

# **Economic Development Department September 2025 Monthly Report**

## **Economic Development Director:**

1. Conducted a follow-up conversation with a fast-food restaurant planning to begin construction soon, regarding final submittal items required for review. The goal is to support and assist them through the remaining steps of the development process.
2. Met with a local couple to discuss the site plan requirements needed for submission as part of the approval process for their new business in Lago Vista. The goal was to provide guidance and ensure they were directed to the appropriate department for further assistance and next steps.
3. Met with and provided a tour to a family planning to relocate to Lago Vista and open a business in 2026. The goal was to offer feedback, answer their questions, and support their exploration of business opportunities in the community.
4. Review EDAC Grant Writer October Opportunities list. Goal to have Grant Writer pursue grants.
5. Scheduled the next Plaque of Appreciation presentation for October 21st, hosted by the Economic Development Department. This recognition will honor Drew and Hannah Miton for their contributions to the community through the ownership of four restaurants in Lago Vista.
6. Met with national consulting firm that partners with municipalities on site selection, economic impact and incentive strategies. Goal to gain a unique perspective on thoughtful development and community vitality.
7. I attended the Retail Live Trade Show and met with several retailers to discuss potential opportunities for establishing their businesses in Lago Vista. These conversations focused on highlighting the city's growth and market potential.
8. Two regular visits to local businesses. Goal to listen, learn and assist in anyway the city can.
9. Initiating coordination with the Texas Association of Fairs and Events to explore the possibility of hosting an annual fair in Lago Vista. The goal is to assess feasibility, benefits, and potential partnerships for bringing a recurring event to the community.
10. Worked on agenda and items for the scheduled October EDAC meeting.
11. Reported Business Retention & Expansion September monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
12. Continued conversations with ACC about offering ACC classes or trade training at a location in Lago Vista.
13. Sales tax collections for September totaled \$97,934.

## **Communications and Marketing Coordinator:**

- Published multiple posts throughout the month across social media platforms, the digital sign, and the city website.
- Created and published the October Monthly Newsletter.
- Hosted the Employee Appreciation Committee meeting and coordinated the selection of the August Employee of the Month.
- I attended a Zoom meeting with Silktide to review ADA compliance options.
- Attended a Department Head meeting.
- Participated in a Zoom meeting with ReciteMe to explore additional ADA compliance solutions.
- Attended the Chamber Luncheon.
- Joined a department meeting to discuss budget items.
- Developed a Driving Safety form for the Municipal Court.
- Worked on updates and improvements to the city website.
- Attended a webinar focused on communication strategies.
- Participated in the quarterly Public Works luncheon.
- Attended the soft opening of Legacy Barbeque.
- Attended the ribbon cutting for Seller's Place Food Truck.

### **Event Coordinator:**

#### **National Night Out (Oct. 7)**

- Completed vendor map, confirmed logistics, and checked insurance requirements.
- Attended and coordinated planning meeting (Sept. 15), reviewed vendor proposals (Dax & Jade lanterns, Rebuild Sandy Creek electronics drive, Tech for Texas program, Good Witches of Lago flash mob).
- Confirmed golf cart plan and safety messaging with Chief and Assistant Chief.
- Distributed action items and details to those unable to attend.
- Drafted and distributed vendor confirmation emails.
- Coordinated with local businesses: Lowe's (water), Brookshire Brothers (cake), and flyer distribution.

#### **Movies on the Green (Oct. 24)**

- Inventoried supplies and confirmed screen/film orders.
- Coordinated with Dustin at The Bunker on specialty drinks and themed food.
- Chamber of Commerce confirmed to handle concessions.
- First showing scheduled for Oct. 24 ("Hocus Pocus").

#### **Christmas Tree Lighting (Dec. 1)**

- Continued planning; Amanda posted a save-the-date announcement.
- Followed up with performers and vendors to build out program.

#### **City Staff Christmas Party (Dec. 11)**

- Finalized quotes, booked the venue, and ordered milestone plaques and awards.

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**Other Upcoming Events ( not listed above)**

- Veterans Day Ceremony – Nov. 11.
- Q4 Chili Cook-Off Party – Nov. 12.
- Lago Fest – Apr. 25, 2026 (continued budget prep and revenue details).
- 4th of July – 2026 (began gathering quotes for bands and fireworks to present in the coming weeks).

**Professional Development & Outreach**

- Attended Texas Moving Image Industry Incentive Program (TMIIIP) session hosted by the Texas Film Commission.
- Attended TML webinar on Hotel Occupancy Tax funds (two-step test).
- Registered for Texas Event Management Institute Conference in November.
- Attended Youth Advisory Committee meeting to provide volunteer information.

**Administrative & Support Work**

- Sent reminders for Q3 birthdays/anniversaries; distributed September cards and prepared and distributed October list.
- Continued gathering background and revenue details for Lago Fest to support budget discussions and Council requests.