



AGENDA ITEM COMMENTARY

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

BACKGROUND:

Six months ago, the Economic Development Corporation entered into a marketing contract with Purpose Marketing, and the results have been highly encouraging. Each month, we've observed consistent growth in social media followers and increased web traffic. With several new businesses on the horizon and many existing ones yet to be highlighted, I propose extending our partnership with Purpose Marketing for another six months to continue promoting Wolfforth effectively.

During this next campaign, we plan to enhance our strategy by incorporating testimonial videos to share compelling stories from our local businesses and conducting another professional photo shoot to showcase our community's opportunities.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION: