



Wolfforth Economic Development Corporation Monthly Report

July

- Executed a successful 4th on the 5th celebration planned by EDC director and Kimberlea Groves.
- Used PlacerAI data to compile report for fire and PD for post 4th on the 5th meeting. Data shows about 10-11 thousand people in the Patterson Park vicinity.
- Meeting with Power Up Texas, and non-profit that is educating and advocating for innovative, sustainable, and reliable electricity generation in Texas.
- Meeting with real estate consultants by phone and in person
- Create social media advertising for local businesses using the canva platform.
- Volunteer work with Frenship Foundation serving administrators lunch on their first day back.
- EDC director and board member Nicole Butler met with Purpose Marketing to establish six-month marketing campaign for both Industry attraction and quality of life.
- EDC director met with regional economic development group, the High Ground, in Plainview, Texas to discuss the needs of the region. EDC director was asked to serve as a board of directors starting in October.
- EDC director met with Retail Strategies in person for a boots on the ground analysis of Wolfforth.
- Attended and spoke at Hero Home ribbon cutting
- Visited and discussed expansion of a business. (LLB)
- Attended webinars for social media and PlacerAI
- Designed plaque for entryway signage
- Began the planning process for Harvest Festival with Kimberlea Groves and Tara Tomlinson.
- Attended Southern Economic Development Council Conference, bringing back valuable information, such as the impact of sports development in communities.

August (Up to August 14th)

- Meeting with Lubbock Economic Development Alliance on project for Cityside Business Park.
- EDC director initiated and attended lunch for project A.
- EDC director and Board president attended a development meeting for project M.

- Meeting with Lubbock Economic Development Alliance on expansion of current Wolfforth business.
- Meeting with real estate consultants
- Attended final walkthrough on entryway signage.
- Contacted local businesses for new pictures and footage for social media and website.
- Attend Community in Schools fundraising evening event as a representative of Wolfforth
- Held tours and attended dinner with Insyteful and outside economist Joe Turnham.
- Board approved incentive application for Hollands Office Supply for the purchase of a laser engraver.
- Attended South Plains association of Governments regional meeting covering the Comprehensive Economic Development Strategy plan. Discussed SWOT analysis for the region.

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
- Pop into businesses to say hi and check in, in between business retention and expansion visits.
- Communicate with LeadingEDG on business activities