



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	October 7, 2025
ITEM TITLE:	Consider and take appropriate action on strategic planning session with Marketing Alliance.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

David Petr with Marketing Alliance will be in Wolfforth to facilitate the 2025–2026 Strategic Plan. This is our second plan, following the one completed in 2023, and comes at a time of major momentum with projects like United Supermarkets, expanded grant programs, and retail recruitment. Marketing Alliance uses a collaborative process of board engagement, stakeholder interviews, and workshops to set clear, actionable goals. This planning effort is intentionally timed to align with the City’s new comprehensive plan so that our economic development priorities can be integrated with the community’s long-term vision.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION: