

ECONOMIC DEVELOPMENT BY THE NUMBERS

| METRICS | YEAR-TO-DATE | ANNUAL GOAL | |
|--------------------------|--------------|------------------------|--------------------------|
| COLUMNS | 6 | 12 | DEDICATED EFFORT |
| PRESENTATIONS/INTERVIEWS | 5 | 4+ | |
| GOVERNMENT OUTREACH | 26 | AS NEEDED | |
| NEWSLETTERS | 13 | 12 | |
| CHAMBER INTERACTION | 5+1 | 5 MTGS + 3 EVENTS | |
| REGIONAL PARTICIPATION | 4+4+2 | 8 AEDC+10A+4ARA | |
| SOCIAL MEDIA POSTS | 127 (88%) | 144 | |
| FACEBOOK LIKES | 884 (10%) | 1002 (25%) | |
| IG FOLLOWERS | 642 (15%) | 696 (25%) | |
| STREET-LEVEL BILLBOARDS | 1 | 5 TOWNS/CITIES | |
| PROCEDURES | 2 | AS NEEDED | |
| FINANCES/BOARD MTGS | 7 | 12 | |
| FUNDING OPPORTUNITIES | 0+1 | 1 PARTNER + 1 GRANT | |
| PRO DEVELOPMENT | 7+1 | 2 (STAFF) + 15 (BOARD) | |
| <hr/> | | | |
| BUSINESS INTERACTION | 112 (56%) | 200 | EXISTING BUSINESS |
| VISITS | +6 = 30 | | |
| INQUIRIES | +13 = 82 | | |
| CLASS ATTENDEES | 9 | | |
| RIBBON CUTTINGS | 3 | AS REQUESTED | |
| CLIENT RECORDS/CONTACTS | +144 (51%) | INCREASE FROM 285 | |
| PROJECTS | 3 | 5+ | |
| BUSINESS WALKS | 0 | 3 | |
| HOSTED CLASSES | 2 | 4 | |
| PRO DEVELOPMENT OPPS | 21 | AS REQUESTED | |
| SHOP LOCAL/RADIO SPOTS | 2 | 9 | |
| JOBSEEKERS/BOOTHES | 15/30 | AS REQUESTED | |

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| NEW BUSINESS ASSISTANCE | 41 | AS NEEDED |
| START-UP SERVICES | 13 | |
| OUTREACH POSTCARDS | 28 | |
| 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 | 3 | AS AVAILABLE |
| LEGISLATIVE OUTREACH | 5 | 5 |
| ACADIANA DAY | 1 | 1 |
| POSITIVE ARTICLES/RELEASES | 54/3 | 12 SHARES/ 4 RELEASES |
| BUILDING THE REGION | 1 | 1 |
| LEADERSHIP VERMILION | 1 | 1 |

COMMUNITY DEVELOPMENT