

WHY DO WE NEED ECONOMIC DEVELOPMENT?

The most competitive communities focus on economic development organizations, product development, and marketing. Vermilion Economic Development Alliance assures these needs are not only met, but prioritized. Significant efforts have been made in the last 3 years to improve Stage status in all areas.

- 1 Emerging
- 2 Developing
- 3 Achieving

ORGANIZATION



Org Staffing:

Full time Exec Dir has 16 years of ED training & professional experience; Board Chair ED training



Org Budget:

2017 = \$154,000 or \$2.55/person est. pop = 60,433 *Optimum is \$4.50/person



Economic Development Plan:

Multi-year plan has been created with 68 metrics measured annually & reported monthly



Target Industries:

Study conducted; Industries have been identified for future development; Committees established



REDO Engagement:

Secured long-range spot on OA board & collaborates on recruitment & retention projects



Leader Training:

Participates in Leadership Vermilion; conducts annual stakeholder events; assists with BRC & Acadiana Day

PRODUCT DEVELOPMENT



Sites/Buildings:

GIS mapping tool implemented in coordination with LED database; Work plan sites



Workforce/Labor:

Working with employers via SLCC, Job Fair & Vermilion@Work to address needs



Infrastructure Capacity:

Working with utility wholesalers, municipalities & APC (roads, draining, transit)



Understanding of Local Competitiveness:

Identification of Gulf Coast competitors, as well as where strengths & weaknesses lie

MARKETING/BIZ DEV



Marketing Plan:

Working with OA on South Louisiana brand & site selector communications



ED Partnerships:

Engaged with Chamber, AEDC and OA Marketing & Site Development teams



Prospect Hosting:

Hosted site selectors, regional/international prospects



Promotion Collateral:

Active local social media; Nationally-recognized website; Monthly column

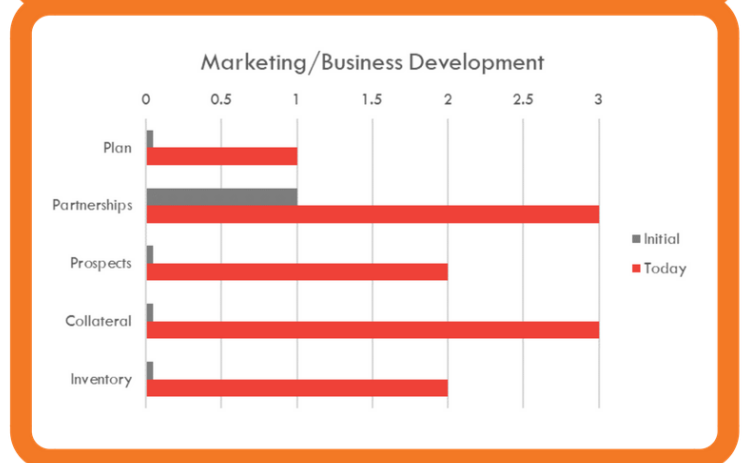
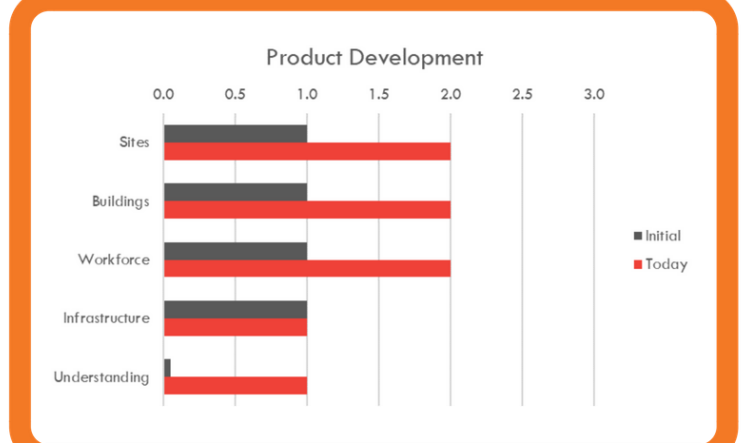
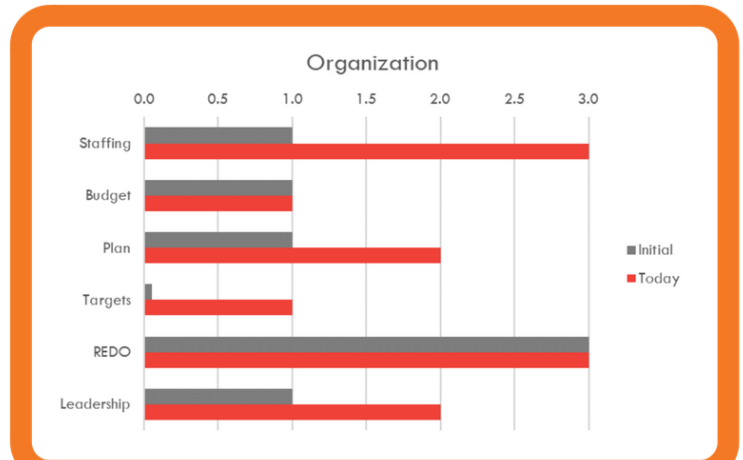


Inventory of Unique Selling Points:

Launched Why Vermilion? and Keep It Local campaigns to celebrate unique assets

HOW FAR HAVE WE COME?

The charts below measure growth in each major component (Economic Development Organization, Product Development, and Marketing & Business Development) from the initial assessment in 2014 to today. Scores are based on state-established guidelines.



WWW.DEVELOPVERMILION.ORG - 337.740.0433

WWW.DEVELOPVERMILION.ORG - 337.740.0433