

Economic Development Department March Monthly Report

Economic Development Director:

1. Researched becoming a Certified Music Friendly Texas Community. Goal to become a Music Friendly Texas Community.
2. Development meeting with Developer, Interim City Manager, Development Services Director and Mayor. Goal to address the incomplete items needed for his application.
3. Met with a couple that has a property under contract for business venture. Goal to answer any questions and discuss the application/permitting process.
4. Responded to a request for information from TML seeking information on potential land or buildings to serve as the new Texas Municipal Center offices and conference center. Goal to submit sites to be considered for the new Texas Municipal Center offices and conference center.
5. Met with the Airport POA President to discuss potential events and economic development ideas at the airport. Goal to host events and other tourism activities at the airport.
6. Met with couple and Mayor to discuss options on their proposed business venture. Goal to answer questions and give feedback.
7. Submitted sites to Governor's office on RFI for medical equipment and supplies company looking for locations. Goal to be considered for this project.
8. Reported Business Retention & Expansion March monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
9. Reached out to two newspapers about circulation for Lago Vista. Goal to get newspaper circulation for Lago Vista.
10. Sales tax collections for March totaled \$81,190.

Communications and Marketing Coordinator:

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

Hosted the Employee Appreciation Committee meeting to select the Employee of the Month for February.

Designed the 2025 Lago Fest branding and initiated merchandise ordering.

Continued work on TAMI Award submissions for State Communications recognition.

I attended a Zoom meeting with AudioEye to explore digital ADA compliance options for the city website.

Posted Lago Fest flyers at local businesses to promote the event.

Revamped the Finance page, improving its layout and user experience.

Placed the order for Lago Fest merchandise.

Finalized and submitted TAMI Award entries for State recognition in communications efforts.

Attended the State of the City Address at the Chamber Luncheon.

Finalized details for the Employee Appreciation Spring Fling Party.

Completed the April Monthly Newsletter.

Coordinated and organized the Employee Appreciation Spring Fling Party.

Participated in a Lago Fest meeting at the Chamber of Commerce.

Collaborated with the Assistant Parks & Rec Director on a survey to gather citizen feedback on City Pool party options.

Met with TextMyGov to discuss updates and address inquiries.