

Lavon Economic Development Corporation Strategic Plan update for 2017

Mission: “We cultivate Investment and Growth”

GOAL 1. ATTRACT NEW PRIVATE SECTOR COMMERCIAL DEVELOPMENT EXPANDING THE PROPERTY AND SALES TAX BASE FOR LAVON.

Strategy: Attract partners in the development of build to suit and speculative commercial/business & office buildings

Strategy: Market Lavon available retail and commercial properties through the Lavon EDC website and at tradeshows such as NTCAR and TX Deal Making of the ICSC

Strategy: Encourage the continued development of property through voluntary annexation and extension of utilities

Strategy: Participate, as appropriate, in development of public facilities that will attract new development

Strategy: Continue efforts for improved telecommunications and high speed broadband Internet

Strategy: Support the development of the 19 acre Lavon Park and Recreational Sports Complex

Strategy: Meet periodically with City Council and the Planning and Zoning Commission to coordinate efforts of land development and economic development

Strategy: Continue the effective Business Card Exchange that help develop local micro-small business opportunities and hold the Shop Small Saturday and similar efforts to attract small business development in Lavon

GOAL 2. DEVELOP THE BRAND “LAVON”MARKETING LAVON THROUGH THE WEB SITE AND A MINIMUM OF 3 OUTSIDE MARKETING EVENTS

Strategy: Participate in two regional trade shows – NTCAR and Texas Deal Making

Strategy: Update the aerial map and develop an aerial brochure of Lavon showing completion of SH 78

Strategy: Continue to update, expand and maintain the Lavon web site with fresh information and facts

Strategy: Invite local developers/investors to the EDC meetings to promote their sites and properties including Petro Hunt LLC.

Strategy: Encourage City Council to adopt the Keep Texas Beautiful Program and compete for recognition by that program.

Strategy: Update or create an additional Lavon Video after opening of SH 78 and the two on-going building projects are completed.

GOAL 3. STRENGTHEN THE MANAGEMENT TOOLS OF THE LAVON ECONOMIC DEVELOPMENT CORPORATION

Strategy: Encourage the training of Board Directors and staff

Strategy: Actively encourage full capture of the sales tax rate available to Lavon

Strategy: Actively encourage the use of bond financing to fund the Lavon Sports Facility

Strategy: Continue the use of a Professional and Certified Economic Developer as the Lavon Board Executive Director

Strategy: Continue the use of an Office Administrator with scheduled office hours at the City Hall

Strategy: Continue the Board of Directors policy to meet at least monthly and more if necessary to meet the Mission of the EDC