



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, excluding areas in the ETJ. Below are eligible and ineligible businesses:

Eligible Businesses:

- For profit businesses
- Brick-and-mortar

Ineligible Businesses:

- Non-profit organizations, religious organizations, home-based businesses, independent school districts, attorneys, medical practices, day cares, independent insurance agents, big box/name companies, the hospitality sector, real estate brokers, franchises, and residential developers

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 \$2,000. To receive the EDC's portion of the match, the business must first spend at least \$2,000 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 \$2,000. If the total cost exceeds \$2,000, 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 3 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 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 two 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, EDC office will only cover a maximum of \$2,000 in matching funds.
- It is highly encouraged to reference the City of Wolfforth to be added to 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
- 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) Board Approved.

Section 1:

Name of Applicant:	_____		
Applicant Type: (check one)	I am the Property Owner	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 _____

How did you hear about the Grant? ☐ Social Media ☐ Website ☐ Word of Mouth ☐ Business Neighbor

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. _____

Proposed Start Date: _____

Proposed Completion Date: _____

Chosen Agency: _____

Business Contribution: _____

Additional Comments _____

Signed by Property Owner: _____

Signed by Tenant: _____

Date:

