



AGENDA ITEM COMMENTARY

| | |
|-------------------------|--|
| MEETING NAME: | Economic Development Corporation |
| MEETING DATE: | July 2, 2025 |
| ITEM TITLE: | Consider and take appropriate action on CivicServe software. |
| STAFF INITIATOR: | EDC Director-Danielle Sweat |

BACKGROUND:

As part of our ongoing effort to improve efficiency and strengthen our business engagement, I've been reviewing our current economic development software, EDOIQ, and comparing it with a new option presented by CivicServe. After evaluating their proposal and discussing their capabilities, I believe CivicServe may offer a better fit for Wolfforth's growing needs.

Current Software: EDOIQ

While EDOIQ has provided a central place to store contact information, it hasn't delivered on many of the broader expectations we had when we first adopted it. It functions primarily as a place to store contacts. Our department continues to take on more incentive-based projects and business retention efforts, it is becoming increasingly important to have a platform that can organize, automate, and report on our activities more effectively.

Proposed Solution: CivicServe

CivicServe is a secure, cloud-based platform built specifically for economic development professionals. Their system includes:

CRM and Project Management

Centralizes communication, tasks, and timelines across all projects and contacts

Business Retention and Expansion (BRE) Module

Includes business directories, monthly data updates, site visit tracking, and event registration

Incentives Module

Tracks incentive agreements, automates compliance reminders, and provides reporting tools to satisfy state, local, and federal requirements

GIS Integration

Allows us to view activities and outcomes by district, zip code, or custom boundaries

Public Portal

Enables businesses and developers to submit applications or event registrations online, saving time and improving access

Data Migration and Timeline

All data currently stored in EDOIQ can be transferred easily to CivicServe. There will be no loss of contact records, project information, or historical notes.

CivicServe has also offered to defer payment until the new fiscal year and has waived their \$3,000 implementation fee if we move forward before July 31. The annual subscription for their full platform, including the core system, BRE, and Incentives modules, is \$5,000.

Next Steps

Our EDOIQ contract is set to automatically renew in October unless we provide notice by the end of July. To avoid renewal and begin transitioning to CivicServe, the board will need to make a decision at the July 1 meeting. This is a critical opportunity to adopt a system that not only stores information but actively supports project tracking, communication, and compliance. These are tools we increasingly need as our economic development activity continues to grow.

EXHIBITS:

Marketing Grant Application

COUNCIL ACTION/STAFF RECOMMENDATION: