

ECONOMIC DEVELOPMENT BY THE NUMBERS

METRICS	YEAR-TO-DATE	ANNUAL GOAL	
COLUMNS/PRESS RELEASES	3	12	DEDICATED EFFORT
PRESENTATIONS/INTERVIEWS	6	4+	
GOVERNMENT OUTREACH	8	AS NEEDED	
NEWSLETTERS	7	12	
CHAMBER INTERACTION	1+5	5 MTGS+3 EVENTS	
REGIONAL PARTICIPATION	0+0+6+2	6 AEDC+61A+4ARA	
SOCIAL MEDIA POSTS	123 (51%)	240	
FACEBOOK LIKES	1038 (6%)	1229 (25%)	
IG FOLLOWERS	754 (8%)	874 (25%)	
COLLATERAL MATERIAL	1 BILLBOARD	AS NEEDED	
MANUAL + PROCEDURES	PENDING+2	AS NEEDED	
FINANCES/BOARD MTGS	4	12	
FUNDING OPPORTUNITIES	0+0	1 PARTNER+1 GRANT	
PRO DEVELOPMENT	2+0+0	2 (STAFF)+15 (BOARD)	
BUSINESS INTERACTION	41 (21%)	200	EXISTING BUSINESS
VISITS	20	50	
INQUIRIES	21	150	
CLASS ATTENDEES	8		
RIBBON CUTTINGS	3	AS REQUESTED	
CLIENT RECORDS/CONTACTS	-8	INCREASE FROM 441	
PROJECTS	1	5+	
BUSINESS WALKS	0	3	
HOSTED CLASSES	3	4	
PRO DEVELOPMENT OPPS	7	AS REQUESTED	
SHOP LOCAL SPOTLIGHTS	3	36	
JOBSEEKERS/BOOTH	32+ 26	AS REQUESTED	

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METRICS	YEAR-TO-DATE	ANNUAL GOAL	
NEW BUSINESS ASSISTANCE	15	AS NEEDED	BUSINESS DEVELOPMENT
START-UP SERVICES	+1=1		
OUTREACH POSTCARDS	+7=14		
DOING BUSINESS GUIDES	0	5	
WEBSITE UPDATES	1	AS NEEDED	
DEMOS & CONSUMER SPENDING	0X2	6 EACH (12)	
PROPERTY PORTAL	7/35	4 UPDATES/ 50 SITES	
WORK PLAN SITES	1+1 PENDING	AS AVAILABLE	
AGRIBUSINESS RECS	1	1	
ID VENDORS & CUSTOMERS	1	AS NEEDED	
WORK WITH PROSPECTS	2	AS NEEDED	
SITE SELECTION RESPONSE	9	AS NEEDED	
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COMPETITIVENESS UPDATE	1	1	
TOURISM BUSINESS	0	1 EVENT	
PROJECT FRONT YARD	0	AS NEEDED	
PROMOTE USDA/DRA GRANTS	1	AS AVAILABLE	
LEGISLATIVE OUTREACH	0	5	
ACADIANA DAY	0	1	
POSITIVE ARTICLES/RELEASES	42	12	
BUILDING THE REGION	0	1	
LEADERSHIP VERMILION	0	1	