



VERMILION ECONOMIC DEVELOPMENT ALLIANCE

There is always a great amount of energy that surrounds the start of a new year. With renewed engagement comes big ideas, new goals, and excitement over what's to come. But, that energy can also lead to refinement. In 2020, VEDA commits to employ both fresh concepts and fine-tuned efforts.

FOCUS AREA: Dedicated Economic Development Effort

A professional organization working for Vermilion's success.

INCREASE LONG-TERM FINANCIAL STABILITY

- Presented proposed parcel fee proposition to Vermilion Parish Police Jury for inclusion on November ballot; Permission granted
Discussed USDA/DRA funding opportunity; Submitting final paperwork in March

BUILD AWARENESS FOR VEDA IMPACT, SERVICES & PARTNERSHIPS

- 3 e-newsletters published with 31% open rate - Networking Women, SLCC Fair & Feb Updates
Distributed press release for upcoming Vermilion Arts Council event, SLCC Career Fair, Anita Dupuis Board Member Spotlight, and BLADE Cosmetic Studio opening
Distributed January Highlights to stakeholders

MAINTAIN RELATIONSHIP WITH LOCAL ELECTED OFFICIALS

- Spoke with LED staff regarding potential Rails to Trails project in Gueydan
Provided mayors with information about DOTD Road Show & Rain Gauge Webinar

FOLLOW POLITICAL SUBDIVISION PROTOCOLS

- Began process of onboarding Police Jury board appointee Dexter Callahan
Prepared & hosted February public meeting with financials & goals update

EXPAND PARISH'S PRESENCE & RELEVANCE IN THE STATE

- Met with regional partners to discuss marketing efforts & relationship with LED
Attended LABI Legislative Outlook to hear about upcoming session

FOCUS AREA: Existing Business Assistance

Retaining & expanding companies for a self-supported economy.

ASSIST LOCAL EMPLOYERS IN EMPLOYING LOCAL WORKERS

- Coordinated participation in the SLCC Gulf Area Campus Career Fair - distributed information about registration to previous Job Fair participants & marketed online

MAINTAIN RELATIONSHIP WITH BUSINESS COMMUNITY

- Answered 9 requests for information & promoted 6 local job openings
Initiated Project Hawk - coordinated contact with LED project manager
Shared RUSSO Brand Builder seminar discount with food-industry companies
Promoted VP Women in Business event & networking group
Attended the Vermilion Chamber's State of the Parish event & joined the Business Advocacy Committee



77 Social Media Posts



Business Spotlights:

Foundations Early Learning Center

Tiffany Cardinale State Farm

LA Range Gun Club

Lindsay Simon Watson LA Farm Bureau

FOCUS AREA: Business Development

Inspiring & recruiting investment opportunities.

WELCOME ENTREPRENEURS & ASSIST WITH THEIR START-UP NEEDS

- Created a comprehensive Incentives & Programs guide

UNDERSTAND AVAILABILITY OF COMMERCIAL REAL ESTATE

- Promoted former Vermilion Office Supply property
- Added Main Street (Abbeville) property to the database

SUPPORT AQUACULTURE, AGRICULTURE & FISHERIES TO MAINTAIN OUR UNIQUENESS

- Reached out to Prospect Skin with new proposal from board

EVALUATE ALL REQUESTS FOR PROPOSALS & PROSPECT REQUESTS

- Met with Prospect Foil contacts to discuss next steps for their business venture
- Launched Prospect Spritzer - provided information about available programs

PROMOTE VERMILION TO POTENTIAL INVESTORS

- Spoke with Site Location Partnership about Anaheim trade show & tactics



FOCUS AREA: Community Development

Supporting improvements & partnerships to create better communities.

PROMOTE TOURISM-RELATED BUSINESSES IN ARTS, CULTURE & HOSPITALITY

- Held Kaplan Creative Placemaking initiative kick-off meeting & made plans to work with George Marks at Nunu to learn best practices; Recruited Kayla and Zachary Dubois to the committee

WORK ON PROJECTS THAT IMPROVE OUR "PRODUCT" & INCREASE MARKETABILITY

- Worked with Vanessa Parades (Census Bureau) & Andre Breaux (One Acadiana) on Census promotions
- Attended the Leadership Vermilion Alumni meeting to discuss upcoming Leadership Summit & member dues mailout; Provided updated membership application & letter for board review
- Met Kiwanis of Abbeville committee to review plans for the Kiwanis Educator Award event
- Met with Carlee Alm-Labar of United Way to discuss presence and services for Vermilion-based nonprofits
- Connected Missy Andrade with Vermilion Parish School Board to discuss Abbeville facility changes
- Met with Craig Jaschke regarding his proposal for a Maurice community center

ON THE HORIZON

3/3 - Rural Broadband Mini-Summit

3/4 - One Acadiana Regional Celebration

3/4 - VEDA Board meeting

3/5 - Introduction to Placemaking Session @ Nunu

3/6 - Leblanc Elementary Culture & Leadership Day

3/11 - Louisiana Seafood Summit

3/12 - How to Connect to Your Community Session @ Nunu

3/18 - Gulf Area Campus Job Fair

3/19 - Downtown Development Webinar @ One Acadiana

3/19 - Partnership Building Session @ Nunu

3/19 - Meeting with Prospect Foil

3/24 - One Acadiana Board Meeting

3/26 - Overcoming Obstacles Session @ Nunu