

Economic Development Department April 2022 Monthly Report

Economic Development Director:

1. Meet with Kate Sanford, Regional Representative, Central Texas Economic Development & Tourism Governor's office. Goal to identify resources that the Governor's Office Economic Development team can assist with.
2. Meet with Russell Gallahan, Team Lead Data Analysis & Transparency Division Comptroller's office. Goal to discuss Economic Development Sales Tax A & B and Municipal Development District.
3. Reported Business Retention & Expansion monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
4. Both Kate and Russell presented at EDAC monthly meeting. Goal to present information and answer questions from EDAC.
5. Attended Lago Vista Brewery groundbreaking. Goal to continue supporting local businesses.
6. Meet with SVP, Austin Chamber of Commerce to discuss Lago efforts in Opportunity Austin. Lago Vista looking to host Regional Partners luncheon in July.
7. Phone call to two Retail development groups. Goal to continue conversation for possible location in Lago Vista.
8. Worked, volunteered, and attended successful Lago Fest.
9. Follow-up with National Sign Plazas for Homebuilder Plaza Program signs to start being constructed around town.
10. Continue conversations with Grant Writing companies. Goal to look at possible grant writer to assist with finding, reviewing, and applying for grants for Economic Development.
11. Received April Distribution of our City Sales tax in the amount of \$66,618.

2022 April Monthly Report

PIO, Comm & Marketing

LAGO FEST

- Lago Fest was held Saturday, April 30, 2022, and welcomed record crowds! We are awaiting numbers from CapMetro, parking company, and beverage sales to better estimate attendance.
- Festival participant feedback has been nothing but positive with special emphasis on how good the staff was.
- Many food trucks sold out despite being alerted to the expectation of higher attendance.
- Artists and craftspeople were selling well.
- The VIP Lounge was well attended all seemed to have a most enjoyable time.
- Our last marketing push saw social media and website traffic boost enormously as excitement grew. Last 28 days on Facebook: Post Reach = 74,334; Post Engagement = 10,457

Some comments were:

- *"We have been touring all year and this is the only festival/show I didn't have to worry about."* – Shinyribs Tour Manager.
- *"I did my first Lago Fest 5 years ago and I credit Meredith and Lago Fest with helping me get my career as an artist started. She was so helpful and taught me how to display and sell. Each year Lago Fest keep getting better. Thank you! The volunteers were amazing."* – P. Boyles, Lago Fest ARTS artist
- *"Thanks, M. we love playing Lago Fest! You and the staff are such great hosts! It was a beautiful evening and we're grateful to have been a part of it."* – Paul K, Tomar and the FCs
- *"You put on a great festival, job well done."* – Mark Wilson, Shinyribs
- *"Meredith, I just wanted to thank you again for giving us the opportunity to perform at Lago Fest this year. You did a fantastic job in organizing and coordinating everything. Thanks again!"* Kerry – The Mighty Pelicans
- *"We love Lago Fest. This is the best festival around. We've never had booth sitters before! What a treat. They were great. We hope to come back next year!"* Richard – Lago Fest ARTS artist
- *"Leanne and Larry, thank you to both for helping us get set up and tear down easily. You made this show a pleasure to do."* – Lago Fest ARTS artist.
- *"Thank you for having us. We hope we can come back again. This was a really cool festival."* - Zach – Blue Water Highway.
- From various sources: *Great job, the staff was so friendly and helpful, great food trucks. loved the music, awesome bands, can't wait for next year, thank you everyone!!!*

A huge, heartfelt thanks go out to the extraordinary Lago Fest Committee!!! They are the backbone of the festival and epitomize what makes Lago Vista great.

Lago Fest 2022 Committee

- David Williams (ALL Lago Fests)
- Dick Weatherly (since 2018)
- Don Johndrow (since 2018)
- Cathy Petross (since 2018)
- Barb and Dave Coyle (since 2019)
- Jennifer Sandoval (2022)
- Leanne Barley (2022)
- Gina Williams (2022)

Many thanks go out to City Staff who jumped in the days just before Lago Fest and then worked their hearts out on the field. Special thanks to Parks and Recreation Department - Katie Mikulak, Amanda Harkins, Chris Williams, Chad Herrod, Public

Works Department staff, especially, James LeBlanc, Martin Comacho, Timo, Greg, and the crew; and Erin Selvera, Tracie Hlavinka, Chris Mobley, Eric Zeno, Mayor Tidwell and everyone else I probably missed in this list.

Volunteerism is alive and well, and every single volunteer that came out to help deserves a huge Lago Fest pat on the back. Volunteers came from as far away as Lampassas.




Regular communications work completed including City of Lago Vista May newsletter designed and sent out with teaser about City survey (which is now live online).

City of Lago Vista Facebook Stats






APRIL

Page Overview

Discovery

 Post reach	7,958
 Post engagement	3,828
 New Page Followers	30

Interactions

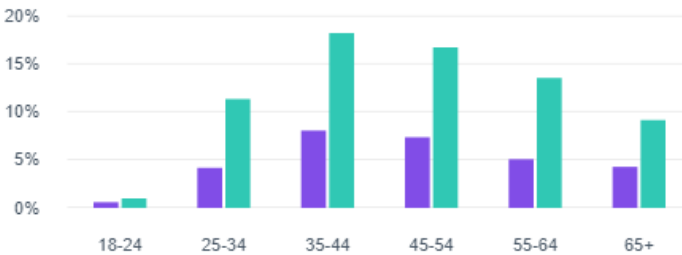
 Reactions	774
 Comments	291
 Shares	80
 Photo Views	655
 Link Clicks	503

Audience

4,265 Facebook followers

Age and Gender




- Men 29.70%
- Women 70.30%








MARCH

Page Overview

Discovery

 Post reach	4,744
 Post engagement	1,914
 New Page Followers	13

Interactions

 Reactions	184
 Comments	61
 Shares	45
 Photo Views	493
 Link Clicks	305