

Economic Development Department January 2022 Monthly Report

Economic Development Director:

1. Working on logistics to hold business round table discussions
2. Scheduled Plaque of Appreciation for Sun Hardware (February 9, 2022)
3. Phone call with Property Manager for Lago Vista Village about potential of two additional tenants.
4. Business Retention & Expansion monthly numbers to Opportunity Austin
5. Follow up contact with hotel developer
6. Zoom meeting with Retailer inquiring about Lago Vista
7. Setup meeting with vendor concerning Interactive Zoning Map demo
8. Follow up phone call with broker representing Lago Marine
9. Biweekly ED meeting with City Manager
10. Phone Call with broker representing property adjacent to LVV about development options
11. Austin Chamber monthly BRE meeting
12. IEDC webinar
13. Austin Chamber of Commerce Regional Partners meeting
14. Follow up conversation and assistance with applying for permit with development group looking to build brewery in Lago Vista
15. Commercial Real Estate Professionals Property Exchange monthly meeting
16. Phone call with CAPCOG Grant Specialist about possible grant opportunities
17. Assist City Manager with collaborating with a vendor to put together the Annual Report
18. Opportunity Austin meeting
19. Working with committee on new website
20. Three BRE visits
21. Received January Distribution of our City Sales Tax in the amount of \$83,080

COMMUNICATION & MARKETING – ECON DEV.

- ☐ City media releases, news articles, project updates (water outages, road closures)
- Dissemination of community-related group items
- Monitor State/County/local press releases and communicate to our citizens
- Media outlet relations

- Emergency alerts - CAPGOG
- Council PIO updates - City Council Regular & Special called meetings
- City departments – news suggestions, proposals, photos
- Calendar management – Website, Facebook
- Graphic design, photo editing
- Austin Public Health meetings – COVID updates
- Website updates, edits, restructures, upcoming redesign activities, request department involvement for content checks, Website migration discussions and assistance
- Review/manage incoming special event permits for La Primavera
- Work on Hazard Mitigation Annex I
- City Council Regular & Special called meetings
- TAMIO Meeting
- IFEA Virtual Affinity Meetings
- IFEA Marketing & PR meeting
- City, CVB, Tourism group meeting
- Website staff training
- City departments – planned meeting to discuss new website wishlist
- February newsletter – content, design, print, publish
- Winter storm emergency preparedness strategies and city services communications
- Lago Fest – www.lagofest.com • Weekly Lago Fest committee meetings
- Lago Fest subcommittee meetings
- :60 promo video finished soon
- 5th Anniversary poster design concepts presented and chosen
- Social media graphics design & plan
- Radio spots in production
- Bands
 - Shinyribs
 - Blue Water Highway
 - Tomar and the FCs
 - Aaron McDonnell
 - *(One more may be added if budget allows)*
- Artist applications open – deadline to apply to exhibit March 15, 2022 – applications online
- Transportation issues – working to develop Plan B if CapMetro can't offer their usual \$12k in shuttle services
- Website updates
- Developing Plan B in case CapMetro unable to provide shuttle services due to staffing crisis
- Production vendors' prices risen up to 2x past costs since COVID
- Develop strategy and write and design new sponsorship package to include possible transportation
- COVID waiver and participant contracts prepared
- Sponsorship package

