

ECONOMIC DEVELOPMENT BY THE NUMBERS

METRICS	YEAR-TO-DATE	ANNUAL GOAL	
COLUMNS	5	12	DEDICATED EFFORT
PRESENTATIONS	4	4+	
GOVERNMENT OUTREACH	23	AS NEEDED	
NEWSLETTERS	11	12	
CHAMBER INTERACTION	4+1	5 MTGS+3 EVENTS	
REGIONAL PARTICIPATION	3+3+1	8 AEDC+10A+4ARA	
SOCIAL MEDIA POSTS	99 (69%)	144	
FACEBOOK LIKES	874 (9%)	1002 (25%)	
IG FOLLOWERS	624 (12%)	696 (25%)	
STREET-LEVEL BILLBOARDS	1	5 TOWNS/CITIES	
PROCEDURES	1	AS NEEDED	
FINANCES/BOARD MTGS	6	12	
FUNDING OPPORTUNITIES	0+1	1 PARTNER+1 GRANT	
PRO DEVELOPMENT	5+1	2 (STAFF)+15 (BOARD)	
BUSINESS INTERACTION	85 (43%)	200	EXISTING BUSINESS
VISITS	+3 = 24		
INQUIRIES	+14 = 69		
CLASS ATTENDEES	9		
RIBBON CUTTINGS	2	AS REQUESTED	
CLIENT RECORDS/CONTACTS	+288 (48%)	INCREASE FROM 285	
PROJECTS	2	5+	
BUSINESS WALKS	0	3	
HOSTED CLASSES	2	4	
PRO DEVELOPMENT OPPS	17	AS REQUESTED	
SHOP LOCAL/RADIO SPOTS	2	9	
JOBSEEKERS/BOOTHES	11/30	AS REQUESTED	

ECONOMIC DEVELOPMENT BY THE NUMBERS

METRICS	YEAR-TO-DATE	ANNUAL GOAL
NEW BUSINESS ASSISTANCE	29	AS NEEDED
START-UP SERVICES	12	
OUTREACH POSTCARDS	27	
DOING BUSINESS GUIDES	1	5
WEBSITE TRAFFIC	4414 VIEWS/74% NEW	NONE ESTABLISHED
DEMOS & CONSUMER SPENDING	6X1	6 EACH (12)
PROPERTY PORTAL	1/45	4 UPDATES/ 50 SITES
WORK PLAN SITES	1 + 1 PENDING	AS AVAILABLE
COMMITTEE OUTREACH	6	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	PENDING	AS NEEDED
PROMOTE USDA/DRA GRANTS	2	AS AVAILABLE
LEGISLATIVE OUTREACH	3	5
ACADIANA DAY	1	1
POSITIVE ARTICLES/RELEASES	38/3	12 SHARES/ 4 RELEASES
BUILDING THE REGION	1	1
LEADERSHIP VERMILION	0	1

COMMUNITY DEVELOPMENT