



AGENDA ITEM COMMENTARY

MEETING NAME: Economic Development Corporation

MEETING DATE: 1/11/2024

ITEM TITLE: Consider and take appropriate action on Placer.AI demonstration and updated contract

INITIATOR/STAFF INFORMATION SOURCE: Danielle Sweat

BACKGROUND:

In 2023 the EDC collaborated with developers in the area to start a marketing campaign to bring awareness to the area about Wolfforth's water purchase from Lubbock. The marketing campaign has evolved into general marketing for the city. The developers have decided not to continue contributing to the marketing, so the EDC board asked what pricing we could get if we continued to work with purpose marketing on our own.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION:

The director recommends continuing to use Purpose Marketing to help with social media/marketing.