

# **ECONOMIC DEVELOPMENT** BY THE NUMBERS

<b>METRICS</b>	<b>YEAR-TO-DATE</b>	<b>ANNUAL GOAL</b>	
COLUMNS	4	12	<b>DEDICATED EFFORT</b>
PRESENTATIONS	2	4+	
GOVERNMENT OUTREACH	16	AS NEEDED	
NEWSLETTERS	9	12	
CHAMBER INTERACTION	3+1	5 MTGS+3 EVENTS	
REGIONAL PARTICIPATION	2+2+1	8 AEDC+10A+4ARA	
SOCIAL MEDIA POSTS	71 (49%)	144	
FACEBOOK LIKES	838 (4.5%)	1002 (25%)	
IG FOLLOWERS	610 (9.5%)	696 (25%)	
STREET-LEVEL BILLBOARDS	1	5 TOWNS/CITIES	
PROCEDURES	1	AS NEEDED	
FINANCES/BOARD MTGS	4	12	
FUNDING OPPORTUNITIES	0+1	1 PARTNER+1 GRANT	
PRO DEVELOPMENT	4+1	2 (STAFF)+15 (BOARD)	
BUSINESS INTERACTION	72 (36%)	200	<b>EXISTING BUSINESS</b>
VISITS	+9 = 17		
INQUIRIES	+10 = 44		
CLASS ATTENDEES	9		
RIBBON CUTTINGS	2	AS REQUESTED	
CLIENT RECORDS/CONTACTS	+134 (47%)	INCREASE FROM 285	
PROJECTS	2	5+	
BUSINESS WALKS	0	3	
HOSTED CLASSES	2	4	
PRO DEVELOPMENT OPPS	13	AS REQUESTED	
SHOP LOCAL/RADIO SPOTS	0	9	
JOBSEEKERS/BOOTHES	10/30	AS REQUESTED	

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METRICS	YEAR-TO-DATE	ANNUAL GOAL
NEW BUSINESS ASSISTANCE	26	AS NEEDED
START-UP SERVICES	7	
OUTREACH POSTCARDS	23	
DOING BUSINESS GUIDES	1	5
WEBSITE TRAFFIC	3314 VIEWS/69% NEW	NONE ESTABLISHED
DEMOS & CONSUMER SPENDING	6X1	6 EACH (12)
PROPERTY PORTAL	1/45	4 UPDATES/ 50 SITES
WORK PLAN SITES	1	AS AVAILABLE
COMMITTEE OUTREACH	3	4 X 3 COMMITTEES
AGRIBUSINESS RECS	0	1
ID VENDORS & CUSTOMERS	0	AS NEEDED
SITE SELECTION RESPONSE	5	AS NEEDED

**BUSINESS DEVELOPMENT**

COMPETITIVENESS UPDATE	0	1
TOURISM BUSINESS	0	1 EVENT
PROJECT FRONT YARD	0	AS NEEDED
PROMOTE USDA/DRA GRANTS	2	AS AVAILABLE
LEGISLATIVE OUTREACH	1	5
ACADIANA DAY	0	1
POSITIVE ARTICLES/RELEASES	33/2	12 SHARES/ 4 RELEASES
BUILDING THE REGION	1	1
LEADERSHIP VERMILION	0	1

**COMMUNITY DEVELOPMENT**