



Wolfforth Economic Development Corporation Monthly Report

April 2025

- Initial Drone Survey
- Demographics and Trade area training with Placer AI
- Retail Insights with ICSC
- Resimplifi meeting
- CTE signing day check in meeting/liaison between CTE and Workforce for plumbing and construction interviews
- Conversation with Misty Cook regarding store hours and marketing
- Work with Marketing Alliance to get Resimplifi in place on the website
- Run data for new traffic pin at Dowden and US-62
- Work with Kim on library data reports. Added Kim as a user to Placer.AI
- Educational lunch with board member
- Property overview data for boujee boutique/site visit about concerns with building
- Development/building repair conversations with new landlord Tony Ali.
- Placer Data for Wolfforth Library
- Set up google analytics account
- Incident Command Systems ICS-100 Course/Test
- Placer Void Analysis training
- Attend I-27 expansion ceremony
- Prepare and submit RFI for project Metal Music
- Edit article for Business View Magazine
- Attend Texas Tech Small Business Development round table
- Attend Webinar on ICSC shopping center leasing
- Liaison meeting with FISD CTE and WTHBA
- Incident Command Systems ICS-200 Course/Test
- Attend Betenbough Grand Opening
- Sound for 4th on the 5th meeting
- Goodline Reel filming
- Present 4th on the 5th funding needs to County Commissioners Court
- Business Professionals Association/CTE judging

- On-Going Monthly Activity:

- Continue to create social media content, monitor all social media platforms, like and comment on business posts
- Monitor website activity and create content articles as needed
- Work on EDOIQ
- Pop into businesses to say hi and check in, in between business retention and expansion visits.
- Communicate with LeadingEDG on business activities
- Agenda building
- Monitor comptroller site for new sales tax permits