



## DEDICATED ECONOMIC DEVELOPMENT EFFORT

**Maintaining a professional organization working for Vermilion's success.**



- Distributed press releases and coordinated media interviews that resulted in two parish newspaper articles, an Acadiana Advocate article, and feature in 337 Magazine for summer publication
- Sent e-newsletters to 474 recipients promoting 55 by 25 initiative and ways residents and business owners can get involved - 30.8% open rate
- Held discussion with board members regarding stakeholder communication; made plan for moving forward with more frequent updates
- Shot interviews for promotional video series
- Attended LIDEA Allies' Day & received update on regions & LED efforts



## EXISTING BUSINESS ASSISTANCE

**Assisting the existing business community is our #1 concern.**



- Answered 17 requests for information
- Conducted 4 business visits with decision makers/company representatives
- Held Destination Downtown: A Community Open House with four available properties and cultural and business venues open to show the area's vibrancy and opportunities
- Promoted Opportunity Small Business Boot Camp courses
- Attended Gueydan Auto Parts Grand Opening

**Encourage local spending to have an economy that's self-supported.**

**We're matching our local jobs with our local talent.**

- Attended Acadiana Regional Business Services Team meeting
- Presentation to One Acadiana Education & Workforce Committee about the planning, execution, and results of the 55 by 25 initiative launch in Vermilion; also provided figures for Job Fair-related events
- Distributed information about employment openings at 4 local businesses
- Reviewed requirements of Delta Regional Authority Workforce Development grant with Anna Osland at 1A for potential application for our regional 55 by 25 initiative



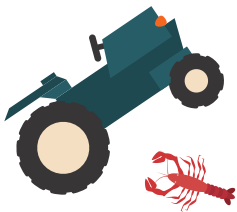
## BUSINESS DEVELOPMENT



### Drawing attention to investment opportunities.

- Sent outreach postcards to 7 new businesses locating in Abbeville
- Submitted letter of support for Acadiana Planning Commission Opportunity Zone Grant
- Updated property on state's site selection website for further inclusion on project submissions

### Using agriculture & aquaculture to keep our uniqueness.



- Met with Josh Duhon of LA Farm Bureau Insurance to discuss cattle industry
- Provided Geoff Stewart - UL Lafayette & Meridian Institute lead - with insights on commercial lending for seafood-related businesses, provided him with a list of lenders & their areas of expertise
- Met with Farm Bureau Federation and received their verbal commitment of support for agri-business project; provided information on our recent grant proposal and a written explanation of what we hope to accomplish

## COMMUNITY DEVELOPMENT



### Supporting improvements & partnerships that create better communities.

- Shared 55 positive articles on VEDA and Keep It Local, Vermilion Facebook pages to build community pride and share useful information with followers
- Met with Assessor Gabe Marceaux to discuss redevelopment properties in Kaplan's Small Area Plan
- Worked with Councilwoman Melissa Guidry (Kaplan) to develop a website where Kaplan's ENCORE Louisiana Retirement-Ready Community information could be housed
- Proposed a collaborative event between the Woodlawn Players (Dave Pierce) and Vermilion Arts Council
- Delivered United Way's Above & Beyond Awards to Gueydan High School & Eaton Park Elementary
- Assisted Mayor Jude Rees (Gueydan) in the creation of marketing materials and a social media presence for the Gueydan Community Outreach Festival; contacted food trucks to participate
- Distributed United Way's 10-10-10 funding initiative to area civic groups, government & non-profit entities

## UPCOMING EVENTS

6/7: Interview recording for upcoming episode of UpClose with Bernadette Lee (KPEL)

6/12: Visitations with Intracoastal City Dry Dock & LA Bait

6/12: Cajun Culture Association Meeting

6/13: Visitations with Travis Richard & Acadian Contractors

6/13, 6/21, 6/26: Board Member training sessions

6/18: Coastal Port Director's Meeting - Cameron, Vermilion, Twin Parish, Iberia

6/20: 2nd Quarter Business Tune-up: Workforce Programs - VEDA & LWC