



VERMILION ECONOMIC DEVELOPMENT ALLIANCE

In mid-March, Vermilion, along with the rest of the world, experienced an unprecedented series of events due to the COVID-19 outbreak. Our team has been working diligently to ensure that our business community is armed with the resources they need to weather this new type of storm.

FOCUS AREA: Dedicated Economic Development Effort

A professional organization working for Vermilion's success.

INCREASE LONG-TERM FINANCIAL STABILITY

- Worked with State Bond Commission to secure necessary forms & resolutions to apply for election participation this fall
• Submitted final paperwork for USDA/DRA funding opportunity; Received grant!

BUILD AWARENESS FOR VEDA IMPACT, SERVICES & PARTNERSHIPS

- 7 e-newsletters published with 31% open rate - COVID-19 Resources, Webinars & Materials
• Worked with the media on COVID-related stories; participated in interview with KLFY regarding online sales
• Provided FMG Publishing with suite of info & pictures for upcoming VEDA feature

MAINTAIN RELATIONSHIP WITH LOCAL ELECTED OFFICIALS

- Outreach to local admins about sharing info with public; provided Resource Directory & tool for retailers
• Provided mayors with information about Brownfields Webinar

FOLLOW POLITICAL SUBDIVISION PROTOCOLS

- Notified Secretary of State of addition of Police Jury board appointee Dexter Callahan
• Prepared & hosted March public meeting with financials & goals update

EXPAND PARISH'S PRESENCE & RELEVANCE IN THE STATE

- Began weekly calls with regional economic developers to address current concerns
• Coordinated economic driver outreach with Business Retention/Expansion team at LED

FOCUS AREA: Existing Business Assistance

Retaining & expanding companies for a self-supported economy.

MAINTAIN RELATIONSHIP WITH BUSINESS COMMUNITY

- Compiled list of potential CEO Roundtable participants
• Assisted in the distribution of a regional business survey re: COVID-19 68 respondents (30 with HQ in Vermilion)
• Answered 94 requests for information - 3x more than usual
• Conducted outreach to businesses impacted by COVID-19; Cataloging concerns and resources provided
• Coordinated business outreach with City of Abbeville, Vermilion Chamber & Tourism Commission
• Communicated with the Business Advocacy Committee regarding legislative issues & member outreach
• Co-hosted 5 webinars with regional partners to help businesses understand new programs & apply
• Contacted local bankers regarding their participation in the Payroll Protection Program



82 Social Media Posts



Business Spotlights:

Acadiana's Handymen

Thrifty Way Pharmacy Abbeville

Bayou Balms

ZZ's Kitchen

## **FOCUS AREA: Business Development**

### ***Inspiring & recruiting investment opportunities.***



WELCOME ENTREPRENEURS & ASSIST WITH THEIR START-UP NEEDS

- Sent Created 7 new business postcards to Abbeville & Kaplan applicants

UNDERSTAND AVAILABILITY OF COMMERCIAL REAL ESTATE

- Verified properties on state's site selection website
- Began quarterly update of available properties

SUPPORT AQUACULTURE, AGRICULTURE & FISHERIES TO MAINTAIN OUR UNIQUENESS

- Attended the Fisheries Forward LA Seafood Summit - participated in a presentation by UL Lafayette
- Reached out to Prospect Skin to discussed financing opportunities
- Worked with Prospect Foil on their plans to showcase locally-sourced products

EVALUATE ALL REQUESTS FOR PROPOSALS & PROSPECT REQUESTS

- Evaluated RFIs for 3 prospects - no site matches for any

PROMOTE VERMILION TO POTENTIAL INVESTORS

- Spoke with Site Location Partnership about Anaheim trade show results & delayed travel

## **FOCUS AREA: Community Development**

### ***Supporting improvements & partnerships to create better communities.***

PARTICIPATE IN CONVERSATIONS REGARDING INFRASTRUCTURE

- Attended the Rural Broad Mini-Summit to discuss new opportunities due to FCC changes & funds

PROMOTE TOURISM-RELATED BUSINESSES IN ARTS, CULTURE & HOSPITALITY

- Attended 2 classes/conversations with Nunu staff and other community liaisons to discuss Creative Placemaking
- Launched "Made in Vermilion" initiative to celebrate local artists & craftsmen

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

- Attended the Arts & Culture Day at LeBlanc Elementary to see Leader in Me & Immersion progress
- Created COVID-19 Resource Directory and distributed to community members fielding questions from the public; Made updates as available
- Joined the Acadiana VOAD (disaster response volunteers) as an affiliate member & helped to research school meal options & other resources available to the public

## **ON THE HORIZON**

Wednesday afternoons - Acadiana EDO/Allies Conference Calls

4/2 - Project Launch Call - Cattle Industry Study

4/7 - COVID Impacts on Oil & Gas Webinar

4/7 - Anne speaking at Abbeville Council Meeting

4/9 - Introductions - Fulcrum Sales & Marketing / Impact Development - Cattle Industry Study

4/9 - VEDA Board Meeting

4/14 - COVID Impacts for Landlords & Tenants