



Strategic Plan 2021

Mission: “We cultivate Investment and Growth”

**GOAL 1. ATTRACT NEW PRIVATE SECTOR COMMERCIAL DEVELOPMENT
EXPANDING THE PROPERTY AND SALES TAX BASE FOR LAVON BY 8%.**

Strategy: Work cooperatively with private sector landowners to develop the Lavon 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 video marketing tools.

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: Study, plan for and consider property development to demonstrate key visions of the City and to aid in property development challenges of a site or sites.

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

Strategy: Participate in developing a Lavon Parks, Recreation and Open Space Plan to qualify for Texas Parks and Wildlife grants.

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 Coupon Promotion, the Small Business Bazaar to develop local micro-small business opportunities, and similar efforts to attract and retain small business and entrepreneurial development in Lavon.

Strategy: Work strategically with and support the Lavon Area Chamber of Commerce in its small business development efforts.

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: Develop digital tools for marketing Lavon

Strategy: 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 and construction for SH 205 and construction of new retail and developments

Strategy: Utilize Lavon Economic Development Corporation 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 promote the Lavon incentive tools including the tax abatement policy 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

Strategy: Annually monitor and update the Investment Policy & Purchasing Policy.