



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	August 4, 2026
ITEM TITLE:	Consider and take appropriate action on director update regarding Neon Cloud.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

As the Board is aware, the WEDC contracted with Neon Cloud Productions to produce a comprehensive economic development marketing video that will serve as one of our primary business recruitment tools. While many communities create promotional videos focused on tourism or quality of life, Neon Cloud specializes in economic development storytelling. Their work is designed specifically for site selectors, corporate executives, developers, and business decision-makers who are evaluating communities for expansion or relocation.

Neon Cloud has produced award-winning recruitment videos for communities across the country, including Celina, Texas, and numerous other high-growth cities. Their approach goes well beyond traditional videography. They combine cinematic footage, aerial drone photography, custom motion graphics, animated maps, data visualization, and 3D renderings to tell the story of a community in a way that is both visually compelling and strategically focused on economic development.

One of the reasons I recommended Neon Cloud is because they understand how companies make location decisions. Rather than simply highlighting attractive scenery, they build a narrative around the assets that influence business investment, transportation, workforce, education, infrastructure, healthcare, quality of life, available sites, and regional partnerships.

Since receiving Board approval, the majority of my work has taken place behind the scenes in preparation for filming.

Throughout the end of June and all of July, I have worked closely with our dedicated project manager at Neon Cloud to finalize every aspect of the production schedule. This has included developing a detailed shot list, identifying the locations that best represent Wolfforth's story, coordinating logistics, and ensuring we have the permissions and access needed for each filming location.

A significant amount of time has been spent coordinating with our regional partners, including Texas Tech University, the Reese National Security Complex, and UMC, as well as communicating with numerous local businesses that have agreed to participate in the project. These conversations have involved scheduling, location access, obtaining drone permissions where necessary, and making sure each partner understands how their organization fits into the overall story we are telling.

The filming plan intentionally showcases both the assets within Wolfforth and the regional advantages that make our community competitive. The final video will feature local employers, commercial development opportunities, quality-of-life amenities, education, healthcare, recreation, retail growth, and

transportation infrastructure. It will also use animated graphics to illustrate future opportunities, including the planned Loop 88 corridor and other strategic development areas.

Filming is scheduled for July 31 and has been carefully planned to maximize efficiency while capturing as much footage as possible in a single day. Following production, Neon Cloud will begin editing, incorporating motion graphics, and custom animations before presenting the first draft for review.

Once completed, this video will become a long-term recruitment asset that can be used in meetings with prospective companies, developers, retailers, and site selectors, as well as on our website, social media platforms, presentations, trade shows, and digital marketing campaigns. It is intended to help tell Wolfforth's story consistently and professionally while positioning our community for future economic development opportunities.

EXHIBITS:

N/A

COUNCIL ACTION/STAFF RECOMMENDATION: