

Economic Development Department April Monthly Report

Economic Development Director:

1. Phone call with National Sign Plazas to discuss a Wayfinding Signage Program, with the goal of developing a civic wayfinding system and identifying key destinations to direct traffic toward.
2. Met with GM for EnviroSpark's and toured potential locations for EV Charging Stations. Goal to provide an EV Charging Station in Lago Vista.
3. Participated in City Hall Feasibility Study. Goal to evaluate potential risks, benefits, costs, and challenges to determine if the project should be pursued, modified, or abandoned.
4. Review the EDC Bylaws redline edits from the City Attorney. Goal to let EDAC review so they can approve and get on City Council agenda.
5. Attend City Manager Candidates Meet and Greet. Goal to learn more about the candidates for the City Manager position.
6. Set up Development meeting with a couple looking to purchase land in Lago for a business. Goal to answer and address questions before they purchase the land.
7. Submitted application for HEB's 'Trees for Texans grant. The goal to be considered for the grant to be used for beautifying public spaces, improving community well-being, and reducing the effects of the heat in Central Texas.
8. Two regular visits to local businesses. Goal to listen, learn and assist in anyway the city can.
9. Continued dialogue with ACC about services for cities in their service area. Goal to have some ACC classes at a location in Lago.
10. Reviewed the Comprehensive plan. Goal to work on and align the Economic Development department with the objectives defined in the plan.
11. Reported Business Retention & Expansion April monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
12. Continued conversation with one newspaper about circulation for Lago Vista. Goal to get newspaper circulation for Lago Vista.
13. Sales tax collections for April totaled \$78,656, an increase of \$1,969.00 from the previous year.

Communications and Marketing Coordinator:

Created and published multiple posts across social media, the City website, and the digital sign throughout the month.

Updated the City website calendar to ensure all April meetings and events were accurately listed.

Published the link to the new Open Records Request system on the City website.

Posted CapMetro monthly reports.

Shared draft versions of the Comprehensive Plan and Parks Master Plan.

Hosted the Employee Appreciation Committee meeting to select the March Employee of the Month.

Recapped the Spring Fling event with the committee and welcomed a new committee member.

Coordinated with the HR Director and City Secretary to finalize and promote the City Manager Candidate Meet & Greet.

Attended the City Manager Meet & Greet event at the library.

Finalized merchandise orders for Lago Fest.

Coordinated Lago Fest advertising airtime with area radio stations.

Joined the final Lago Fest planning meeting at the Chamber of Commerce.

Finalized and placed Lago Fest merchandise orders.

Assisted with setup and supported event operations.

Attended Lago Fest and captured photos and videos for documentation.

I participated in the Lago Fest debrief meeting.

Completed the May Monthly Newsletter.

Closed out the Pool Party survey and shared results with the Parks & Recreation Assistant Director.

Coordinated with HR to post new City holiday closure details.

Assisted the Event Coordinator with planning ideas for the upcoming 4th of July Celebration.

Set up social media accounts for the 4th of July and 5K events.

Attended multiple meetings with TextMyGov to discuss updates, training, and finalize contract details.

Participated in meetings with Silktide, AudioEye, and 3CMA to explore Digital ADA compliance options.

Attended the Economic Development Advisory Committee (EDAC) meeting and an internal Economic Development Department meeting.

Joined the monthly Chamber Luncheon.

I attended a TML webinar on media relations.

Event Coordinator:

- a. Finalized vendor applications and booth layout for Lago Fest. Assigned artist booths and coordinated key logistics including vendor packets, volunteer bags, band packets, sponsor totes, and VIP ticket packages (which were mailed out to eligible recipients).
- b. Wrote scripts for both the Mayor and event emcee. Coordinated tray orders with H-E-B and managed the organization of the event shed, including a full inventory check and final supply orders.
- c. Managed volunteer outreach and updated the Lago Fest sign-up sheet. Oversaw event setup and provided on-site coordination and support throughout the festival.
- d. Completed post-event tasks for Lago Fest, including reports, budget reconciliation, and a follow-up meeting to identify improvements for next year. Sent surveys to vendors and thank-you messages to sponsors, volunteers, LVPOA, LVISD, Emcee, and CapMetro.
- e. Helped coordinate the City Manager Candidates Meet & Greet—handled room setup and served as event hostess.
- f. Began planning for the 4th of July Celebration, Parade and Firecracker 5K. Took over associated Facebook pages with Amanda, coordinated with LVPOA and Emcee, and contacted vendors for street sweeping and portable toilets. Updated the float entry form and created the “Liberty by the Lake” save-the-date announcement for early May release.
- g. Trained under outgoing Event Coordinator Susan Price and Katie Mikulak with Parks & Rec to onboard into the role.
- h. Collaborated with Communications on 4th of July social media updates.
- i. Attended Eric’s Economic Development Dept Meeting.