



2022 Goals - Executive Summary*

*This high-level explanation of Vermilion Economic Development Alliance's goals will be translated into an Action Plan with specific deliverables and accountabilities. The staff is committed to adapting the contents of the plan to suit the needs of the business community as they arise. All activities will be categorized in these four key areas on a monthly basis.

Bolded items are new to VEDA's Action Plan

Business Development

Entrepreneur assistance & recruitment needs to be prioritized for economic resiliency.

- Improve start-up services through coordination, self-help guides & resource matching
- **Strengthen site selector communication with regular, targeted outreach**
- Maintain & promote list of available sites & buildings; Pursue site certification
- **Grow agribusiness/seafood industries through public-private partnerships**
- **Renew focus on coastal communities' available assets (land, buildings & access)**

Existing Business Assistance

Business retention & expansion is key to Vermilion's vibrancy.

- Provide technical assistance & professional development opportunities
- **Promote "Buy Vermilion" campaign; Create promos for Made in Vermilion products**
- **Work with industry professionals to create alignment between workforce needs & educational resources at the secondary & post-secondary level**
- Assist businesses in their pathway to sustainability and/or growth

Community Development

Community engagement & quality of life are hallmarks of competitive communities.

- **Develop a system for soliciting public concerns & input; Launch ambassador program**
- **Promote public investments throughout the parish to build awareness & pride**
- **Inform new leadership of economic development best practices; Engage on key issues**
- **Identify areas of "product improvement" & create synergies with organizations that want to see those areas addressed**

Dedicated Economic Development Effort

Maintaining a professional organization working for Vermilion's success benefits everyone.

- Incorporate fee-based services, crowd-funding, sales, non-profit status, and/or foundation structure to build financial stability
- **Increase private investment through new sponsorship opportunities**
- Utilize content calendar to share VEDA news on a regular basis through all channels
- **Formulate improved working relationship with Louisiana Economic Development**