

VX ECONOMIC DEVELOPMENT BY THE NUMBERS

METRICS	YEAR-TO-DATE	ANNUAL GOAL
COLUMNS/PRESS RELEASES	7	12
PRESENTATIONS/INTERVIEWS	COMPLETE - 15	4+
GOVERNMENT OUTREACH	47	AS NEEDED
NEWSLETTERS	COMPLETE - 12	12
CHAMBER INTERACTION	4 + 13	5 MTGS + 3 EVENTS
REGIONAL PARTICIPATION	2 + 1 + 8 + 3	6 AEDC + 61A + 4ARA
SOCIAL MEDIA POSTS	COMPLETE - 260	240
FACEBOOK LIKES	1191 (21%)	1229 (25%)
IG FOLLOWERS	863 (23%)	874 (25%)
COLLATERAL MATERIAL	4	AS NEEDED
MANUAL + PROCEDURES	PENDING + 3	AS NEEDED
FINANCES/BOARD MTGS	10	12
FUNDING OPPORTUNITIES	COMPLETE - 5 + 1	1 PARTNER + 1 GRANT
PRO DEVELOPMENT	6 + 1 + 0	2 (STAFF) + 15 (BOARD)
BUSINESS INTERACTION	192 (96%)	200
VISITS	54	50
INQUIRIES	103	150
CLASS ATTENDEES	35	
RIBBON CUTTINGS	5	AS REQUESTED
CLIENT RECORDS/CONTACTS	+13	INCREASE FROM 441
PROJECTS	3	5+
BUSINESS WALKS	COMPLETE - 3	3
HOSTED CLASSES	COMPLETE - 6	4
PRO DEVELOPMENT OPPS	17	AS REQUESTED
SHOP LOCAL SPOTLIGHTS	COMPLETE - 12 + 2	12 + 1 PARTNER
JOBSEEKERS/BOOTHES	32 + 27	AS REQUESTED

DEDICATED EFFORT

EXISTING BUSINESS

