



AGENDA ITEM COMMENTARY

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

BACKGROUND:

Over the past several months, the Wolfforth Economic Development Corporation has been working with David Petr and Marketing Alliance on the development of a new Strategic Plan intended to help guide the organization's priorities, initiatives, and economic development efforts over the coming years. During that process, the organization experienced a significant shift in priorities and opportunities with the acquisition of property tied to Wolfforth's future mixed-use development vision.

As discussions surrounding the mixed-use development evolved, it became clear that portions of the Strategic Plan needed to be revisited and refined to better align with the organization's current direction, development activity, and long-term goals. In response, WEDC leadership requested that David Petr return to facilitate an additional board work session focused on refining strategic priorities and helping develop a more practical implementation framework.

The proposed scope of work from Marketing Alliance includes revisions to the existing Strategic Plan, incorporation of the mixed-use development initiative into the plan's economic positioning and land strategy components, and development of a detailed one-to-three-year work plan designed to guide implementation efforts.

According to the proposal, the effort is intended to move beyond high-level strategic concepts and provide the organization with a structured framework for execution, including priority initiatives, timelines, defined roles and responsibilities, recommended performance metrics, and alignment of organizational resources with current opportunities and capacity.

The scope of work is divided into three phases:

- Phase 1 focuses on refinement of the Strategic Plan and alignment of priorities, including incorporation of the mixed-use development opportunity and updates based on board feedback and current economic conditions.
- Phase 2 focuses on development of a detailed implementation framework and work plan that establishes actionable priorities, timelines, performance metrics, and organizational focus areas for the next one to three years.
- Phase 3 includes final review, alignment, and refinement of both documents to ensure the Strategic Plan and work plan are practical, usable, and adaptable as future opportunities arise.

The proposal also includes a projected timeline that would allow the finalized Strategic Plan to be delivered in late June, followed by work plan development, board review, and final implementation beginning August 1, 2026.

The total proposed cost for this additional scope of work is \$9,750. Approval of the proposal would require a budget amendment to the Contract Services line item in order to accommodate the additional professional services expense associated with the Strategic Plan revisions and work plan development.

Staff believes this additional work is important to ensure the organization's Strategic Plan accurately reflects the significant opportunities currently in front of the community and provides a realistic, actionable framework for implementation as Wolfforth enters a new phase of growth and development.

EXHIBITS:

Marketing Alliance Proposal

COUNCIL ACTION/STAFF RECOMMENDATION: