



KEY PERFORMANCE INDICATORS SEPTEMBER 2023

Capital Investment 2023 Target: \$225m

CURRENT

\$45m

CONTRACTS PENDING

\$49m

Digital Marketing

EMAIL MARKETING
OPEN RATE

36%

2023 Target: 30%

WEBSITE VISITOR
TRAFFIC

1,985

2023 Target: 1,000

Innovation Fund



APPLICATIONS
SEPT: 14 | 35 YTD



ECOSYSTEM EVENTS
SEPT: 4 | 18 YTD



CLOSED IF PROJECTS
7 YTD | 32 PENDING

2023 Target: 10 Active Projects

MEDC Events

ATTENDED

22

HOSTED (YTD)

18

Active Project Pipeline

25

COMMUNITY FORUMS

3 | 2023 Target: 2



FAMILIARIZATION (FAM) TOUR

2 | 2023 Target: 2



TRADE SHOWS AND MISSIONS

6 | 2023 Target: 5



BRE VISITS

5 SEPT | 63 YTD | 2023 Target: 60

