

Economic Development Department October 2023 Monthly Report

Economic Development Director:

1. Meet with JB Goodwin agent and broker to share valuable information and demographics about Lago Vista.
2. Hosted Small Business Grant Workshop in collaboration with McCoy Consulting. These workshops are designed to provide valuable insights and assistance to small businesses seeking funding opportunities.
3. 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.
4. Registered for an upcoming Texas Municipal League Economic Development Conference to stay well-informed in the field.
5. Attended National Night Out with the North Lake Travis Chamber and assisted with manning the booth for information about the community.
6. Participated in the Unique Character of the Small Towns progress meeting conducted via Zoom. This collaboration event involved a Councilmember, Economic Development Advisory Committee Chairperson and representative from the North Lake Travis Chamber. It was an opportunity to discuss strategies and progress related to distinctive features of small towns.
7. Discussion meeting with Opportunity Austin and various Regional Partners. The focus of this discussion revolved around the Chapter 403 abatement law, which is slated to come into effect on January 1, 2024.
8. Dialogue with retail store about possible second store in Lago Vista.
9. Continue reviewing grant opportunities with Grant Writer.
10. Sales tax collections for October totaled \$86,842, an increase of \$2,976 over the prior year.

Communications and Marketing:

Made several posts throughout the month regarding:

- National Night Out Event on 10/3/23.
- Trunk or Treat Event on 10/28/23.
- Library Event with Sergeant Wilson's Storytime.
- Green Center Hours.
- Scheduled Water Outage from 10/9/23.
- KLVB Fall Sweep Event on 10/7/23.
- Library Family History Event on 10/6/23.
- A Memorial post regarding the passing of Jane Brunclick.

- Meet the Candidates Night on 10/11/23.
- CERT Training Days.
- Early Voting.
- Notice for Committees, Boards & Commissions Applications.
- Water Treatment #1 Town Hall Meeting.
- Scheduled Low Water Pressure Notice.
- Water Wise information.
- Scheduled Road Closure Notice.
- Press Release for featured magazine article.
- New Website Launch for 10/17/23.
- Clean-up Days for 10/18, 10/19 & 10/21.
- Scheduled Water Outage for 10/23/23.
- Instructional Video on how to sign up for notifications on the New City Website.
- Small Business Grant Funding Workshop on 10/25/23.
- New Digital Sign update.
- Post regarding the Victims Proclamation on 10/25/23.

Attended the National Night Out Festivities on 10/3/23.

Attended the 1st meeting for Lago Fest 2024.

Designed and completed the November Newsletter.

Worked on the New City Website, as well as continued to assist other departments with their pages and content.

Attended a zoom meeting with Civic Plus for our New City Website reveal on October 17, 2023.

Coordinated with the Parks and Recreation dept regarding the Veterans Day Event which will be on Friday, November 11, 2023, at the High School.

Finalized the SOP for the Digital Sign and will go in front of Council for review at the November 16, 2023, Meeting.

Attended an online training session for the new digital sign software. The New Digital Sign went live on Wednesday October 25, 2023!

