



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	12/3/2024
ITEM TITLE:	Consider and take appropriate action on WEDC sponsorships.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

Over the last couple of years, I have had the opportunity to observe other EDCs and their marketing tactics. Many of them sponsor events related to Texas Economic Development Council, regional EDC events, their local chambers, builder associations, and other community events. With a last-minute decision that had to be made, I purchased a table for the Lubbock Economic Development Alliance luncheon. Every LEDA person I saw was genuinely thankful we were there. It did not go unnoticed that we attended.

Are sponsorships something we should consider? It could help our EDC engage with the community, create networking opportunities, connect us to prospects or investors, boost our reputation, and obviously increase visibility of our brand.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION: