

# ECONOMIC DEVELOPMENT BY THE NUMBERS

## METRICS

## YEAR-TO-DATE

## ANNUAL GOAL

METRICS	YEAR-TO-DATE	ANNUAL GOAL
COLUMNS	8	12
✓ PRESENTATIONS/INTERVIEWS	12	4+
✓ GOVERNMENT OUTREACH	31	AS NEEDED
✓ NEWSLETTERS	14	12
CHAMBER INTERACTION	8+1	5 MTGS+3 EVENTS
REGIONAL PARTICIPATION	5+6+3	8 AEDC+10A+4ARA
✓ SOCIAL MEDIA POSTS	185 (128%)	144
FACEBOOK LIKES	908 (13%)	1002 (25%)
IG FOLLOWERS	667 (20%)	696 (25%)
STREET-LEVEL BILLBOARDS	1	5 TOWNS/CITIES
✓ PROCEDURES	3	AS NEEDED
FINANCES/BOARD MTGS	9	12
✓ FUNDING OPPORTUNITIES	0+2	1 PARTNER+1 GRANT
PRO DEVELOPMENT	10+2	2 (STAFF)+15 (BOARD)

DEDICATED  
EFFORT

BUSINESS INTERACTION	145 (73%)	200
VISITS	+3 = 37	
INQUIRIES	+13 = 99	
CLASS ATTENDEES	9	
✓ RIBBON CUTTINGS	5	AS REQUESTED
✓ CLIENT RECORDS/CONTACTS	+141 (49%)	INCREASE FROM 285
✓ PROJECTS	5	5+
BUSINESS WALKS	0	3
HOSTED CLASSES	2	4
PRO DEVELOPMENT OPPS	21+7	AS REQUESTED
SHOP LOCAL/RADIO SPOTS	6	9
✓ JOBSEEKERS/BOOTHES	17/30	AS REQUESTED

EXISTING  
BUSINESS

# **ECONOMIC DEVELOPMENT** BY THE NUMBERS

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**YEAR-TO-DATE**

**ANNUAL GOAL**

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✓ NEW BUSINESS ASSISTANCE	57	AS NEEDED
START-UP SERVICES	+3=19	
OUTREACH POSTCARDS	+9=41	
DOING BUSINESS GUIDES	1	5
✓ WEBSITE TRAFFIC	6012 VIEWS/76% 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	8	AS NEEDED

**BUSINESS DEVELOPMENT**

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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	59/5	12 SHARES/ 4 RELEASES
✓ BUILDING THE REGION	1	1
✓ LEADERSHIP VERMILION	1	1

**COMMUNITY DEVELOPMENT**