Economic Development Department July 2025 Monthly Report

Economic Development Director:

Project Follow-up:
Followed up with a developer on the project at 1431 and Lohman Ford Road to obtain a progress update.

Business Interest Support:
Conducted a follow-up phone call with a couple interested in opening a laundromat in Lago Vista to address questions and provide information on next steps.

Business Retention & Expansion Reporting:
Submitted June monthly Business Retention & Expansion (BRE) data to Opportunity Austin. Continued collaboration with Opportunity Austin and regional partners to support the retention and expansion of existing businesses.

Local Business Recognition:
Presented a Plaque of Appreciation, alongside Mayor Sullivan, to Anytime Fitness in recognition of its contributions to the local community and economic vitality.

Regional Engagement & Visibility:
Served as guest speaker at the July Commercial Real Estate Property Exchange event in Leander, hosted at Red Horn Coffee House & Brewing Co. Engaged with regional real estate professionals and shared insights on growth opportunities in Lago Vista and surrounding areas.

Networking Follow-up:
Sent follow-up emails to contacts made at the July 16th Commercial Real Estate Property Exchange to maintain relationships and continue promoting Lago Vista as a prime business destination.

Internal Communication:
Shared observations regarding commercial parcels on Bronco Lane with the City Manager, following discussions at the recent City Council meeting.

Wayfinding Program Discussion:
Held a Zoom meeting with representatives from National Sign Plazas to explore potential implementation of their Wayfinding Program in Lago Vista.

Grants & Funding Exploration:
Participated in a Zoom meeting with Councilmember Owen and Grant Writer to discuss potential projects and funding opportunities to support community development.

Franchise Development Outreach:
Initiated and conducted strategic communications with representatives from a regional fast-food chain to explore franchise opportunities in Lago Vista. Assessed market viability and began early-stage discussions to attract the brand to the area.

Sales Tax Update:
Reported sales tax collections for July totaling $92,686—an increase of $3,372 compared to the same month last year.

Communications and Marketing Coordinator:

Public Communication & Outreach:
Created and published multiple updates across social media platforms, the city's digital sign, and the municipal website to share city news, alerts, and community information.

Emergency Communications Coordination:
Led communication efforts in response to the 4th of July flood events, coordinating and distributing timely emergency updates, resources, and recovery information to the public.

Event Support:

- Assisted the Event Coordinator in preparations for the *Lago Liberty Days 4th of July Celebration*.
- Worked onsite during the celebration to support event operations and engage with community members.

Employee Engagement:

- Hosted the *Employee Appreciation Committee* meeting and facilitated the selection process for the June Employee of the Month.
- Represented the committee at the quarterly *Public Works Luncheon*, promoting internal morale and cross-departmental support.

Website Management & Digital Accessibility (ADA Compliance)

Training & Evaluation:

- Completed several training modules focused on digital ADA compliance to enhance website accessibility and user experience.
- Participated in multiple Zoom meetings with ADA solution providers:
  - *Granicus* – Reviewed digital compliance options.

- *Silktide* – Discussed ADA website deficiencies and evaluated their software after a two-week trial.
- *ReCite Me* – Explored toolbar and software integration for accessibility.
- *CivicPlus* – Reviewed tools and services for enhanced ADA support.

Website Improvements:
Worked on restructuring and enhancing the *Public Works Department* webpage to improve user navigation, content clarity, and ADA accessibility.

Event Coordinator:

Lago Liberty Days – July 4th Events:

- Coordinated and executed all logistics for the *Firecracker 5K/10K* and *Independence Day Parade*, including vendor setup, volunteer scheduling, and public safety coordination.
- Managed post-race operations, such as medal and shirt distribution, participant support, and resolving delayed shipments.
- Delivered race items to local participants and organized mail-outs for out-of-town runners.
- Met with the Race Committee post-event to compile a detailed recap and list of recommendations for the 2026 event.
- Finalized budgets related to July 4th and other summer events.
- Initiated research on fireworks vendors and site options for the July 4, 2026 celebration.

Upcoming Event Planning & Coordination:

- Continued coordination for the *Lago Vista Splash Bash Pool Party* (August 23), including vendor communications with Kona Ice.
- Began outreach and internal planning for *Lago Fest 2026*.
- Continued planning efforts for *Drive-In on the Green* and *Music on the Green*, including golf course coordination and vendor outreach.
- Initiated early planning for *Veterans Day 2025* in collaboration with Lago Vista ISD.
- Reached out to past vendors and entertainers to begin organizing the *Annual Christmas Tree Lighting* (December 1), including map layout and scheduling.

Employee Engagement & Internal Events:

Planned the Q3 Staff Potluck, originally themed “Sweet Showdown,” later changed to a Tailgate theme.

- Started securing venue and catering quotes for the *2025 Holiday Party* and began compiling the staff recognition list.
- Circulated birthday and anniversary cards for July across all departments.

Official & External Relations

Council & Board Support:

- Drafted the *Aviation Day Proclamation* for the August 7 Council Meeting in coordination with the Airport Advisory Board.

Representation & Networking:

- Attended the *Plaque of Appreciation Ceremony* for Anytime Fitness alongside city leadership.
- Participated in the *City of Lago Vista Economic Development Department Business Roundtable*.
- Attended the *Monthly Commercial Real Estate Property Exchange* in Leander, featuring guest speaker Eric Zeno.
- Engaged in multiple internal and external coordination meetings throughout the month.