

## Economic Development Department July 2024 Monthly Report

### **Economic Development Director:**

1. Attended the Opportunity Austin Economic Development Council Committee Meeting.
2. Attended the Opportunity Austin Policy Council Meeting.
3. Reported Business Retention & Expansion June monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
4. Organized Opportunity Austin's Community Visit to Lago Vista and lead tour of the city for their staff.
5. Participated in the Texas Economic Development Council's Webinar titled From Vacant Spaces to Vibrant Places: Attracting Retail for a Better Tomorrow.
6. Zoom Call with the Texas Workforce Commission about their Texas Interns Unite Internship Program.
7. Follow-up with EDAC Grant Writer for submission of grant.
8. Met with GIS Technician to discuss adding interactive map with points of interest to the Economic Development page on the city website.
9. Finalized details for video production from EDAC initiative.
10. Sales tax collections for July totaled \$89,319 a decrease of \$5,719 from the prior year.

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

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

Completed and published the August Newsletter.

Helped in the setup, breakdown, and operations of both the 3<sup>rd</sup> of July Fireworks show and the 4<sup>th</sup> of July Parade.

Attended the Employee Appreciation Committee meeting to go through our June kudos submissions and decide on our first Employee of the Month.

Created the Employee of the Month benefits and rewards packet.

Signed up and registered for the Texas Brew City Guild.

Attended a GIS meeting to discuss implementing an interactive points of interest map and created a 9-page list of local businesses, companies, and points of interest along with their addresses to provide to our GIS guy for an interactive map project to which I was assigned.

Attended the Chamber Luncheon.

Attended a meeting with the CFO to discuss moving forward with online payment options for our city website.

Attended a TAMIO webinar.

Created a new feature for the city website homepage that hosts the New City Council Discussion Forum.