



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	September 1, 2026
ITEM TITLE:	Consider and take appropriate action on South Plains Career Expo sponsorship.
STAFF INITIATOR:	Danielle Sweat, EDC Director

BACKGROUND:

Workforce Solutions South Plains has invited us to sponsor the 26th Annual South Plains Career Expo, which will be held October 13, 2026, at the Lubbock Memorial Civic Center.

The South Plains Career Expo brings together more than 2,500 junior high and high school students from across the region to learn about career opportunities, educational pathways, and workforce opportunities available here in the South Plains. The event is designed to introduce students to high wage, high demand, and high skilled occupations, encourage students to continue their education or career training after high school, and connect employers with their future workforce.

This event aligns well with what we do in economic development. Workforce continues to be one of the biggest conversations we have when recruiting and retaining businesses. Companies want to know that we have the people and talent needed to support their operations, not only today, but in the future. Events like this give students exposure to industries and career paths they may not otherwise know exist while also helping our regional employers connect with their future workforce. Workforce Solutions anticipates approximately 300 volunteers from local businesses, colleges, universities, and community organizations participating in this year's event.

Sponsorship opportunities range from \$200 to \$5,000 or more. My recommendation would be for us to participate at the \$1,000 Career Starter Sponsor level. This level includes logo placement on promotional materials, event visibility, and recognition in the event program. I also know that the Lubbock Economic Development Alliance has supported this event as a sponsor in the past, so our participation would put us alongside other regional partners that recognize the importance of workforce development.

From a budget standpoint, we have some flexibility. If the Board decides not to sponsor or attend the Lubbock Chamber of Commerce Harvest Luncheon this year, we have funds remaining in the current fiscal year budget that could be used for this sponsorship. Workforce Solutions has also told me that they are willing to accept our payment after October 1 if we would prefer to use funds from the FY 2026 to 2027 budget instead.

This would not be an event that I would expect the Board to attend. I see our sponsorship primarily as an opportunity to support regional workforce development, continue strengthening our relationship with

Workforce Solutions, and make sure Wolfforth has a presence in conversations surrounding the future workforce of the South Plains.

EXHIBITS:

Sponsorship Packet

COUNCIL ACTION/STAFF RECOMMENDATION: