



Lampasas Economic Development Corporation

2019-2020 Strategic Plan

Mission & Vision Statements

The board and staff of the Lampasas EDC developed a new Mission Statement for the organization. The following is the new statement.

The mission of the Lampasas Economic Development Corporation is to enhance economic opportunities and quality of life for our citizens through strategic business retention and attraction.

The board and staff of the Lampasas EDC developed a new Vision Statement for the organization. The following is the new statement.

The vision of the Lampasas Economic Development Corporation is to be recognized as a thriving community with diverse economic opportunities while maintaining our excellent quality of life.

Lampasas Economic Development Corporation

2019-2020 Goals

GOAL 1: INTERNET

To secure improved internet access for Lampasas.

Strategies	Who is Responsible?	Start Date	Completion Date
1. Foresite Final Presentation with options and recommendations on technology infrastructure	Staff, Board & Foresite	March 2019	April 2019
2. Meet and discuss opportunities with interested ISPs and partners	Staff & Foresite	April 2019	July 2019
3. Determine model type & funding	Staff & Board	May 2019	August 2019
4. Develop agreement	Staff & Board	August 2019	October 2019
5. Begin construction	Staff & Board	December 2019	December 2020

GOAL 2: MARKETING

To attract businesses and industries by maximizing our marketing efforts.

Strategies	Start Date	Completion Date
1. Continue maintenance and updated information, news stories and tools for LEDC website and social media platforms	March 2019	Ongoing
2. Continued education, networking through professional development opportunities, training, conferences, regional committee/board participation	March 2019	Ongoing
3. Print materials to send out to site selectors, real estate brokers and developers	February 2019	May 2019
4. Promotion of Neon Cloud video on social media platforms; consider creating an updated video by 2020/2021	March 2019	January 2021

GOAL 3: WORKFORCE DEVELOPMENT

To strengthen workforce development channels to benefit employers and employees.

Strategies	Start Date	Completion Date
1. Regular meetings between stakeholders: LISD, LCHEC, CTC, TAMUCT, TWC/CTWS	May 2019	Ongoing
2. Collaborate with stakeholders on training for skills gaps	May 2019	Ongoing
3. Regional collaboration on workforce training and labor pool data for business recruitment	April 2019	Ongoing
4. Educate stakeholders on the importance of vocational jobs	May 2019	Ongoing
5. Develop and implement apprenticeship program between LISD and local businesses	May 2019	September 2019
6. Educational workshops/presentations with LISD students regarding current and future workforce needs based on economic trends	September 2019	May 2020

GOAL 4: BUSINESS PARK DEVELOPMENT

To effectively market our Business Park to appeal to investors and encourage/support development.

Strategies	Start Date	Completion Date
1. Review survey from Triple C and engineering plans from Eckermann Engineering	June 2019	August 2019
2. Create action steps following review	August 2019	October 2019
3. Develop marketing materials specific to business park once pad sites and utilities are complete	October 2019	December 2019
4. Attract prospects	January 2020	Ongoing

GOAL 5: RETAIL BUSINESS RECRUITMENT, REDEVELOPMENT, DOWNTOWN DEVELOPMENT

To successfully recruit more retail businesses, redevelop vacant buildings/sites, revitalize downtown Lampasas with proper recruitment and relationship-building.

Strategies	Start Date	Completion Date
1. Research Proposition 1 opportunities	May 2019	Ongoing
2. Continue to update database of sites available for commercial/retail	March 2019	Ongoing
3. Develop and distribute marketing materials to real estate brokers	May 2019	August 2019
4. Update website with available buildings/sites	April 2019	Ongoing
5. Network opportunities in surrounding cities	May 2019	Ongoing
6. Research grant opportunities to assist small business entrepreneurs in developing downtown businesses	May 2019	July 2019
7. Tour of vacant buildings with prospective developers, brokers, investors	October 2019	December 2019
8. Review our retail leakage report and assess retail needs and targets	April 2019	June 2019

GOAL 6: BUSINESS RETENTION & EXPANSION

To build and cultivate relationships with existing businesses that keep them growing and expanding in Lampasas.

Strategies	Start Date	Completion Date
1. List businesses to visit with board members for May 2019-May 2020	May 2019	May 2020
2. Research and discuss training needs with current businesses, along with exploring opportunities for professional development and training	May 2019	May 2020
3. Market BRE program through various mediums (social media, newspaper, website, etc.)	May 2019	May 2020
4. Explore opportunities to decrease operational costs by connecting with current suppliers	May 2019	May 2020
5. Research and offer workshops and training for current employers	July 2019	October 2019

Business Retention Visits for 2019-2020

- Family Medicine Clinic/Rollins Brook/Seton
- LISD/LCHEC
- Allen's Welding Service (AWS Fabrication)
- Phoenix Stone
- Silver Creek Assisted Living
- 2B Signs
- M&M Butcher Block
- HEB/Wal-mart
- Storm's
- Hoffpauir/Benny Boyd
- Putters & Gutters
- Various Local Contractors