



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	4-1-2025
ITEM TITLE:	Consider and take appropriate action on marketing grants for fiscal year 24/25.
STAFF INITIATOR:	Danielle Sweat

BACKGROUND:

I came across a Facebook post from Weslaco, Texas, and a LinkedIn post from Midlothian, Texas, highlighting their marketing grants, which got me thinking about how we can continue supporting our local businesses. For the past two years, we've provided façade grants, and we've seen noticeable improvements across town. But now, is it time to shift our focus to helping businesses promote themselves as well?

Do we continue offering the façade grant while adding a marketing grant, or would it be more beneficial to pause the façade grant for a year and reallocate those funds toward marketing support?

I've attached my marked-up copy of Weslaco's application and Midlothian's application for us to review.

EXHIBITS:

Weslaco Marketing Grant Application

COUNCIL ACTION/STAFF RECOMMENDATION: