



**VEDC Update for Port Lavaca
March 10, 2025, COUNCIL MEETING**

VEDC Staff has scheduled recurring monthly update meeting with City Manager.

Residential

- Residential Incentives Draft – still pending (Council). This will be taken off the report going forward, until it is requested to be readdressed.
- VEDC Staff continues conversation with developers and identifying property.

Marketing

- VEDC has contracted with web developer for the Port Lavaca tab on the VEDC website. Tweaks are being made and requested input from CM.
 - The link is live.
 - More photos to “sell” the city will be taken (early spring, hopefully, weather dependent) and added.
 - Photos will include both an “industrial” look and a retail look.
- VEDC will add the Ports and Harbors link to the website, along with a “blurb”.
- VEDC has had a new one-page flyer created for the marketing purposes of Port Lavaca. The data report has been provided to the City Manager.
- VEDC staff spoke to City Manager regarding Port Lavaca becoming a certified “Film Friendly City”.
 - Steps required include Generic Guidelines which will be provided to the City Manager at the next meeting with VEDC and City Manager.
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Business

- Working with a potential shoe retailer (consultant) looking to possibly have a location in Port Lavaca. Have followed up; waiting for an update. **Pending. all developments in Texas are paused until January 2025(per consultant. Still on hold as of January 31st, 2025.**
- VEDC staff attended retail attraction trade show in January (in Dallas) and will market Port Lavaca. VEDC staff followed up with potential retailers and will update when we have better information.
- VEDC Staff will regroup with the Chamber to schedule meetings with business owners/ roundtable discussion and publish a plan for 2025.
- VEDC scheduling B2B networking events.

Projects

All projects will be updated by VEDC President during quarterly meetings, or if requested earlier.

Other

VEDC held a meeting in Austin, “Chairman’s Circle – Austin, 2025” and all partners were invited to attend. There were speakers to address some of the things of importance to the VEDC Regional Partnership, including water, power and higher education. This meeting was held in conjunction with the Legislative Session and speakers included Senator Kolkhorst and Representative Lauderback.