00	0.00	20.52	4,979.48	0.41 %
<a href="#">07-752-43195-000</a>	Electricity/Gas/Phone	0.00	0.00	79.76	79.76	-79.76	0.00 %
<a href="#">07-752-43320-000</a>	Postage/Freight	50.00	50.00	0.00	0.00	50.00	0.00 %
<a href="#">07-752-43401-000</a>	Travel/Training/Conferences	18,500.00	18,500.00	225.00	12,249.81	6,250.19	66.22 %
<a href="#">07-752-43501-000</a>	Memberships	6,000.00	6,000.00	0.00	3,600.00	2,400.00	60.00 %
<a href="#">07-752-43505-000</a>	Fees and Charges	0.00	0.00	0.00	777.68	-777.68	0.00 %
<a href="#">07-752-43900-000</a>	Contract Services	95,000.00	95,000.00	0.00	12,875.00	82,125.00	13.55 %
<a href="#">07-752-43905-000</a>	Payroll Reimbursement	86,585.00	86,585.00	7,011.77	49,550.53	37,034.47	57.23 %
	ExpenseCategory: 43 - Services Total:	284,535.00	284,535.00	11,669.37	104,612.31	179,922.69	36.77%
ExpenseCategory: 44 - Operating Expense							
<a href="#">07-752-44001-000</a>	Business Support	340,000.00	340,000.00	0.00	0.00	340,000.00	0.00 %
<a href="#">07-752-44001-001</a>	Business Improvement Grant	0.00	0.00	0.00	12,325.28	-12,325.28	0.00 %
<a href="#">07-752-44002-000</a>	Sponsorships	0.00	0.00	2,000.00	2,000.00	-2,000.00	0.00 %
	ExpenseCategory: 44 - Operating Expense Total:	340,000.00	340,000.00	2,000.00	14,325.28	325,674.72	4.21%
ExpenseCategory: 46 - Capital							
<a href="#">07-752-46180-000</a>	Land & Building Acquisition	0.00	0.00	0.00	451,636.72	-451,636.72	0.00 %
<a href="#">07-752-46400-000</a>	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							
<a href="#">07-752-49200-000</a>	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	21,806.34	611,921.72	38,078.28	94.14%
Fund: 07 - Economic Development Corporation Surplus (Deficit):		0.00	0.00	33,880.46	-279,377.97	-279,377.97	0.00%
Report Surplus (Deficit):		0.00	0.00	33,880.46	-279,377.97	-279,377.97	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	55,686.80	332,543.75	-317,456.25	51.16%
Revenue Total:	650,000.00	650,000.00	55,686.80	332,543.75	-317,456.25	51.16%
Expense						
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43 - Services	284,535.00	284,535.00	11,669.37	104,612.31	179,922.69	36.77%
44 - Operating Expense	340,000.00	340,000.00	2,000.00	14,325.28	325,674.72	4.21%
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	21,806.34	611,921.72	38,078.28	94.14%
Fund: 07 - Economic Development Corporation Surplus (Deficit):	0.00	0.00	33,880.46	-279,377.97	-279,377.97	0.00%
Report Surplus (Deficit):	0.00	0.00	33,880.46	-279,377.97	-279,377.97	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	33,880.46	-279,377.97	-279,377.97
Report Surplus (Deficit):	0.00	0.00	33,880.46	-279,377.97	-279,377.97



## AGENDA ITEM COMMENTARY

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<b>MEETING NAME:</b>	Economic Development Corporation
<b>MEETING DATE:</b>	6/3/2025
<b>ITEM TITLE:</b>	Consider and take appropriate action on Texas Certified Economic Developer Program.
<b>STAFF INITIATOR:</b>	Danielle Sweat-EDC Director

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### BACKGROUND:

As professional standards in economic development continue to evolve, it's important that we invest in certifications that not only enhance our capacity but also make practical sense for our community. While the International Economic Development Council (IEDC) certification has long been considered the standard, its high cost, low pass rates, and complex renewal requirements have prompted many economic developers to seek a more accessible and state-relevant alternative.

The Texas Economic Development Council (TEDC) now offers its own credential the Certified Texas Economic Developer (CTED), which addresses many of those concerns while focusing specifically on the needs and dynamics of Texas communities. The program has received strong support from professionals who have completed it, with many recommending completion within one calendar year to streamline the process.

The CTED program consists of eight distinct course modules, all of which must be completed to earn certification. Importantly, modules 1 through 7 can be taken in any order, giving participants the flexibility to enroll in courses based on availability rather than a set sequence. Only the final module—a capstone-style Project/Group Exercise—must be taken last.

The eight course modules are:

1. Leadership and Professionalism
2. Strategic Planning
3. Innovative Strategies for Business Retention & Expansion
4. Advanced Real Estate Development & Reuse
5. Innovation and Entrepreneurial Strategies
6. Talent Ecosystem and Workforce Development
7. Advanced Economic Development Finance
8. Project/Group Exercise (requires completion of modules 1–7 prior to enrollment)

Estimated Program Costs:

- Application Fee (one-time, paid to TEDC): \$150
- Course Fees (paid to TEEX):

- 4 courses at \$920 (8-hour sessions) = \$3,680
- 4 courses at \$1,032 (12-hour sessions) = \$4,128
- Estimated Total Course Cost: \$7,808
- Travel Costs:
  - All courses are held onsite at the TEEX campus in College Station
  - A one-night hotel stay is typically required for 4 courses, and a two-night stay for the other 4
  - There are several affordable lodging options near the facility

While some participants choose to complete the program within a year, the CTED program is also designed with flexibility in mind. The eight-course sequence can be spread over multiple fiscal years, which makes it a manageable investment for our budget planning.

In summary, the CTED program offers a Texas-specific, cost-effective, and professionally valuable certification path that strengthens our economic development toolkit. I recommend that the board consider allocating funds for this certification in our upcoming budget to support professional development and long-term impact for the Wolfforth EDC.

#### **EXHIBITS:**

TEDC Flyers

#### **COUNCIL ACTION/STAFF RECOMMENDATION:**



# Introducing the **CERTIFIED TEXAS ECONOMIC DEVELOPER (CTED)**

**Texas' first and only professional  
certification for economic development.**

The Texas Economic Development Council and Texas A&M Engineering Extension Service have partnered to create the Certified Texas Economic Developer Certification Program.

The CTED is the highest distinction of knowledge and credibility for Texas-based economic development practitioners. It is an expert-led, peer-driven certification program for active economic development professionals with curriculum tailor-made and unique to Texas.

Consider becoming a Certified Texas Economic Developer to take your career to the next level and be recognized as the one of the best economic developers in Texas! Requirements for eligibility apply.



## How to learn more about the CTED?



Visit <https://texasedc.org/programs/certified-texas-economic-developer-cted-program> to view the eligibility requirements and download the application



Email [amy@texasedc.org](mailto:amy@texasedc.org) with questions or inquiries



512-480-8432



[www.texasedc.org](http://www.texasedc.org)

# CERTIFIED TEXAS ECONOMIC DEVELOPER (CTED)

Here are some excerpts of testimonials from individuals that are now Certified Texas Economic Developers!



Each session has equipped me with practical tools and real-world strategies that I can apply directly to my work. These courses have strengthened my ability to lead with intention and collaborate more effectively across departments and sectors. Learning alongside peers in a cohort-style environment was truly invaluable, offering diverse perspectives and shared experiences that enriched the learning process. *Victoria Vargas, CTED, City of Kyle*

I found this program to be exceptionally valuable to my growth as an economic development professional. The diversity of courses included in the program helped me expand my outlook and see economic development from the perspective of external stakeholders, which will enhance my ability to work with and negotiate with those stakeholders. *Christophe Trahan, CTED, Palestine EDC*

The CTED program was one of the most valuable professional development experiences I've had in Economic Development. The curriculum was strong, and each module offered meaningful content, but what truly set this program apart was the opportunity to learn alongside peers from across Texas. *Jason Greiner, CTED, Wylie EDC*

The most beneficial aspect of the CTED program for me was the opportunity to engage with fellow economic development professionals. The networking and exchange of ideas have proven invaluable, and I've walked away with new insights and best practices that I am already applying in my work. *Shani Bradshaw, CTED, City of Sanger*

Earning the inaugural Certified Texas Economic Developer designation is an incredible honor and a testament to the knowledge gained from extraordinary lecturers and remarkable peers across our great state. I encourage every economic developer to pursue this opportunity and help shape the future of Texas communities. *Susan Gill, CTED, Lindale EDC*

The CTED Program has expanded my knowledge and equipped me with new tools that will help turn Texas-sized ideas into real results for my community. *Drew Brassfield, CTED, City of Amarillo*

For anyone considering the CTED certification, it's more than a professional achievement, it's an investment in your ability to make a greater impact. It equips you with practical tools, expands your network, and strengthens your credibility in the field. *Stacy Crossley, CTED, Canton EDC*

Earning the CTED designation is one of the best highlights of my 25-year career. The expertise of the trainers and the curriculum tailored to Texas is so valuable. *Diane Lemmons, CTED, The Colony EDC*

Each module not only expanded my technical expertise but also strengthened my strategic thinking and collaborative leadership abilities. The cumulative effect of the CTED Program has empowered me to lead with confidence, think holistically, and engage stakeholders more effectively. It has reinforced my commitment to driving sustainable economic growth and has elevated my role as a trusted, informed professional dedicated to the prosperity of the regions I serve. *Rachel Steele, CTED, City of Magnolia*



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## AGENDA ITEM COMMENTARY

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<b>MEETING NAME:</b>	Economic Development Corporation
<b>MEETING DATE:</b>	6/3/2025
<b>ITEM TITLE:</b>	Consider and take appropriate action on 2025-2026 Budget
<b>STAFF INITIATOR:</b>	Danielle Sweat-EDC Director

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### BACKGROUND:

The Budget Committee, Joel Robinett, Nicole Butler, and Farley Reeves, met with EDC Director Danielle Sweat to review and discuss the proposed budget for the 2025–2026 fiscal year. In an effort to remain fiscally conservative, the committee is recommending that the board maintain the overall budget at \$650,000, consistent with the current fiscal year.

Several refinements have been made to improve clarity and alignment with ongoing initiatives. A few new sub-line items have been added under “Business Support” to separately identify allocations for the Business Improvement Grant and the Marketing Grant. This will allow for more transparent tracking of these programs while still categorizing them within the broader business support framework.

The “Travel and Training” line item has also been increased to account for anticipated expenses related to the Texas Economic Development Certification program, as discussed previously. In addition, a new line item for sponsorships has been included in the proposed budget. Although this initiative was approved mid-year in the current fiscal cycle, it is now being formally incorporated as a standard budget component.

Lastly, the “Contract Services” category reflects a planned increase to accommodate the cost of developing a new strategic plan for the EDC.

### EXHIBITS:

Detailed Budget

### COUNCIL ACTION/STAFF RECOMMENDATION:



Description	Account ID	Amounts - FY24 Actual	Amounts - FY25 Actual	Amounts - FY25 Budget	Amounts - BaselineFY26 Dept Requested		
Office Supplies & Expense	07-752-42010-000	394.92	22.82	260	250		
Meeting Expense	07-752-42192-000	1915.26	1202.81	2500	3000		
Special Events and Awards	07-752-42195-000	23.79	10861.9	20000	18000		
Legal services	07-752-43101-000	3826	260	6800	6500		
Other Professional Services	07-752-43110-000	63587.5	5000	0	0		
Lobbying	07-752-43135-000	0	0	0	0		
Legal Publications	07-752-43140-000	1572	316	1600	1600		
Marketing	07-752-43150-000	82371.68	16238	65000	65000		
Marketing - Social Media	07-752-43150-001	0	3645.01	0	0		
Customer Appreciation	07-752-43151-000	194.59	20.52	5000	5000		
Postage/Freight	07-752-43320-000	0	0	50	50		
Travel/Training/Conferences	07-752-43401-000	14757.6	12249.81	18500	25000		
Memberships	07-752-43501-000	3102.51	3600	6000	6500		
Fees and Charges	07-752-43505-000	0	777.68	0	1200		
Contract Services	07-752-43900-000	69847.52	12875	95000	152000		
Business Support	07-752-44001-000	74114.39	0	340000	186900		
Business Improvement Grant	07-752-44001-001	0	12325.28	0	50000		
Business Marketing Grant	07-752-44001-002	0	0	0	20000		
Sponsorships	07-752-44002-000	0	2000	0	20000		
Capital	07-752-46001-000	0	0	0	0		
Site Improvements	07-752-46110-000	0	0	0	0		
Other Improvements	07-752-46150-000	0	0	0	0		
Land & Building Acquisition	07-752-46180-000	69665.1	451636.72	0	0		
Furniture/Fixtures	07-752-46240-000	0	0	0	0		
Capital Reserves	07-752-46400-000	0	0	2705	0		
		385372.86	533031.55	563415	561000		



## AGENDA ITEM COMMENTARY

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<b>MEETING NAME:</b>	Economic Development Corporation
<b>MEETING DATE:</b>	5/3/2025
<b>ITEM TITLE:</b>	Consider and take appropriate action on revised business improvement grant application.
<b>STAFF INITIATOR:</b>	Danielle Sweat-EDC Director

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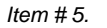
**BACKGROUND:**

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

**EXHIBITS:**

Business improvement grant application

**COUNCIL ACTION/STAFF RECOMMENDATION:**



## 19

# Business Improvement Grant (BIG) Program Information

Item # 5.

## Background

The Wolfforth EDC is implementing a Business Improvement Grant (BIG) Program to provide assistance to local businesses in improving their properties. The purpose of this program is to promote the expansion and development of new and existing business enterprises within the city of Wolfforth, Texas, and to enhance the appearance and visual character of the community.

This is a matching grant program, meaning the EDC will contribute 50% of eligible project costs, up to a maximum of \$10,000 per applicant. To receive EDC funding, the applicant must first complete the project and submit proof of full payment for the qualifying expenses. To be eligible, applicants must plan to spend a minimum of \$1,000 on qualifying improvements.

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

## Eligibility & Consideration

- In order to qualify for funding under this program, the applicant must meet all of the following criteria:
- The business must be located in the corporate city limits of Wolfforth, and must be in compliance with all applicable zoning, land use, and other ordinances.
- Proof of applicant's ownership of the facility, or proof that the owner of such facility has approved the application for grant funds, shall be required.
- The applicant shall be responsible for obtaining and complying with all applicable permits related to the improvement project, and failure to do so will render the applicant ineligible to receive grant funding.
- Applicant should receive written approval of grant funding prior to starting the improvements mentioned in application. Previously completed projects are not eligible for consideration.
- All grants are structured as matching funds, and no payment will be issued until the project is completed in accordance with approved specifications. To receive funding, the applicant must submit an itemized invoice along with documentation confirming full payment of their portion to the contractor or vendor.
- Non-permanent items such as furniture, fixtures, or décor are not eligible for matching grant funding.
- The improvements, as presented in this application, must be completed within a twelve-month period. Failure to complete improvements and open the business establishment within the required time period is considered a default and will result in the loss of granted funds.
- The landowner must have paid all property taxes due.
- There is a limit of one grant award per twelve-month period per applicant.
- The EDC is the sole and final authority in determining project eligibility for funding.



## Program Details

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

The Business Improvement Grant is a dollar-for-dollar matching grant program. This means the Wolfforth EDC will contribute an amount equal to what the applicant spends, up to a maximum of \$10,000. Grant funding is only provided after the applicant has completed the project and submitted proof of full payment.

For example:

- If a business spends \$5,000 on eligible improvements, the EDC will contribute \$5,000.
- If a business spends \$15,000, the EDC's contribution will be capped at \$10,000.

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

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

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

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

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

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

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

Danielle Sweat

Wolfforth Economic Development Corporation

■ (806) 855-4128

■ [dsweat@wolfforthtx.us](mailto:dsweat@wolfforthtx.us)

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

Wolfforth Economic Development Corporation

302 Main Street, Wolfforth, Texas



## AGENDA ITEM COMMENTARY

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<b>MEETING NAME:</b>	Economic Development Corporation
<b>MEETING DATE:</b>	6/3/2025
<b>ITEM TITLE:</b>	Consider and take appropriate action on marketing grant application.
<b>STAFF INITIATOR:</b>	Danielle Sweat-EDC Director

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**BACKGROUND:**

At the April meeting, the board agreed to explore the possibility of introducing a marketing grant for the 2026–2027 fiscal year. As part of the discussion, we reviewed several sample applications from other communities. The board then directed the EDC Director to draft a version tailored specifically for the Wolfforth EDC. That draft application required another round of edits to bring back to the board in June.

**EXHIBITS:**

Marketing grant application

**COUNCIL ACTION/STAFF RECOMMENDATION:**



## Wolfforth Economic Development Corporation

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

Item # 6.

### WOLFFORTH BUSINESS MARKETING GRANT

#### A. **Purpose**

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

#### B. **Target Areas**

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

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

- For profit businesses
- Brick-and-mortar

##### **Ineligible Businesses:**

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

#### C. **Objective**

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

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

#### D. **Grant Amounts**

Each approved business is eligible for a matching grant of up to \$2,000. To receive the EDC's portion of the match, the business must first spend at least \$2,000 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 \$2,000. If the total cost exceeds \$2,000, 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 3 years.

#### F. **Grant Eligibility & Requirements**

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

**G. How to Apply**

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

**H. Important Notes**

- The Grant funds are available until the funds are depleted and renewed every fiscal year pending approval by the EDC Board of Directors.
- Submitting an application does not guarantee approval. Processing typically takes 1–2 months once all required documentation is received.
- These funds are intended for new marketing efforts, initiatives, or campaigns and cannot be used for those already in progress.
- Any previous marketing debt or expenses incurred before the grant award date will not be considered.
- Businesses can enhance their chosen marketing effort by contributing additional funds, however, EDC office will only cover a maximum of \$2,000 in matching funds.
- It is highly encouraged to reference the City of Wolfforth to be added to the marketing effort (e.g., "Made in Wolfforth," "Proudly Made in Wolfforth", "Wolfforth, TX", "Grown in Wolfforth", etc.). 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
- Quote/contract/plan that outlines the proposed marketing effort, initiative or campaign
- A detailed performance report, including data analytics from your business website, social media,
- Copy of "Google My Business" page

**After Grant Approval:**

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

**Section 1:**

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

Have you received any grants or business incentives from the EDC?    ☐ No    ☐ Yes, date \_\_\_\_\_



How did you hear about the Grant?

☐ Social Media

☐ Website

☐ Word of Mouth

☐ Business Neighbor

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

Are you a Lubbock chamber member? ☐ Yes ☐ No

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

If affiliated, please specify with whom: \_\_\_\_\_

## Section 2:

Do you have a website?

☐ Yes: www. \_\_\_\_\_

☐ No

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

Do you have social media?

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

☐ No

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

## Insights:

☐ Facebook

Handle: \_\_\_\_\_

# Likes: \_\_\_\_\_

# Followers: \_\_\_\_\_

☐ Instagram

Handle: \_\_\_\_\_

# Likes: \_\_\_\_\_

# Followers: \_\_\_\_\_

☐ TikTok

Handle: \_\_\_\_\_

# Likes: \_\_\_\_\_

# Followers: \_\_\_\_\_

## Section 3:

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

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Proposed Start Date: \_\_\_\_\_

Proposed Completion Date: \_\_\_\_\_

Chosen Agency: \_\_\_\_\_

Business Contribution: \_\_\_\_\_

Additional Comments \_\_\_\_\_

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Signed by Property Owner: \_\_\_\_\_

Item # 6.

Signed by Tenant: \_\_\_\_\_

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Date:

