



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

- Provided stakeholders with update on proposition election
- Worked on Economic Impact Study for VEDA Visioning report project highlights
- Assisted in the application for two Delta Regional Authority SEDAP grants with Twin Parish Port and Acadiana Planning Commission to bring more economic development opportunities to Vermilion

BUILD AWARENESS FOR VEDA IMPACT, SERVICES & PARTNERSHIPS

- 7 e-newsletters published with various COVID-19-related resources & updates

MAINTAIN RELATIONSHIP WITH LOCAL ELECTED OFFICIALS

- Provided COVID-related information to elected officials as available

FOLLOW POLITICAL SUBDIVISION PROTOCOLS

- Prepared & hosted June public meeting with financials & goals update

EXPAND PARISH'S KNOW-HOW & RELEVANCE IN THE STATE

- Attended IEDC's Rural Marketing webinar to learn best practices from industry peers
- Participated in weekly calls with regional economic developers to address concerns
- Participated in statewide economic development call with state and local partners to discuss providing meaningful assistance to local companies
- Provided letter of support for LED's Economic Development Administration Grant application

FOCUS AREA: Existing Business Assistance

Retaining & expanding companies for a self-supported economy.

MAINTAIN RELATIONSHIP WITH BUSINESS COMMUNITY

- Distributed third regional business survey re: COVID-19
- Distributed information about LEDA's new E-Commerce program as well as the Treasurer's Main Street Recovery Grant program; compiled application requirements & distributed "checklist"
- Participated in Vermilion Chamber's Business Advisory Committee meeting; reviewed legislation that would impact Vermilion Parish businesses; provided committee with menu of VEDA services
- Co-hosted 1 webinar with regional partners to help businesses in "Getting the Most Out of PPP"
- Conducted outreach to members of the black business community to get insight on how to improve outreach and diversification efforts

ASSUME ROLE IN WORKFORCE DEVELOPMENT EFFORTS

- Assisted two job seekers with their re-entry into the job market
- Obtained & distributed information about unemployment benefit changes



**46 Social
Media
Posts**



**9 Existing
Business
Inquiries
Answered**

FOCUS AREA: Business Development

Inspiring & recruiting investment opportunities.



WELCOME ENTREPRENEURS & ASSIST WITH THEIR START-UP NEEDS

- Worked with 3 entrepreneurs interested in starting a business in Vermilion

UNDERSTAND AVAILABILITY OF COMMERCIAL REAL ESTATE

- Toured former Fruit of the Loom facility to obtain measurements and availability for potential projects

SUPPORT AQUACULTURE, AGRICULTURE & FISHERIES TO MAINTAIN OUR UNIQUENESS

- Completed Reimbursement Request #1 (\$15,000) for USDA/DRA funding
- Initiated Project Graze - an agricultural business with expansion plans
- Received 147 completed cattleman surveys from Fulcrum Sales; all those surveyed received information on our programmatic efforts to sustain & grow the cattle/beef industry in Vermilion
- Provided survey information to Impact Development for analysis and study

PROMOTE VERMILION TO POTENTIAL INVESTORS

- Wrap-up meeting with Site Location Partnership who will provide VEDA with year-end reports & databases
- Reviewed criteria for 2 LED-generated Requests for Proposal - no site matches

FOCUS AREA: Community Development

Supporting improvements & partnerships to create better communities.

PROMOTE TOURISM-RELATED BUSINESSES IN ARTS, CULTURE & HOSPITALITY

- Conducted economic impact analysis on outdoor tourism/cultural venue and began researching event info
- Shared tourism best practices webinar info with local contacts

DEVELOP VERMILION'S NEXT GENERATION LEADERS

- Prepped "Commerce Day" materials and presentation for upcoming Leadership Vermilion session
- Contacted Conversation Starters about hosting "benefits of diversity" event for local boards & organizations

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

- Maintained an updated COVID-19 Resource Page and distributed to community members fielding questions from the public; made updates as available
- Attended Nunu's Creative Conversations session on behalf of Kaplan's Creative Placemaking committee
- Worked with United Way of Acadiana on short-term planning & fundraising strategies

ON THE HORIZON

Wednesday afternoons - Acadiana EDO/Allies Conference Calls & Business Webinar Debrief/Planning Meetings

7/1 - VEDA Board meeting

7/6 - Site Location Partnership next steps meeting

7/7 - VEDA Co-hosted Main Street Recovery Program webinar with Treasurer Schroder

7/9 & 7/23 - NUNU Collective collaborative discussion re: Creative Placemaking

7/15 - Vermilion Chamber Business Advisory Committee meeting

7/16 - IEDC Matchmaking Workforce & Business Development webinar

7/17 - United Way of Acadiana Cabinet meeting

7/21 - One Acadiana Board meeting

7/29 - United Way of Acadiana Board meeting