

About Us

The La Vernia Municipal Development District (MDD) is dedicated to driving economic growth, enhancing quality of life, and supporting local businesses in La Vernia, Texas. We work closely with business owners, community members, and local partners to promote sustainable development and long-term success.

Our focus areas include business support, infrastructure improvements, marketing, and placemaking initiatives that benefit both residents and visitors.

Why La Vernia?

- Affordable commercial space
- Supportive city government
- A strong school district that brings steady family traffic
- Community events that attract thousands
- Residents who are proud to shop local

By investing in strategic initiatives and providing resources that matter, the La Vernia MDD is building a thriving, connected community—one business at a time.



Growing Business, Building Community

“At the La Vernia MDD, we believe your business is the heart of our community. Whether you're just starting or ready to grow, we're here to support you with resources, partnerships, and real connections. Let's build something great together.”



Felicia Carvajal
Executive Director of
La Vernia MDD

Contact Us

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Open for Business: Why La Vernia is Your Next Move

A guide for entrepreneurs, startups,
and expanding brands

What We Do

✔ Business Growth & Retention

The La Vernia MDD supports economic growth by supplying resources and assistance for both new and established businesses, presenting business spotlights and mentorship opportunities, and coordinating workforce development programs and job fairs.

✔ Quality of Life

The La Vernia MDD enhances quality of life by developing parks, sidewalks, and community spaces, hosting local events to engage residents and visitors, and improving public amenities and beautification projects.

✔ Infrastructure

The La Vernia MDD supports economic development by revitalizing downtown, exploring commercial space opportunities for small businesses, and improving transportation, street lighting, and pedestrian-friendly spaces.

✔ Marketing & Business Promotion

The La Vernia MDD strengthens local business promotion by managing the Visit La Vernia platform and social media outreach, providing digital marketing training and tools for businesses, and implementing programs to increase business visibility and engagement.



Thinking About Opening a Business in La Vernia?

Strategic Location

Just 30 minutes from San Antonio, La Vernia offers direct access to major markets while maintaining the charm and community spirit of a small town.

Rapid Growth

With ongoing residential development and a strong family-oriented population, La Vernia presents a growing and loyal customer base for new and expanding businesses.

Supportive Business Climate

The La Vernia Municipal Development District is not only focused on growth, we're focused on you. Our team is committed to helping your business thrive with personalized support and resources at every stage. Whether you're launching your first venture or expanding an existing brand, La Vernia is a place where businesses grow and communities connect.

What the MDD Can Do For You

1. Startup Support

- Get connected to local contacts
- Find a location and learn local processes
- Market research reports using Placer.ai
- Explore available grants

2. Business Incentives

- Facade Grants
- Bear Grants
- Planter Grants
- 380 Economic Development Agreement

3. Marketing & Visibility

- Business Spotlights on @VisitLaVernia and @CityOfLaVernia
- Free social media promotions
- Digital marketing training
- Inclusion in our Business Directory

4. Community Engagement

- Reach thousands of locals through festivals and campaigns