Lavon Economic Development Corporation Strategic Plan update for 2019

Mission: “We cultivate Investment and Growth”

# Goal 1. Attract New Private Sector Commercial Development expanding the Property and Sales Tax Base for Lavon.

*Strategy: Work cooperatively with private sector land owners 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 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: Aid in the development of SMART City strategies.*

*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 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 4 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*