



VERMILION ECONOMIC DEVELOPMENT ALLIANCE

Vermilion has experienced an unprecedented series of events due to the COVID-19 pandemic and Hurricanes Laura & Delta. Our team has been working diligently to ensure that our business community is armed with the resources they need to weather all types of storms.

FOCUS AREA: Dedicated Economic Development Effort
A professional organization working for Vermilion's success.

INCREASE LONG-TERM FINANCIAL STABILITY

- Prepared for parcel fee proposition election & accompanying post-election requirements
- Discussed financial sustainability with LED employee & Vermilion native Charlie Romaine
- Received contributions from IOS, Enviro Resources, Broussard Financial & School Board

BUILD AWARENESS FOR VEDA IMPACT, SERVICES & PARTNERSHIPS

- E-newsletter published to garner support of shop local event Small Business Saturday
- Increased email list by 64 contacts; 43% increase YTD!
- Distributed a media advisory on Small Business Saturday - picked up by Acadiana Advocate, KATC & Abbeville Meridional
- Provided research for Acadiana Advocate Diocese story & quote for SLCC press release on Gulf Coast award

MAINTAIN RELATIONSHIP WITH LOCAL ELECTED OFFICIALS

- Worked with Mayor Reese on upcoming winter festival in Gueydan - assisted with graphics and promotions
- Contacted mayors to encourage businesses to participate in Small Business Saturday
- Provided Councilwoman White with details of downtown masterplan processes in Broussard and Opelousas

FOLLOW POLITICAL SUBDIVISION PROTOCOLS

- Prepared & hosted November public meeting with financials & goals update
- Prepared proposed 2020 budget amendment for review at December meeting

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

- Shared VEDA's interest in LED/EDA Technical Assistance Award - an effort to provide technical assistance to COVID-19-affected businesses

FOCUS AREA: Existing Business Assistance
Retaining & expanding companies for a self-supported economy.

MAINTAIN RELATIONSHIP WITH BUSINESS COMMUNITY

- Conducted visit with Woodbriar Southern Style Assisted Living & answered 4 requests

PROVIDED PROFESSIONAL DEVELOPMENT OPPORTUNITIES

ENCOURAGED "SHOP LOCAL" EFFORTS

- Hosted Small Business Saturday with 25 local businesses - provided spotlights on each, tips for holiday marketing, Shop Small swag, and perks for participation
- Coordinated reduced-rate advertising with Abbeville Meridional
- Shared Cyber Monday deals from local merchants
- Promoted Christmas on Concord, Abbeville Christmas Stroll & Christmas in Erath events

ASSUME ROLE IN WORKFORCE DEVELOPMENT EFFORTS

- Assisted 1 jobseeker with resume updates & building connections



FOCUS AREA: Business Development ***Inspiring & recruiting investment opportunities.***



WELCOME ENTREPRENEURS & ASSIST WITH THEIR START-UP NEEDS

- Spoke with contact about a start-up business in Abbeville - connected her to permitting resources & SBDC for business plan consulting

UNDERSTAND AVAILABILITY OF COMMERCIAL REAL ESTATE

- Shared information on the Stine Lumber building with an interested party - connected to real estate rep

SUPPORT AQUACULTURE, AGRICULTURE & FISHERIES TO MAINTAIN OUR UNIQUENESS

ENGAGE IN LEAD DEVELOPMENT & SITE SELECTOR OUTREACH

- Reviewed lead development options & opportunities for 2021 with Site Location Partnership

PROMOTE VERMILION TO POTENTIAL INVESTORS

- Worked with economic development Master's candidate Zach Barker on "Economic Profile" for Vermilion
- Met with Rebecca Shirley (1A) and Gabe Marceaux (Assessor) to discuss ITEP rule changes and protocols for manufacturers moving into the parish; Solicited St. Martin Parish successes from Jennifer Stelly (SMEDA)
- Worked with Prospect Graze on issues related to their EDAP application, LED offer, and feasibility study; Met to discuss project timelines & milestones
- Evaluated Prospect Shine - no submissions

FOCUS AREA: Community Development ***Supporting improvements & partnerships to create better communities.***

PARTICIPATE IN CONVERSATIONS REGARDING INFRASTRUCTURE

ASSIST WITH EFFORTS FOR CHEAPER INSURANCE AND RISK MITIGATION

DEVELOP VERMILION'S NEXT GENERATION LEADERS

EXPLORE PRESERVATION AND ATTRACTION OF TOURISM-ORIENTATED BUSINESSES

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

- Updated "Disaster Relief" page on website with available resources for Hurricane Delta-affected businesses
- Maintained an updated COVID-19 Resource Page
- Worked on Gueydan Winter Festival promotions
- Shared state's new veteran program with board members from Acadiana Veterans Alliance

ON THE HORIZON

12/2 - VEDA Board meeting

12/3 - United Way & Vermilion Zoom meeting with Randi Landry

12/3 - Seafood Supply Chain Project - Supporting Our Wild Caught Fisheries Webinar

12/8 - One Acadiana Board Meeting

12/8 - NOLA Restaurateur/Vermilion Beef meeting

12/9 - Vermilion Parish Early Childhood Network- A Lifetime Impact Google Meet

12/17 - IEDC Webinar Series - A Multilayered Approach to Economic Development Finance

12/18 - United Way Campaign Cabinet meeting

12/24 - 12/25 - Christmas Holiday

12/28 - AEDC meeting

12/31 - New Year's Eve Holiday