

Lavon Economic Development Corporation Strategic Plan update for 2020

Mission: “We cultivate Investment and Growth”

GOAL 1. ATTRACT NEW PRIVATE SECTOR COMMERCIAL DEVELOPMENT EXPANDING THE PROPERTY AND SALES TAX BASE FOR LAVON BY 4%.

Strategy: Work cooperatively with private sector landowners to develop the major business center on FM 2755.

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 revise outer loop as the gateway to east Texas from DFW metroplex.

Strategy: Encourage the continued development of property through developing incentives, 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 to help develop local micro-small business opportunities, hold Shop Small Saturday events and similar efforts to attract small business development in Lavon

Strategy: Work regionally to collaborate on solving regional development issues

GOAL 2. DEVELOP THE BRAND “LAVON”MARKETING LAVON THROUGH SOCIAL MEDIA AND A MINIMUM OF 4 MARKETING EVENTS

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

Strategy: Develop electronic aerial and other 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: 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.

Strategy: Utilize a Facebook page for providing up to date information concerning the LEDC activities.

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

Strategy: Encourage the continue training of Board Directors and Executive Director.

Strategy: Actively seek to build incentive tools including a tax abatement policy, and a façade and building improvement program.

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

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