

Annual Report for 2014

Lavon Economic Development Corporation

1. Updated the Strategic Plan

- ✓ Retained the LEDC Mission Statement

“We Cultivate Investment and Growth!”

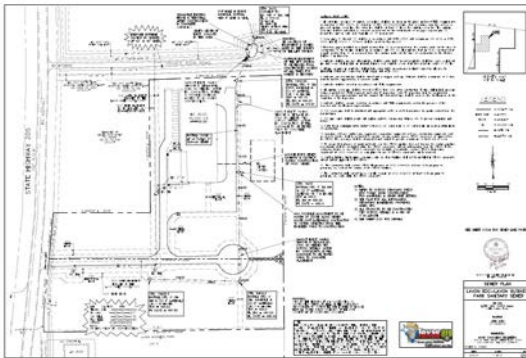
- ✓ **Goals for 2014 were....**

- To attract a minimum of \$1,000,000 in new private sector commercial development
- 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 in new private sector commercial development in 2014.**

Accomplishments

- ✓ Completed the Phase I, \$77,500, sanitary sewer project for Lavon Business Park sanitary sewer development to the John Main Property.



John Main Receiving Check from President Kay Wright, Vice President Chris Kane and Executive Director Pam Mundo

- ✓ **Initiated the Phase II Lavon Business Park sanitary sewer project that adds 3 acres of land (DPB Investments) fully served with sewer and water facilities to the Lavon Business Park site. Sewer line project is a partnership with John Main Properties, DPB Investments and Lavon EDC. Lavon EDC participating with a \$9,667 grant, DPB Investments with a \$9,667 contribution and John Main Properties with \$6,667 in funds and services for the sewer line.**

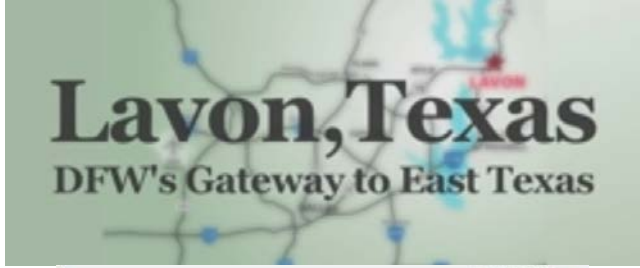


- ✓ **There is now a total of 11+ acres ready for retail and business development within the Lavon Business Park with water and sanitary sewer facilities.**
- ✓ **Through the voluntary annexation into Lavon, of the M-Tex property and the Lavon Business Park/John Main Properties, Lavon’s 2015 tax rolls are expected to gain an approximate value of \$1,300,000. In 2014, the value of the M-Tex property was in excess of \$1.9m (including the building) and the Lavon Business Park/John Main property was in excess of \$300,000.**

3. Goal: To Develop the Brand “Lavon”

Accomplishments

- ✓ **Published, on the Lavon EDC web site and You Tube, a Lavon video promoting the community for development.**



Lavon, Texas

DFW's Gateway to East Texas



- ✓ **Continued the active use of the logo, including Directors business cards, name badges and marketing shirts.**



- ✓ **Continued expanding and updating the Lavon EDC Web Site**



- ✓ **Attended two regional trade shows being the North Texas Commercial Association of Realtors in August and the International Council of Shopping Center-Texas Deal Making trade show in November.**



Pam and Joe Mundo at the NTCAR Show



Micki Hollien and Chris Kane at the ICSC Texas Deal Making Show

- ✓ **Advertisement in Lavon Area Chamber of Commerce Directory**

LAVON
EDC

214-934-7190
Administrative

214-773-0966
Executive Director

469-867-9258
President

www.lavonedc.com
info@lavonedc.com

"We Cultivate Investment & Growth"

Our No. 1 Goal is to attract new private sector commercial development!

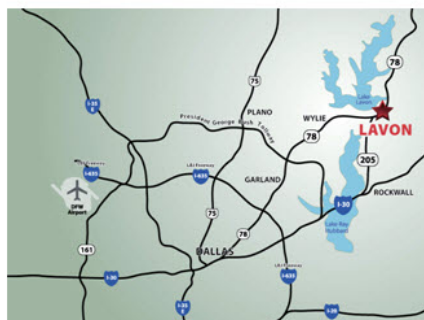
How may we help you invest in Lavon?

- ✓ **Update the Lavon Economic Profile – a fast facts of demographic information**



Economic Profile

www.lavonedc.com
www.cityoflavon.com



✓ *Established You Tube and Twitter accounts to market Lavon EDC efforts.*

✓ *Lavon EDC Directors and Administrative Staff also organized and assisted in developing a City Park Easter Egg Hunt, Halloween Event, the 4th of July Historic John Abston Breakfast and first ever BBQ & Live Music event at City Hall.*



4. Goal Strengthen the Management Efforts of the Lavon EDC Accomplishments

✓ *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. Executive Director, Pam Mundo attended economic development*

events to market Lavon including DFW Marketing Team meetings at the Great Dallas Chamber, Texas Economic Development Council Quarterly meeting in Frisco, three BizNow marketing meetings in Dallas and the Annual International Economic Development Council meeting in Fort Worth, spreading the word about development potential in Lavon.

- ✓ *Continue the use of an Administrative Staff with scheduled office hours at the City Hall. Administrative Staff member Micki Hollien also attended the International Council of Shopping Center trade show, in November, to assist in marketing Lavon.*
- ✓ *Board of Directors met at least monthly and a total of 17 times to formulate actions and decisions to meet the Mission of the EDC.*
- ✓ *Lavon EDC awarded Economic Excellence Award by the Texas Economic Development Council for their knowledge strengthening, skills development, volunteer and professional efforts at community and economic development.*



President Kay Wright receiving the award in Austin at TEDC Meeting in June