

LOCKHART ECONOMIC DEVELOPMENT CORPORATION

M E M O R A N D U M

TO: Lockhart Economic Development Board of Directors

FROM: Sharyl D. Ruiz, President and Sandra F. Mauldin, Lockhart ED Director *SFM*

DATE: November 29, 2011

RE: Cancellation of December Meeting

There isn't enough business to warrant a Lockhart Economic Development Corporation meeting in December.

There has been a great deal of activity through the ED Department related to the planning and preparing for the International Council of Shopping Centers (ICSC) trade show in San Antonio and the Certified Commercial Investment Member (CCIM) trade show in Austin. Additionally, there was the Greater San Marcos Familiarization Tour 2011 that highlighted development areas in San Marcos, Luling, and Lockhart. We will have a full report by participating Directors at the next meeting with just a brief overview of each event for your information today.

The ICSC retail trade show was predicted to generate some good retail interest for the Lockhart area due to the media release related to the Walmart Supercenter ground breaking. With this added interest, the Retail Coach (Aaron Farmer) suggested we host our own booth. Joyce Buckner represented LEDC to help work the show. We had a total of five people working the booth. Centerpoint at Lockhart participated and provided a remote control F1 car and small F1-related giveaways. The Greater San Marcos Partnership provided chocolate candy bar giveaways, and we had an estimated 100 or so business card exchanges and introductions at the booth. The booth offered a great opportunity for us to make more meaningful contacts with developers, commercial real estate companies, investors, hotel developers, national retail companies, etc. We had two private appointments aside from the one on one visits to the booth. We specifically sought out and met with dozens of retail contacts that participated in the trade show and made contact with 62 retailers during the Retail Roundup section of the trade show. This is a madhouse of contact with all community and developers trying to meet with the retailers during an appointed one-hour timeslot. For some of the retail representatives, this is the only time they dedicate to meeting with communities one-on-one.

The Certified Commercial Investment Member organization (CCIM) held a Business Expo in Austin following their day long certification courses. Lockhart partnered with the Greater San Marcos Partnership to work their booth for the November 10th evening event. There were a total of 36 booths, mostly communities and there were a large number of commercial realtors attending and all agreed it was a successful event. The

Greater San Marcos 'Buildings, Business & Bar-B-Q' 2011 Familiarization Tour was deemed a success with three motor coaches full of investors, developers, realtors, etc. touring San Marcos, Lockhart, and Luling. Food was prepared by the six BBQ places from Lockhart and Luling, and the 150 attendees were impressed with the detail and planning that went into the event and loved the food. The 2011 'FAM Tour' cost a total of \$12,000 with no charge to Lockhart or Luling. Prior to the tour, the GSMP staff hosted a meeting in Lockhart with 32 local realtors invited to ensure that we submitted a good representation of Lockhart properties for the Properties Book that was distributed to each attendee.

The Greater San Marcos Partnership Committee hosted an Investor Luncheon Thursday, November 10. Committee Co-Chairs Robert McDonald and Patrick Rose hosted the luncheon to welcome potential and new members and as an opportunity to learn about the efforts of the Greater San Marcos Partnership's plans and programs to promote economic development. Morris Alexander, Director, attended to represent LEDC.

Lew White, Chairperson of Lockhart Industrial Foundation reports that the cancellation of the lease on the 119 E. MLK has been negotiated. The document is ready to be sent, pending Tri-Ed Northern Video's completely vacating the premises. The company reported the week before Thanksgiving that they plan to be out by December 15th. Tri-Ed is still paying rent and will receive a pro-rated refund if they vacate by the 15th of the month.

If you have comments or questions, please feel free to call or email Sandra at 512-398-3461 Ext. 233, Cell: 512-376-0856, or email smauldin@lockhart-tx.org.