

## Economic Development Department March 2024 Monthly Report

### **Economic Development Director:**

1. Provided information and tour for business looking to lease in Lago Vista Village shopping center.
2. Plan Grant Writer visit for update to EDAC and City Council scheduled for May.
3. Reported Business Retention & Expansion February monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
4. Presented Economic Development Plaque of Appreciation to Domino's Pizza on March 5<sup>th</sup>, acknowledging their contributions to the community.
5. Met with developer to have ongoing discussions regarding inquiries about potential mixed – use development.
6. Met with developer and engineer to discuss annexation process.
7. Discussions with Principal Partner and Broker inquiring about the healthcare sector for the city.
8. Met with representatives of Opportunity Austin and the City Manager as they rolled out the plan for Opportunity Austin 5.0. A transformative 5-year regional economic development initiative.
9. Ongoing discussions with a group looking to develop a hospitality industry in the city.
10. Sales tax collections for March totaled \$81,834.

### **Communications and Marketing Coordinator:**

Made several posts throughout the Month on social media, the city website, and the digital sign.

- Scheduled power outage
- Early voting options
- La Primavera Bike Race
- Election Day details
- Plaque of Appreciation for Domino's Pizza
- Golf ball Water tower pics from the Water Plant staff
- Spring Trash Off Event
- Low Water Pressure
- Tuesday Eclipse Tips
- March green Center Hours
- Dawn Dr, Scheduled Lane Closure

- Tessera Parkway, Scheduled Lane Closure
- Lago Fest Volunteer Sign up's
- Congrats post to Domino's for Plaque of Appreciation
- NLT Chamber of Commerce Luncheon State of the City Address
- Stage 2 Watering Restrictions Notice
- Travis County Disaster Declaration for April 8, 2024
- City Hall closure for electrical issue
- Travis County CDBG Program survey
- Municipal Court Closure for staff training
- Upper Bar-K Ballfields maintenance update
- Lago Fest VIP Tickets
- Lago Fest Arts & Crafts Vendor Applications
- Solar Eclipse countdown ticker
- CAMPO open house dates
- April Green Center Hours
- Scheduled Water outage
- Town Hall Meeting announcement
- YAC Applications
- LVPD Smoothies with the SRO Event
- Travis County's CDBG Priority Needs Survey
- Eclipse Glasses
- Scheduled Water Outage reminder
- RFP for the Lago Vista Golf Course Irrigation System (Effluent water disposal)
- NLT Chamber Don't be left in the dark series
- Warn Central Texas Notification sign up's
- Good Friday Closure
- Scheduled Intermittent Water Outage
- Street Rehab Project Update
- Trash Service Pickup Interruption

- Happy Easter
- Lago Fest Sponsorship Thank you to LTX Homes
- Lago Fest Sponsorship Thank you to Emily Dieckmann Real Estate
- Lago Fest Sponsorship Thank you to Lantz's Lakeside Plumbing
- Lago Fest Sponsorship Thank you to Baker Flooring
- Lago Fest Sponsorship Thank you to Marine Max
- Lago Fest Sponsorship Thank you to Wyndham Destinations
- Lago Fest Sponsorship Thank you to Anytime Fitness
- Lago Fest Sponsorship Thank you to H&M Marine
- Lago Fest Sponsorship Thank you to Real Texas Plumbing
- Lago Vista Players "Wild Dust"
- Hill Country Singers "Singing in the Rain"
- LV Garden Club "Game Day"
- LV Starry Skies "Stargazing Party"
- Friends of the Library "Fundraiser & Silent Auction"

Attended several Lago Fest meetings throughout the month in preparations for the upcoming event.

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Assisted the Lago Fest Sponsorship Coordinator in completing recruiting efforts for Lago Fest sponsors with local businesses.

Coordinated with Vistago on finalizing merchandise efforts for Lago Fest swag.

Completed Advertising efforts with local businesses, publications, magazines, and newspapers for Lago Fest 2024 Marketing efforts.

Attended the Quarterly Plaque of Appreciation Ceremony for Domino's Pizza that was presented by the Economic Development Department.

Completed and published the April City Newsletter.

Conducted an EAP meeting to discuss final details pertaining to our Spring Fling Outing.

Attended the upper ball fields on Wednesday to take pictures of the city staff and citizen volunteers as they all work on maintenance efforts.

Attended a meeting to discuss text notification options to improve communication efforts.

Attended the monthly Chamber Luncheon which highlighted the State of the City Address by the City Manager and the Mayor.

Attended a meeting with Civic Plus, regarding the City Website to discuss any feedback or concerns since our launch last year, and enhancements.

Attended a TAMIO Region 5 Quarterly Meeting.