

## Economic Development Department March 2022 Monthly Report

### **Economic Development Director:**

1. Meet with business for possible next Plaque of Appreciation. Goal is to recognize a local business for being in Lago Vista.
2. Phone call with Governor's Office Regional Representative. Goal to discuss using sales tax to promote economic development.
3. Reported Business Retention & Expansion monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
4. Spoke with Governor's office and Comptroller's office to present at next EDAC meeting in April. Goal to discuss and ask questions concerning sales tax uses and sales tax corporations.
5. Attended ICSC Red River show. Meet with Principal Partner representing property at corner of 1431 and Lohman Ford. Goal development of property announcement in coming weeks. Meet with Principal Partner representing property at 1431 and Dodge Trail. Goal discuss development of property 3 possible projects in discussion currently announcement possible next 30 to 45 days.
6. Meet with 19 retail and restaurant groups at ICSC. Goal to give demographic information, sales tax information and discuss how great the Lago community would be for your businesses.
7. Meet with 5 commercial development groups at ICSC. Goal to talk about development opportunities in Lago Vista.
8. Continue collaborating and setting up business visits with Chamber of Commerce. Goal to show support for the local businesses in the community.
9. Continue dialogue with brewery owners. Goal to assist, when possible, on helping brewery continue to develop for future opening.
10. Spoke with Grant Writing company. Goal to look at possible grant writer to assist with finding, reviewing, and applying for grants for Economic Development.
11. Received March Distribution of our City Sales tax in the amount of \$73,061.

2022 March Monthly Report  
PIO, Comm & Marketing




LAGO FEST

- Planning and production is in its last 4 weeks
- Held a multi-agency logistics meeting at City Hall with key players. Will follow up with another pre-festival.
- Lago Fest working with Brown Distributing for beverage pavilion products and partnering with them as a sponsor for in-kind product (tbd) for VIP Lounge. Looking forward to their offer. Brown handles products such as Budweiser and White Claw. Our Beverage Pavilion bar ops operator is extremely familiar with working with Brown staff.
- Marine Max (formerly known as Sail N' Ski), a long-time sponsor of Lago Fest, will once again be bringing out boats to the park for viewing
- Lonestar Helicopter will be offering rides to tour the amazing sites over Lake Travis and our north shore Lago Vista area
- Volunteer opportunities opening soon with sign up online. Waited for Cajun Fest to get their volunteers out of courtesy.
- Advertising buys in Community Impact and media partner, Austin Chronicle with VIP Ticket giveaway promo programs
- VIP Lounge tickets go on sale in next few days. Tickets can be purchased through website at lagofest.com
- Working through shuttle parking space challenges at Lago Vista Village and LV Middle School due to construction, tenants, and recreation activities at the ball field. May need to approach CapMetro about opening City Hall shuttle location. The farmers market also takes place on Lago Fest Saturday at the proposed extra shuttle location.
- An IAP (Incident Action Plan) is being created – security/safety briefing to also be given at noon prior to festival opening with all command, key production, and security staff.
- Fire inspection scheduled for food trucks, tents, stage at noon festival day. All vendors have been notified they are to be set up and ready by this time.
- A “staycation” promo page is being worked on to add to the Lago Fest website to promote tourism and an extended visit in our area.
- Coordinating with Public Works and Parks and Rec to give direction for tasks to assist in festival set up and festival day operations assistance.
- Lt. Franco of LVPD will be in charge of police presence/staffing as well as coordinating the hiring of two off-duty constables. A third tier of festival security is being hired as observe and report/festival staff. One supervisor will be named and is a retired Detroit Police Officer.






City staff has new emails and new business cards for all staff members being designed and printed. IT indicates our “old” emails addresses will still work for many months to come. Researching municipal website providers/hosts and will be setting up demos for key City staff.

## Page Overview

### Discovery

 Post reach	4,744
 Post engagement	1,914
 New Page Followers	13

### Interactions

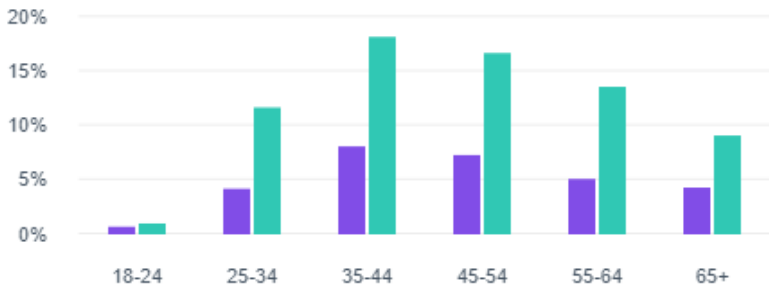
 Reactions	184
 Comments	61
 Shares	45
 Photo Views	493
 Link Clicks	305

CITY OF LAGO VISTA FACEBOOK AUDIENCE INSIGHTS LAST 30 DAYS

# Audience

## Age and Gender

Men 29.70%  
Women 70.30%



## Location

Cities

Countries

Lago Vista, TX	2,007
Austin, TX	417
Leander, TX	126
Cedar Park, TX	120
Jonestown, TX	110
Point Venture, TX	80
Round Rock, TX	51
San Antonio, TX	37
Georgetown, TX	34
Houston, TX	34