



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	6-11-2024
ITEM TITLE:	Consider and take appropriate action on contract renewal with Leading EDG/Taylor McAlpine.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

Leading EDG is a network of resources with the goal of developing entrepreneurs and strengthening small businesses. They utilize a network of strategic alliances with a team that includes experts in financial management, sales training, business coaching, intellectual property, social media, and more.

Taylor McAlpine is a business facilitator and a small business owner. Taylor has a background in retail, customer service, management, and marketing. He is currently the owner of Local LBK, a media brand on a mission to help people and organizations experience Lubbock, save money, and support the community. Taylor graduated with a dual bachelor's degree in marketing and management with a concentration in entrepreneurship from Texas Tech's Rawls College of Business. Taylor specializes in business development, brand alignment, and marketing strategy.

With these skills Taylor works one on one with potential and existing entrepreneurs to start or expand their business. Many times, he acts as a liaison between them and the board. He will work with them on what they need to apply for help from the EDC. Taylor is here every other Tuesday to meet with our Wolfforth clients. He is great about communicating with the director on a regular basis.

EXHIBITS:

Facilitation agreement and invoice

COUNCIL ACTION/STAFF RECOMMENDATION: