



Wolfforth Economic Development Corporation Monthly Report

August 15th-September 12th 2024

- Finalized performance agreement for Hales
- One on one meeting with Leading EDG
- Ran void analysis specifically for hotels
- Phone conversation for project M
- Ran traffic and demographic data for local businesses (Evie Mae's, Buffalo Grace, Goodline Beer, and Luxury Lounge)
- Initial conversations with Brad Ewing with Texas Tech for economic impact analysis study
- Meeting with project LAB
- Purpose marketing meeting and Reel filming at Braum's
- Meeting and tour with Canyon EDC director
- EDC Meeting on 9/3 resulted in moving forward with economic impact analysis and finalizing All Hale Meat agreements
- Attended TEDC Webinar on Foreign Trade Zones
- Spent a day with Purpose Marketing and their photographer to get new shots of our businesses for website and social media purposes.

On-Going Monthly Activity:

- Continue to create social media content, monitor all social media platforms, like and comment on business posts
- Monitor website activity and create content articles as needed
- Pop into businesses to say hi and check in, in between business retention and expansion visits.
- Communicate with LeadingEDG on business activities