



ECONOMIC DEVELOPMENT CORPORATION MEETING

September 02, 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 August 5, 2025, minutes.
2. Consider and take appropriate action on July 2025 financials.

ITEMS FOR INDIVIDUAL CONSIDERATION

3. Conduct a public hearing on a project setting aside EDC funds for business improvement grants.
4. Conduct a public hearing on a project setting aside EDC funds for marketing grants.

5. Consider and take appropriate action alternate board member position.

6. Consider and take appropriate action on Director update.

EXECUTIVE SESSION

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

a.551.072 Deliberations about Real Property: to deliberate the purchase, exchange, lease or value of real property.

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

RECONVENE INTO OPEN SESSION

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

ADJOURN

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

Certification

I, the undersigned authority do hereby certify that the Notice of Meeting was posted at City Hall of the City of Wolfforth, Texas was posted on August 26, at 5:00 p.m.

Danielle Sweat, Economic Development Director



ECONOMIC DEVELOPMENT CORPORATION MEETING

August 05, 2025 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

MINUTES

CALL MEETING TO ORDER

Meeting called to order: 11:39am

ROLL CALL AND ESTABLISH A QUORUM

Present: Tyler Zalmanzig, Nicole Butler, Joel Robinett, Farley Reeves, Paula Sexton

Leading EDG: Taylor McAlpine

Director: Danielle Sweat

Absent: Glen Frick, Russell Thomasson, Steve Deaton, Randy Criswell

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.

Motion was made by Farley Reeves and seconded by Nicole Butler to approve the consent agenda.

Motion passed unanimously.

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

ITEMS FOR INDIVIDUAL CONSIDERATION

5. A motion was made by Paula Sexton and seconded by Farley Reeves to approve the amendments to the 25/26 budget. This motion passed unanimously.
6. Consider and take appropriate action on the timeline for the new strategic plan.

No action taken. Director is to reach out to Marketing Alliance to request a September start date.
7. A motion was made by Nicole Butler and seconded by Paula Sexton to approve the Marketing Grant application update. This motion passed unanimously.
8. Consider and take appropriate action on CivicServe software.

No action taken. Director will switch platforms.
9. Consider and take appropriate action on EDC director update.
10. Consider and take appropriate action on request of future agenda items.

Board entered into executive session at 12:20pm

Board reconvened into open session at 1:09pm. Joel Robinett recused himself. A motion was made by Farley Reeves and seconded by Paula Sexton to accept the proposal for the traffic impact analysis with Kimley Horn and fund the cost. Motion passed unanimously. Joel Robinett was not in the room and did not vote.

A motion was made by Farley Reeves and seconded by Nicole Butler to reimburse United Supermarket Building permitting fees up to 50%, not to exceed \$25,000. This motion passed unanimously. Joel Robinett recused himself. He was not in the room and did not vote.

ADJOURN

Adjourned at 1:10pm

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

Certification

I, the undersigned authority do hereby certify that the Notice of Meeting was posted at City Hall of the City of Wolfforth, Texas was posted on August 1, 2025 at 5:00 p.m.

Danielle Sweat, Economic Development Director

Joel Robinett, Board President



City of Wolfforth

Item # 2.

EDC Budget Report

Account Summary

For Fiscal: 2024-2025 Period Ending: 07/31/2025

		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	59,790.14	470,425.10	-129,574.90	78.40 %
07-000-36110-000	Interest income	50,000.00	50,000.00	6,683.76	63,775.82	13,775.82	127.55 %
07-000-36910-000	Other income	0.00	0.00	0.00	7.52	7.52	0.00 %
Revenue Total:		650,000.00	650,000.00	66,473.90	534,208.44	-115,791.56	82.19 %
Expense							
ExpenseCategory: 42 - Supplies							
07-752-42010-000	Office Supplies & Expense	260.00	260.00	0.00	104.34	155.66	40.13 %
07-752-42192-000	Meeting Expense	2,500.00	2,500.00	164.43	1,832.06	667.94	73.28 %
07-752-42195-000	Special Events and Awards	20,000.00	20,000.00	0.00	13,882.49	6,117.51	69.41 %
ExpenseCategory: 42 - Supplies Total:		22,760.00	22,760.00	164.43	15,818.89	6,941.11	69.50 %
ExpenseCategory: 43 - Services							
07-752-43101-000	Legal services	6,800.00	6,800.00	0.00	702.00	6,098.00	10.32 %
07-752-43110-000	Other Professional Services	0.00	0.00	0.00	53,600.00	-53,600.00	0.00 %
07-752-43140-000	Legal Publications	1,600.00	1,600.00	0.00	470.00	1,130.00	29.38 %
07-752-43150-000	Marketing	65,000.00	65,000.00	2,210.00	48,831.29	16,168.71	75.13 %
07-752-43150-001	Marketing - Social Media	0.00	0.00	512.26	5,363.33	-5,363.33	0.00 %
07-752-43151-000	Customer Appreciation	5,000.00	5,000.00	35.97	371.99	4,628.01	7.44 %
07-752-43195-000	Electricity/Gas/Phone	0.00	0.00	20.56	160.17	-160.17	0.00 %
07-752-43220-000	Repairs and Maintenance	0.00	0.00	40.00	40.00	-40.00	0.00 %
07-752-43320-000	Postage/Freight	50.00	50.00	0.00	0.00	50.00	0.00 %
07-752-43401-000	Travel/Training/Conferences	18,500.00	18,500.00	354.00	15,249.66	3,250.34	82.43 %
07-752-43501-000	Memberships	6,000.00	6,000.00	0.00	3,600.00	2,400.00	60.00 %
07-752-43505-000	Fees and Charges	0.00	0.00	0.00	798.96	-798.96	0.00 %
07-752-43900-000	Contract Services	95,000.00	95,000.00	0.00	39,764.20	55,235.80	41.86 %
07-752-43905-000	Payroll Reimbursement	86,585.00	86,585.00	6,983.95	70,530.21	16,054.79	81.46 %
ExpenseCategory: 43 - Services Total:		284,535.00	284,535.00	10,156.74	239,481.81	45,053.19	84.17 %
ExpenseCategory: 44 - Operating Expense							
07-752-44001-000	Business Support	340,000.00	340,000.00	0.00	0.00	340,000.00	0.00 %
07-752-44001-001	Business Improvement Grant	0.00	0.00	10,000.00	38,316.92	-38,316.92	0.00 %
07-752-44001-003	Business Recruitment	0.00	0.00	98.09	98.09	-98.09	0.00 %
07-752-44002-000	Sponsorships	0.00	0.00	0.00	6,000.00	-6,000.00	0.00 %
ExpenseCategory: 44 - Operating Expense Total:		340,000.00	340,000.00	10,098.09	44,415.01	295,584.99	13.06 %
ExpenseCategory: 46 - Capital							
07-752-46180-000	Land & Building Acquisition	0.00	0.00	0.00	451,667.88	-451,667.88	0.00 %
07-752-46400-000	Capital Reserves	2,705.00	2,705.00	0.00	0.00	2,705.00	0.00 %
ExpenseCategory: 46 - Capital Total:		2,705.00	2,705.00	0.00	451,667.88	-448,962.88	16,697.52 %
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	20,419.26	780,643.47	-130,643.47	120.10 %
Fund: 07 - Economic Development Corporation Surplus (Deficit):		0.00	0.00	46,054.64	-246,435.03	-246,435.03	0.00 %
Report Surplus (Deficit):		0.00	0.00	46,054.64	-246,435.03	-246,435.03	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	66,473.90	534,208.44	-115,791.56	82.19%
Revenue Total:	650,000.00	650,000.00	66,473.90	534,208.44	-115,791.56	82.19%
Expense						
42 - Supplies	22,760.00	22,760.00	164.43	15,818.89	6,941.11	69.50%
43 - Services	284,535.00	284,535.00	10,156.74	239,481.81	45,053.19	84.17%
44 - Operating Expense	340,000.00	340,000.00	10,098.09	44,415.01	295,584.99	13.06%
46 - Capital	2,705.00	2,705.00	0.00	451,667.88	-448,962.88	16,697.52%
49 - Other Financing Uses	0.00	0.00	0.00	29,259.88	-29,259.88	0.00%
Expense Total:	650,000.00	650,000.00	20,419.26	780,643.47	-130,643.47	120.10%
Fund: 07 - Economic Development Corporation Surplus (Deficit):	0.00	0.00	46,054.64	-246,435.03	-246,435.03	0.00%
Report Surplus (Deficit):	0.00	0.00	46,054.64	-246,435.03	-246,435.03	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	46,054.64	-246,435.03	-246,435.03
Report Surplus (Deficit):	0.00	0.00	46,054.64	-246,435.03	-246,435.03



City of Wolfforth

EDC Income Statement

Account Summary

Item # 2.

For Fiscal: 2024-2025 Period Ending: 07/31/2025

		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	59,790.14	470,425.10	129,574.90
07-000-36110-000	Interest income	50,000.00	50,000.00	6,683.76	63,775.82	-13,775.82
07-000-36910-000	Other income	0.00	0.00	0.00	7.52	-7.52
Revenue Total:		650,000.00	650,000.00	66,473.90	534,208.44	115,791.56
Expense						
ExpenseCategory: 42 - Supplies						
07-752-42010-000	Office Supplies & Expense	260.00	260.00	0.00	104.34	155.66
07-752-42192-000	Meeting Expense	2,500.00	2,500.00	164.43	1,832.06	667.94
07-752-42195-000	Special Events and Awards	20,000.00	20,000.00	0.00	13,882.49	6,117.51
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ExpenseCategory: 43 - Services						
07-752-43101-000	Legal services	6,800.00	6,800.00	0.00	702.00	6,098.00
07-752-43110-000	Other Professional Services	0.00	0.00	0.00	53,600.00	-53,600.00
07-752-43140-000	Legal Publications	1,600.00	1,600.00	0.00	470.00	1,130.00
07-752-43150-000	Marketing	65,000.00	65,000.00	2,210.00	48,831.29	16,168.71
07-752-43150-001	Marketing - Social Media	0.00	0.00	512.26	5,363.33	-5,363.33
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07-752-43195-000	Electricity/Gas/Phone	0.00	0.00	20.56	160.17	-160.17
07-752-43220-000	Repairs and Maintenance	0.00	0.00	40.00	40.00	-40.00
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	354.00	15,249.66	3,250.34
07-752-43501-000	Memberships	6,000.00	6,000.00	0.00	3,600.00	2,400.00
07-752-43505-000	Fees and Charges	0.00	0.00	0.00	798.96	-798.96
07-752-43900-000	Contract Services	95,000.00	95,000.00	0.00	39,764.20	55,235.80
07-752-43905-000	Payroll Reimbursement	86,585.00	86,585.00	6,983.95	70,530.21	16,054.79
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ExpenseCategory: 44 - Operating Expense						
07-752-44001-000	Business Support	340,000.00	340,000.00	0.00	0.00	340,000.00
07-752-44001-001	Business Improvement Grant	0.00	0.00	10,000.00	38,316.92	-38,316.92
07-752-44001-003	Business Recruitment	0.00	0.00	98.09	98.09	-98.09
07-752-44002-000	Sponsorships	0.00	0.00	0.00	6,000.00	-6,000.00
ExpenseCategory: 44 - Operating Expense Total:		340,000.00	340,000.00	10,098.09	44,415.01	295,584.99
ExpenseCategory: 46 - Capital						
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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	451,667.88	-448,962.88
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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	20,419.26	780,643.47	-130,643.47
Fund: 07 - Economic Development Corporation Surplus (Deficit):		0.00	0.00	46,054.64	-246,435.03	
Total Surplus (Deficit):		0.00	0.00	46,054.64	-246,435.03	

Group Summary

ExpenseCategory	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 07 - Economic Development Corporation					
Revenue					
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Revenue Total:	650,000.00	650,000.00	66,473.90	534,208.44	115,791.56
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44 - Operating Expense	340,000.00	340,000.00	10,098.09	44,415.01	295,584.99
46 - Capital	2,705.00	2,705.00	0.00	451,667.88	-448,962.88
49 - Other Financing Uses	0.00	0.00	0.00	29,259.88	-29,259.88
Expense Total:	650,000.00	650,000.00	20,419.26	780,643.47	-130,643.47
Fund: 07 - Economic Development Corporation Surplus (Deficit):	0.00	0.00	46,054.64	-246,435.03	246,435.03
Total Surplus (Deficit):	0.00	0.00	46,054.64	-246,435.03	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
07 - Economic Development	0.00	0.00	46,054.64	-246,435.03	246,435.03
Total Surplus (Deficit):	0.00	0.00	46,054.64	-246,435.03	

EDC Balance Sheet

Account Summary

As Of 07/31/2025



City of Wolfforth

Account	Name	Balance
Fund: 07 - Economic Development Corporation		
Assets		
07-000-01100-000	Cash in Bank	98,298.88
07-000-01101-000	Claim On Cash	-746.33
07-000-01104-000	Cash in TexPool Prime EDC	1,693,803.63
07-000-01375-000	Notes Receivable-currently due	746.33
07-000-01375-001	Notes Receivable	26,121.55
07-000-01376-000	N/R-Potential Forgiveness	26,867.79
07-000-01550-000	Prepaid insurance	1,058.80
	Total Assets:	1,846,150.65
		1,846,150.65
Liability		
	Total Liability:	0.00
Equity		
07-000-02410-000	Fund Balance	1,992,585.68
07-000-02420-000	Restricted Fund Balance	100,000.00
	Total Beginning Equity:	2,092,585.68
Total Revenue		534,208.44
Total Expense		780,643.47
Revenues Over/Under Expenses		-246,435.03
	Total Equity and Current Surplus (Deficit):	1,846,150.65
	Total Liabilities, Equity and Current Surplus (Deficit):	1,846,150.65



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	September 2, 2025
ITEM TITLE:	Conduct a public hearing on a project setting aside EDC funds for business improvement grants.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

The Wolfforth EDC has voted to renew our commitment to the Business Improvement Grant program for the upcoming fiscal year. We are requesting to set aside \$50,000 for the program, with a maximum award of \$10,000 per business.

These matching façade grants have made a visible impact in our community. This fiscal year alone, they've helped fund a new sign for Evie Mae's, a patio expansion at Goodline Public House, updated signage for Boujee Boutique and Buffalo Grace, and new stucco at 709 Main Street.

We're proud of the momentum this program has created and are hopeful that we can continue to enhance the appearance of our commercial corridors and support our local businesses in meaningful ways in the year ahead.

EXHIBITS:

Public Hearing Notice

COUNCIL ACTION/STAFF RECOMMENDATION:

Hold a public hearing.

NOTICE OF PUBLIC HEARING

WOLFFORTH ECONOMIC DEVELOPMENT CORPORATION The WEDC, a Texas non-profit 4B economic development corporation, will receive comments between July 30, 2025 and September 27, 2025 on a proposed economic development project not to exceed \$50,000 to fund a Business Improvement Grant Program. The WEDC will hold a public hearing on September 2, 2025 at 11:30AM, and the City Council will hold a public hearing on August 18, 2025 6PM, both in the Council Chambers of Wolfforth City Hall, located at 302 Main Street, Wolfforth, Texas 79382. Direct all comments or concerns to Wolfforth EDC PO Box 36, 302 Main Street, Wolfforth Texas 79382 or contact Danielle Sweat, EDC Executive Director, at 806-855-4128. Publication Dates LACO0154215



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	September 2, 2025
ITEM TITLE:	Conduct a public hearing on a project setting aside EDC funds for marketing grants.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

The Wolfforth EDC Board has previously voted to set aside \$20,000 for the Marketing Grant program. We believe this initiative will provide valuable support to our small businesses by increasing visibility and driving customer engagement. With the number of recent façade improvements funded through our Business Improvement Grant program, now is the perfect time to showcase these enhancements and encourage more residents and visitors to shop local.

City Council will be required to hold a public hearing and take formal action on this program at the September 15th council meeting.

EXHIBITS:

Public Hearing Notice

COUNCIL ACTION/STAFF RECOMMENDATION:

Hold a public hearing.

NOTICE OF PUBLIC HEARING

WOLFFORTH ECONOMIC DEVELOPMENT CORPORATION The WEDC, a Texas non-profit 4B economic development corporation, will receive comments between August 18, 2025, and October 16, 2025, on a proposed economic development project not to exceed \$20,000 to fund a Marketing Grant Program. The WEDC will hold a public hearing on September 2, 2025, at 11:30AM, and the City Council will hold a public hearing on September 15, 2025, 6PM, both in the Council Chambers of Wolfforth City Hall, located at 302 Main Street, Wolfforth, Texas 79382. Direct all comments or concerns to Wolfforth EDC PO Box 36, 302 Main Street, Wolfforth Texas 79382 or contact Danielle Sweat, EDC Executive Director, at 806-855-4128. Publication Dates LACO0154215



Wolfforth Economic Development Corporation

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

WOLFFORTH BUSINESS MARKETING GRANT

A. Purpose

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

B. Target Areas

This Grant is open to all retail and commercial businesses within Wolfforth's City Limits.

Eligible Businesses Must:

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

Ineligible Businesses:

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

C. Objective

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

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

D. Grant Amounts

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

E. Grant Limitation

The Grant monies must be utilized within ninety (90) days of approval. If the business fails to utilize the Grant monies within the given time frame, the business forfeits the Grant, and the marketing project will not be funded by the EDC office. The business can reapply for the Grant every 2 years.

F. Grant Eligibility & Requirements

- Funds cannot be used for payroll, rent, utilities, construction, sponsorships, equipment purchases unrelated to marketing, previous marketing debt or expenses incurred before the grant award date.
- Funds cannot be used for residential properties or vacant commercial buildings
- Funds must be used for marketing-related expenses such as:
 - Branding (ie: logo design, website design)
 - 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 it with proof of sales tax remittance to the EDC office, in person or via email.
3. Your application may be reviewed by the Board of Directors. To ensure consideration, please submit your application at least three weeks prior to the scheduled EDC Board of Directors meeting, held on the first Tuesday of each month. Applications submitted after the deadline will be reviewed at the following month’s meeting.
4. Contact the marketing entities/agencies of your choice, to discuss the best marketing plan for your business.
5. Submit the marketing quote/contract/plan, from the marketing entity, that outlines the proposed marketing effort, initiative, or campaign and must include the marketing firm’s contact information.

H. Important Notes

- The Grant funds are available until the funds are depleted and renewed every fiscal year pending approval by the EDC Board of Directors.
- Submitting an application does not guarantee approval. Processing typically takes 1–2 months once all required documentation is received.
- These funds are intended for new marketing efforts, initiatives, or campaigns and cannot be used for those already in progress.
- Any previous marketing debt or expenses incurred before the grant award date will not be considered.
- Businesses can enhance their chosen marketing effort by contributing additional funds; however, the EDC will only cover a maximum of \$1,000 in matching funds.
- The business must reference the City of Wolfforth in the marketing effort (e.g., “Made in Wolfforth,” “Proudly Made in Wolfforth”, “Wolfforth, TX”, “Grown in Wolfforth”, etc.). The WEDC logo will be provided for use.

I. Required Documents

With Application Submission:

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

After Grant Approval:

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

Section 1:

Name of Applicant:	_____	
Applicant Type: (check one)	I am the Property Owner	Leasing the Property How many years is the lease term _____
		Property Owner's Name _____
Business Name:	_____	
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 _____

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. _____

Proposed Start Date: _____

Proposed Completion Date: _____

Chosen Agency: _____

Business Contribution: _____

Additional Comments _____

Signed by Property Owner: _____

Signed by Tenant: _____

Date: _____



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	September 2, 2025
ITEM TITLE:	Consider and take appropriate action alternate board member position.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

The Wolfforth EDC bylaws allow for up to two alternate board positions. At this time, one of those positions is held by Tyler Zalmanzig. I am recommending Ryan Smith to be considered for the second alternate position. Mr. Smith owns multiple tracts of land within the City's ETJ, including property that will be impacted by the future alignment of Loop 88. He has expressed a strong interest in Wolfforth's continued growth and is eager to serve the community through participation on the EDC board.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION:

Appoint Ryan Smith as alternate for the EDC board.