

LCRA Community and Economic Development Department

As communities work to improve their quality of life and economic vitality, the Lower Colorado River Authority is ready to help. The Community and Economic Development Department (CED) provides analysis and planning, marketing, tourism, training and leadership services for governments and organizations within the 58-county LCRA service area. The CED team works with local governments, chambers of commerce, economic development organizations, planning groups and others interested in the future of their communities.

Our programs are delivered on behalf of LCRA's electric and water customers. These programs help develop local leaders, recruit and retain businesses, promote tourism and sustainable economic development, and provide strategic plans and solutions to economic challenges. The CED team specializes in customized programs and services to meet the unique needs of each community.

The services are designed to improve quality of life, foster economic sustainability, and attract investment to our communities. These services fall into six major categories:

Analysis and Planning:

Assisting in the study and documentation of current conditions and in developing approaches to successfully confront identified challenges.

Services:

Comprehensive Planning	Economic Impact Analysis
Data Research and Analysis	GIS Mapping
Downtown Revitalization	Strategic Planning
Economic Development Planning	

Tourism:

Supporting the creation and preservation of tourism opportunities, and in promoting them to potential visitors.

Services:

Colorado River Trail Activities	Community Tourism Assessments
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Marketing:

Bringing local economic assets and opportunities to the attention of potential investors.

Services:

Business Recruitment	Financial Incentives and Due Diligence
Business Retention and Expansion	

Training:

Growing skills necessary for successful community or economic development.

Services:

Board Member and Volunteer	Professional Facilitation
Customized – Hospitality, Social Media, etc	

Household Hazardous Waste:

Assisting communities in making the public aware of ways to safely manage and dispose of hazardous materials.

Services:

Community Assessment	Technical Assistance
Strategic Plan	

Grants:

Providing matching funds to encourage and support local governments and nonprofits with capital improvements and other public projects.

Services:

Community Development Partnership Program	Grant research and identification
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These activities strengthen relationships within the LCRA service area by supporting our customers – support that communities would otherwise find difficult to access. The growing needs of our customers and constituents compel them to prepare for growth, to increase their economic vitality, and to hone the tools for success.