

# **Economic Performance Dashboard**

**Economic and Workforce Development Committee**

**May 27, 2025**



**Presented by: Benjamin Lasiewicz, CERP – Research & Intelligence Manager  
Economic Development Department**

# Background



- 2022: EDD Strategic Framework identified need to monitor data points
- 2023: Strategic Performance Dashboard launched
- 2025: Economic Performance Dashboard launched

# Purpose of Dashboard

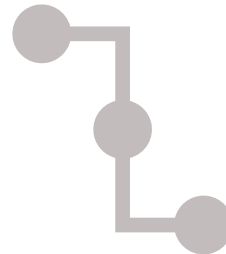
Educate



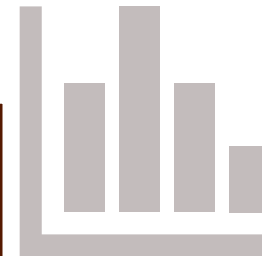
Inform



Draw  
Insights



Track



# Lessons Learned



- Visually busy
  - 45 visualizations; ~8 per page
- Needed to provide analysis and context to data
- Additional key indicators available
- Strayed from branding & accessibility

# **Demonstration**

**What percentage of businesses are owned by Veterans?**

**Why is Sustainable Energy one of our Strategic Industries?**



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