



## AGENDA ITEM COMMENTARY

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<b>MEETING NAME:</b>	Economic Development Corporation
<b>MEETING DATE:</b>	6-11-2024
<b>ITEM TITLE:</b>	Consider and take appropriate action on Our Town Wolfforth with Fox 34.
<b>STAFF INITIATOR:</b>	Danielle Sweat-EDC Director

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### BACKGROUND

Our Town is a weeklong on-air and digital marketing campaign. The production of a 30 second commercial is included as well as 5 spotlight stories. We typically do this the week of Harvest Festival, which brings people in, so hotel occupancy tax funds can be used to split the cost.

### EXHIBITS:

Our Town Spotlight Presentation

### COUNCIL ACTION/STAFF RECOMMENDATION: