

ECONOMIC DEVELOPMENT BY THE NUMBERS

METRICS	YEAR-TO-DATE	ANNUAL GOAL	
✓ COLUMNS	12	12	DEDICATED EFFORT
✓ PRESENTATIONS/INTERVIEWS	18	4+	
✓ GOVERNMENT OUTREACH	36	AS NEEDED	
✓ NEWSLETTERS	15	12	
✓ CHAMBER INTERACTION	10+4	5 MTGS+3 EVENTS	
✓ REGIONAL PARTICIPATION	8+8+4	6 AEDC+61A+4ARA	
✓ SOCIAL MEDIA POSTS	254 (176%)	144	
FACEBOOK LIKES	983 (23%)	1002 (25%)	
IG FOLLOWERS	699 (25%)	696 (25%)	
STREET-LEVEL BILLBOARDS	1	5 TOWNS/CITIES	
✓ PROCEDURES	4	AS NEEDED	
✓ FINANCES/BOARD MTGS	12	12	
✓ FUNDING OPPORTUNITIES	2 (KEEP IT LOCAL)+2	1 PARTNER+1 GRANT	
PRO DEVELOPMENT	12+11	2 (STAFF)+15 (BOARD)	
✓ BUSINESS INTERACTION	205 (100%)	200	EXISTING BUSINESS
VISITS	50		
INQUIRIES	143		
CLASS ATTENDEES	12		
✓ RIBBON CUTTINGS	6	AS REQUESTED	
✓ CLIENT RECORDS/CONTACTS	+154	INCREASE FROM 285	
✓ PROJECTS	6	5+	
BUSINESS WALKS	0	3	
✓ HOSTED CLASSES	4	4	
✓ PRO DEVELOPMENT OPPS	28	AS REQUESTED	
✓ SHOP LOCAL/RADIO SPOTS	9	9	
✓ JOBSEEKERS/BOOTH	18/30	AS REQUESTED	

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METRICS

YEAR-TO-DATE

ANNUAL GOAL

✓ NEW BUSINESS ASSISTANCE	67	AS NEEDED
START-UP SERVICES	+1 = 22	
OUTREACH POSTCARDS	+1 = 45	
DOING BUSINESS GUIDES	1	5
✓ WEBSITE TRAFFIC	6012 VIEWS/76% NEW	NONE ESTABLISHED
DEMOS & CONSUMER SPENDING	6 X 1	6 EACH (12)
PROPERTY PORTAL	4/35	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

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