



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	September 2, 2025
ITEM TITLE:	Conduct a public hearing on a project setting aside EDC funds for marketing grants.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

The Wolfforth EDC Board has previously voted to set aside \$20,000 for the Marketing Grant program. We believe this initiative will provide valuable support to our small businesses by increasing visibility and driving customer engagement. With the number of recent façade improvements funded through our Business Improvement Grant program, now is the perfect time to showcase these enhancements and encourage more residents and visitors to shop local.

City Council will be required to hold a public hearing and take formal action on this program at the September 15th council meeting.

EXHIBITS:

Public Hearing Notice

COUNCIL ACTION/STAFF RECOMMENDATION:

Hold a public hearing.