

ECONOMIC DEVELOPMENT BY THE NUMBERS

METRICS

YEAR-TO-DATE

ANNUAL GOAL

METRICS	YEAR-TO-DATE	ANNUAL GOAL
COLUMNS	11	12
✓ PRESENTATIONS/INTERVIEWS	17	4+
✓ GOVERNMENT OUTREACH	35	AS NEEDED
✓ NEWSLETTERS	15	12
✓ CHAMBER INTERACTION	10+4	5 MTGS+3 EVENTS
✓ REGIONAL PARTICIPATION	7+8+4	6 AEDC+61A+4ARA
✓ SOCIAL MEDIA POSTS	248 (172%)	144
FACEBOOK LIKES	961(20%)	1002 (25%)
IG FOLLOWERS	683 (23%)	696 (25%)
STREET-LEVEL BILLBOARDS	1	5 TOWNS/CITIES
✓ PROCEDURES	4	AS NEEDED
FINANCES/BOARD MTGS	11	12
✓ FUNDING OPPORTUNITIES	2 (KEEP IT LOCAL)+2	1 PARTNER+1 GRANT
PRO DEVELOPMENT	12+3	2 (STAFF)+15 (BOARD)

DEDICATED EFFORT

BUSINESS INTERACTION	180 (90%)	200
VISITS	+12 = 50	
INQUIRIES	+13 = 118	
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	4	4
✓ PRO DEVELOPMENT OPPS	28	AS REQUESTED
✓ SHOP LOCAL/RADIO SPOTS	9	9
✓ JOBSEEKERS/BOOTHs	18/30	AS REQUESTED

EXISTING BUSINESS

ECONOMIC DEVELOPMENT BY THE NUMBERS

METRICS	YEAR-TO-DATE	ANNUAL GOAL
✓ NEW BUSINESS ASSISTANCE	62	AS NEEDED
START-UP SERVICES	+2=21	
OUTREACH POSTCARDS	+3=44	
DOING BUSINESS GUIDES	1	5
✓ WEBSITE TRAFFIC	6012 VIEWS/76% NEW	NONE ESTABLISHED
DEMOS & CONSUMER SPENDING	6X1	6 EACH (12)
PROPERTY PORTAL	3/35	4 UPDATES/ 50 SITES
WORK PLAN SITES	1+1 PENDING	AS AVAILABLE
COMMITTEE OUTREACH	6	4 X 3 COMMITTEES
✓ AGRIBUSINESS RECS	1	1
ID VENDORS & CUSTOMERS	0	AS NEEDED
✓ SITE SELECTION RESPONSE	9	AS NEEDED
✓ 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

BUSINESS DEVELOPMENT

COMMUNITY DEVELOPMENT