

ECONOMIC DEVELOPMENT BY THE NUMBERS

METRICS	YEAR-TO-DATE	ANNUAL GOAL	
COLUMNS/PRESS RELEASES	6	12	DEDICATED EFFORT
PRESENTATIONS/INTERVIEWS	8	4+	
GOVERNMENT OUTREACH	22	AS NEEDED	
NEWSLETTERS	8	12	
CHAMBER INTERACTION	2+6	5 MTGS+3 EVENTS	
REGIONAL PARTICIPATION	2+0+6+2	6 AEDC+61A+4ARA	
SOCIAL MEDIA POSTS	162 (68%)	240	
FACEBOOK LIKES	1055 (7%)	1229 (25%)	
IG FOLLOWERS	802 (15%)	874 (25%)	
COLLATERAL MATERIAL	2	AS NEEDED	
MANUAL + PROCEDURES	PENDING+2	AS NEEDED	
FINANCES/BOARD MTGS	6	12	
FUNDING OPPORTUNITIES	1+0	1 PARTNER+1 GRANT	
PRO DEVELOPMENT	4+0+0	2 (STAFF)+15 (BOARD)	
BUSINESS INTERACTION	116 (58%)	200	EXISTING BUSINESS
VISITS	33	50	
INQUIRIES	48	150	
CLASS ATTENDEES	35		
RIBBON CUTTINGS	4	AS REQUESTED	
CLIENT RECORDS/CONTACTS	+8	INCREASE FROM 441	
PROJECTS	2	5+	
BUSINESS WALKS	0	3	
HOSTED CLASSES	5	4	
PRO DEVELOPMENT OPPS	8	AS REQUESTED	
SHOP LOCAL SPOTLIGHTS	3	36	
JOBSEEKERS/BOOTHs	32+ 26	AS REQUESTED	

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METRICS	YEAR-TO-DATE	ANNUAL GOAL
NEW BUSINESS ASSISTANCE	18	AS NEEDED
START-UP SERVICES	+1=2	
OUTREACH POSTCARDS	+2=16	
DOING BUSINESS GUIDES	0	5
WEBSITE UPDATES	1	AS NEEDED
DEMOS & CONSUMER SPENDING	0X2	6 EACH (12)
PROPERTY PORTAL	10/35	4 UPDATES/ 50 SITES
WORK PLAN SITES	1+1 PENDING	AS AVAILABLE
AGRIBUSINESS RECS	2	1
ID VENDORS & CUSTOMERS	1	AS NEEDED
WORK WITH PROSPECTS	3	AS NEEDED
SITE SELECTION RESPONSE	11	AS NEEDED

BUSINESS DEVELOPMENT

COMPETITIVENESS UPDATE	1	1
TOURISM BUSINESS	SCHEDULED FOR AUG	1 EVENT
PROJECT FRONT YARD	1	AS NEEDED
PROMOTE USDA/DRA GRANTS	1	AS AVAILABLE
LEGISLATIVE OUTREACH	5	5
ACADIANA DAY	1	1
POSITIVE ARTICLES/RELEASES	68	12
BUILDING THE REGION	0	1
LEADERSHIP VERMILION	0	1

COMMUNITY DEVELOPMENT