

Economic Development Department February 2024 Monthly Report

Economic Development Director:

1. Met with City Manager, EDAC Chairperson and Chamber of Commerce Communications Coordinator to discuss a branding proposal for the city.
2. Grant Writer attended EDAC meeting and gave update to the committee.
3. Reported Business Retention & Expansion January monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
4. Plans were made to present a Plaque of Appreciation to Domino's Pizza on March 5th, acknowledging their contributions to the community.
5. Met with local resident interested in opening a home-based online business, offering guidance and support.
6. Completed an incentive application, making it accessible on the Economic Development Department page of the city website to provide comprehensive information for interested parties.
7. Engaged in preliminary discussions concerning the potential hosting of a car show event in Lago Vista.
8. Planned meeting with the Director Investors Relations with Opportunity Austin to collaborate on the best regional partnership structure. This structure is designed to play a crucial role in the growth and collaboration of our region.
9. Continued discussions with a group looking to develop a hospitality industry in the city.
10. Sales tax collections for February totaled \$121,476 an increase of \$15,980 over the prior year.

Communications and Marketing Coordinator:

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

- February Green Center Hours
- Trash Service Interruption
- Presidents Day Closure
- Election Polling Locations
- Eclipse Chamber Meeting
- Chamber Award Luncheon
- 32nd La Primavera Lago Vista Bike Race
- Public Works Streets Project Announcement

- Scheduled Road Closure for Lakeshore Dr.
- Scheduled Road Closure for Dawn Dr.
- FedEx Small Business Grant Program opportunity
- Plaque of Appreciation Plaque Award Presentation
- March Green Center Hours
- Tuesday Eclipse Tips
- Dawn Drive Project Update
- Cell Service Outage
- Early Voting
- Black History Month
- Lago Fest VIP Tickets
- Scheduled Lane Closure for Dawn Dr.
- Scheduled Road Closure extension for Lakeshore Dr.
- Water outage for Clinton Ln.
- Leap Year
- Scheduled Water Outage for Redbird Dr.
- Lago Fest Arts & Crafts Applications
- Lago Fest Sponsorship Opportunities
- St Mary's Lenten Fish Fry
- Lago Vista Golf Course TaylorMade Demo Day
- The Lago Vista Garden Club Game Day Announcement
- Hill Country Singers Spring Concert Announcement
- Chamber State of the City Luncheon Announcement
- Economic Development Incentive Application

Attended the first Employee Appreciation Program Committee meeting and discussed options for structuring the program.

Worked with the Development Services Department on their new "Camino" software ensuring that the correct processes are conducted efficiently and are user friendly for the Public.

Attended several LAGO FEST Meetings throughout the month and reached out to several Newspapers and Publication outlets about advertising efforts.

Completed and Published the March City Newsletter.

Had a meeting regarding Charter Spectrum Communications and coordinating with the street's projects for utilities installations.

Had a meeting to discuss different options for Social Media Archiving software, and what value it would possess for City accounts.

Attended the Coffee with the Chamber event to discuss the upcoming Eclipse Event and how business should prepare.

Began the "Tuesday Eclipse Tips" series in coordination with the Chamber and City of Jonestown.

Coordinated the announcement of the LAGO FEST VIP Tickets going live.

Attended the Beanstalk Ribbon Cutting.

Coordinated the announcement of the LAGO FEST Arts & Crafts Vendor Applications being accepted.