



Wolfforth Economic Development Corporation Monthly Report

December 16 ,2024 – January 10, 2025

- Worked with Purpose Marketing on January content
- Posted Plumbing job opening for FISD
- Reviewed proposal from sports facilities
- Meeting with Taylor McAlpine
- Wrote article for EST Groundbreaking and uploaded to all social media outlets
- Communicated with Ira Flores about CTE signing day and picked up banners for signing day.
- Ran Placer comparison data for Evie Mae's and Goodline
- Interview with Business View Magazine
- Submission for TML festival feature for 4th on the 5th
- Conversation with Julie at Direct Auto Exchange about marketing and involvement with city events.
- Premeeting conversation with Joel and Randy
- Completed TEDC Economic Excellence Application
- Outreach for community event volunteers
- Wrote thank you note to PoolCorp Headquarters
- Worked on 4th on the 5th
- Happy New Year and Small Business Resources email to local businesses.
- Call with Lubbock Chamber about events and sponsorships
- Conversation with potential business owner moving into affordable storage units
- Conversation with Michael Postar
- Phone call with David Pettit Economic Group
- Research on ICSC attendee list
- Hi-Fidelity BRE and marketing reel
- Follow-up with Business View Magazine
- Conversation with Natalie Moore on TIRZ boundary amendment

On-Going Monthly Activity:

- Continue to create social media content, monitor all social media platforms, like and comment on business posts
- Monitor website activity and create content articles as needed
- Work on EDOIQ
- Pop into businesses to say hi and check in, in between business retention and expansion visits.
- Communicate with LeadingEDG on business activities