

ECONOMIC DEVELOPMENT BY THE NUMBERS

METRICS

YEAR-TO-DATE

ANNUAL GOAL

METRICS	YEAR-TO-DATE	ANNUAL GOAL
COLUMNS	9	12
✓ PRESENTATIONS/INTERVIEWS	15	4+
✓ GOVERNMENT OUTREACH	34	AS NEEDED
✓ NEWSLETTERS	14	12
CHAMBER INTERACTION	9+2	5 MTGS+3 EVENTS
REGIONAL PARTICIPATION	5+8+3	6 AEDC+10A+4ARA
✓ SOCIAL MEDIA POSTS	198 (138%)	144
FACEBOOK LIKES	947 (18%)	1002 (25%)
IG FOLLOWERS	677 (22%)	696 (25%)
STREET-LEVEL BILLBOARDS	1	5 TOWNS/CITIES
✓ PROCEDURES	3	AS NEEDED
FINANCES/BOARD MTGS	10	12
✓ FUNDING OPPORTUNITIES	2 (KEEP IT LOCAL)+2	1 PARTNER+1 GRANT
PRO DEVELOPMENT	11+2	2 (STAFF)+15 (BOARD)

DEDICATED EFFORT

BUSINESS INTERACTION	155 (78%)	200
VISITS	+1 = 38	
INQUIRIES	+6 = 105	
CLASS ATTENDEES	12	
✓ RIBBON CUTTINGS	6	AS REQUESTED
✓ CLIENT RECORDS/CONTACTS	+141 (49%)	INCREASE FROM 285
✓ PROJECTS	5	5+
BUSINESS WALKS	0	3
HOSTED CLASSES	3	4
PRO DEVELOPMENT OPPS	28	AS REQUESTED
SHOP LOCAL/RADIO SPOTS	7	9
✓ JOBSEEKERS/BOOTHES	18/30	AS REQUESTED

EXISTING BUSINESS

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✓ NEW BUSINESS ASSISTANCE	57	AS NEEDED
START-UP SERVICES	+0=19	
OUTREACH POSTCARDS	+0=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	9	AS NEEDED

BUSINESS DEVELOPMENT

✓ COMPETITIVENESS UPDATE	1	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