



## VEDC Update for Port Lavaca – May, 2024

### JUNE COUNCIL MEETING

#### Residential Incentives Draft

- Pending (still) – presented to Council on January 29<sup>th</sup>. The VEDC is waiting on direction from City Council.

#### Marketing

- VEDC is working with a third party to update the VEDC website to include a page/tab for Port Lavaca that will include economic development information specific to Port Lavaca (in progress)
- Website now automatically populates with MLS real estate listings
- Demographics and information can be accessed on VEDC website (<https://www.victoriaedc.com/sites-and-data/demographics>)
- VEDC will add a list of other properties for sale/lease, as they are identified
- VEDC staff created a one-page marketing sheet for Port Lavaca per request
- VEDC is working with software (Placer.ai) to research shopping patterns to see what businesses would “fit” into the community (on going)
- VEDC will propose Port Lavaca consider becoming a certified “Film Friendly City” (*more information to come- VEDC will discuss with City Manager prior to taking it to City Council.*)

#### Business

- VEDC staff continues to market Port Lavaca.
- Working with retailers to try to fill empty spots.
- Working with Chamber to schedule meetings with business owners/ roundtable discussion (scheduled for June).

#### Projects

- WGS is still a very active project and the VEDC met the executive team from the company on 22<sup>nd</sup> of May (previous 2-day site visit held 4<sup>th</sup> & 5<sup>th</sup> of March). This would be at the ALCOA site and originally would result in 1,500 jobs. The plan has expanded its prospective footprint and would result in more land and more jobs. Company plans on making a final decision by the end of the year.
- 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 talking to another developer regarding housing.
- VEDC has met with Habitat in other communities and is researching the Calhoun County Habitat, to see how they can help (original email returned)
- Consider strategic planning meeting (waiting to discuss with City Manager)
- **VEDC staff will be more active and visible in the community as a result of additional staffing within the organization.**