

2019 MEDC KEY PERFORMANCE METRICS

MEDC Team Reports (January to June, 2019)

Annual Performance Metrics: Reported Quarterly				
SOCIAL MEDIA	WEBSITE (till 05/31/19)	LEAD BUSINESS ATTRACTION	BUSINESS RETENTION	MARKETING
Number of Likes: 829	Number of Visits: 12,533	RFP Received: 37	300 BRE Visits: 51	Marketing Events: 17
Number of Followers: 454	Length of Visit: Ave. 1:39	RFP's Responded to: 26	2 BRE Events: 0	Networking Events: 45
Number of Impressions: 15,149	Heat Maps of visits: NA	New Projects: 22	50 Businesses Assisted: 67	Trade Missions: 5
Number of Shares: 81	Location Data of Visitors: US-4,040. Int'l - 361	Project Wins: 4	Annual Competitiveness Report: Yes	Broker Outreach: 63
% increase Month over Month (Likes) *	% increase of Visits **	Jobs: 408 (Retained: 136, New: 272)		Site Selector Outreach: 9
% Increase Annually (Likes): NA	# of searches for MEDC: NA	New SQ Footage: 242,000 sq. ft.		Digital Outreach: 0
Number of Views: 507		New Capital Investment: \$41,365,000		
Number of Posts: 238		Generate 50 new leads: 5		
Bounce Rate: Ave. 1 min.		Attend 75 Regional events: 53		
		# of Trade Shows: 1		
		# of Conferences: 5		

* % increase Month over Month (Likes):

Twitter - April +4%, May +2%, June +4%.

Facebook - April +10%, May +8%, June +4%.

** % Increase of Visits:

Feb. +18%, March +9%, April -14%, May -9%.