



AGENDA ITEM COMMENTARY

MEETING NAME: Wolfforth Economic Development Corporation
MEETING DATE: 2/4/2025
ITEM TITLE: Consider and take appropriate action on sponsorship opportunities with Lubbock Chamber of Commerce luncheons.
STAFF INITIATOR:

BACKGROUND:

In December 2024, the board approved WEDC sponsorship guidelines focused on fostering relationships and increasing visibility for the organization.

To align with these goals, I consulted with the Lubbock Chamber of Commerce to explore sponsorship opportunities. During our discussion, they suggested that sponsoring a luncheon might be a suitable option. Additionally, they mentioned new sponsorship opportunities for Leadership Lubbock happy hours.

Currently, Goodline is not a member of the Chamber. However, if they were to join, this could open the door to participating in these happy hour events, which would further enhance networking and engagement opportunities for the WEDC. That sponsorship would be \$500.

EXHIBITS:

Sponsorship Guide for luncheons

COUNCIL ACTION/STAFF RECOMMENDATION: