

## Economic Development Department November 2023 Monthly Report

### **Economic Development Director:**

1. Met with a Development Group, focusing on various aspects of a potential project to give feedback.
2. Discussion and research with multiple cities that have Type B Economic Development Corporations (EDCs). This initiative is aimed at gaining valuable insights and identifying best practices that can serve as informed benchmarks to enhance and benefit our own economic development strategies.
3. Reported Business Retention & Expansion November monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
4. Update meeting on grant submissions and future grant opportunities with Grant Writer and EDAC Chair.
5. Schedule Grant Writer 2024 visits per contract.
6. Discussions ongoing with Development Services regarding the Better Business Program. These discussions aim to enhance and refine the program for optimal effectiveness and support for local businesses, developers and anyone looking to do business in the city.
7. Attended the Regional Partners meeting. The Chief Executive Officer of Opportunity Austin presented updates on the strategy for Opportunity Austin 5.0 (OA 5.0). The session unveiled new benefits for Regional Partners, fostering collaboration and aligning shared goals among the participating entities.
8. Met with broker and client looking for retail space to open a regional franchise in Lago Vista.
9. Met with Commercial Real Estate firm to discuss and share information about pads they have in Lago Vista.
10. Sales tax collections for November totaled \$122,240, an increase of \$23,355 over the prior year.

### **Communications and Marketing:**

Made several posts throughout the month on social media and the city website regarding:

- Early Voting Information.
- City Boards, Committees and Commissions Applications.
- Scheduled Water Outage.
- City Staff Annual Chili Cook-Off.
- Christmas Tree Lighting Save the Date Notice.
- Lago Vista Blue Santa Program.

- Scheduled Roadway Paving.
- Winter Sewer Averaging Notice.
- Digital Sign lumen adjustments.
- Veteran's Day Celebration.
- Voting Day Locations.
- Partial Lane Closures.
- City Council Members Reception.
- Credit Card 3% Processing Fee Notice.
- Scheduled Water Outage.
- Hill Country Singers Concert.
- Coffee with a Cop.
- Public Works Announcement for Stop Work Order-Street Project.
- Thanksgiving Office Closures, and trash schedule.
- Lights & Sounds Christmas Drone Show.
- Santa's Mailbox Notice.
- Christmas Tree Event Itinerary and Map.

Created content for the new Digital Sign and adjusted the brightness so that it's in compliance with the Dark Skies Ordinance at night.

Attended the November Chamber of Commerce Luncheon.

Coordinated marketing efforts for the November General Election.

Attended the City Council Reception for outgoing and newly elected council members.

Designed and completed the December Newsletter.

Continued coordinating details regarding the Christmas Tree Lighting Event.

Assisted the Parks & Rec Coordinator for the Veteran's Day Celebration on Friday November 10, 2023, at the High School and coordinated setting up the reception hall with food and beverages for all veterans to enjoy.

Continued to assist and train department staff with their website page content for the new city website.