

Economic Development Department November Monthly Report

Economic Development Director:

1. Attended the monthly Opportunity Austin Infrastructure meeting to further the city's regional economic initiatives.
2. Presented the Economic Development Department's Plaque of Appreciation to The Wild Navy Boutique. Recognizing business in Lago Vista for their continued investment in our community.
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. Participated in interviews for the Development Service Director position.
5. Attended the TML Economic Development Conference. Where economic development experts, state officials, and city leaders will provide strategies, solutions, and tools to help strengthen your economy, inspire local job creation and business growth, and foster financial resilience.
6. Registered for the upcoming ICSC Red River Show to be held in January. Goal to start scheduling meetings with retailers.
7. Attended the Williamson County and Northeast Travis County Commercial Property Exchange Networking Event to connect with Commercial Real Estate Agents and Brokers that represent clients with an interest in Lago Vista.
8. Follow-up phone call with business looking at Lago Vista Village.
9. Sales tax collections for November totaled \$102,700.

Communications and Marketing Coordinator:

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

Drafted a new policy for Prohibited Technology in accordance with Legislature changes.

Completed the new Wall of Fame in the City Hall Lobby that features a mural painted by San Montag, a local artist and provides a place for our Employee of The Month Candidates to be highlighted.

Hosted an Employee Appreciation Committee meeting to select the October employee of the month.

Attended a zoom meeting to review the analytics of the social archive software.

Assisted in searching, gathering, and hanging up historical City Council pictures in the Chambers hallway.

Began scanning documents uploaded to the city website and checking them for compliance accessibility.

Attended a logistics meeting for the Christmas Tree Lighting to go over final details.

Attended the City Council Reception.

Coordinated group photos of the new and old City Council Members.

Attended the Plaque Appreciation ceremony for the Wild Navy Boutique.

Updated the City website as a part of routine maintenance.