

THE CITY OF NORTH PORT



Economic Development Division

Performance Dashboard

North Port's Economic Development mission is to promote growth, sustainability, job creation, and improve quality of life through the attraction of new and the retention of existing businesses. Its mission is accomplished through the strategic use of marketing, local and state partnerships, programs, and policies designed to generate a stable tax base for the City and its citizens.

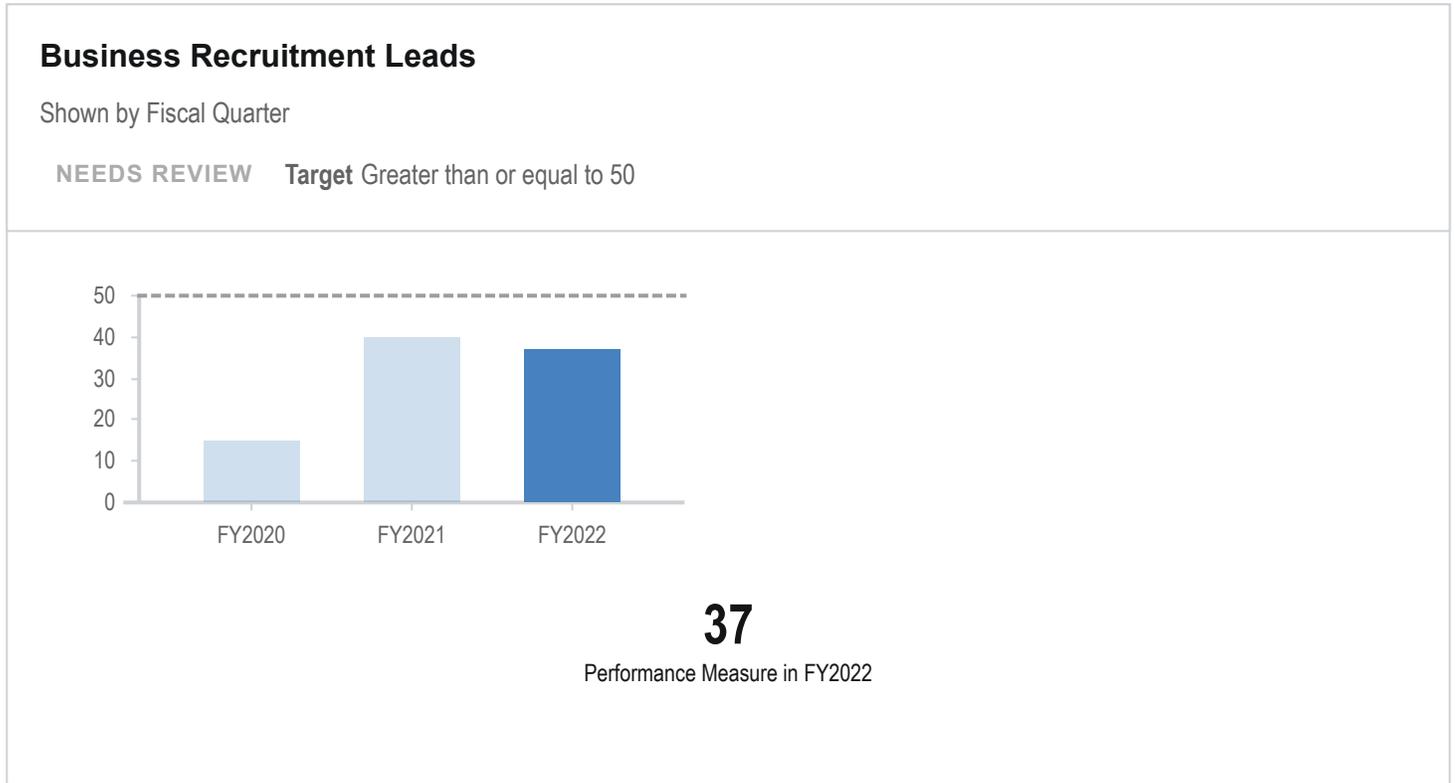
The City of North Port uses an outcome-focused performance management framework to monitor, assess, and improve the effectiveness and efficiency of City services. Applying analytics skills and tools, the City leverages administrative and public data to help departments solve problems and develop targeted action plans and strategies to deliver results for our residents.

This dashboard features both performance goals and output measures. Departments set performance goals that support their Core Service Areas. These goals are tracked and measured to ensure high quality service delivery to our residents. Output measures report on the level of service delivery (number of work orders completed, number of acres mowed).

Goal: Identify opportunities to increase targeted industry business recruitment and attraction.

Measure: Number of Recruitment Leads Identified.

FY23 Target is 50.



The Division employs various marketing strategies to help attract retail and commercial businesses. Increasing the number of identified prospects maintains a viable pipeline of potential new businesses to our City.

**Currently this number is tracked manually and may not be accurately captured. Tracking will improve with a new software implementation.*

Goal: Identify opportunities to increase targeted industry business recruitment and attraction.

Measure: Number of Leads Converted to Active Projects.

FY23 Target is ??

An active project is when a lead has been acted upon by staff which may include internal meetings with City staff, external meetings, research and assistance in site selection, navigation of City services, or any other activities that work towards bringing the project to completion.

Goal: Identify opportunities to increase targeted industry business recruitment and attraction.

Measure: Number of Leads that Represent Projects in Targeted Industries.

FY23 Target is ??

Econ Dev to provide lang.

Goal: Identify opportunities to increase targeted industry business recruitment and attraction.

Measure: Percent of Market Feasibility Action items completed.

FY23 Target is 25%.

In March 2021, The City of North Port received the results of an Economic Development Market Feasibility Study conducted by Camoin Associates. This report provides an Action Plan for the City to develop appropriate strategies that will help the city reach its economic development goals.

Economic Development Market Feasibility Study: Analysis and Results

City of North Port

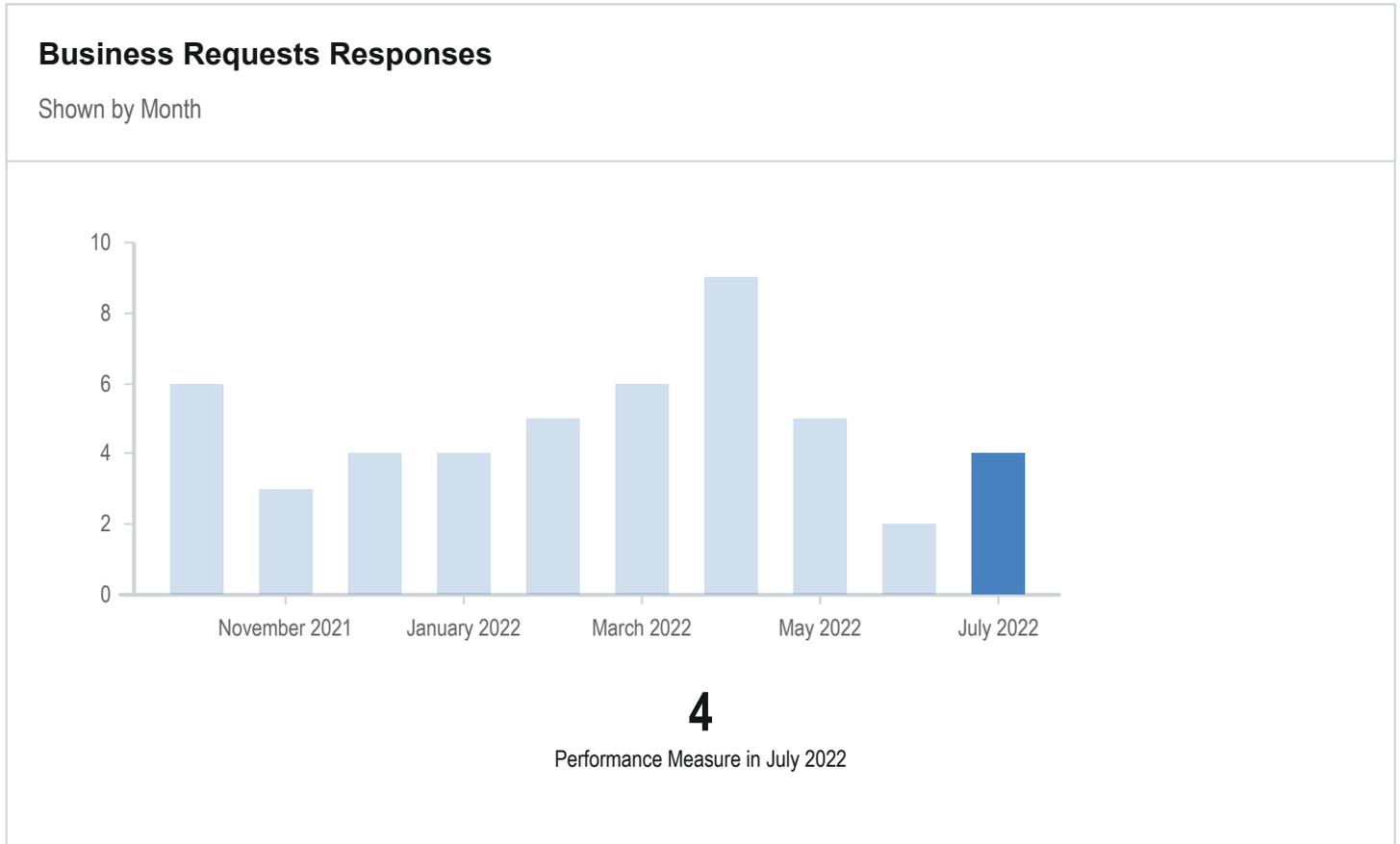
March 2021



Goal: Provide support for existing, local businesses who need City assistance.

Measure: Number of customers requesting assistance or information.

FY23 Target is 150 Annually.



The Economic Development Division responds to inquiries from businesses and residents ranging from how to renew or apply for a business tax receipt to site selection assistance for business relocation.

**Currently this number is tracked manually and does not accurately represent all inquiries and requests. Tracking will improve with a new software implementation.*

Goal: Provide support for existing, local businesses who need City assistance.

Measure: Percentage of newly registered North Port businesses in attendance of the Division's Quarterly Business Welcomes.

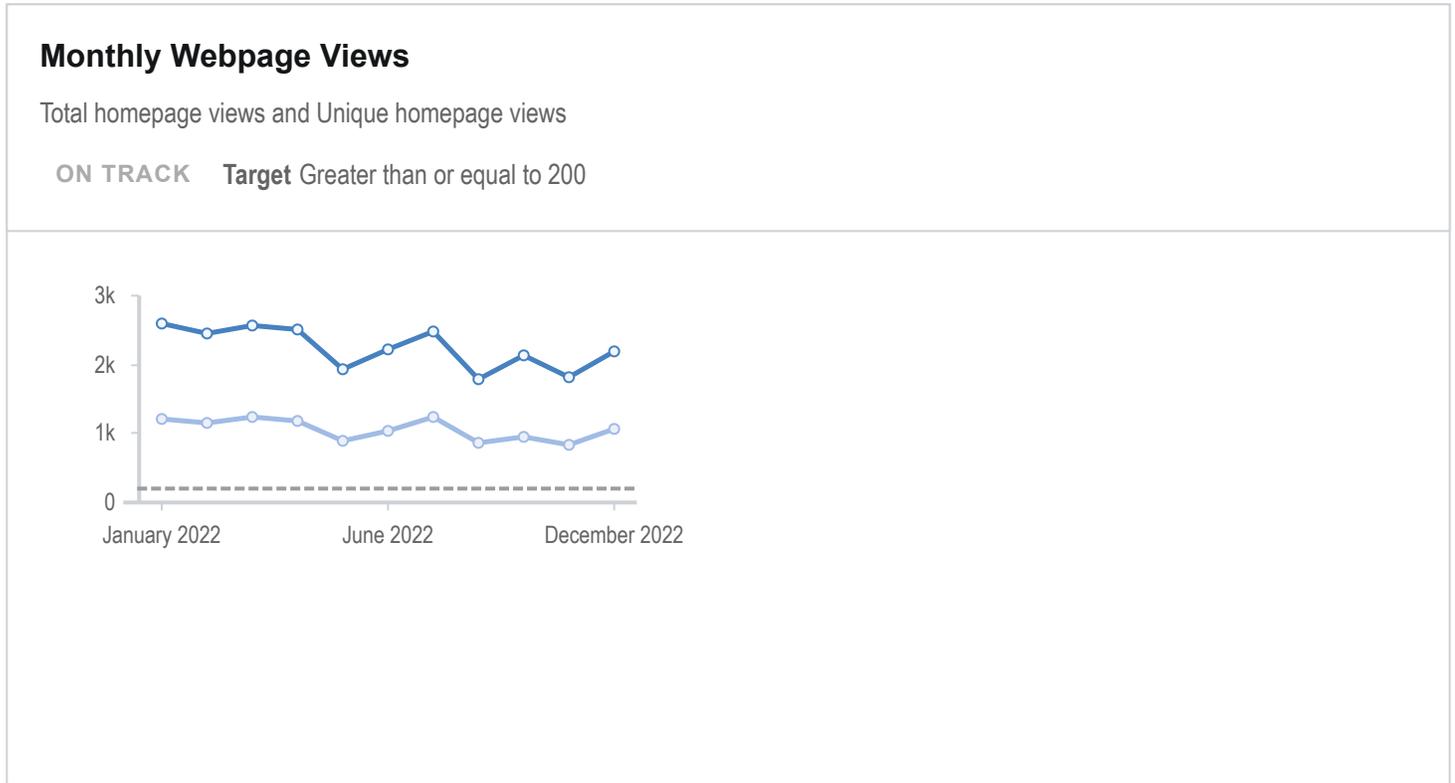
FY23 Target is 20%.

Starting in Fiscal Year 2023, the Division will host quarterly business welcomes to invite our new businesses to get to know the City, and other local organizations that they may find helpful. Additionally, it serves as a welcome to the community.

Goal: Increase organization visibility on digital platforms to improve the City’s brand recognition and business climate reputation.

Measure: Average home page views per month.

FY23 Target is 200.



The Economic Development Division works to increase the visibility of North Port as a thriving community and an attractive location for corporate headquarters, manufacturing, technology, financial operations, healthcare and more.

The Economic Development homepage receives an average of 2,244 views per month, with 1,059 views being unique (not duplicate) visits. www.NorthPortFL.gov/Business

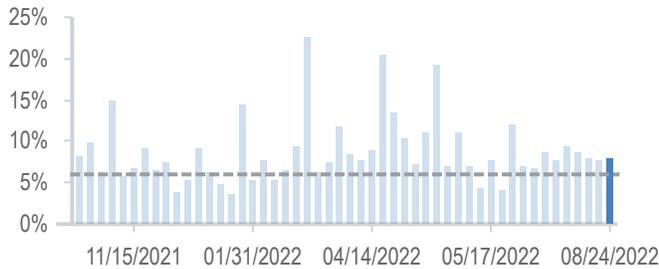
Goal: Increase organization visibility on digital platforms to improve the City’s brand recognition and business climate reputation.

Measure: Average post engagement of all Division social media posts.

FY23 Target is 6%.

LinkedIn Engagement Rate

ON TRACK Target Greater than or equal to 6%



7.87%

Engagement Rate in 08/24/2022

The [LinkedIn page](#) is a great resource to reach business owners and leaders to share the story of the City of North Port and raise awareness of the opportunities available within the City. The Engagement Rate indicates the amount of interaction that Economic Development posts receive - including likes, comments, and shares.

The average engagement rate for social media posts is 2%-6%, our target is to strive for the high-end of the industry standard at 6%.

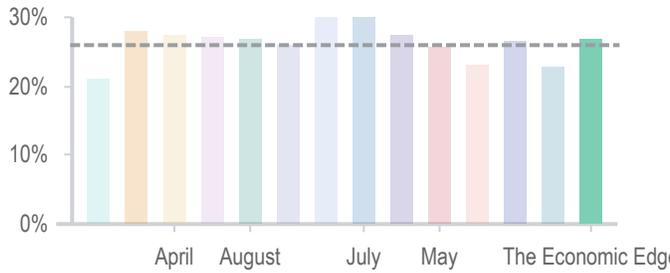
Goal: Increase organization visibility on digital platforms to improve the City's brand recognition and business climate reputation.

Measure: Average open rate of email communications sent.

FY23 Target is 26%.

Email Communications Open Rate

ON TRACK Target Greater than or equal to 26%



26.7%

Campaign Name in The Economic Edge

The Division sends out timely information to a growing audience of almost 5,000 recipients.

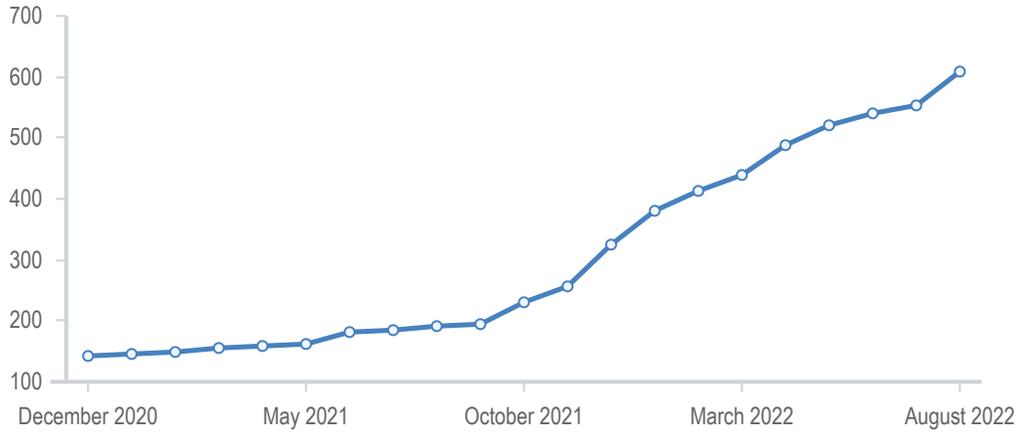
The average open rate of email communications is 15-20%. Our target is to exceed the average, with a target open rate of 26%.

Output Measures

Social Media Outreach

LinkedIn Followers

Shown by Month



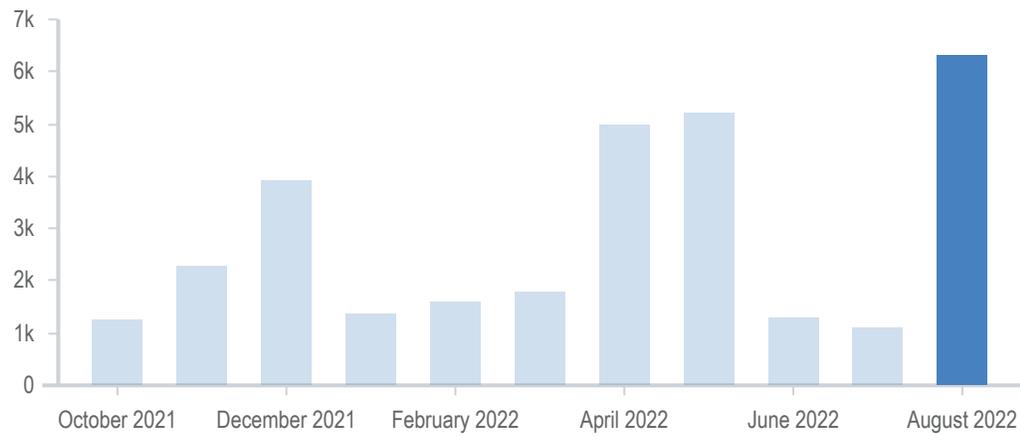
608

Total Followers in August 2022

Social Media Outreach

LinkedIn Impressions

Shown by Month

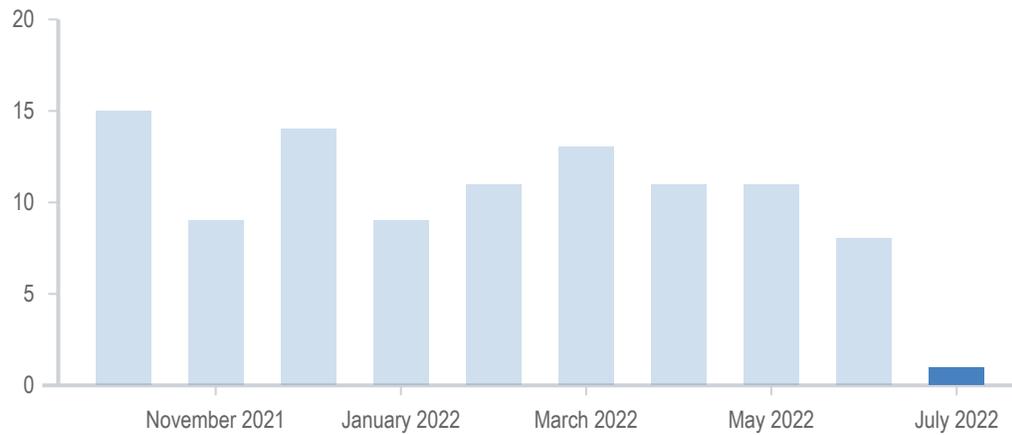


6,300

Organic Impressions in August 2022

Community Partner Meetings & Events

Shown by Month



1

Performance Measure in July 2022

Community Outreach

Community outreach and engagement is a key component in creating a positive business climate. Through community outreach, Economic Development promotes existing resources available to businesses as well as influence processes, programs and policies affecting job creation and quality of life.

Economic Development Performance Dashboard

www.NorthPortFL.gov

Questions? Email ... or Call ...



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