



## **Wolfforth Economic Development Corporation**

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### **WOLFFORTH BUSINESS MARKETING GRANT**

#### **A. Purpose**

The Wolfforth Business Marketing Grant provides financial assistance to existing businesses within Wolfforth's City Limits. The Grant will support the local businesses by providing funding for innovative and impactful marketing efforts and initiatives aimed at increasing visibility, customer engagement, boosting sales, brand recognition and growth within the community.

#### **B. Target Areas**

This Grant is open to all retail and commercial businesses within Wolfforth's City Limits.

##### **Eligible Businesses Must:**

- Be a for-profit, brick-and-mortar business physically located within Wolfforth city limits
- Remit sales tax to the City of Wolfforth (proof of sales tax remittance is required with the application)

##### **Ineligible Businesses:**

- Any business that does not remit sales tax to the city of Wolfforth is ineligible for this grant.

#### **C. Objective**

Grant funds will be made available aimed at increasing marketing efforts and initiatives to boost sales, customer engagement, and brand recognition for local businesses, such as:

- Leveraging digital marketing (social media, TV, radio) for advertisements
- Advertising campaigns (Targeted Ads)
- Photography of products and/or services
- Video Creation

#### **D. Grant Amounts**

Each approved business is eligible for a matching grant of up to \$1,000. To receive the EDC's portion of the match, the business must first spend at least \$1,000 of its own funds on eligible marketing expenses. Proof of this expenditure must be submitted to the EDC before any EDC funds will be applied. Once verified, the EDC will pay the marketing vendor directly, up to \$1,000. If the total cost exceeds \$1,000, the business is responsible for covering the remaining balance and providing documentation of full payment.

#### **E. Grant Limitation**

The Grant monies must be utilized within ninety (90) days of approval. If the business fails to utilize the Grant monies within the given time frame, the business forfeits the Grant, and the marketing project will not be funded by the EDC office. The business can reapply for the Grant every 2 years.

#### **F. Grant Eligibility & Requirements**

- Funds cannot be used for payroll, rent, utilities, construction, sponsorships, equipment purchases unrelated to marketing, previous marketing debt or expenses incurred before the grant award date.
- Funds cannot be used for residential properties or vacant commercial buildings
- Funds must be used for marketing-related expenses such as:
  - Branding (ie: logo design, website design)
  - Digital marketing advertisements (ie: social media, TV or radio commercial)
  - Advertising campaigns (ie: targeted ads for social media, TV or radio)
- Businesses must be located within Wolfforth's City Limits.
- Businesses must be a brick-and-mortar that offer taxable services and/or sales, with proof of building ownership and/or a signed lease agreement.

- Businesses must have a valid business license/sales tax ID/Certificate of Occupancy and be in good standing with the City of Wolfforth and the State of Texas.
- Businesses must have an active “Google My Business” listing.
- Businesses of any age are eligible. Start-ups are eligible if they have a formal business plan and active business registration.

**G. How to Apply**

1. Contact the EDC office to confirm grant funds are available.
2. Fill out the Business Marketing Grant Application and submit it with proof of sales tax remittance to the EDC office, in person or via email.
3. Your application may be reviewed by the Board of Directors. To ensure consideration, please submit your application at least three weeks prior to the scheduled EDC Board of Directors meeting, held on the first Tuesday of each month. Applications submitted after the deadline will be reviewed at the following month’s meeting.
4. Contact the marketing entities/agencies of your choice, to discuss the best marketing plan for your business.
5. Submit the marketing quote/contract/plan, from the marketing entity, that outlines the proposed marketing effort, initiative, or campaign and must include the marketing firm’s contact information.

**H. Important Notes**

- The Grant funds are available until the funds are depleted and renewed every fiscal year pending approval by the EDC Board of Directors.
- Submitting an application does not guarantee approval. Processing typically takes 1–2 months once all required documentation is received.
- These funds are intended for new marketing efforts, initiatives, or campaigns and cannot be used for those already in progress.
- Any previous marketing debt or expenses incurred before the grant award date will not be considered.
- Businesses can enhance their chosen marketing effort by contributing additional funds; however, the EDC will only cover a maximum of \$1,000 in matching funds.
- The business must reference the City of Wolfforth in the marketing effort (e.g., "Made in Wolfforth," "Proudly Made in Wolfforth", "Wolfforth, TX", "Grown in Wolfforth", etc.). The WEDC logo will be provided for use.

**I. Required Documents**

**With Application Submission:**

- Proof of building ownership and/or a signed lease agreement
- Proof of valid business license/sales tax ID/Certificate of Occupancy/sales tax remittance
- Quote/contract/plan that outlines the proposed marketing effort, initiative or campaign
- A detailed performance report, including data analytics from your business website, social media,
- Copy of “Google My Business” page

**After Grant Approval:**

- Proof of aired advertisements on TV, radio, or social media
- A detailed performance report, including data analytics before and after the marketing campaign
- Receipts and proof of contract with the ad agency (grant payments will be made directly to the ad agency)

## Section 1:

Name of Applicant:	_____	
Applicant Type: (check one)	<input type="checkbox"/> I am the Property Owner	<input type="checkbox"/> Leasing the Property
		How many years is the lease term _____
		Property Owner's Name _____
Business Name:	_____	
Type of Business:	_____	
Property Address:	_____	
Mailing Address:	_____	
Phone:	_____	Email: _____
Year Established:	_____	
# of Employees:	Full Time _____	Part Time _____

Have you received any grants or business incentives from the EDC? ☐ No ☐ Yes, date \_\_\_\_\_

Do you have marketing budget? ☐ Yes ☐ No If yes, how much? \_\_\_\_\_

Are you a Lubbock chamber member? ☐ Yes ☐ No

Are you currently employed by, serving on, or affiliated with the WEDC? ☐ Yes ☐ No

If affiliated, please specify with whom: \_\_\_\_\_

## Section 2:

Do you have a website?

☐ Yes: www. \_\_\_\_\_

☐ No

☐ No, but I am interested in learning how to create a website

Do you have social media?

☐ Yes, check all those that apply and indicate analytics below, for the last month

☐ No

☐ No, but I am interested in learning how to create a social media page

## Insights:

☐ Facebook

Handle: \_\_\_\_\_

# Likes: \_\_\_\_\_

# Followers: \_\_\_\_\_

☐ Instagram

Handle: \_\_\_\_\_

# Likes: \_\_\_\_\_

# Followers: \_\_\_\_\_

☐ TikTok

Handle: \_\_\_\_\_

# Likes: \_\_\_\_\_

# Followers: \_\_\_\_\_

### Section 3:

Provide a detailed description and your goals of how you plan to use the grant funds. Include specific activities such as advertising, website development, social media campaigns, etc. \_\_\_\_\_

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Proposed Start Date: \_\_\_\_\_

Proposed Completion Date: \_\_\_\_\_

Chosen Agency: \_\_\_\_\_

Business Contribution: \_\_\_\_\_

Additional Comments \_\_\_\_\_

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Signed by Property Owner: \_\_\_\_\_

Signed by Tenant: \_\_\_\_\_

Date: \_\_\_\_\_