

# Annual Report for 2013

## Lavon Economic Development Corporation

### 1. Adopted a Strategic Plan

#### ✓ Established a Mission Statement

*“We Cultivate Investment and Growth!”*

#### ✓ Set 3 Goals

- *To attract a minimum of \$1,000,000 in new private sector commercial development in 2013*
- *Develop the Brand Lavon...Marketing Lavon through the web site and a minimum of 3 outside marketing events*
- *Strengthen the Management Efforts of the Lavon EDC*

### 2. **Goal: to attract a minimum of \$1,000,000**

#### Accomplishments

- ✓ *Completed economic development agreement for Lavon Business Park sanitary sewer development and development of commercial buildings at the Business Park.*



- ✓ *The 4 acre, annexed in 2013, Lavon Business Park is estimated to provide between 40,000 and 50,000 square feet of new commercial*

*development starting in 2015 with an expect value to exceed \$2,500,000 in market value or some \$11,393 annually in taxes at build out. The current land is estimated to bring a value of \$375,000 to the City in 2014 with approximately \$1,629 in property taxes annually.*

- ✓ *The 4.6 acre Mid-Tex property, annexed in 2013, is excepted to provide a similar value in 2014 as the Lavon Business Park and to provide an estimated development of 20,000 to 30,000 square feet of commercial development providing between \$1,000,000 and \$2,000,000 of new market value or some \$9,144 annually in taxes when developed as planned in retail and business warehousing.*
- ✓ *Worked with Council to develop an agreement with an ISP for use of abandoned Coax lines for wired internet service*
- ✓ *Worked with City Council and the Planning & Zoning Commission to establish the Lavon Planned Development Zoning.*
- ✓ *Worked with City Council and the Planning and Zoning Commission for the voluntary annexation of M-Tex Supply Corporation Property and the Lavon Business Park Property and for establishing the Planned Development District for both properties.*
- ✓ *Provided a \$20,000 grant match for Lavon to achieve a Collin County Park Grant to enable the initial development of the Lavon City Park.*

### **3. Goal: To Develop the Brand Lavon**

#### **Accomplishments**

- ✓ *Established a logo*



- ✓ **Established the Lavon EDC Web Site**



- ✓ **Established an aerial map of Lavon**



- ✓ **Established a trade show booth display**



- ✓ **Developed official logo shirts and name tags for Board of Directors**

- ✓ **Attended two trade shows**

- **North Texas Commercial Association of Realtors attracting 17 qualified leads and brokers interested in Lavon opportunities**

- ***Texas Deal Making-International Council of Shopping Centers attracting 27 retailers and brokers representing retailers with interest in future development opportunities in Lavon.***



- ✓ ***Advertised in Lavon Area Chamber of Commerce Directory***
- ✓ ***Selected location and plans for Entrance Monument Sign on SH 205***

## ***4. Goal Strengthen the Management Efforts of the Lavon EDC***

### **Accomplishments**

- ✓ ***Each Board member and City Secretary Chris Wess attended an 8 hour sales tax training course and Director Kent Hembree also attended a four day economic development basic training with a total of 98 hours of professional economic development training for the year.***



- ✓ ***Continued the use of Professional Economic Developer to develop options and opportunities for economic development projects in Lavon and to provide professional economic development direction to the programs of the Lavon EDC***

- ✓ ***Continue the use of a Office Manager with scheduled office hours at the City Hall***



- ✓ ***Board of Directors met at least monthly and a total of 19 times to formulate actions and decisions to meet the Mission of the EDC.***