

VX ECONOMIC DEVELOPMENT BY THE NUMBERS

METRICS

YEAR-TO-DATE

ANNUAL GOAL

COLUMNS	7	12
✓ PRESENTATIONS/INTERVIEWS	10	4+
GOVERNMENT OUTREACH	29	AS NEEDED
NEWSLETTERS	13	12
CHAMBER INTERACTION	7+1	5 MTGS+3 EVENTS
REGIONAL PARTICIPATION	5+5+2	8 AEDC+10A+4ARA
✓ SOCIAL MEDIA POSTS	157 (109%)	144
FACEBOOK LIKES	903 (13%)	1002 (25%)
IG FOLLOWERS	657 (18%)	696 (25%)
STREET-LEVEL BILLBOARDS	1	5 TOWNS/CITIES
PROCEDURES	2	AS NEEDED
FINANCES/BOARD MTGS	8	12
FUNDING OPPORTUNITIES	0+1	1 PARTNER+1 GRANT
PRO DEVELOPMENT	8+2	2 (STAFF)+15 (BOARD)

DEDICATED EFFORT

BUSINESS INTERACTION	120 (60%)	200
VISITS	+4 = 34	
INQUIRIES	+4 = 86	
CLASS ATTENDEES	9	
✓ RIBBON CUTTINGS	3	AS REQUESTED
✓ CLIENT RECORDS/CONTACTS	+141 (49%)	INCREASE FROM 285
PROJECTS	3	5+
BUSINESS WALKS	0	3
HOSTED CLASSES	2	4
PRO DEVELOPMENT OPPS	21+7	AS REQUESTED
SHOP LOCAL/RADIO SPOTS	5	9
JOBSEEKERS/BOOTHES	15/30	AS REQUESTED

EXISTING BUSINESS

ECONOMIC DEVELOPMENT BY THE NUMBERS

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ANNUAL GOAL

NEW BUSINESS ASSISTANCE	48	AS NEEDED
START-UP SERVICES	+3=19	
OUTREACH POSTCARDS	+4=32	
DOING BUSINESS GUIDES	1	5
WEBSITE TRAFFIC	5417 VIEWS/80% NEW	NONE ESTABLISHED
DEMOS & CONSUMER SPENDING	6X1	6 EACH (12)
PROPERTY PORTAL	2/33	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	6	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