

Lavon Economic Development Corporation Strategic Plan update for 2018

Mission: “We cultivate Investment and Growth”

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

Strategy: Aid in the development of SMART City strategies.

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: Market the advantages of the “revised” outer loop for Lavon East Freeway as the gateway to DFW from east Texas.

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: Support quality of life improvements including but not limited to development of parks and trails.

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 Small Business Bazaar that help develop local micro-small business opportunities, hold the Shop Small Saturday and similar efforts to attract small business development in Lavon

Strategy: Work corporately with private sector land owners to develop the major business center on FM 2755.

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: Develop electronic brochures for marketing Lavon.

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

Strategy: Encourage City Council to apply for the TXDOT Green Ribbon program within the TXDOT rights of ways and compete for funding and recognition by that program.

Strategy: Update or create additional Lavon videos with drone footage highlighting the completion of SH 78, the plans for SH 205 and the proposed revised “outer” loop.

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

Strategy: Encourage the training of Board Directors and staff

Strategy: Actively seek to build incentive tools including tax abatement, Freeport tax abatement and goods in transit exemption.

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