

# COMMUNITY COMPETITIVENESS ASSESSMENT

## VERMILION ECONOMIC DEVELOPMENT ALLIANCE (VERMILION PARISH)

### Organization

	Score
Organization Staffing	2
Organization Budget	1
Economic Development Plan	1.5
Target Industry Analysis	2
Regional Economic Development Organization Engagement	3
Leadership Training / Stakeholder Education	2

### Product Development

	Score
Available Sites	2.5
Available Buildings	2
Workforce / Labor	2
Infrastructure Capacity	1
Understanding of Local Competitiveness	1.5

### Marketing / Business Development

	Score
Marketing Plan	2
Economic Development Partners	3
Prospect Hosting	1.5
Promotion Collateral	2.5
Inventory of Unique Selling Points	2

### Community Resilience

	Score
Parish-wide Emergency Preparedness Plan	1.5
Disaster Preparedness	2
Business Retention and Expansion	1
Constituent Communication and Engagement	2

### Average Scores

<b>Organization</b>	1.92
<b>Product Development</b>	1.80
<b>Marketing / Business Dev.</b>	2.20
<b>Community Resilience</b>	1.625
<b>Composite</b>	<b>1.89</b>

### Score Totals

<b>Organization</b>	11.5 of 18
<b>Product Development</b>	9 of 15
<b>Marketing / Business Dev.</b>	11 of 15
<b>Community Resilience</b>	6.5 of 12
<b>Composite</b>	<b>38 of 60</b>

### Score Key

Achieving	3
Developing	2
Emerging	1

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## VERMILION ECONOMIC DEVELOPMENT ALLIANCE (VERMILION PARISH)

### Greatest Short-Term Opportunities for Improvement

- Development of a comprehensive economic development plan incorporating overarching strategies and community planning for the parish
- Identify and match educational opportunities and programs to industry needs
- Consider opportunities for formal training and development of local plans for prospect hosting
- Understanding of local incentives and how incentives can be integrated and leveraged
- Awareness of emergency preparedness and resiliency plans, as well as what the process looks like

### Greatest Long-Term Opportunities for Improvement

- Continued communication and active engagement with stakeholders and leaders regarding economic development plans, infrastructure capacity and unique selling points
- Continued work with your Regional Economic Development Organization
- Development and enhancement of a Crisis Communication and Emergency Preparedness plan

