

Economic Development Department January 2024 Monthly Report

Economic Development Director:

1. Met with local business to discuss Chapter 380 agreement requirements. Chapter 380 agreements are tools used to encourage economic development in the state of Texas.
2. EDAC special call meeting. The committee discussed recommendations they would like to make to the city council on matters related to economic development.
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. Met and offered assistance and guidance to a local business owner regarding their expansion project, emphasizing support for economic growth and development in the community.
5. Met with Chamber of Commerce Executive Director and EDAC member to discuss tourism events that could be held at some of the city facilities.
6. Finished the Better Business document with Development Services. The City Manager will review the document.
7. Met with developer and current business owner to discuss an additional business the business owner is considering bringing to the city.
8. Planning for Grant Writer visit and presentation to EDAC at the scheduled meeting on February 13, 2024.
9. Set up development meeting with a group looking to develop a hospitality industry in the city.
10. Sales tax collections for January totaled \$104,809, an increase of \$10,562 over the prior year.

Communications and Marketing:

Made several posts throughout the Month on social media, the city website, and the digital sign.

- McCoy Consulting Small Business Grant
- Public Library Survey Poll
- Power Outage Alert
- Christmas Tree Disposal
- Scheduled Road Closure
- MLK Observance
- Town Hall Meeting
- “Notify Me” Instructional sign-up Video

- Scheduled Lane Closure
- Scheduled Roadway Paving
- Bad Weather Closure
- Cold Weather Forecast
- 4 P's
- Winter Warming Center
- AAB Meeting Cancellation
- La Primavera Bike Race
- Low Water Pressure
- Trash Pickup Interruption
- Travis County Community Development Block Grant Program Presentation
- 2024 Street Rehab Project Presentation
- Flow test Water Interruptions
- Lago Fest Sponsorship Opportunities
- Lago Fest Volunteer Opportunities
- LVUBS Digital Sign Ad
- Matilda Digital Sign Ad
- Chamber Poker Night Digital Sign Ad
- Lago Fest Digital Sign Ad
- Chamber Luncheon Digital Sign Ad
- Lions Chili Feast Digital Sign Ad
- Cordsen Construction Digital Sign Ad
- City Hiring Digital Sign Ad
- Weather Aware Digital Sign Ad
- Lago Vista Players Digital Sign Ad
- Wild Dust Play Digital Sign Ad

Updated the Lago Fest website content.

Updated the Lago Fest Artist sign-up and Volunteer pages.

Assisted the Library on Web and Social media posts.

Worked on the City Website with further clean-up and organization of the document center.

Completed the February Newsletter.

Processed applications for the Digital Sign.

Worked with the civic plus tech support to figure issues with the “Notify Me” app, the search feature and the calendar.

Assisted the Development Services Department with setting up content on their page and getting ready for the launch of their new Camino software launch.

Created the new Employee Appreciation Program and establishing a committee, our first meeting was Monday January 29, 2024.

Worked on Lago Fest marketing materials for the Sponsorship Packages and the T-shirt design.