



AGENDA ITEM COMMENTARY

MEETING NAME:	City Council Meeting
MEETING DATE:	September 15, 2025
ITEM TITLE:	<p>PUBLIC HEARING: Conduct a public hearing on a project setting aside EDC funds for marketing grants.</p> <p><i>A public hearing is held by the governing body in order for the public to hear the facts and offer their opinions. The governing body is not obligated to engage in dialogue with those present.</i></p>
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

The Wolfforth Economic Development Corporation Board has voted to allocate \$20,000 from the FY25–26 budget to establish a new Marketing Grant program. This program is designed to support Wolfforth’s small businesses by helping them increase visibility, attract customers, and strengthen overall market presence. Grants will be available on a matching basis to encourage businesses to invest in their own growth while benefiting from EDC support.

Over the past year, the EDC has made significant investments in façade improvements through the Business Improvement Grant (BIG) program. Several local businesses have already completed projects, including new signage for Evie Mae’s Barbecue, Buffalo Grace, and Boujee Boutique, as well as exterior upgrades to Good Line Public House and others. With these visible improvements now taking shape throughout the community, the next step is to amplify that progress through marketing. The Marketing Grant program will allow businesses to highlight their new improvements, attract new customers, and ensure Wolfforth’s commercial areas remain vibrant and competitive.

Because the Marketing Grant represents a new incentive program, state law requires City Council to hold a public hearing and formally authorize its implementation.

The EDC believes this program is a timely and complementary investment that builds on the momentum of the façade improvements and the recent United Supermarkets project announcement. Together, these initiatives are positioning Wolfforth for continued growth and a stronger local economy.

EXHIBITS:

Public Hearing Notice

COUNCIL ACTION/STAFF RECOMMENDATION:

Hold a public hearing.