



VEDC Update for Port Lavaca DECEMBER 2024 COUNCIL MEETING

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

Residential Incentives Draft

- Pending (still) – presented to Council on January 29th. The VEDC is waiting on the direction of the City Council.
- TIRZ- if requested, we can have the comptrollers' office come to present to council for better understanding (if needed)
- VEDC has met with Stuart Lynn (Developer) to discuss housing development for Port Lavaca. This will be an ongoing process as more properties are identified. Pending.
- VEDC has spoken to other developers for housing needs in Port Lavaca

Marketing

- VEDC has updated the retail trade area, using Placer.ai.
- VEDC has contracted with web developer for the Port Lavaca tab on the VEDC website. Tweaks are being made and requested input from CM. (should be live before December 9)
- Created one page for retail marketing reflecting a 10 mile radius from city center.
- VEDC staff spoke to City Manager regarding Port Lavaca becoming a certified "Film Friendly City".
 - Steps required include:
 - CM to appoint contact person
 - VEDC Staff (the invitation will be extended to Tania French at the chamber, as well) to attend a workshop hosted by the state.
 - Generic Guidelines to be reviewed (CM, Council, Legal) as a starting point
 - Select 5 unique photos to be uploaded. (These are not intended for tourism, but photos/locations that could be used for different movies; scary, water, marina, ocean, old town, beach town, etc)

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)**
- Having met with a consultant on August 23rd, CM and VEDC staff worked on an Economic Impact Analysis as it relates to Safe Harbor Refuge. CM to follow up and supply information
- VEDC staff met with CM on a marketing plan for vacant buildings/lots and other sites and will target those sites (next scheduled meeting). All buildings with information will be on the website (working now)
- VEDC staff will be attending retail attraction trade shows, beginning January 2025, marketing Port Lavaca.
- Working with Chamber to schedule meetings with business owners/ roundtable discussion. It was suggested we hold off for a couple of months due to a plethora of upcoming events. Will meet in December for upcoming 2025 planning.
- VEDC staff creating a list of retailers that fit the minimum criteria for the city size (which will assist in the recruitment of retail.
- VEDC has reached out to a previously discussed sit-down restaurant to reignite interest. Pending.

VEDC Update

December Council Meeting



- VEDC staff will put out a monthly schedule for business to business networking beginning in January 2025.

Projects

All projects discussed on August 12th are still active: (VEDC President will present a quarterly update when preferred date is given by CM)

- VEDC is working with a new DOW supplier that will have an economic impact, including some jobs, in the community.
- WGS is still a very active project. This would be at the ALCOA site and originally would result in 1,500 jobs.
- Project Lynas is still active
- 4 other (previously 3) large projects are being worked on in the region which will result in many jobs, if sites are selected. Everyone is still in the planning stages.

Other

- VEDC staff attended Sales Tax Workshop held in Austin
- VEDC will host the annual meeting on December 4 (Save the Date was emailed)– Members of Council and Commissioners are invited to attend
- VEDC tentatively scheduled to attend ISCS Red River (retail show) in January.