



Mission

Lavon Economic Development Corporation...

"We Cultivate Investment and Growth!"

Goals for 2014-

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

Strategy: Attract a partner in the development of a speculative commercial/business office building

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

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

Strategy: Participate, as appropriate, in development of public facilities and open space projects.

2. Goal: 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 and maintain the LEDC web site with fresh information and facts

Strategy: Invite 6 local developers/investors to the EDC meetings to promote their projects

Strategy: Place a minimum of one Lavon entrance sign during calendar 2014.

Strategy: Complete development of a Lavon area video

3. Goal: Strengthen the Management Efforts of the Lavon Economic Development Corporation

Strategy: Board members will attend sales tax and economic development training sponsored by the Texas

Economic Development Council and other DFW marketing meetings.

Strategy: Actively encourage City formation of a MDD or other method of capturing and fully utilizing sales tax for developing Lavon.

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

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

Strategy: Board of Directors to meet at least monthly to formulate decisions to meet the Mission of the EDC.

Strategy: To assure proper development of all EDC projects, assign an appropriate project manager with the required skills and qualifications.