



VEDC Update for Port Lavaca February, 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 has had a new one-page flyer created for the marketing purposes of Port Lavaca. There is a data report as well to be provided to the City Manager.
- VEDC staff spoke to City Manager regarding Port Lavaca becoming a certified “Film Friendly City”.
 - Steps required include:
 - CM has selected Tania (French) to be the contact person. VEDC staff will set meeting with Tania French in February.
 - We will begin providing further information to the Film Friendly program now, and will attend the workshop when it is offered (get ahead of requirements).
 - Generic Guidelines to be reviewed (CM, Council, Legal) as a starting point (waiting for update and direction from CM)

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. There were a few businesses we will be following up with this week. One is a corporate owned business and two are franchises. We are supposed to meet with the franchisee (hopefully this month, if he is available).
- 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.
- VEDC has reached out to a previously discussed sit-down restaurant to reignite interest (this is the corporate business mentioned above).

Projects

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