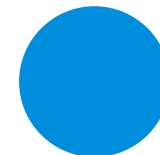


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**Strategic Plan**

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**2022**



# Strategic Plan Mission

“ We Cultivate Investment and Growth”



# Strategic Goals

- Attract Commercial Development, Expanding the Property and Sales Tax Base for Lavon by 12%.
- Support the Local Economic Base and Entrepreneurs.
- Develop the brand “LAVON” through Social Media and Land Development Marketing Events .
- Continue quality management tools for the Lavon Economic Development Corporation.



**LAVON**  
**EDC**





# Goal 1

## Attract Commercial Development Expanding the Property and Sales Tax Base by 12%

### Strategies

- Attract development partners in build-to-suite and speculative buildings within LakePointe, Grand Heritage, Lake Breeze, Elevon and other developments.
- Work cooperatively with Elevon developer to create a job creating center, within the City, as the Lavon Business and Technology Park.
- Build opportunities for creating a diverse workforce where medical services, advanced manufacturing and higher technology jobs balance out the range of retail employment opportunities
- Work regionally to collaborate on solving regional development issues including workforce availability.





# Goal 2

## Support the Local Economic Base and Entrepreneurs

### Strategies

- Continue and promote use of the LEDC building improvement loan/grant program.
- Continue the effective Small Business Coupon Promotion, Business Promotions for local micro-business opportunities and similar efforts
- Encourage small business development providing retail and service sector brick and mortar options for shopping close to home.
- Consider LEDC development to demonstrate key visions of the City including the construction of 619 Main St. Mixed Use Building

- Work with Community ISD in promoting and encouraging area businesses to utilize graduates of the CTE (career and technology education) programs.
- Encourage the construction and manufacturing businesses along SH 205 to participate with the Lavon Economic Development Corporation to find ways of collaboration and shared opportunities.

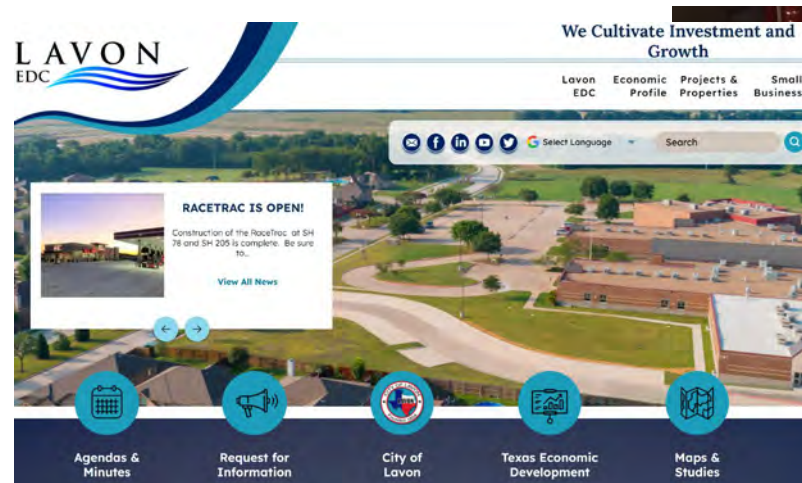


# Goal 3

## Develop the Brand “LAVON” through Social Media & Development Marketing Events

### Strategies

- Continue to actively maintain the Lavon EDC Web Page, Facebook Page, other social media.
- Continue to develop opportunities to market Lavon through video including Film Friendly
- Expand the marketing through other digital tools.
- Actively market Lavon’s available retail and commercial properties using the Web Page and social media as well as video marketing tools.
- Attend a minimum of two regional marketing events, annually, to update the real estate industry of Lavon’s opportunities.



# Goal 4

## Continue Quality Management Tools for the Lavon Economic Development Corporation

### Strategies

- Continue training of the Board of Directors and the Executive Director to achieve excellence.
- Actively promote the Lavon incentive tools including the building improvement loan/grant program
- Continue the use of a professional and IEDC certified economic developer as the Lavon Board's Executive Director.
- Continue the LEDC policy to meet monthly or as more as necessary.
- Annually review policies of the LEDC and update as necessary.
- Seek out opportunities for recognition of the LEDC success including the TEDC Economic Excellence Award.

