

Economic Development Department December 2025 Monthly Report

Economic Development Director

- Held a virtual meeting with a company to discuss an Economic Impact Analysis and predictions for future economic conditions.
 - Attended a development meeting regarding the property located at 7703 Lohman Ford to discuss the project with staff, answer questions, and provide feedback.
 - Prepared materials and finalized the agenda for the Economic Development Advisory Committee (EDAC) meeting scheduled for December 9, 2025.
 - Met with a local resident and business owner regarding a startup business he is preparing to launch.
 - Met with a landowner with C-2 zoned property at Lohmans and Travis Drive to discuss potential uses and questions related to extending water and wastewater services.
 - Met with the Lago Vista High School Athletic Director and Public Works Director regarding the water tower painting and lighting initiative.
 - Met with the Founder and Assistant Director of Bluebird Local Nursing to discuss their services and potential opportunities to bring those services to the community.
 - Met with the property owner of the commercial site at 8039 Bronco Lane to explore potential development opportunities.
 - Continued coordination with the EDAC Grant Writer regarding grant opportunities and applications.
 - Reported Business Retention and Expansion (BRE) December activity to Opportunity Austin, supporting regional collaboration efforts to retain and expand existing businesses.
 - Met with the Northlake Church Communications Director to discuss the history of Lago Vista and opportunities for involvement with City boards and commissions.
 - Sales Tax Collections:
 - December 2025: \$103,268
 - Total for 2025: \$1,218,819, representing an increase of \$47,000 over the previous year.
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Communications & Marketing Coordinator

- Published multiple posts throughout the month on social media, the digital sign, and the City website.
- Worked the Christmas Tree Lighting event and documented the evening through photography and video.
- Completed editing and ordering of City Council headshots and updated the City Council webpage.
- Continued coordination and distribution of communications related to the Water Plant 3 outage.
- Attended meetings to plan the Christmas Decorating Contest and assisted with preparations for the 2nd Annual Christmas Decorating Showdown.

- Hosted the Employee Appreciation Committee meeting and facilitated the selection of the November Employee of the Month.
 - Began transitioning the Animal Control webpage to the Development Services Department section.
 - Attended Open Records Request training.
 - Attended an implementation meeting with SeeClickFix to begin rollout of the platform.
 - Updated Committees, Boards, and Commissions webpages to reflect new members and meeting schedules.
 - Attended a webinar on Meeting Resident Expectations in the Digital Age.
 - Attended the Chamber Mixer and Ribbon Cutting for the Visitor's Center.
 - Assisted with setup and breakdown for the City Christmas Party.
 - Assisted the Event Coordinator with production of the Movie on the Green event.
 - Completed and submitted the January Lago Vista Views newsletter for print ahead of the deadline.
 - Scheduled holiday content to ensure consistent communication during office closures.
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Event Coordinator

- Annual Christmas Tree Lighting (December 1): Provided day-of coordination and on-site logistics support; completed post-event closeout including equipment returns, vendor follow-ups, and thank-you outreach.
- Staff & Council Christmas Party at Pinballz (December 11): Coordinated final logistics, headcount confirmation, venue and catering alignment, and supported awards and gift coordination.
- Movies on the Green – *ELF* (December 12): Finalized run-of-show details, coordinated partners, and supported event execution and closeout at the Lago Vista Golf Course.
- Attended the North Lake Travis Chamber ribbon-cutting event to support community partnership engagement.
- LagoFest 2026 Planning:
 - Obtained pricing and options for stage rental and began structuring a 3–5 year contract strategy for long-term cost stability.
 - Engaged and coordinated with three additional bands regarding availability, pricing, and technical requirements; aligned early planning with sound support needs and preliminary vendor coordination.
- Open Records Training: Assisted with meeting setup and cleanup, attended the training, and supported day-of logistics.
- Attended a ShowPass demo via Zoom to review ticketing features and workflows for potential future event needs.
- Attended an MPLC meeting via Zoom to evaluate a yearly movie licensing pass for Movies on the Green and other City film showings.
- Finalized course selections and registration details for TEMI classes and the TAFE Conference to be attended the first week of January.
- Coordinated and finalized January staff birthdays, including distribution planning for employees without email access.

- Prepared signage and event information for the January Free Movies on the Green event (Friday, January 16) and distributed communications and flyers to local businesses to support community awareness and attendance.