

## Economic Development Department December 2023 Monthly Report

### **Economic Development Director:**

1. Zoom meeting with Real Estate Investment group looking for ideas to develop property in Lago Vista.
2. Continue contacting and discussions with multiple cities that have Type B Economic Development Corporations (EDCs). This initiative is aimed at gaining valuable insights and identifying best practices that can serve as informed benchmarks to enhance and benefit our own economic development strategies.
3. Reported Business Retention & Expansion December monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
4. Phone call meeting with Grant Writer to discuss 2024 grant objectives and opportunities.
5. Conversations with Workforce Solutions Business Service Specialists Team about employer assistance. This team maintains a team of dedicated Business Services Specialists to assist employers at every stage of their workforce needs.
6. Continue group discussions with Development Services regarding the Better Business Program. These discussions aim to enhance and refine the program for optimal effectiveness and support for local businesses, developers and anyone looking to do business in the city.
7. Scheduled a future meeting with the Texas Workforce Commission, Outreach & Employer Initiatives Division about participation in the TXWORKS internship program. This program supports outreach to students and employers. TXWORKS employers receive reimbursement of \$10 per hour for paid internships of \$20 an hour or more.
8. Planning and working on the next Business Roundtable to be held in the first quarter of 2024.
9. Follow-up conversations and phone calls with Commercial Real Estate firm about pads they have in Lago Vista and development of these pad sites.
10. Sales tax collections for December totaled \$91,249, an increase of \$2,614 over the prior year. Sales tax total collections for 2023 totaled \$1,143,658 an increase of \$74,918 over the total collections in 2022.

### **Communications and Marketing:**

Made several posts throughout the month on social media and the city website.

- Scheduled Roadway Paving.
- Holiday Tree Lighting Event Announcement.
- Scheduled Water Outage.
- TxDot Safety Project Notice of Lane Closures.

- Holiday Tree Lighting Event Thanks.
- Santa's Mailbox.
- RFQ for Feasibility Study for the New City Hall & Library.
- Holiday closures for city offices.
- Lago Fest Save the Date Announcement.
- Scheduled Road Closures.
- Emergency Road Closures.
- Lago Fest Band Lineup Announcement.
- Christmas Wishes.
- New Year's Wishes.

Worked on the set up, entertainment production and take down of the Holiday Tree Lighting Event.

Processed several applications for the Digital Sign and created and posted the content.

Designed and completed the January Newsletter.

Designed and created the slideshow for the Holiday Staff Party.

Worked on the set-up production and take down of the Holiday Staff Party.

Coordinated with the bands playing at Lago Fest to post social media and website announcements for the event.

Began updating the Lago Fest website for 2024.