



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	June 2, 2026
ITEM TITLE:	Consider and take appropriate action on Neon Cloud proposal.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

Over the last month, Brian Aiken with Neon Cloud Productions and I have had ongoing conversations regarding additional marketing strategies and tools for the Wolfforth Economic Development Corporation. As our community continues to grow and attract increased regional attention, I believe it is important that we continue evaluating ways to professionally market Wolfforth to developers, retailers, industry, workforce partners, and site selectors.

Neon Cloud Productions is a Texas-based media company that works exclusively in the economic development industry. According to their proposal, they have produced more than 1,000 economic development videos nationwide over the last 13 years and specialize specifically in community storytelling, motion graphics, and strategic economic development marketing.

Unlike a traditional video production company, Neon Cloud focuses solely on economic development organizations and communities. Their approach is centered around creating marketing materials that speak directly to target audiences such as site selectors, developers, businesses, and investors. The proposal emphasizes the importance of visually communicating a community's strengths, opportunities, infrastructure, workforce, and quality of life in a way that is memorable and impactful.

The proposal presented to the WEDC includes a comprehensive marketing package built around a professionally produced promotional video for Wolfforth, along with additional digital marketing assets. The proposed services include:

- Strategic filming and production
- Narrative strategy and consultation
- Topic-specific videos
- Motion graphics and animated text
- Animated and radar mapping
- 3D graphics and animation components
- Social media clips and teaser videos
- Banner videos and photography assets

The proposal also outlines a full project process that includes:

1. Discovery and consultation regarding Wolfforth's goals and target audiences

2. Strategic planning and pre-production
3. On-site filming and interviews
4. Post-production editing and motion graphics
5. Review and revision opportunities
6. Final delivery of marketing assets
7. Launch strategy consultation and ongoing support after completion

One aspect I found particularly interesting is their emphasis on long-term marketing usability. The package includes not only a primary promotional video, but also multiple short-form marketing assets designed specifically for social media, presentations, recruitment efforts, and digital campaigns. This could allow the WEDC to create a more consistent and professional marketing presence across multiple platforms.

Additionally, Neon Cloud's proposal references the use of advanced motion graphics, animated mapping, and visual storytelling techniques designed to help communities showcase growth areas, infrastructure, available land, transportation access, and development opportunities in a more modern and engaging way.

Brian Aiken will join the meeting briefly via Zoom to introduce himself, discuss Neon Cloud's experience working with economic development organizations across the country, and answer any questions the board may have regarding the company's process and capabilities.

Due to confidentiality provisions within the proposal, pricing and contractual terms will be discussed in Executive Session.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION: