

**LA VERNIA MUNICIPAL
DEVELOPMENT DISTRICT**

Strategic Plan

2025-2027



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La Vernia Municipal Development District Overview

The La Vernia Municipal Development District (MDD) was established in 2008 with a bold and lasting mission: to foster economic growth, support local businesses, and enhance the overall quality of life for the La Vernia community. Funded through a voter-approved sales tax, the MDD reinvests these resources into targeted initiatives that strengthen infrastructure, stimulate development, and build a resilient, prosperous future.

Today, La Vernia is home to approximately 200 diverse businesses that represent the heart of its economy and the spirit of its community. From retailers and service providers to restaurants and manufacturers, these enterprises preserve the small-town charm that defines La Vernia while powering its economic progress. Their success is vital to the city's growth, and the MDD is committed to creating an environment where they can thrive.

Over the years, the MDD has evolved into a strategic organization focused on four pillars: workforce development, quality of life, infrastructure investment, business support, and growth. Its work is visible in projects like Bear Tracks Analytics, which empowers local businesses with data-driven insights; the Visit La Vernia platform, which promotes tourism and commerce; and beautification efforts like façade grants and public art installations. Signature events including the 4th of July, Boutique Hop, Hometown Hoedown, and Christmas in the Park continue to unite the community and support small businesses.

As La Vernia plans, the MDD is implementing a detailed Three-Year Plan to expand these efforts. Priorities for 2025 include new pickleball courts, expanded business education, and a community job fair. Plans for 2026 and 2027 focus on growing business partnerships with schools, and business awards, enhancing parks, and developing a business incubator downtown. Major infrastructure investments, including new police headquarters and water conservation systems, will reinforce La Vernia's long-term sustainability.

Every initiative is guided by the [Texas Local Government Code](#) and [MDD bylaws](#), ensuring that all actions are transparent, accountable, and aligned with community priorities. The vision is clear: to strengthen today's businesses, develop tomorrow's workforce, and create a thriving La Vernia for generations to come.

Financial Health and Strategic Investments

The La Vernia Municipal Development District (LVMDD) continues to demonstrate strong financial health and forward-thinking strategic planning, supported by consistent growth in sales tax revenue and proactive investment exploration through TexPool and TexPool Prime.

Currently, the MDD collects an average of \$52,542.50 in monthly sales tax revenue. Over the past four years, collections have risen steadily from \$454,708 in 2021 to \$630,470 in 2024, representing a 38.6% increase—a testament to the district’s vibrant economy and impactful initiatives. Sales trends show seasonal variation, with May yielding the highest revenue (\$62,243), likely due to increased summer activity. Even the lowest month, April (\$46,351), reflects a solid and resilient revenue stream with consistent year-over-year gains.

To further strengthen its financial strategy, the LVMDD is exploring participation in TexPool, a state-managed investment pool offering secure, highly liquid fund management. TexPool allows daily deposits and withdrawals, while TexPool Prime provides enhanced yields (currently 4.51% vs. TexPool’s 4.38%) through investments in top-tier commercial paper. TexPool has a 50-year track record of reliability—even during financial downturns—and is overseen by the State of Texas, ensuring transparency and safety.

Plans are underway to establish TexPool accounts for general, bond, and MDD funds, with careful initial testing of TexPool Prime for potential higher returns. Although other options, such as Certificates of Deposit (CDs), were evaluated, they were ultimately not pursued due to lower flexibility and returns amid the current interest rate environment.

With its solid revenue base, strategic investment planning, and conservative approach to financial stewardship, the LVMDD is well-positioned to maintain fiscal security while supporting La Vernia’s continued economic development and community enrichment.

La Vernia Demographics and Business Insights

La Vernia, Texas, with an estimated population of approximately 1,451 residents and around 200 businesses, is a vibrant community experiencing notable growth. The city has seen a significant increase in its trade area population, expanding from 40,257 in 2010 to 53,223 in 2022, reflecting a growth rate of 4.1% between 2020 and 2022. This upward trend is expected to continue over the next five years.

The community's demographic profile aligns with the "Flourishing Families" segment within the "Booming with Confidence" group, as defined by the Mosaic USA classification system. This segment comprises prosperous, established couples in their peak earning years, often approaching retirement. Many households have dual incomes and few children, allowing them to afford modern homes in suburban neighborhoods. They tend to have sophisticated tastes, enjoying activities such as attending plays, concerts, and museums, and they value quality education and community engagement.

Overall, La Vernia's growing population, economic development, and affluent, engaged community contribute to its appeal as a desirable place to live, work, and play.

Proposed Target Areas and Actions

The La Vernia Municipal Development District (LVMDD) is committed to fostering a thriving, vibrant, and future-focused community. This three-year plan outlines core focus areas designed to improve quality of life, support business development, expand workforce opportunities, and strengthen infrastructure. LVMDD will pursue three targeted projects within each focus area, resulting in a total of 12 strategic initiatives over the next three years. Through these efforts, LVMDD aims to position La Vernia as a dynamic, sustainable destination for living, working, and visiting.

The MDD Board has identified the following as top priorities for the next three years, with targeted goals for each year:

2025 Priorities

Future of the La Vernia MDD Administration: Enhancing Impact Through Strategic Growth

To effectively support La Vernia's evolving needs and long-term development goals, the Municipal Development District (MDD) proposes the addition of two part-time positions focused on community engagement, event coordination, and small business support. This administrative expansion aligns with MDD's broader vision to strengthen workforce development, enhance quality of life, and implement critical infrastructure improvements. By investing in dedicated personnel and structured programs, the MDD can expand its capacity to deliver impactful initiatives—ranging from new job fairs and mural installations to advanced marketing campaigns and downtown revitalization. This proposal outlines key roles, responsibilities, and strategic projects designed to elevate La Vernia's growth and vibrancy through 2025 and beyond.

FUTURE OF LV MDD ADMIN

Proposed: Addition of Two Part-Time Positions or One Full Time

Position Summary

The Community Engagement Coordinator will assist the La Vernia Municipal Development District (MDD) in fostering connections within the community, enhancing small business engagement, and supporting events that promote La Vernia as a vibrant destination. This role is perfect for a motivated individual eager to gain experience in event coordination, social media marketing, content creation, and community relations.

Key Responsibilities

1. Assistance In Event Coordination and Execution:
 - a. Assist in the planning, preparation, and execution of all La Vernia MDD events.
 - b. Help with event setup, including arranging vendor spaces, decorations, and technical equipment.
 - c. Provide on-site support during events, ensuring smooth operations and assisting vendors and attendees.
 - d. Manage event breakdown, including cleanup, packing, and finalizing event reports.
 - e. Be available to work the entire event day, from preparation to closing and wrapping up.
2. Assistance In Content Creation and Social Media:
 - a. Create engaging social media content, including posts, stories, reels, and videos, to promote events and programs.
 - b. Use tools like Adobe and Canva to design professional-quality videos and graphics.
 - c. Write compelling copy for posts, flyers, and newsletters that align with MDD's tone and objectives.
 - d. Monitor social media platforms @visitlavernia, respond to comments, and track analytics to improve engagement.
3. Business Relations:
 - a. Foster relationships with local businesses to promote participation in MDD programs such as grants and events.
 - b. Share valuable insights, including traffic and demographic reports, to support business growth.
 - c. Assist in securing event sponsors and partnerships.
4. Administrative Support:
 - a. Draft communications such as emails, newsletters, and reports.
 - b. Maintain databases for business contacts, vendors, and event participants.
 - c. Assist with scheduling, documentation, and operational tasks.

Requirements:

- Availability: Must be able to work on all La Vernia MDD events, including preparation, setup, on-site management, and event breakdown.
- High school diploma or equivalent required; pursuing or holding a degree in Marketing, Communications, Business, or a related field is preferred.
- Proficiency in social media platforms (Facebook, Instagram) and content creation tools (e.g., Adobe, Canva).
- Strong copywriting skills and attention to detail.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint).
- Strong organizational and communication skills, both written and verbal.
- Ability to multitask and meet deadlines.
- Passion for community engagement and small business support.
- Ability to lift and move event equipment and materials as needed.

Preferred Skills:

- Experience in event coordination and marketing.
- Familiarity with La Vernia and its local businesses.
- Basic understanding of marketing analytics tools, such as Placer.ai.
- Creative problem-solving and collaborative mindset.

This position offers a hands-on opportunity to develop skills in event planning, content creation, and community relations while contributing to La Vernia's growth and vibrancy.

Workforce Development

- **Host Community Job Fair & Education Expo (Fall 2025)**
Plan and execute a community-wide job fair designed to connect La Vernia residents with local employers and introduce both high school students and adults to continuing education opportunities. The event will feature resume-building assistance, mock interviews, and booths from regional colleges, technical training centers, and actively hiring businesses.
 - Goal: 150 in attendance, businesses attending 20, Continued Education 7 groups.
 - Cost: \$1,500

- **Launch a Centralized Job Board**

Create and maintain an online job board, hosted on the City of La Vernia website, where local employers can post job openings. This platform will simplify the hiring process, promote local employment, and increase visibility for job seekers and businesses within the community.

- Goal: Post as many jobs as possible in the city
- Cost: \$0 – Free to develop and available to all.

- **Deliver Business Education & Support**

Offer a series of business education workshops and provide individualized consulting to help at least 25 local businesses enhance their marketing strategies, streamline operations, and make smarter decisions using data. Support will be tailored to the unique needs of small businesses in La Vernia.

- Goal: Offer businesses in La Vernia marketing strategies
- Cost: Free

Quality of Life

- **Bluebonnet Mile Markers & Moveable Murals**

Enhance sidewalks and walking trails with bluebonnet-themed mile markers that add visual interest and reflect local charm. These colorful markers will encourage walking, promote wellness, and serve as fun photo opportunities for residents and visitors. In addition, introduce moveable murals—large art panels created by local artists and students. These murals will rotate across the city throughout the year, offering fresh visuals, celebrating creativity, and supporting community engagement through seasonal themes and civic pride.

- Goal: To have murals and sidewalk markers out by August 2025
- Cost: \$13,000

- **New Pickleball Courts at City Park**

Expand recreational amenities in La Vernia by installing dedicated pickleball courts at City Park, funded through the GVEC Power Up Grant. Pickleball is a fast-growing sport appealing to a wide age range, and these courts will meet rising demand while also attracting visitors. The addition supports active lifestyles, provides more options for local recreation, and adds to the park's long-term value as a regional destination for outdoor activity. Cost: This is a matching grant the MDD will put 50% of total cost towards this project.

- Goal: Have courts completed by August 2025
- Cost: Total cost: 40,000

- **Christmas in Downtown Launch**

Decorate Downtown La Vernia with festive holiday lights and seasonal displays to brighten the city, foster community cheer, and encourage foot traffic to support local businesses during the holiday season. Goal: 25+ lighted features (trees, poles, garlands, etc.). Increase in Downtown Foot Traffic.

- Goal: Increase visibility to the downtown area.
- Cost: 20,000

Business Support & Growth

- **Monthly Business Spotlights:** Highlight one business each month with signage, social media coverage, and community features to boost visibility and engagement.
 - Goal: Have two monthly spotlight businesses a month
 - Cost: Signs \$200
- **La Vernia Business Branding & Marketing Campaign:** Launch a branded marketing effort to position La Vernia as a destination to shop, dine, and enjoy. Promote this brand across surrounding areas to increase visibility and attract new visitors and customers.
 - Goal: create meaningful content to promote La Vernia across Texas
 - Cost: 1,000 in Advertising.
- **Downtown Property Inventory & Opportunity Map**
Identify vacant/underutilized buildings. Begin outreach to property owners to explore incubator possibilities
 - Goal: All Businesses inventory by September 2025
 - Cost: \$0

Infrastructure Improvements

- **La Vernia Police Department (LVPD) Headquarters**
Advance the planning and potential construction of a new, state-of-the-art police headquarters to support La Vernia's growing population and public safety needs. A modern facility will enhance operational efficiency, improve working conditions for officers, and ensure the department is equipped to serve the community effectively for years to come.
 - Goal: To have the Police Department New Building Operating by August 2025.
 - Cost: \$700,000 to the building and land expenses
- **Water Infrastructure & Conservation Projects**
Focus on strengthening La Vernia's water infrastructure through proactive maintenance, timely repairs, and long-term sustainability efforts. In addition, explore the implementation of a water recycling system for the City Park Splash Pad to reduce waste and promote conservation. Grant funding will be pursued through the Texas Parks and Wildlife Department to support this eco-friendly initiative.
 - Goal: Assist the City of La Vernia with infrastructure improvements that support and enhance local businesses.
 - Cost: Undefined

- **Branded Street Signage Program**

Launch a citywide effort to replace or upgrade existing street signs with custom, branded designs that showcase La Vernia's identity. These visually cohesive signs will promote community pride, enhance wayfinding, and contribute to a stronger sense of place throughout the city.

- Goal: Have all Street signs updated by December 2025
- Cost: \$4,000

2026 Priorities

La Vernia MDD's Workforce Development strategy focuses on strengthening ties between education, small business, and the community to cultivate a local talent pipeline. Initiatives include the "Adopt-a-Program" partnership, which connects high school programs with local businesses for mentorships and equipment sponsorships, and "From La Vernia, For La Vernia" career story features to inspire youth by showcasing homegrown success. A dedicated job fair for small businesses will spotlight local employment opportunities, promoting job retention and regional growth. This is paired with long-term projects like the 2026 launch of a downtown business incubator to support startups. Collectively, these efforts aim to retain talent, increase business engagement, and promote economic vitality through education, opportunity, and entrepreneurship.

Workforce Development

- **"Adopt-a-Program" Business Partnership Initiative**

Launch a program connecting local businesses with La Vernia High School programs—such as welding, culinary arts, and graphic design—to offer mentorship, job shadowing opportunities, and equipment sponsorships. This partnership builds a stronger bridge between education and real-world workforce needs.

- Goal: Five local businesses formally participate in the program. A group of 10 students engaged in mentorship, job shadowing, or using sponsored equipment.
- Cost: Undefined

- **"From La Vernia, For La Vernia" Career Stories**

Promote success stories of residents who built their careers in La Vernia through social media features and short video spotlights. These inspiring profiles will highlight career pathways, celebrate community talent, and encourage young residents to build their futures locally. Goal: To inspire and retain local talent by showcasing at least 12 success stories per year of La Vernia residents who have built meaningful careers in the community—highlighting diverse career paths, fostering pride in local opportunities, and encouraging youth to envision a future in La Vernia.

- Goal: Showcase 12 success stories per year.

- Cost: \$1,000 social media advertising and framed certificate or small gift for each featured individual
- **La Vernia Job Fair for Small Businesses**
Organize a community job fair dedicated to showcasing employment opportunities at small and locally owned businesses. The event will connect job seekers with local employers and promote workforce retention within La Vernia.
 - Goal: 20-30 Businesses Participating, 10 Education Institutions, Promote the event across Wilson County via social media.
 - Cost: \$500; for setup, marketing, materials, hospitality

Quality of Life Enhancements

- **Inclusive Park Swings for All Ages**
Install outdoor swings and comfortable seating in City Parks designed for both children and adults. These additions will create inviting spaces that promote relaxation, physical wellness, and accessibility for residents of all ages and abilities.
 - Goal: 4 bench swings at La Vernia City Park.
 - Cost: \$8,500
- **Pocket Park Development**
The La Vernia Pocket Park Development will be in Downtown La Vernia, The park will host small gatherings, be decorated for the season, and bring vibrancy to the Downtown.
 - Goal: To have the pocket park operating in 2026.
 - Cost: Cost of decor and plants and land renovations
- **Seasonal Health & Wellness Activities**
Launch seasonal community health events such as a La Vernia Fun Run, beginner-friendly pickleball clinics, and group fitness classes. These activities will encourage active lifestyles, build community connections, and add variety to La Vernia’s recreational offerings.
 - Goal: To foster a healthier, more connected La Vernia by hosting at least four free or low-cost seasonal health and wellness events annually—such as fun runs, beginner pickleball clinics, and group fitness classes—welcoming residents of all ages and fitness levels to participate in active community life.
 - Cost: \$4,000

Business Support & Growth

- **Local Shop Loyalty Program**
Launch a citywide loyalty program to encourage shopping at La Vernia’s small businesses. Offer stamp cards, exclusive promotions, and giveaways to reward frequent shoppers and increase

foot traffic in local stores. The program will build community pride while supporting long-term business sustainability.

- Goal: 20 businesses participating in the first year.
 - Cost: \$5,000
- **Best of La Vernia Business Awards**

Establish an annual awards program to celebrate exceptional local businesses, entrepreneurs, and community leaders. This initiative will highlight success stories, boost visibility for standout contributors, and recognize those shaping La Vernia’s economic growth and small-town character.

 - Goal: business participation and business engagement
 - Cost Estimated at \$5,000

Business Incubator Launch

- In 2026, the La Vernia MDD will launch a business incubator initiative to support small business development and stimulate economic activity in the downtown district. This effort will focus on identifying a suitable downtown property and preparing it to host emerging businesses with affordable rental space, shared resources, and strategic support. The incubator will serve as a launchpad for entrepreneurs, particularly those in retail, services, or local goods, who are ready to grow but may not have the capital to secure their own space. The program’s initial goal is to bring at least one new business into the downtown area by the end of 2026, creating a visible success story and catalyzing additional private investment. This initiative supports long-term revitalization and aligns with the community’s call for more vibrant, locally owned downtown offerings.
 - Goal: Launch the incubator by the end of 2026 and successfully place at least one new business in Downtown La Vernia.
 - Estimated Cost: \$25,000 for property improvements, signage, promotion, and partial rental subsidy.

Infrastructure Improvements

- **City Park Water Conservation Solutions**

To advance environmental sustainability, the City of La Vernia is exploring the implementation of graywater systems at City Park. These systems would reuse lightly-used water from sinks and similar sources for irrigating landscapes and green spaces. Additionally, the city plans to expand rainwater harvesting by installing collection tanks throughout the park to store rainwater for use during dry seasons. As part of long-term efforts, a water reuse system for the Splash Pad is also being considered. If approved and funded by a Texas Parks and Wildlife grant, this system will significantly reduce municipal water use and support eco-conscious park development.

- Goal: Advance environmental sustainability in La Vernia by implementing water reuse strategies at City Park, including graywater systems, rainwater harvesting tanks, and a potential Splash Pad water reuse system—pending approval and matching funds from the Texas Parks and Wildlife grant.
- Cost: Undefined the TPW grant is a matching grant.
- **Best Lawn Awards Program**

The Best Lawn Awards is a community-driven program designed to recognize residents who maintain beautifully landscaped and well-kept yards. This friendly competition encourages neighborhood pride, promotes cleanliness, and highlights those who help enhance the visual appeal of La Vernia through thoughtful landscaping and outdoor care.

 - Goal: Foster community pride and enhance the visual appeal of La Vernia through the Best Lawn Awards Program, which recognizes residents for exceptional landscaping and well-maintained yards, encouraging cleanliness, beautification, and neighborhood engagement.
 - Cost for signs and advertising
- **City Park Shade Structure Installations**

To increase comfort and usability of City Park during hot months, La Vernia can install permanent or semi-permanent shade structures over key areas like playgrounds, bleachers, picnic tables, and event seating zones. These structures help protect residents from sun exposure, encourage longer park visits, and support event attendance during summer. The structures can be branded with La Vernia’s logo or colors to enhance civic pride.

 - Goal: Improve comfort, safety, and year-round usability of City Park by installing shade structures over high-traffic areas such as playgrounds, bleachers, picnic tables, and event spaces—promoting longer visits, increased event participation, and community pride through branded design elements.
 - Cost: Starting at ~\$3,000–\$6,000 per structure; can be phased in over time or sponsored by local businesses

2027 Priorities

In 2024, La Vernia MDD’s Workforce Development priorities center on building a long-term, student-to-business talent pipeline, expanding internship access, and creating meaningful employment connections across all age groups. Key initiatives include placing 20 La Vernia ISD students with 10 local businesses through structured internships and mentorships, hosting biannual job fairs with added skill-building workshops, and launching paid internships in city departments for hands-on civic experience. Additionally, an Elderly Workforce Program aims to engage retirees in part-time roles that utilize their

expertise while promoting community involvement. These efforts lay the foundation for a resilient, inclusive workforce tailored to La Vernia’s future needs.

Workforce Development

- **Establish a Long-Term Student-to-Business Workforce Pipeline**
Develop a structured program connecting La Vernia ISD students with local businesses through internships, mentorships, and career exploration opportunities. The goal is to align 20 students with 10 local businesses, fostering a sustainable, future-ready workforce.
Goal: 20 students with 10 businesses
Estimated Cost: TBD
- **Host Biannual Job Fairs & Continuing Education Events**
Organize job fairs in **February and September** to connect students, adults, and retirees with employment opportunities. Incorporate skill-building workshops on resume writing, digital literacy, and certifications to support long-term career growth.
Goal: Increased participation annually with onsite interviews
Estimated Cost: TBD (dependent on venue)
- **Expand Internship Opportunities Within City Departments**
Offer internships for high school or college students in departments such as MDD, Parks & Recreation, and City Hall. These positions provide hands-on experience in public service and community engagement.
Goal: Place one student per summer with the City of La Vernia
Estimated Cost: \$12,000 (8-week program)

Quality of Life Enhancements

- **Continue Hosting Community Events at City Park**
Maintain and grow a year-round calendar of events—such as movie nights, concerts, and seasonal festivals—to enhance community connections and encourage park use.
 - Goal: To host large festivals and family friendly events at the park. Also rent the park out for large events.
 - Estimated Cost: TBD
- **Establish a Partner Park in La Vernia Heights**
Develop a neighborhood park featuring playground equipment, shaded seating, and walking trails to serve La Vernia Heights residents and enhance recreational access.
 - Goal: To have another park for La Vernia to
 - Estimated Cost: TBD.
- **Maintenance & Evaluation of 2025–2026 Projects**

Evaluate event turnout, community feedback, and social media engagement. Review budget and attendance trends from prior events to inform future planning

Business Support & Growth

- **Track and Analyze Business Success Metrics**

Use multi-year data to identify trends in business sustainability and guide prospective entrepreneurs. Adjust support strategies based on findings to encourage long-term growth.

Goal: Conduct a 3-year business performance review

Estimated Cost: TBD

- **Launch an Elderly Workforce Program**

Create part-time work opportunities for seniors and retirees, encouraging community involvement and providing roles in mentoring, customer service, and event support.

- Goal: Create part-time work opportunities for seniors and retirees in La Vernia to promote active aging, foster community involvement, and utilize their valuable experience in roles such as mentoring, customer service, and event support.

- Estimated Cost: TBD

- **Maintenance & Evaluation of 2025–2026 Projects**

Evaluate event turnout, community feedback, and social media engagement. Review budget and attendance trends from prior events to inform future planning

Infrastructure

- **Downtown TXDOT Project Celebration & Marketing**

Host a downtown revitalization event to showcase improvements and encourage foot traffic through ribbon-cutting ceremonies, walk & shop activities, and local business promotions.

- Goal: To host events and have a vibrant downtown La Vernia.

- **Budget:** \$5,000

- **Signage & Downtown Branding**

Install custom signage and artistic elements with La Vernia branding to enhance downtown identity and improve navigation.

- **Goal:** Increase visibility and awareness of Downtown La Vernia both within the city and throughout Wilson County through targeted marketing and promotional efforts.

- **Budget:** \$5,000

- **Maintenance & Evaluation of 2025–2026 Project** Evaluate event turnout, community feedback, and social media engagement. Review budget and attendance trends from prior events to inform future planning

Summary

The La Vernia Municipal Development District’s 2025–2027 Strategic Plan represents a bold yet practical vision for the city’s future. Grounded in community feedback and local data, the plan balances short-term action with long-term development. Over the next three years, the MDD will focus on four key areas: workforce development, quality of life, business growth, and infrastructure improvement. Initiatives include job fairs, youth mentorship, and the creation of a local job board to strengthen La Vernia’s workforce pipeline. Investments in parks, trails, wellness programs, and public art aim to enhance the everyday experience for residents and visitors alike. Support for small businesses will continue through monthly spotlights, branding campaigns, loyalty programs, and exploration of a downtown business incubator. Meanwhile, major infrastructure projects—such as a new police headquarters, water conservation systems, and branded street signage—will lay the foundation for sustainable growth. Downtown revitalization efforts will introduce seasonal décor, improved walkability, and stronger visual identity to attract foot traffic and foster local pride.

Across all initiatives, the MDD remains committed to transparency, financial responsibility, and community engagement. The plan emphasizes strategic spending while also maximizing impact through low-cost, high-value programs. As a living document, this plan will evolve with La Vernia’s needs. Through continued collaboration with residents, businesses, and regional partners, the MDD is helping shape a thriving, connected, and resilient La Vernia for generations to come.

Appendix

Survey Responses

The La Vernia Municipal Development District conducted a community survey to gather valuable feedback for shaping La Vernia's economic development strategy over the next three years. With 100 respondents, the survey captured diverse perspectives. The most common age groups represented were 35–44 and 45–54. A significant 81% of participants identified as La Vernia residents, with 40% residing within the city limits and 50% from the surrounding Wilson County area. The survey provided meaningful insights from residents and community members, offering a clearer understanding of the needs and priorities of the La Vernia area.

Q: What does successful economic development in La Vernia mean to you?

(Please check up to 3):

When asking the respondents' perspectives on what successful economic development in La Vernia means reveals several key priorities. The most frequently cited category is enhancing the "Quality of Life" through diverse amenities and services, reflecting a strong desire for improvements that directly impact residents' daily experiences. Infrastructure improvements, such as expanded utilities and better streets, rank as the second-highest priority, emphasizing the need for foundational upgrades to support growth. Economic growth and partnerships to foster a vibrant business ecosystem follow closely, highlighting the importance of collaboration in driving development. Workforce opportunities and educational training are also significant, underscoring the community's focus on preparing individuals for employment. Lastly, a focus on hosting events to bolster the business climate demonstrates interest in creating a dynamic environment that encourages local commerce. These insights provide a clear roadmap for initiatives to address community aspirations effectively.

Q: What are the top THREE reasons you have chosen to live, work, or spend time in La Vernia?

The analysis of respondents' top reasons for choosing to live, work, or spend time in La Vernia highlights several core community values. The most frequently cited reason is safety, with residents valuing the town's low crime rate and secure environment. The second most common reason is La Vernia's small-town charm, appreciated for its friendly atmosphere and close-knit community. Proximity to larger cities is also a significant factor, showcasing the appeal of La Vernia's convenient location for work and leisure. Quality of life, characterized by access to parks, recreation, and family-friendly activities, is another notable driver. Additionally, family and roots play a role, with many respondents choosing La Vernia due to personal ties to the

area. These findings underline the town's unique combination of safety, charm, accessibility, and strong community connections.

Q: Please pick Three (3) industries from the list below that you think are a good fit for the La Vernia economy:

In the survey, respondents were asked to identify three industries where La Vernia could benefit from more options. The top choice was dining, with 65 responses, followed by entertainment with 56 responses, and retail with 45 responses. These findings highlight a strong community interest in these industries, suggesting their significant potential to drive economic growth and success in La Vernia.

Q: What infrastructure improvement would you prioritize to support economic development?

The most prioritized infrastructure improvement for supporting economic development is "Additional Parks and Recreational Areas," which received 49 responses. This was followed by "Improved Roads: Traffic Signage, Street Repairs, and Street Lighting," with 29 responses. These responses highlight the community's focus on enhancing recreational spaces while addressing critical utility and road infrastructure to support sustainable growth and improve the quality of life in La Vernia.

Q: What kinds of events or community activities could improve the quality of life for residents of La Vernia?

Respondents identified several types of events and activities that could enhance the quality of life in La Vernia. The most popular suggestion was "Youth programs such as art, music, or STEM activities," with 22 mentions, highlighting a community preference for initiatives that foster creativity and engagement. This was closely followed by "Family-friendly events such as holiday parades and farmers' markets," which also received 22 mentions, showcasing an interest in events that bring people together in a celebratory or recreational setting. The responses emphasize a strong desire for diverse, family-friendly events to create a more vibrant and connected community.

Q: What is one specific action La Vernia leaders can take to enhance the community for residents?

La Vernia residents have highlighted several actionable priorities to enhance the community. A recurring recommendation is the development of outdoor trails and recreational spaces,

emphasizing the importance of creating more opportunities for outdoor activities and improving quality of life. Respondents also stressed the need to upgrade and maintain City Parks, calling for enhancements like modern restrooms, pickleball courts, and additional amenities to better serve residents. There is a strong desire for a more updated and clearly defined downtown area, which could become a focal point for community activities and local business growth. Furthermore, many suggested better infrastructure planning, including more sidewalks, improved lighting, and traffic management, to ensure safety and accessibility. The community also expressed the need for spaces for teenagers and young adults to gather, fostering inclusivity and engagement. Lastly, calls for more community-oriented programs and events—including youth activities, cultural initiatives, and fitness opportunities—underscore the importance of building a vibrant, connected, and welcoming environment for all residents.

Q: What is one specific action La Vernia leaders can take to enhance the community a better place for business?

To enhance La Vernia for both businesses and residents, respondents suggest a multifaceted approach focusing on economic development, community identity, and infrastructure improvements. Key recommendations include:

- **Hosting more business functions and signature events** to stimulate local commerce and establish La Vernia as a recognizable destination, similar to Poteet's Strawberry Festival or Gruene Hall in Gruene.
- **Fostering creativity and innovation** to create a standout event or attraction that puts La Vernia "on the map" beyond its borders.
- **Supporting small businesses** with affordable rental spaces, incubator programs, and streamlined permitting processes to encourage growth and success.
- **Enhancing local infrastructure** with better sidewalks, lighting, and traffic management while addressing gaps in goods and services to meet residents' needs and keep spending local.
- **Increasing marketing and visibility** to promote local enterprises and attract visitors.

These strategies highlight the need for proactive leadership, strategic planning, and community engagement to create a thriving, recognizable, and supportive environment for both businesses and residents in La Vernia

SWOT

La Vernia is a community rich in charm, with a close-knit atmosphere, vibrant local events, and a strong educational foundation. As the town continues to grow, it faces both opportunities and challenges that shape its economic future. A comprehensive SWOT analysis highlights the strengths that make La Vernia a desirable place to live, the weaknesses that require attention,

the opportunities that could drive progress, and the threats that should be addressed to ensure sustainable development. This analysis serves as a roadmap for leveraging the town's assets while overcoming obstacles to create a thriving and resilient community.

Summary of Strengths

- 1) Charming Small-Town Atmosphere: A close-knit community that fosters warmth, friendliness, and a welcoming environment.
- 2) Engaging Events: A vibrant calendar of local events that unite residents and celebrate the community.
- 3) Convenient Location: Enjoy the peacefulness of small-town living with easy access to nearby city amenities.
- 4) Exceptional School System: A strong and supportive educational environment that benefits students and families.

Summary of Weaknesses

- 1) Aging Infrastructure: Outdated and overlooked infrastructure, including streets and water resources, requires significant improvements.
- 2) Water Challenges: Frequent water issues, including the need to maintain and consistently operate amenities like the splash pad, remain ongoing concerns.
- 3) Downtown Development: The downtown area needs revitalization to better reflect the town's charm and support economic growth.
- 4) Community Integration: Newcomers often find it challenging to connect and integrate into a community with deep-rooted, long-time residents.

Summary of Opportunities

- 1) Increase Grant Opportunities: Expand grant funding to support community development projects and boost local businesses.
- 2) Enhance Entertainment and Nightlife: Develop more options for dining, entertainment, and evening activities to attract residents and visitors.
- 3) Develop a walkable city: Transform the city area into a vibrant, walkable hub with shopping, dining, and unique experiences that showcase La Vernia's charm.
- 4) Add Children's Amenities: Introduce more recreational options and family-friendly facilities to cater to children and families in the community.

Summary of Threats

- 1) **Limited Activities for Youth and Families:** A lack of local entertainment and recreational options forces families to seek activities outside the community.
- 2) **Insufficient Infrastructure:** Rapid population growth has outpaced infrastructure development, creating challenges in supporting the community's needs.
- 3) **Inadequate Job Opportunities:** The shortage of well-paying jobs fails to meet the rising cost of living and housing demands in the area.

Q: If you had a magic wand, what one change would you make to improve La Vernia's economic future?

1. **Downtown Development and Small Business Support:** Create a walkable, vibrant downtown with local shops, dining, and entertainment while encouraging small businesses and limiting large chain stores to maintain the town's unique character.
2. **Family-Friendly Amenities and Recreational Spaces:** Invest in parks, nature trails, and recreational areas, along with family-oriented facilities like entertainment centers and multipurpose spaces for all age groups.
3. **Strategic Economic Growth with Controlled Development:** Attract industries outside city limits to generate jobs and revenue while implementing controlled growth policies, such as permits and impact fees, to fund infrastructure and maintain the area's small-town appeal.

Business Survey Responses

The survey gathered responses from businesses across various industries in La Vernia, including nutrition, beauty and spas, shopping, professional services, and financial services. Most respondents had operated their businesses for over 11 years, with some newer establishments running for less than five years. The diversity in industries and business tenures highlights the evolving economic landscape of La Vernia.

1. **Opportunities for Growth:** Respondents identified increased local tourism, infrastructure improvements, events to boost foot traffic, and partnerships with other businesses as key

growth opportunities. Many also emphasized the importance of attracting new residents and enhancing digital tools and resources.

2. **Programs and Resources to Prioritize:** Businesses ranked grants and financial assistance, marketing support, infrastructure improvements, and community events promoting local shopping as top priorities. Networking events and workforce development were also frequently mentioned.
3. **Usefulness of Existing MDD Resources:** Responses were mixed; some businesses found the analytics tools and events useful, while others were unfamiliar with the available resources.
4. **Additional Resources Needed:** Suggestions included grants for facade improvements, senior citizen events, better advertising, and greater awareness of available resources. Some respondents also called for consistency in event planning and improved infrastructure.
5. **Strengths for Attracting Businesses:** Key strengths included La Vernia's small-town feel, Highway 87's connectivity, strong community support, and population growth. Many appreciated the town's events and its potential for further development.
6. **Weaknesses in Economic Development:** Challenges included a lack of available property and space for businesses, limited affordable housing, and high property costs. Some cited the absence of aesthetic charm and insufficient planning as barriers to growth.
7. **Businesses to Attract:** Entertainment-focused establishments, family-friendly venues, trade schools, and unique dining options were the most desired. Respondents also suggested attracting retail stores, medical services, and businesses supporting the arts and cultural initiatives.
8. **Vision for the Next Three Years:** Businesses hoped to see more family-oriented entertainment, improved infrastructure, a developed downtown district, and greater support for small businesses. Suggestions included creating spaces for community activities and enhancing the town's aesthetics.
9. **Services the MDD Can Provide:** Many businesses suggested advertising and marketing support, grants, and greater communication with business owners. Other ideas included geofencing to attract new customers and better utilities for outlying businesses.
10. **Feedback on La Vernia's Business Environment:** Respondents expressed a need for visionary thinking, support for local history and charm, and quarterly business meetings to foster collaboration. While many felt the environment was improving, they highlighted the need for more inclusivity and opportunities for businesses on the town's outskirts.

Appendix

Local Govt Code 377

LOCAL GOVERNMENT CODE

TITLE 12. PLANNING AND DEVELOPMENT

SUBTITLE A. MUNICIPAL PLANNING AND DEVELOPMENT

CHAPTER 377. MUNICIPAL DEVELOPMENT DISTRICTS

SUBCHAPTER A. GENERAL PROVISIONS

Sec. 377.001. DEFINITIONS. In this chapter:

- (1) "Board" means the board of directors of a municipal development district.
- (2) "District" means a municipal development district created under this chapter.
- (3) "Development project" means:
 - (A) a "project" as that term is defined by Sections 505.151-505.158; or
 - (B) a convention center facility or related improvement such as a convention center, civic center, civic center building, civic center hotel, or auditorium, including parking areas or facilities that are used to park vehicles and that are located at or in the vicinity of other convention center facilities.

Added by Acts 1997, 75th Leg., ch. 529, Sec. 1, eff. Sept. 1, 1997.

Amended by:

Acts 2005, 79th Leg., Ch. 232 (S.B. 466), Sec. 1, eff. September 1, 2005.

Acts 2007, 80th Leg., R.S., Ch. 885 (H.B. 2278), Sec. 3.23, eff. April 1, 2009.

Sec. 377.002. SCOPE. (a) A municipality may create a district as provided in this chapter in:

- (1) all or part of the boundaries of the municipality;
 - (2) all or part of the boundaries of the municipality and all or part of the boundaries of the municipality's extraterritorial jurisdiction; or
 - (3) all or part of the municipality's extraterritorial jurisdiction.
- (b) The municipality may include territory outside of the municipality only to the extent that territory is in the municipality's extraterritorial jurisdiction.

Added by Acts 1997, 75th Leg., ch. 529, Sec. 1, eff. Sept. 1, 1997. Amended by Acts 2001, 77th Leg., ch. 20, Sec. 1, eff. May 1, 2001.

Amended by:

Acts 2005, 79th Leg., Ch. 232 (S.B. 466), Sec. 2, eff. September 1, 2005.

Sec. 377.003. CONSTITUTIONAL PURPOSE. This chapter creates a program under Section 52-a, Article III, Texas Constitution.

Added by Acts 2005, 79th Leg., Ch. 232 (S.B. 466), Sec. 3, eff. September 1, 2005.

SUBCHAPTER B. MUNICIPAL DEVELOPMENT DISTRICT

Sec. 377.021. CREATION.

(a) A municipality may call an election on the question of creating a municipal development district under this chapter to plan, acquire, establish, develop, construct, or renovate one or more development projects beneficial to the district.

(b) The order calling the election must:

(1) define the boundaries of the district; and

(2) call for the election to be held within those boundaries.

(c) The ballot at an election held under this section must be printed to permit voting for or against the proposition: "Authorizing the creation of the ____ Municipal Development District (insert name of district) and the imposition of a sales and use tax at the rate of ____ of one percent (insert one-eighth, one-fourth, three-eighths, or one-half, as appropriate) for the purpose of financing development projects beneficial to the district."

(d) The district is created if a majority of the registered voters of the proposed district voting at the election favor creation of the district.

(e) If a majority of the registered voters of the proposed district voting at the election to create the district vote against creation of the district, the municipality may not hold another election on the question of creating a municipal development district before the first anniversary of the most recent election concerning creation of a district.

(f) The Election Code governs an election held under this chapter.

(g) In the order calling the election, the municipality may provide for the district boundaries to conform automatically to any changes in the boundaries of the portion of the municipality or the municipality's extraterritorial jurisdiction included in the district, and the election shall be held on one of the four uniform election dates under Section 41.001, Election Code.

Added by Acts 1997, 75th Leg., ch. 529, Sec. 1, eff. Sept. 1, 1997. Amended by Acts 2001, 77th Leg., ch. 20, Sec. 2, eff. May 1, 2001.

Amended by:

Acts 2005, 79th Leg., Ch. 232 (S.B. 466), Sec. 4, eff. September 1, 2005.

Sec. 377.022. POLITICAL SUBDIVISION; OPEN MEETINGS. (a) A district is a political subdivision of this state and of the municipality that created the district.

(b) A district is subject to Chapter 551, Government Code.

Added by Acts 1997, 75th Leg., ch. 529, Sec. 1, eff. Sept. 1, 1997.

Amended by:

Acts 2005, 79th Leg., Ch. 232 (S.B. 466), Sec. 5, eff. September 1, 2005.

SUBCHAPTER C. BOARD OF DIRECTORS

Sec. 377.051. COMPOSITION AND APPOINTMENT OF BOARD. (a) A district is governed by a board of at least four directors.

(b) The board is appointed by the governing body of the municipality that created the district.

(c) Directors serve staggered two-year terms. A director may be removed by the appointing municipality at any time without cause. Successor directors are appointed in the same manner as the original appointees.

(d) To qualify to serve as a director, a person must reside in the municipality that created the district or in that municipality's extraterritorial jurisdiction. An employee, officer, or member of the governing body of the municipality may serve as a director but may not have a personal interest in a contract executed by the district other than as an employee, officer, or member of the governing body of the municipality.

(e) Notwithstanding Subsection (d), a person may qualify to serve as a director of a district if the person resides in the independent school district that serves the majority of the district, and the district is located in a municipality:

- (1) with a population of more than 5,000 and less than 6,000 and that is located wholly in a county with a population of more than 20,000 and less than 25,000 and that borders the Brazos River; or
- (2) with a population of more than 1,450 and less than 2,500 and that is located wholly in a county with a population of more than 20,000 and less than 30,000 that borders the Neches River and the Trinity River.

Added by Acts 1997, 75th Leg., ch. 529, Sec. 1, eff. Sept. 1, 1997.

Amended by:

Acts 2005, 79th Leg., Ch. 232 (S.B. 466), Sec. 6, eff. September 1, 2005.

Acts 2015, 84th Leg., R.S., Ch. 874 (H.B. 3186), Sec. 1, eff. June 18, 2015.

Acts 2021, 87th Leg., R.S., Ch. 470 (H.B. 4356), Sec. 1, eff. June 14, 2021.

Acts 2023, 88th Leg., R.S., Ch. 644 (H.B. 4559), Sec. 188, eff. September 1, 2023.

Sec. 377.052. COMPENSATION. A board member is not entitled to compensation but is entitled to reimbursement for actual and necessary expenses.

Added by Acts 1997, 75th Leg., ch. 529, Sec. 1, eff. Sept. 1, 1997.

Sec. 377.053. MEETINGS. The board shall conduct its meetings in the municipality that created the district.

Added by Acts 1997, 75th Leg., ch. 529, Sec. 1, eff. Sept. 1, 1997.

Amended by:

Acts 2005, 79th Leg., Ch. 232 (S.B. 466), Sec. 7, eff. September 1, 2005.

Sec. 377.054. OFFICERS. The board shall designate from the members of the board a presiding officer, a secretary, and other officers the board considers necessary.

Added by Acts 1997, 75th Leg., ch. 529, Sec. 1, eff. Sept. 1, 1997.

SUBCHAPTER D. POWERS AND DUTIES

Sec. 377.071. GENERAL POWERS OF DISTRICT.

(a) A district may:

- (1) perform any act necessary to the full exercise of the district's powers;
- (2) accept a grant or loan from a:
 - (A) department or agency of the United States;
 - (B) department, agency, or political subdivision of this state; or
 - (C) public or private person;

- (3) acquire, sell, lease, convey, or otherwise dispose of property or an interest in property, including a development project, under terms and conditions determined by the district;
- (4) employ necessary personnel; and
- (5) adopt rules to govern the operation of the district and its employees and property.
- (b) A district may contract with a public or private person to:
 - (1) plan, acquire, establish, develop, construct, or renovate a development project; or
 - (2) perform any other act the district is authorized to perform under this chapter.
- (c) A district may not levy an ad valorem tax.

Added by Acts 1997, 75th Leg., ch. 529, Sec. 1, eff. Sept. 1, 1997.

Sec. 377.072. DEVELOPMENT PROJECT FUND. (a) A district shall establish by resolution a fund known as the development project fund. The district may establish separate accounts within the fund.

- (b) The district shall deposit into the development project fund:
 - (1) the proceeds from any sales and use tax imposed by the district;
 - (2) all revenue from the sale of bonds or other obligations by the district; and
 - (3) any other money required by law to be deposited in the fund.
- (c) Except as provided by Subsections (d) and (e), the district may use money in the development project fund only to:
 - (1) pay the costs of planning, acquiring, establishing, developing, constructing, or renovating one or more development projects located:
 - (A) in the district; or
 - (B) outside the district, if:
 - (i) the project is located in the extraterritorial jurisdiction of the municipality that created the district;
 - (ii) the board determines that the development project will provide an economic benefit to the district; and
 - (iii) the following entities, as applicable, by resolution approve the development project:
 - (a) the municipality that created the district; and
 - (b) each municipality in whose corporate limits or extraterritorial jurisdiction the project is located;
 - (2) pay the principal of, interest on, and other costs relating to bonds or other obligations issued by the district or to refund bonds or other obligations; or
 - (3) pay the costs of operating or maintaining one or more development projects during the planning, acquisition, establishment, development, construction, or renovation or while bonds or other obligations for the planning, acquisition, establishment, development, construction, or renovation are outstanding.

(d) A district located in a county with a population of 3.3 million or more may use money in the development project fund only to:

- (1) pay the costs of planning, acquiring, establishing, developing, constructing, or renovating one or more development projects beneficial to the district if the projects are in the district boundaries or the extraterritorial jurisdiction of the municipality where the district is located;
- (2) pay the principal of, interest on, and other costs relating to bonds or other obligations issued by the district or to refund bonds or other obligations; or
- (3) pay the costs of operating or maintaining one or more development projects during the planning, acquisition, establishment, development, construction, or renovation or while bonds or other obligations for the planning, acquisition, establishment, development, construction, or renovation are outstanding.

(e) A district that is located in a municipality with a population of more than 5,000 and less than 6,000 and that is located wholly in a county with a population of more than 20,000 and less than 25,000 and that borders the Brazos River may use money in the development project fund only to:

- (1) pay the costs of planning, acquiring, establishing, developing, constructing, or renovating one or more development projects inside the county in which the district is located, if the project:
 - (A) accomplishes a public purpose of the district;
 - (B) allows the district to retain control over the money to ensure that the district's public purpose is accomplished and to protect the district's investment; and
 - (C) benefits the district;
- (2) pay the principal of, interest on, and other costs relating to bonds or other obligations issued by the district or to refund bonds or other obligations; or
- (3) pay the costs of operating or maintaining one or more development projects during the planning, acquisition, establishment, development, construction, or renovation or while bonds or other obligations for the planning, acquisition, establishment, development, construction, or renovation are outstanding.

Added by Acts 1997, 75th Leg., ch. 529, Sec. 1, eff. Sept. 1, 1997.

Amended by:

Acts 2005, 79th Leg., Ch. 911 (H.B. 167), Sec. 1, eff. June 18, 2005.

Acts 2015, 84th Leg., R.S., Ch. 874 (H.B. 3186), Sec. 2, eff. June 18, 2015.

Acts 2021, 87th Leg., R.S., Ch. 661 (H.B. 1554), Sec. 1, eff. June 15, 2021.

Sec. 377.073. BONDS AND OTHER OBLIGATIONS. (a) A district may issue bonds, including revenue bonds and refunding bonds, or other obligations to pay the costs of a development project.

(b) The bonds or other obligations and the proceedings authorizing the bonds or other obligations shall be submitted to the attorney general for review and approval as required by Chapter 1202, Government Code.

(c) The bonds or other obligations must be payable from and secured by the revenues of the district.

(d) The bonds or other obligations may mature serially or otherwise not more than 30 years from their date of issuance.

(e) The bonds or other obligations are not a debt of and do not create a claim for payment against the revenue or property of the district other than a development project for which the bonds are issued.

Added by Acts 1997, 75th Leg., ch. 529, Sec. 1, eff. Sept. 1, 1997. Amended by Acts 2001, 77th Leg., ch. 1420, Sec. 8.339, eff. Sept. 1, 2001.

Sec. 377.074. PUBLIC PURPOSE OF PROJECT. (a) The legislature finds for all constitutional and statutory purposes that a development project is owned, used, and held for public purposes by the district.

(b) Section 25.07(a), Tax Code, does not apply to a leasehold or other possessory interest granted by the district while the district owns the development project.

(c) The development project is exempt from taxation under Section 11.11, Tax Code, while the district owns the project.

Added by Acts 1997, 75th Leg., ch. 529, Sec. 1, eff. Sept. 1, 1997.

SUBCHAPTER E. SALES AND USE TAX

Sec. 377.101. SALES AND USE TAX. (a) A district by order may impose a sales and use tax under this subchapter.

(b) A district may impose a tax under this subchapter only if the tax is approved at an election held under Section 377.021.

(c) A district may not adopt a sales and use tax under this subchapter if the adoption of the tax under this subchapter would result in a combined tax rate of all local sales and use taxes of more than two percent in any location in the district.

Added by Acts 1997, 75th Leg., ch. 529, Sec. 1, eff. Sept. 1, 1997.

Sec. 377.102. TAX CODE APPLICABLE. (a) Chapter 323, Tax Code, governs the imposition, computation, administration, collection, and remittance of a tax authorized under this subchapter except as inconsistent with this subchapter.

(b) Section 323.101(b), Tax Code, does not apply to the tax authorized by this subchapter.

Added by Acts 1997, 75th Leg., ch. 529, Sec. 1, eff. Sept. 1, 1997.

Sec. 377.103. TAX RATE. The rate of a tax adopted under this subchapter must be one-eighth, one-fourth, three-eighths, or one-half of one percent.

Added by Acts 1997, 75th Leg., Ch. 529, Sec. 1, eff. Sept. 1, 1997.

Sec. 377.104. REPEAL OR RATE CHANGE. (a) A district that has adopted a sales and use tax under this subchapter may by order and subject to Section 377.101(c), change the rate of the tax or repeal the tax if the change or repeal is approved by a majority of the registered voters of that district voting at an election called and held for that purpose.

(b) The tax may be changed under Subsection (a) in one or more increments of one-eighth of one percent to a maximum of one-half of one percent.

(c) The ballot for an election to change the tax shall be printed to permit voting for or against the proposition: "The adoption of a sales and use tax at the rate of ____ of one percent (insert one-fourth, three-eighths, or one-half, as appropriate)."

(d) The ballot for the election to repeal the tax shall be printed to permit voting for or against the proposition: "The repeal of the sales and use tax for financing development projects in the _____ Municipal Development District (insert name of district)."

Added by Acts 1997, 75th Leg., Ch. 529, Sec. 1, eff. Sept. 1, 1997.

Sec. 377.105. IMPOSITION OF TAX. (a) If the district adopts the tax, a tax is imposed on the receipts from the sale at retail of taxable items in the district at the rate approved at the election.

(b) There is also an excise tax imposed on the use, storage, or other consumption in the district of tangible personal property purchased, leased, or rented from a retailer during the period that the tax is effective in the district. The rate of the excise tax is the same as the rate of the sales tax portion of the tax and is applied to the sale price of the tangible personal property.

Added by Acts 1997, 75th Leg., Ch. 529, Sec. 1, eff. Sept. 1, 1997.

Sec. 377.106. EFFECTIVE DATE OF TAX. Except as provided by Section 377.107, the adoption of the tax, the change of the tax rate, or the repeal of the tax takes effect on the first day of the first calendar quarter occurring after the expiration of the first complete quarter occurring after the date on which the comptroller receives a notice of the results of the election adopting, changing, or repealing the tax.

Added by Acts 1997, 75th Leg., Ch. 529, Sec. 1, eff. Sept. 1, 1997.

Sec. 377.107. COLLECTION OF TAX TO PAY BONDS OR OTHER OBLIGATIONS. (a) If the district votes to repeal the sales and use tax under Section 377.104, and the district had issued bonds or incurred other obligations secured by the tax before the date of the election, the district shall continue to collect the tax until the bonds or other obligations are paid.

(b) The district shall immediately notify the comptroller when the bonds or other obligations have been paid.

(c) The repeal of the tax takes effect on the first day of the first calendar quarter occurring after the expiration of the first complete quarter occurring after the date on which the comptroller receives the notice under Subsection (b)

Added by Acts 1997, 75th Leg., Ch. 529, Sec. 1, eff. Sept. 1, 1997.

Sec. 377.108. DEPOSIT OF TAX REVENUES. Revenue from the tax imposed under this subchapter shall be deposited in the development project fund of the district imposing the tax.

Added by Acts 1997, 75th Leg., Ch. 529, Sec. 1, eff. Sept. 1, 1997.

BYLAWS

OF

LA VERNIA MUNICIPAL DEVELOPMENT DISTRICT

SECTION ONE

OFFICES

Principal Office

1.01 The principal office of the La Vernia Municipal Development District (hereinafter referred to as “District”) within the State of Texas shall be located at 102 E Chihuahua St, La Vernia, Tx 78121

Registered Office and Registered Agent

1.02 The District shall have a registered agent whose office address is identical to such registered office. The registered office may be, but need not be, identical to the District’s principal office in Texas. The registered agent shall be a resident of the State of Texas. The Board of Directors may change the registered office and the registered agent, as provided by law. The registered office of the District is located at 102 E Chihuahua St, La Vernia, Tx 78121 and the registered agent at such address shall be the Executive Director. The mailing address is Post Office Box 225 La Vernia, Texas 78121.

SECTION TWO

PURPOSE/POWERS

2.01 The District is specifically governed by Texas Local Government Code Section 377, et. al., (hereinafter, “the Code”).

2.02 The purpose of the District is to use economic development resources as provided by law, to encourage and promote the general economic welfare of the City and its residents and businesses using the ways and means authorized by the state legislature, by the Code and its amendments, and the Charter and ordinances of the City of La Vernia. The District has all powers as provided by the Code.

SECTION THREE

BOARD OF DIRECTORS

Management of the District

3.01 The affairs of the District shall be managed by its Board of Directors.

Number, Qualifications, and Tenure of Directors

3.02 Five (5) directors shall be appointed by the La Vernia City Council for two-year terms of office. A director may be removed by the City Council at any time with or without cause. To qualify to serve as a director an individual must reside in the municipality that created the district or in that municipality's extraterritorial jurisdiction. An employee, officer, or member of the governing body of the municipality may serve as a director, but may not have a personal interest in a contract executed by the district other than as an employee, officer, or member of the governing body of the municipality, as allowed for by state law.

Vacancies

3.03 Any vacancy occurring on the Board of Directors, by reason of death, resignation, disqualification, removal, or otherwise, shall be filled by appointment by the City Council of the City. A director appointed to fill a vacancy shall be appointed for the unexpired term of his or her predecessor in office.

General Duties of the Board

3.04 The Board is hereby required to perform the following duties:

1. The Board shall make expenditures, as allowed by the Code, in accordance with these bylaws and the ordinances of the City of La Vernia, of the tax funds received by the District.

1. The District may, contract with other entities for professional and or administrative services. The Board may plan and direct its work through these contractual entities, who may be charged with the responsibility of carrying out the District plans, programs, and projects as adopted by the Board.
2. The District shall make reports to the City Council of the City of La Vernia. The District shall discharge this requirement by reporting to the City Council in the following manner.

The District shall make a detailed report to the City Council once each year, no later than sixty (60) days after the end of the fiscal year. Such report shall include, but shall not be limited to, the following:

- (c) A review of all expenditures made by the District in connection with its activities involving direct improvements as defined in this article, together with a report of all other expenditures made by the District.
- (c) A review of the accomplishments of the District in the area of economic development.
- (c) A review of the activities of the District for the budget year addressed in an annual report, together with any proposed change in an activity or activities.

4. The Board may contract with the City of La Vernia, or with another entity, for administrative services. The Board may plan and direct its work through a designated employee of the City of La Vernia, or other contractual entity, who will be charged with the responsibility of carrying out the District's plans and programs as adopted by the Board.

5. The Board shall have the authority to appoint standing committees to aid and assist the Board in its business undertaking or other matters incidental to the operation and functions of the Board.
6. The Board shall have the authority to appoint ad hoc committees that may address issues of a temporary nature or concern or that have a temporary effect on the business of the Board.

Implied Duties

3.05 The District is authorized to do that which the Board deems desirable to accomplish any of the purposes or duties set out in these Bylaws and in accordance with State law.

Meetings

3.06 The Board shall hold no fewer than four (4) regularly scheduled meetings per year, at times and dates to be decided by the Board. The President or two (2) directors may call special meetings when, in his/her judgment, such meetings are necessary. Meetings of the District shall be held at City Hall or another facility within the city. If there is no business to discuss, the Executive Director shall notify the Board, as soon as it is determined a meeting will not be held. Notice of any such cancellation shall be posted.

Notice of all meetings of the District shall be given to the public in accordance with the requirements of the Texas Open Meetings Act, Chapter 551, et seq. of the Texas Government Code. The notice shall contain information regarding the time, date, and location of any such meeting and the agenda items to be considered. All meetings shall be conducted in accordance with the Texas Open Meetings Act.

No meetings of the Board of Directors shall be held outside the boundaries of the City.

Special Meetings

3.07 Special meetings of the Board of Directors may be called by the President on three (3) days notice to each director, in person, by mail, e-mail, or telephone, or upon written request of

two (2) directors. Any notice of a special meeting shall include the purpose of the meeting and the business to be addressed. Should a request for a special meeting be submitted to the President or by two (2) directors, the Executive Director shall determine and notify all directors of the date, time and place of the special meeting to be held.

Attendance

3.08 Regular attendance at the Board meetings is required of all Board members. The following number of absences may constitute the need for replacement of a member: Two (2) unexcused consecutive absences or attendance reflecting unexcused absences constituting fifty percent (50%) of the regularly scheduled meetings over any twelve month period. In the event replacement is indicated, the Board member will be counseled by the President and, subsequently, the President shall submit, in writing to the City Secretary, a statement informing City Council of the need to replace the Board member in question.

Quorum

3.09 For the purposes of convening a meeting and transacting the business of the District at any meeting, a majority of the entire membership of the Board shall constitute a quorum. If there is an insufficient number of Directors present to convene a meeting and transact business, the Directors present may delay the meeting for a reasonable period of time, not to exceed two (2) hours, without notice other than announced at the meeting, until a quorum shall be present.

Compensation

3.10 The duly appointed director shall serve without compensation, but shall be reimbursed, in accordance with State law, for actual or commensurate costs of travel, lodging, and/or incidental expenses incurred while performing official business of the Board.

Voting; Action of the Board of Directors

3.11 Directors must be present in order to vote at any meeting. Unless otherwise provided in these Bylaws or as required by law, the act of a majority of the Directors present at any meeting for which a quorum is present shall be the act of the Board of Directors. In the event that a Director is aware of a conflict of interest or potential conflict of interest, with regard to any particular vote, the Director shall bring the same to the attention of the meeting and shall abstain from discussion of the matter and the vote, unless the Board determines that no conflict of interest exists. Any Director may bring any apparent conflict of interest to the attention of the Board before any vote shall be taken regarding that particular matter. The Director who has had the question raised regarding a possible conflict of interest shall refrain from voting on any such matter, unless the Board determines that no conflict of interest exists.

Board's Relationship with City Council

3.12 In accordance with State law, the City Council shall require the District to be responsible for the proper discharge of the duties assigned in this Section. The Board shall determine its policies and direction within the limitations of the duties herein imposed by applicable laws, the District's Bylaws, contracts entered into with the City, the charter and ordinances of the City of La Vernia and budget and fiduciary responsibilities.

Board's Relationship with Administrative

Departments of the City

3.13 Any request for services made to the administrative departments of the City shall be made by the Board or its designee in writing to the Mayor. The Board may take action to request such services at any lawfully scheduled meeting and the minutes of such meeting recording any such request may serve as the written request

SECTION FOUR

OFFICERS

Officers of the District

4.01 The elected officers of the District shall be President, and Vice-President, to be elected by vote by the members of the Board. Such officers shall have the authority and perform the duties of such offices as the Board may from time to time prescribe

Selection of Officers

4.02 The officers shall be elected by the Board and shall serve for a term of one (1) year. Each officer's term of office shall always be for a period of one (1) year; however, each officer shall continue to serve until the election of his or her successor. Elections shall be held at the first meeting of a new fiscal year.

Vacancies

4.03 A vacancy in any office, which occurs by reason of death, resignation, disqualification, removal, or otherwise, may be filled by appointment by the Board of Directors for the unexpired portion of the term of that office, in the same manner as other officers are elected by the Board. Any officer elected by the Board may be removed at any time by the affirmative vote of two-thirds (2/3) of the members of the Board.

President

4.04 The President shall be the presiding officer of the Board with the following authority:

1. to preside over all meetings of the Board;
2. to vote on all matters coming before the Board;
3. to call a special meeting of the Board upon notice to all Board members when, in his/her judgment, such meeting is necessary; and

3. to cancel any regularly scheduled meeting of the Board when there is no business to discuss, provided he/she gives notice to the Executive Director prior to the meeting. The Executive Director shall be responsible for notifying the Board members and to the public, of such cancellation, as provided in Section 3.07 hereof.

In addition to the above mentioned duties and authority, the President shall sign, with the Executive Director of the Board, any deeds, mortgages, bonds, contracts, or other instruments, which the Board of Directors has approved unless execution of said document has been expressly delegated to some other officer or employee of the District by appropriate Board resolution, by a specific provision of these Bylaws, or by State statute subject to approval by the City Council. In general, the President shall perform all duties incident to the office, and such other duties as shall be prescribed from time to time by the Board of Directors.

Vice President

4.05 In the absence of the President, or in the event of his/he inability to act, the Vice President shall perform the duties of the President. When so acting, the Vice President shall have all power of and be subject to all the same restrictions as the President. The Vice President shall also perform other duties as from time to time may be assigned to him or her by the President.

Employees

4.06 The District may, contract with the City of La Vernia, or with another entity or hire an Executive Director and staff, as needed to carry out the development projects of the District. Employees shall perform those duties as assigned to them by the Board.

Contracts for Service

4.07 The District may contract with any qualified and appropriate person, association, District, or governmental entity to perform and discharge designated tasks, which will aid or assist the Board in the costs of planning, acquiring, establishing, developing, constructing, or renovating one or more development projects in the District. However, no such contract shall ever be

approved or entered into if such contract seeks or attempts to divest the Board of Directors of any of its discretion and policy-making functions in discharging the duties set forth in this Section.

SECTION FIVE

COMMITTEES

Qualifications for Committee Membership

5.01 Members of committees shall be appointed by the Board.

Standing Committees

5.02 The Board of Directors may create standing or special committees with such duties and powers as the Board deems appropriate.

Special Committees

5.03 No such committee shall have the independent authority to act for or in place of the Board of Directors with regard to the following manners: amending, altering, or repealing these Bylaws; electing, appointing, or removing any member of any such committee or any Director or Officer of the District; adopting a plan of merger or adopting a plan of lease, exchange, or mortgage of all or substantially all of the property and assets of the District; authorizing the voluntary dissolution of the District or revoking any proceeding thereof; adopting a plan for the distribution of the assets of the District; or amending, altering, or repealing any resolution of the Board of Directors, which by its terms provides that it shall not be amended, altered, or repealed by such committee.

The designation and appointment of any such committee and delegation to that committee of authority, shall not operate to relieve the Board of Directors, or any individual Director, of any responsibility imposed upon it or upon him/her by law.

Term of Office of Committee Members

5.04 Each member of a committee shall serve until the next annual appointment of the Board of Directors and until his or her successor is appointed, unless the committee is terminated sooner, or unless such member has ceased to serve on the Board of Directors, or is removed from such committee.

Any committee member may be removed from a committee by the Board whenever in its judgment the best interests of the District would be served by such removal.

Vacancies on Committees

5.05 Vacancies in the membership of any committee may be filled in the same manner as provided with regard to the original appointments to such committee.

SECTION SIX

FINANCIAL ADMINISTRATION

6.01 The District may employ the City or another authorized agent to perform the District's financial and accounting requirements, including an annual audited financial statement of all funds. The District's financing and accounting records shall be maintained according to the following guidelines:

Fiscal Year

6.02 The fiscal year of the District shall run concurrently with the City of La Vernia.

Budget

6.03 The fiscal year for the District shall commence on October 1 and end on September 30 of the following year. The Board's budget shall be approved by the La Vernia City Council no later than the City Council's regular September Council Meeting.

Development Project Fund

6.04 The District shall establish by resolution a fund known as the Development Project Fund. The District may establish Separate accounts within the fund. The District shall deposit into the Development Project Fund gifts, donations and 1) the proceeds from any sales and use tax imposed by the District and 2) all revenue from the sale of bonds or other obligations by the District. The Development Project Fund shall be within a local bank, which shall be federally insured and shall be selected following the procedures and requirements for selecting a depository as set forth in Chapter 105 of the Texas Local Government Code.

Contracts

6.05 As provided in Section Four above, the President and Executive Director shall execute any contracts or other instruments, which the Board has approved and authorized to be executed; however, the Board may by appropriate resolution, authorize any other officer or officers or any other agent or agents, to enter into contracts or execute and deliver any instrument in the name and on behalf of the District. Such authority may be confined to specific instances or defined in general terms. When appropriate, the Board may grant a specific or general power of attorney to carry out some action on behalf of the Board; however, no such power of attorney may be granted unless an appropriate resolution of the Board authorizes the same to be performed, subject to approval by City Council.

Checks and Drafts

6.06 All checks, drafts, or orders for the payment of money, notes, or other evidences of indebtedness issued in the name of the District shall be approved by the Board and signed or bear the facsimile signature of the Board President or Vice President.

Donations

6.07 The District may accept any contribution, donations for the general purpose or for any special purpose of the District.

Purchasing

6.08 All purchases made and contracts executed by the District shall be made in accordance with the requirements of the Texas Constitution and laws of the State of Texas.

Bonds

6.09 Any bonds issued by the District shall be in accordance with the governing statute, but in any event, bonds shall not be issued without review and comment by the City's bond counsel and financial advisor and approval by the City Council.

Annual Audit

6.10 The City of La Vernia, or any other contractual entity providing financial services to the District, shall provide to the Board of Directors an annual audited financial statement of all funds. This audit shall be prepared by a competent independent audit firm as soon as practical following the end of each fiscal year. The District's audit shall be submitted annually to the City Council of the City of La Vernia, Texas inclusive with the City of La Vernia's Comprehensive Annual Financial Report, as soon as practical following the end of the District's and City's fiscal year.

Conflicts of Interest

6.11 Directors are required to comply with all applicable state and local conflict of interest laws.

SECTION SEVEN

BOOKS AND RECORDS

The District shall keep correct and complete books and records of all actions of the District, including books and records of accounts and the minutes of meetings of the Board of Directors and of any committee having any authority of the Board and to the City Council. All such books and records may be inspected by the City Council and the Directors of the District, or his/her agents or attorneys, at any reasonable time; and any information that may be designated by law as public information shall be open to public inspection at any reasonable time. The Texas Open Records Act and the Texas Open Meetings Act shall apply to any disclosure of public information.

SECTION EIGHT

PARLIAMENTARY AUTHORITY

Amendments to Bylaws

These Bylaws may be amended or repealed, and new Bylaws may be adopted, by an affirmative vote of not less than four (4) of the authorized Directors serving on the Board; however, at least ten (10) days prior to the meeting at which such action is taken, written notice setting forth the proposed action shall be given to all Directors, and to the public in accordance with the requirements of the Texas Open Meetings Act.

Notwithstanding the foregoing, no amendment or new Bylaw shall become effective until approved by the City Council.

SECTION NINE

INDEMNITY

The District hereby agrees to indemnify and hold harmless each current or future Director or Officer of the District from and against any costs, expenses (including attorney's fees), fines, settlements, judgments, liabilities, and other amounts, actually and reasonably incurred by such person in any action, suit, or proceeding to which he or she is made a party by reason of holding such position; however, such Officer or Director shall not receive such indemnification if he/she is finally adjudicated to be liable for negligence or misconduct with respect to the matter for which indemnity is sought. The indemnification herein provided shall also extend to good faith expenditures incurred in anticipation of, or preparation for, threatened or proposed litigation. The Board of Directors may, in proper case, extend this indemnification to cover the good faith settlement of any such action, suit, or proceedings, whether formally instituted or not.

Furthermore, to the extent allowed by law, the District agrees to indemnify and hold harmless and defend the City of La Vernia, its officers, agents, and its employees, from and against liability for any and all claims, liens, suits, demands, and/or actions for damages, injuries to persons (including death), property damage (including loss of use), and expenses, including court costs and attorneys' fees and other reasonable costs arising out of or resulting from the District's activities, and from any liability arising out of or resulting from the intentional acts or negligence, including all such causes of action based upon common, constitutional, or statutory law, or based in whole or in part upon the negligent or intentional acts or omissions of the District, including but not limited to its officers, agents, employees, licensees, invitees, and other persons.

It is further agreed that, with respect to the above indemnity, the City and the District will provide each other with prompt and timely notice of any event covered that in any way, directly or indirectly, contingently or otherwise, affects or might affect the District or the City, and the City shall have the right to compromise and defend the same to the extent of its own interests. It is further agreed that this indemnity clause shall be an additional remedy to the City and not an exclusive remedy.

CERTIFICATE

This is to certify that the foregoing is a true and correct copy of the Bylaws of the District and that were duly adopted by the Board of Directors of the District on the date set forth below.

Adopted, as amended, by the Board of Directors of the La Vernia Municipal Development District on the 17th day of April, 2025.

ATTEST:

President

Executive Director

These Bylaws were approved by Resolution No. _____, adopted by the City Council of the City of La Vernia on the _____ day of April, 2025.