AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	July 2, 2025
ITEM TITLE:	Consider and take appropriate action on marketing grant application edits.
STAFF INITIATOR:	EDC Director-Danielle Sweat

BACKGROUND:

Following feedback from the EDC Board, a few updates were made to the Marketing Grant application to provide clearer guidance on business eligibility. Specifically, we clarified that eligible businesses must be brick-and-mortar operations located within the Wolfforth city limits and must remit sales tax to the City of Wolfforth. We also included a note that proof of sales tax remittance is required at the time of application and that eligibility is not automatic, even if a business does remit sales tax, each application will continue to be evaluated on a case-by-case basis.

One board member suggested using NAICS codes to further define eligible businesses. After discussing this approach with Randy, we determined that incorporating NAICS codes created unnecessary complexity and confusion for applicants. Given the grant's purpose and the range of small businesses we aim to support, we believe the updated language provides sufficient clarity without becoming overly restrictive.

We also revisited the matching requirement. The previous application required businesses to spend $2,000 up front to receive a $2,000 match. While this ensures a meaningful investment in marketing, we're concerned it may discourage participation from some of our smaller businesses that don't have the cash flow to make that initial commitment. Randy and I believe we may see greater participation—and more marketing momentum—if we adjust the entry point to $1000. That would allow businesses to receive a $1000 match with a $1000 investment and still give them the option to spend more if they choose.

This adjustment could help us broaden our reach and better serve the small business community.

EXHIBITS:

Marketing Grant Application

COUNCIL ACTION/STAFF RECOMMENDATION: