

Economic Development Department January Monthly Report

Economic Development Director:

1. I attended the ICSC Red River show. Met with marketplace industry professionals and peers to learn more about relevant topics in the Economic Development field.
2. Planned and held the first EDAC meeting for the year. Three new members were sworn in to serve on EDAC.
3. Reported Business Retention & Expansion December monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
4. Met with a property owner interested in opening a laundromat to discuss the process and answer questions.
5. Set up the second development meeting with the developer and the city development team to discuss his proposed project at 19708 Boggy Ford.
6. A meeting was also held with the Vice President of Opportunity Austin to explore ways OA can better support and promote Lago Vista's economic development initiatives.
7. Met with the newly appointed EDAC Chair to discuss economic development initiatives and priorities for the committee
8. Continued Conversations with two retailers interested in Lago Vista, fostering potential opportunities for local economic growth.
9. Sales tax collections for January totaled \$93,061.

Communications and Marketing Coordinator:

Published multiple posts across social media platforms, the city website, and the digital sign.

Hosted an Employee Appreciation Committee meeting to select the December Employee of the Month.

Updated the city website and calendars to reflect 2025 content.

Assisted in training the City Secretary on the city website.

Began working on Lago Fest content.

Attended a zoom call for Text My Gov.

Attended the EDAC meeting.

Attended a zoom call for a Chatbot feature demo with CivicPlus.

Attended a zoom call for the TML Legislative Update.

Created a new page on the city website that focuses on Oak Wilt Education.

I attended a Chatbot meeting with Civic Plus to discuss concerns and options.

Coordinated the release and announcement of the 2025 Lago Fest Band lineup with all the band managers.

Worked on Lago Fest Marketing Materials.