

DRAFT #2
LA VERNIA
MUNICIPAL DEVELOPMENT DISTRICT
3-YEAR ECONOMIC DEVELOPMENT STRATEGIC PLAN
WORKSHOP
2025-2027

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La Vernia Municipal Development District Overview

The La Vernia Municipal Development District (LVMDD) is a special-purpose district designed to promote economic growth and community development within the City of La Vernia. Funded through a local sales tax of up to one-half of one percent, the district supports projects like infrastructure improvements, business development, job creation, and community facilities. The LVMDD is governed by a board appointed by the La Vernia City Council. Sales tax revenues are kept separate from other city funds, audited annually, and publicly accessible. The district cannot levy property taxes, and the sales tax may be repealed through a voter election.

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.

La Vernia MDD Bylaws

Where are we now?

The La Vernia Municipal Development District (MDD) is currently in a strong and active phase of growth, driven by clear strategic planning and community engagement. Under strong leadership, the MDD has established a focused three-year plan targeting workforce development, quality of life, and infrastructure, while also making steady progress on immediate priorities. Business engagement is thriving, with ongoing support efforts such as façade grants, Placer.ai traffic and demographic reports, and partnerships with organizations like HEB, local La Vernia businesses, SARA, the City of La Vernia, and La Vernia ISD. Marketing efforts are robust, with active social media accounts reaching up to 60,000 people and the launch of the Visit La Vernia platform to further promote the city. Infrastructure and community development are moving forward with sidewalk expansions, lighting improvements, and placemaking projects like custom signs and life-size photo frames. Staffing is also expanding with the addition of two community engagement assistants to support growing initiatives. Community events such as the newly formed LV Drop to kick off the new year, the Easter egg hunt now featuring a movie, the summer movie series encouraging youth to get outdoors and participate in activities, the Boutique Hop bringing visibility to local businesses, the hit 4th of July event drawing over 8,000 people to La Vernia, the Spooky Movie Night celebrating Halloween, and the La Vernia Hometown Hoedown that brings the party to the downtown area all contribute to a vibrant community atmosphere. Additionally, Small Business Saturday and Pink Friday efforts encourage shopping local, while Christmas festivities now include La Vernia's first-ever Christmas parade. The MDD has also launched the Bear Grants and Youth Empowerment Grants to foster community pride and engagement.

Overall, the MDD is in a healthy and energized state, laying a solid foundation for continued progress and long-term impact. The vision is clear, the leadership is active, and the momentum continues to build across multiple areas that enrich La Vernia's economic vitality and community well-being.

Financial Health and Strategic Investments

The financial health and strategic planning of the La Vernia Municipal Development District (LVMDD) continue to advance, bolstered by a solid foundation of growing sales tax revenues and a proactive exploration of investment opportunities in TexPool and TexPool Prime.

The MDD currently holds \$2,465,668.09 in the bank, with a robust monthly average sales tax revenue of \$52,542.50. Over the past four years, sales tax collections have steadily increased, from \$454,708 in 2021 to \$630,470 in 2024 (a 38.6% growth)

reflecting the district's thriving local economy and effective initiatives. Seasonal patterns are evident, with May being the peak revenue month at \$62,243, likely driven by summer-related activities, while even the lowest month, April, generated \$46,351, showcasing consistent resilience and year-over-year improvements. To further optimize its financial strategy, the MDD is exploring TexPool for secure and flexible fund management. TexPool allows for daily deposits and withdrawals, ensuring high liquidity, while TexPool Prime offers higher returns (4.51% compared to TexPool's 4.38%) through investments in high-grade commercial paper. Historical performance demonstrates TexPool's stability over 50 years, even during financial crises, with oversight by the State of Texas ensuring safety and security. A strategic plan is underway to set up TexPool accounts for general, bond, and MDD funds, while cautiously testing TexPool Prime for potential higher returns. Alternative investments like CDs were considered but deemed less favorable due to their limited liquidity and mismatch with the current high-rate environment. With its strong financial position and growing revenue base, the LVMDD is well-positioned to balance security, flexibility, and growth, ensuring continued economic development and community enrichment in La Vernia.

La Vernia Demographics and Business Insights

La Vernia, Texas, with an estimated population of approximately 1,400 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.

Housing

During the last session of the Texas Legislature, there were several bills that threatened to reduce municipal control over land use rules. Some notable ones include:

- 1) **SB 9 / HB 2127 (Local Control Preemption Bills)**: These bills were introduced to limit the ability of municipalities to regulate certain land use decisions, particularly zoning rules. They aimed to prevent cities from restricting the development of single-family homes or certain types of businesses, including placing limits on local zoning ordinances that restrict property owners' ability to develop their land as they see fit.
- 2) **SB 1777 (Short-Term Rentals)**: This bill aimed to reduce local control over the regulation of short-term rental properties (like Airbnb). It sought to restrict the ability of cities to enforce rules and restrictions on short-term rentals, making it harder for municipalities to regulate these properties in residential areas.
- 3) **HB 1474 (Affordable Housing)**: This bill would have restricted municipalities from enacting certain zoning policies that make it difficult to develop affordable housing. It would have limited the control cities have over certain housing regulations, such as density or housing types, in an effort to promote more affordable housing development.

These bills were part of a larger trend of state-level efforts to reduce the power of local governments to regulate land use, which has been a point of contention between state lawmakers and municipalities in Texas. Local officials often argue that they should retain control over land use decisions to address the unique needs of their communities, while proponents of the bills argue for reducing local restrictions to promote development and growth.

This context is important as we consider the future of our own community. Survey results have shown that our residents do not want us to prioritize housing development, and both the board and the council have expressed similar concerns. That said, we are regularly approached with proposals for new housing developments, and we have several in the pipeline currently. Therefore, we must emphasize the importance of actively choosing the types of developments we want to pursue while we still have the ability to do so.

We must focus on maintaining strong zoning codes while we still can and ensure that we create quality developments like Woodbridge Farms and the upcoming Heights at La Vernia. Community input has guided our direction, and while not all housing developments may be welcomed, it's important to acknowledge that housing development is happening and will continue. Simply ignoring these changes won't benefit our community in the long run.

Proposed Target Areas and Actions

The La Vernia Municipal Development District (LVMDD) is dedicated to building a thriving, vibrant, and forward-thinking community. This three-year plan identifies key focus areas aimed at enhancing the quality of life for residents, promoting business growth, creating workforce opportunities, and developing resilient infrastructure. To achieve these goals, LVMDD will select three projects under each focus area, totaling 12 strategic initiatives over the course of three years. By addressing these priorities, LVMDD seeks to position La Vernia as a dynamic and sustainable hub for living, working, and visiting.

MDD Board Priorities

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 LV MDD ADMIN

Proposed: Addition of Two Part-Time Positions

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

- 1) Organize Job Fairs / Continued Education (Fall 2025)
Host a community-wide job fair focused on connecting residents with local employers and introducing high school students and adults to continued education opportunities. These events will include resume assistance, mock interviews, and booths from colleges, training centers, and hiring businesses.
- 2) Plan Partnerships with La Vernia ISD for Student Work Programs (Spring 2026 School Year)
Collaborate with La Vernia ISD to create internship and job shadowing programs for high school students. These programs will give students real-world experience in local industries while also helping businesses develop a future workforce pipeline.
- 3) Create a Business Job Board for Open Positions
Launch a centralized online job board (hosted on city website) where local businesses

can post job openings. This will streamline the hiring process and connect job seekers directly with employers in La Vernia.

4) Support Incentives for Businesses Offering Educational Resources

Offer recognition, grants, or tax incentives for businesses that invest in their employees' growth through training programs, certifications, or continued education. This encourages a culture of learning and helps build a stronger, more skilled workforce.

Quality of Life Enhancements

1) Signage: Mark Sidewalks with Bluebonnet Mile Markers

Install visually engaging bluebonnet-themed mile markers along sidewalks and trails to encourage walking and promote La Vernia's natural charm. These markers will also serve as photo ops and promote community wellness.

2) Organize a Summer Movie Night Series

Host a free family-friendly movie night series at the park during the summer months. This series will create a consistent community gathering space, encouraging outdoor activity and family fun.

3) Add Pickleball Courts to La Vernia City Park

Install dedicated pickleball courts to meet rising demand for this fast-growing sport. This will enhance recreational options in the park and draw in regional players and visitors. The cost will be grant funded by GVEC Power Up Grant.

4) More Events: Exercise Community Events

Host a summer movie series for families and have activities for children to interact with. Partner with the Parks and Recreation Committee and expand traditional programming by hosting pop-up fitness classes, yoga in the park, walking groups, and wellness events alongside the movie series to promote healthier lifestyles.

Business Support & Growth

1) Launch a Business Spotlight Program (One Business Per Month)

Feature a different local business each month through social media, newsletters, and yard signs. This initiative drives traffic to small businesses and helps tell their story to the community.

2) More Events for Downtown Area to Develop Awareness of Our Downtown

Introduce more downtown-centered events such as markets, art walks, and themed nights to create foot traffic and energize the historic core. These events will encourage residents and visitors to explore local shops and restaurants.

3) Begin "Small Business Saturdays" Monthly Campaign in LVTX

Promote a recurring Small Business Saturday each month with themed

promotions, giveaways, and local shopping incentives to drive consistent support for La Vernia businesses year-round.

4) Offer Free Digital Marketing Workshops for Businesses

Provide accessible training to help small business owners improve their online presence, social media marketing, and e-commerce skills. Workshops may include guest speakers and live demonstrations.

Infrastructure Improvements

1) La Vernia Police Department (LVPD) Headquarters

Continue the planning and potential development of a new, modern police headquarters to meet the city's growing safety and infrastructure needs, improving service and officer resources.

2) Water Infrastructure Prioritize the maintenance and repair to ensure reliable water service for residents and businesses. Timely improvements will support long-term sustainability and water system efficiency.

3) Branded Street Signs Around La Vernia

Replace or upgrade street signage with custom, branded signs that reflect La Vernia's identity. These enhancements will add a sense of place and pride throughout the city.

4) Water Recycling for Splash Pad (Apply for Texas Parks & Wildlife Grant)

Explore opportunities to install a water recycling system for the splash pad to reduce water waste. Apply for funding support through Texas Parks and Wildlife grants to help finance this eco-friendly improvement.

2026 Priorities

Workforce Development

1) "Adopt-a-Program" Initiative: Pair businesses with high school programs (e.g., welding, culinary, graphic design) for mentorship, job shadowing, and equipment sponsorships.

2) "From La Vernia, For La Vernia" Stories: Highlight locals who built careers here through posters, short videos, and social media spotlights.

3) Host a Job Fair in La Vernia for local small businesses

4) Workforce Resource Center: Set up a physical or digital hub where residents can find:

- Resume building tools
 - Job listings (especially from local businesses)
 - Information on training/certification programs
- Create a "Work in La Vernia" Website Page: Include local job postings, testimonials, and career pathways.

Quality of Life Enhancements

- 1) Outdoor Park Swings for All Ages
Install inclusive swings and seating options in public parks to promote wellness, relaxation, and accessibility for residents of all ages.
- 2) Expanded Beautification: Planters Around La Vernia
Add colorful planters throughout town to enhance curb appeal, foster community pride, and support a vibrant small-town atmosphere.
- 3) La Vernia Fun Run or Pickleball Classes
Introduce seasonal activities such as a community Fun Run or Pickleball Clinics to promote health, wellness, and neighborly fun.
- 4) Downtown Christmas Lights
Light up downtown La Vernia with festive Christmas lights and decorations to boost holiday spirit, attract visitors, and support local businesses during the winter season.

Business Support & Growth

- 1) Local Shop Loyalty Program
Create a community-wide loyalty program to encourage residents and visitors to shop local. Offer stamp cards, exclusive deals, and giveaways to reward frequent shoppers.
- 2) Downtown Development Expansion
Support the growth of downtown La Vernia through beautification, pedestrian improvements, and exploring options for mixed-use retail and office spaces. Identify underutilized buildings and promote revitalization through incentives and partnerships.
- 3) Small Business Grants & Expanded Resources
Offer additional grant opportunities (façade, signage, tech upgrades) and expand access to tools like traffic analytics, marketing support, and digital training. Provide quarterly workshops and mentorship opportunities.
- 4) Business Awards Best of La Vernia
To recognize and honor outstanding local businesses, entrepreneurs, and community contributors who help shape La Vernia's vibrant economy and small-town charm.

Infrastructure Improvements

- 1) Streetlights on City Streets
Installing streetlights in key areas of La Vernia improves visibility and safety for both drivers and pedestrians, especially in neighborhoods, near parks, schools, and downtown.
- 2) Graywater Lines in La Vernia City Park
Graywater systems reuse lightly-used water (sinks) for purposes like irrigating landscaping. Installing graywater lines in the city park could reduce water waste and support sustainable landscaping.
- 3) Expand Rainwater Storage Infrastructure
Capturing and storing rainwater in tanks or underground cisterns helps manage stormwater, reduce flooding, and provide a backup water supply for irrigation or fire suppression.
- 4) Best Lawn Awards
The "Best Lawn" award is a light-hearted, community-based program that recognizes residents who go the extra mile to keep their yards beautiful, clean, and well-maintained.

2027 Priorities

Workforce Development

- 1) Fully establish a long-term workforce pipeline for students and businesses
Build a structured program that connects students from La Vernia ISD with local businesses, preparing them with hands-on experience, internships, and future job opportunities. This pipeline ensures businesses have a reliable future workforce and students are equipped with real-world skills.
- 2) Host job fairs and continuing education events twice a year (September & February)
Regular job fairs allow employers to connect with job seekers, including students, adults re-entering the workforce, and retirees. Education workshops can offer training on resume writing, digital tools, or certifications.
- 3) Continue city internship opportunities for students
Maintain and grow internship placements within city departments (like MDD, Parks & Rec, or City Hall), giving students exposure to public service, project management, and community planning.

Quality of Life Enhancements

- 1) Continue hosting events at the park
Events like Movie Nights, concerts, and seasonal festivals bring the community together and make the park a central hub for family-friendly fun.
- 2) Establish Parter Park in La Vernia Heights
This new park can serve as a local gathering place for residents in that neighborhood. Features could include playground equipment, benches, and walking paths.
- 3) Continue beautification projects, including more public art installations
Beautification improves the city's appearance and creates a sense of pride. Public art (like murals, sculptures, or painted benches) adds color and culture, while also supporting local artists.

Business Support & Growth

- 1) Strengthen digital marketing strategies for businesses
Offer training sessions and tools (like a posting calendar or templates) to help businesses increase their online presence on social media, Google, and local platforms like Visit La Vernia.
- 2) Provide long-term incentives for new and existing businesses to ensure sustainability
Offer programs like tax breaks, grant matching, or facade improvement funds to help businesses thrive. Pair this with ongoing support to help reduce closure rates.
- 3) Track and analyze business success rates to encourage growth
Monitor data over time to see which types of businesses succeed in La Vernia. Use that data to advise new entrepreneurs and adjust support strategies.
- 4) Start an elderly work program
Create part-time job opportunities for retirees and seniors who want to stay active. These roles could include mentoring youth, customer service positions, or helping at events.

Infrastructure Improvements

- 1) Assist the City with water conservation efforts
Partner with the City of La Vernia to install graywater systems, rainwater catchment tanks, and educational signage in parks or public spaces to promote sustainable water use.
- 2) Develop a Pocket Park in the downtown area
A small, well-designed park with benches, shade, greenery, and maybe a water

feature or public art piece can offer a peaceful spot for residents and visitors to relax downtown.

3) Build more sidewalks on city streets

Adding sidewalks improves walkability, encourages healthier lifestyles, and connects neighborhoods to parks, schools, and businesses. Prioritize areas with high foot traffic or no current pedestrian paths.

4) Street upkeep and pothole maintenance

Regularly maintain roads to prevent wear and tear, and work with local contractors to patch potholes efficiently in high-traffic areas. Consider creating a bulk repair program to address multiple spots at once.

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' their 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.