

Economic Development Department October 2025 Monthly Report

Economic Development Director:

1. Meet with Business Development Specialist for a company that specializes in ways to identify credits and incentives that reduce liabilities and increase profitability. The goal is to use available resources to assist in economic development efforts.
2. Demo with company that uses an AI-powered research assistant designed specifically for municipal governments. It helps staff find accurate answers from approved city documents, GIS data, and other resources in seconds. Using advanced AI methods like Retrieval-Augmented Generation (RAG). The goal is to explore ways to work more efficiently to produce faster answers and results.
3. Follow-up meeting with a family planning to relocate to Lago Vista and open a business in 2026. The goal was to look at potential sites for their business.
4. Submitted requested information to the EDAC Grant Writer for submission of grant. Goal to have Grant Writer pursue grants.
5. Presented the Economic Development Plaque of Appreciation plaques with Mayor Sullivan to Drew and Hannah Miton. This recognition honored Drew and Hannah Miton for their contributions to the community through the ownership of four restaurants in Lago Vista.
6. Attended National Night Out and worked at the Economic Development booth. Goal to give residents information and to push ways to sign up to receive notifications from the city.
7. Registered to attend the TML Economic Development Conference next week. This conference will touch on ways to discover practical tools to spark job creation, attract and grow businesses, and build a financially resilient community.
8. Attended the TEDC Annual Conference in San Antonio. This conference served as a platform for learning from economic development experts and networking opportunities.
9. Continue conversations with the Texas Association of Fairs and Events to explore the possibility of hosting an annual fair in Lago Vista. The goal is to assess feasibility, benefits, and potential partnerships for bringing a recurring event to the community.
10. Demo and virtual meeting with Placer.ai. Goal to use for actionable, real-world location intelligence.
11. Reported Business Retention & Expansion October monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
12. Continue gathering information and working on the creation of the Economic Development Corporation.
13. Sales tax collections for October totaled \$91,911, an increase of \$12,298 from the prior year.

Communications and Marketing Coordinator:

- Published multiple posts throughout the month across social media, the digital sign, and the city website.
- Hosted the Employee Appreciation Committee meeting and facilitated the selection of the September Employee of the Month.
- Assisted with the planning and production of National Night Out.
- Attended a meeting to coordinate logistics for the City Council Reception honoring outgoing and incoming candidates.
- Created an online form for the Development Services Department.
- Coordinated and hosted the City's 1st Annual Staff Pumpkin Decorating Contest.
- Met briefly with the Chamber of Commerce to discuss their upcoming newspaper publication.
- Attended the Plaque of Appreciation Ceremony at Taco Bar.
- Supported the Event Coordinator with logistics for the inaugural Movie on the Green event.
- Updated content on the Public Works webpage.
- Coordinated with the City Manager to launch the new From the City Manager's Desk communication series.
- I worked on implementing the new SeeClickFix citizen reporting app.
- Updated content on the Police Department webpage.
- Produced a promotional video for *National Night Out*.
- Attended the TAMIO Region 5 Conference in Temple, Texas.
- Represented the City at *Legacy BBQ* during a newscast recording.

Event Coordinator:

National Night Out (Oct 7)

Successfully hosted the annual community safety event with excellent turnout. Coordinated with LVPD, LVFD, Public Works, and Travis County Health and Human Services. Managed vendor logistics, setup, and entertainment. Processed all invoices within budget.

Movies on the Green – Hocus Pocus

Originally scheduled for Oct 24, postponed due to inclement weather and rescheduled to Nov 1. Coordinated rescheduling with the golf course, Chamber, and Bunker Bar & Grill. Managed public communication updates through social media and CivicPlus.

Veterans Banners & Veterans Day Preparation

Coordinated with Public Works for installation planning once banners arrive. Drafted communications to schedule banner hanging and reviewed logistics for the upcoming Veterans Day Ceremony.

Turnback Canyon Trail Dedication & “First Step” (Nov 15)
Completed logistics and coordination with Parks and Public Works. Finalized barricade placement, signage, and ceremony details.

Council Reception & Swearing-In (Nov 12)
Worked with Robin and the City Secretary’s Office to finalize catering, setup, and invites for new Councilmembers and City officials.

Vista’s Best in the Bowl Chili-Off (Nov 13)
Finalized trophies with BNC Trophies, confirmed vendors, and coordinated event setup plan. Developed MC information forms for participating organizations.

Christmas Tree Lighting (Dec 1)
Sent communications to vendors and organizations; confirmed entertainment lineup and booth logistics. Began design of signage and props (oversized light switch, photo ops, etc.).

Christmas Party (Dec 11 at Pinballz)
Sent invitations and RSVP list to staff; began milestone service award tracking and jersey orders by department.

Lago Liberty Firecracker 5K/10K 2026
Started communication with committee members for 2026 planning. Scheduled first round of recap and improvement discussions.

Lago Fest 2026
Held meeting regarding band lineup and budget estimates with Damon Beierle. Continuing vendor and sponsorship outreach.

Attended the Plaque Appreciation Presentation recognizing local businesses for their contributions to Lago Vista’s growth and community engagement.
Participated in a Zoom call with Placer.AI to review data and insights for potential use in economic development and event analytics.

Attended two Run Sign Up webinars. Prepared registration for TAFE annual membership, and November and January training and conference sessions to support continued professional growth and certification progress.

Created multiple public communications (Facebook, Civic Plus, and internal notices). Coordinated with Finance (Susan & Nicole) for vendor payments, W-9s, and budget coding.

Finalized July 4, 2026, fireworks presentation and processed payment for Precision Fireworks.

Participated in planning discussions with City leadership regarding community outreach and communications alignment.

