

## Economic Development Department November 2025 Monthly Report

### Economic Development Director

1. Continued participation in Zoom meetings with the EDAC Grant Writer and economic development partners to request letters of support for upcoming grant applications. The goal is to secure letters of support to strengthen grant competitiveness.
  2. Conducted an on-site visit to a new wedding and event venue currently under construction with the Event Coordinator, Parks and Recreation Director, and Development Services Director.
  3. Worked with the City Secretary to submit creation documents for the Economic Development Corporation (EDC) to the Secretary of State's office.
  4. Participated in discussions with the City Manager, Airport Advisory Board (AAB) Chair and Vice Chair, and RAAPOA President regarding City-owned property at the airport.
  5. Reported Business Retention and Expansion (BRE) November monthly activity to Opportunity Austin, supporting ongoing efforts to retain and expand existing businesses through collaboration with regional partners.
  6. Attended the TML Economic Development Conference, which focused on practical tools to support job creation, business attraction and growth, and building financially resilient communities.
  7. Conducted a follow-up meeting with a local business exploring potential land acquisition for expansion.
  8. Sales tax collections for November totaled **\$109,766**, representing an increase of **\$7,066** compared to the previous year.
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### Communications and Marketing Coordinator

- Published multiple posts throughout the month on social media, the digital sign, and the City website.
- Hosted the Employee Appreciation Committee meeting and facilitated the selection of the October Employee of the Month.
- Assisted the Event Coordinator with logistics for the *Movie on the Green* event.
- Coordinated and conducted headshots for City Council members prior to their meeting.
- Updated the Police Department webpage.
- Worked on transitioning the Code Enforcement webpage to the Development Services Department section of the website.
- Coordinated with the Police Department to publish public notices regarding a recent traffic stop incident.
- Assisted with communications related to the Water Outage and Water Plant 3 issues.
- Collaborated with the City Manager to continue refining the layout and aesthetics of the City website.
- Attended the monthly Chamber of Commerce luncheon.

- Attended the Public Works Thanksgiving luncheon.
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## Event Coordinator

### Major Events and Community Engagement

- **City Council Reception:** Planned and coordinated day-of logistics.
- **Dedication & First Step – Turnback Canyon Trail:** Managed event coordination, partner communication, and on-site logistics.
- **Lago Chili-Off:** Coordinated the Q4 staff chili cook-off and integrated internal staff engagement.
- Focused on final preparations for the **Annual Christmas Tree Lighting** during the shortened Thanksgiving week, including:
  - Confirming entertainment and vendors
  - Coordinating stage delivery and setup
  - Working with LVPD on traffic control and safety
  - Completing final internal check-ins to ensure departmental alignment
- Continued planning for the **Staff Christmas Party**, including:
  - Finalizing RSVP and headcount for venue and catering
  - Confirming activity details, timing, and logistics

### Meetings, Training, and Conferences

- Attended Placer.ai | City of Lago Vista Training Call #1.
- Attended the monthly EAP meeting.
- Attended the TEMI/TFEA Conference for professional development related to events, tourism, and economic development.
- Attended Economic Development staff meeting.
- Attended Directors meeting for Eric.

### Additional Activities

- Conducted an on-site visit to the new wedding and event venue, *The Laiken*.
  - Established contact and discussed opportunities to host City-related community engagement events at *The Laiken*, such as *Coffee with the Mayor* or *Lunch with the City Manager*.
  - Completed December birthday and work anniversary recognition lists and cards.
  - Began coordination for the **Songbird Festival** and identified required planning participants, including you and Nicole Sarkar.
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