

VX ECONOMIC DEVELOPMENT BY THE NUMBERS

METRICS	YEAR-TO-DATE	ANNUAL GOAL	
COLUMNS	3	12	DEDICATED EFFORT
PRESENTATIONS	2	4+	
GOVERNMENT OUTREACH	9	AS NEEDED	
NEWSLETTERS	8	12	
CHAMBER INTERACTION	2+1	5 MTGS+3 EVENTS	
REGIONAL PARTICIPATION	1+2+1	8 AEDC+10A+4ARA	
SOCIAL MEDIA POSTS	40 (28%)	144	
FACEBOOK LIKES	830 (3.5%)	1002 (25%)	
IG FOLLOWERS	591 (6.1%)	696 (25%)	
STREET-LEVEL BILLBOARDS	1	5 TOWNS/CITIES	
PROCEDURES	1	AS NEEDED	
FINANCES/BOARD MTGS	3	12	
FUNDING OPPORTUNITIES	0+0	1 PARTNER+1 GRANT	
PRO DEVELOPMENT	1+1	2 (STAFF)+15 (BOARD)	
BUSINESS INTERACTION	51 (26%)	200	EXISTING BUSINESS
VISITS	8		
INQUIRIES	34		
CLASS ATTENDEES	9		
RIBBON CUTTINGS	1	AS REQUESTED	
CLIENT RECORDS/CONTACTS	+136 (48%)	INCREASE FROM 285	
PROJECTS	2	5+	
BUSINESS WALKS	0	3	
HOSTED CLASSES	1	4	
PRO DEVELOPMENT OPPS	12	AS REQUESTED	
SHOP LOCAL/RADIO SPOTS	0	9	
JOBSEEKERS/BOOTHES	5/16	AS REQUESTED	

ECONOMIC DEVELOPMENT BY THE NUMBERS

METRICS	YEAR-TO-DATE	ANNUAL GOAL	
NEW BUSINESS ASSISTANCE	26	AS NEEDED	BUSINESS DEVELOPMENT
START-UP SERVICES	7		
OUTREACH POSTCARDS	19		
DOING BUSINESS GUIDES	1	5	
WEBSITE TRAFFIC	2276 VIEWS/69% NEW	NONE ESTABLISHED	
DEMOS & CONSUMER SPENDING	1	6 EACH (12)	
PROPERTY PORTAL	1/45	4 UPDATES/ 50 SITES	
WORK PLAN SITES	0	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	
COMPETITIVENESS UPDATE	0	1	
TOURISM BUSINESS	0	1 EVENT	
PROJECT FRONT YARD	0	AS NEEDED	
PROMOTE USDA/DRA GRANTS	2	AS AVAILABLE	
LEGISLATIVE OUTREACH	0	5	
ACADIANA DAY	0	1	
POSITIVE ARTICLES/RELEASES	20/1	12 SHARES/ 4 RELEASES	
BUILDING THE REGION	1	1	
LEADERSHIP VERMILION	0	1	