

## Economic Development Department September 2023 Monthly Report

### **Economic Development Director:**

1. On September 12, 2023, the Economic Development Advisory Committee (EDAC) convened their regular meeting. The session featured a guest presentation by a representative from the Office of the Governor, Regional Representative for Business and Community Development, focusing on Economic Development and Tourism.
2. Assist Grant Writer with plans for the upcoming Small Business Grant Funding Workshop scheduled for October 27<sup>th</sup>.
3. Reported Business Retention & Expansion September monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
4. Meeting with City Manager and Developer to give guidance on the annexation process for his staff to start the process for his land.
5. Participated in the International Economic Development Council Annual Conference. This conference provided valuable insights into industry standards and practices, with a focus on five strategic initiatives: Leadership Development, Workforce & Talent Development, Supporting Entrepreneurship, Fostering Economic Opportunity & Diversity, and Economic Transformation.
6. Held a meeting with the Executive Director of Hill Country Community Ministries. The discussion centered around the potential implementation of a Food for All Program in Lago Vista. Lago Vista falls within their service area, the city aims to strengthen their involvement in our community.
7. Requested letters of support from a few local businesses. These letters are to be included in the application for a grant that the EDAC Grant Writer is applying for on behalf of EDAC.
8. Dialogue with The Texas Workforce Commission, Employer Engagement and Community Outreach Division. This team works with a broad range of partners around the state to help businesses train and upskill their employees through a network of public community and technical colleges and workforce development boards.
9. Attended Coffee with the Chamber. Guest presentation by the Executive Director for the Central Texas Water Coalition.
10. Sales tax collections for September totaled \$88,038, a decrease of \$6,180 over the prior year.

### **Communications and Marketing:**

Made several posts throughout the month regarding:

- Water Restrictions, Outages & Updates.
- The Fall Clean-up Days Event.

- Boards, Commissions and Committees Applications.
- The 1431 Community Meeting.
- Meet the Candidates Night.
- Fire and Drought Prevention.
- Roadway Closures.
- Recycling Schedule.
- KLVF Fall Sweep.
- Digital Sign Construction Update.
- Small Business Grant Funding Workshop.
- Water Billing Cycle.
- Street Projects.
- National Night Out Event.
- Water Treatment #1 Town Hall Meeting.
- Trash Schedule Interruptions.
- CERT Training.

Worked on completing the Digital Sign Standard Operating Procedures policy and getting it approved by the City Attorney.

Coordinated with Vistago on details regarding the new digital sign program and Platform.

Coordinated with the IT director about obtaining a new e-mail address to use specifically for the digital sign inquiries.

Designed and completed the October Newsletter.

Assisted the HR director with images for a new program he is implementing.

Assisted the Public Works Administrative Assistant on getting set up with city website and social media access.

Began discussions about Lago Fest sponsorship packages with the Sponsorship Coordinator, Program Manager and Parks & Rec Coordinator.

Attended the September Chamber Luncheon.

Attended the 1<sup>st</sup> Christmas Tree Lighting Event meeting.

Assisted staff on the New City Website as we get closer to our "Go Live" date.

Attended a TAMIO webinar and obtained TAMIO membership status.

Assisted the Finance department with creating an employee reclassification document for the HR department.

Had a meeting with Text My Gov representatives to discuss texting options for a more accessible and convenient form of communication.

Attended the 1431 Community Meeting hosted by the Chamber of Commerce.

Coordinated with the Finance department and the Civic Plus design team to discuss options for getting online payment availability for both the Police Department and for the Digital Sign Applications.

Attended the Ribbon cutting for the Northshore Christian Academy.

Attended the Ribbon cutting and rededication of the CVS/Lago Vista City Entrance wall.