

Economic Development Department September 2024 Monthly Report

Economic Development Director:

1. Met with Opportunity Austin to discuss future regional marketing trips and strategies.
2. Zoom meeting with developer and franchise representative who are looking to bring a fast-food restaurant to Lago Vista.
3. Reported Business Retention & Expansion August monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
4. Worked with EDAC Chair to submit the drafted bylaws document for the Economic Development Corporation (EDC) to City Attorney.
5. Had second meeting/lunch with a restaurant owner to discuss expanding his business to Lago Vista.
6. Attended EDAC meeting which featured a presentation from TBA Douglass, a full-service architecture, interior design, and planning firm.
7. Met with a new Landowner on Bronco Lane to explore commercial development options for the property.
8. Filmed a video with the City Planner to be used on the city website to help with questions for someone looking to open a business.
9. Continue working with vendor to update Commercial Buildings & Site Listings on the Economic Development page on the city website.
10. Sales tax collections for September totaled \$98,381, an increase of \$10,343 from the prior year.

Communications and Marketing Coordinator:

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

Completed and published the October Newsletter.

Attended the Employee Appreciation Program Committee meeting to select the August employee of the month.

Created fliers and advertisements for the Fall Clean-Up Days Event.

Attended a meeting with Tyler Technologies to discuss implementing the “easy pay” online payment module into the City Website.

Coordinated with a local artist to discuss and design the City Hall lobby mural project for the “Wall of Fame”.

Attended a meeting at the Golf Course to discuss a community event with one of the local non-profit groups.

Worked on updating aspects of the website.

Added new online payment options for the Police Department, Digital sign and Parks and Rec Department.

Added a new feature to the Economic Development Department page that hosts an interactive map of Points of Interests.