



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	September 1, 2026
ITEM TITLE:	Consider and take appropriate action on WEDC sponsorship of the Lubbock Chamber of Commerce Harvest Luncheon.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

The Lubbock Chamber of Commerce will host its annual Harvest Luncheon on Thursday, October 15, 2026, at the Scottish Rite Event Center. The luncheon celebrates the beginning of the harvest season and recognizes the importance of agriculture to our region. This year's keynote speaker will be Venessa Wood, who will discuss challenges and opportunities facing agriculture in West Texas and across the United States.

Last year, the WEDC participated as a Gold Sponsor at \$1,500. As discussed during the budget process, the Board has requested that we move away from automatically renewing annual sponsorships and instead consider sponsorship opportunities on a case-by-case basis, based on the value of the event, Board participation, and its relevance to the WEDC's mission and regional partnerships.

I would like to get a sense of the Board's availability for the October 15 luncheon and discuss whether we feel WEDC should participate again this year. If there is interest in attending, the Board can also discuss whether we would like to pursue a sponsorship and, if so, at what level.

Board Discussion:

Does the Board feel this is an event where WEDC should maintain a presence? How many Board members would be available to attend, and would the Board like to consider a sponsorship for the 2026 Harvest Luncheon?

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION: