



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	5/12/2025
ITEM TITLE:	Consider and take appropriate action on Lubbock Chamber luncheon update.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

At the December 2024 meeting, the board approved a motion to allocate \$20,000 toward sponsorships that either foster strategic relationships or provide educational value for the board. The first sponsorship selected was the Lubbock Chamber of Commerce Prayer Luncheon, which drew approximately 330 attendees, including state and local officials, school superintendents, and community leaders. Charlotte McDonald, the EDC Director, and the Wolfforth EDC were all recognized during the event. Our logo was prominently featured in a scrolling presentation viewed by the full audience, ensuring our presence was both visible and impactful. This sponsorship was a meaningful investment in regional visibility and relationship-building.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION: