

OBIAA - ROI PROJECT INDICATORS

Street Appeal
Street Appeal - Physical Conditions, Beautification, Building Façade
Amount of money leverage for streetscape, façade, CIP from different sources - levy, municipality, grants, sponsorships (e.g., \$1 of levy was leveraged to produce \$3 of total streetscape improvements)
Amount of money spent on beautification each year
Number of benches, garbage cans, flowers, banners, etc.
Placemaking metrics (exact indicators will be determined)
Public realm completion rate
Street Appeal - Visitor Experience
Actual event attendance
Conversion rate of event attendee becoming a repeat visitor to the BIA
Average dwell time in BIA
Quality of Life metrics (exact indicators will be determined)
Economic Development
Employment statistics - Day time population
Building permit amount by categories (residential, commercial, signage, etc.)
New business openings
Private Sector Investment (\$)
Additional leveraged Investment that developers used through grants, incentives, etc. that is able to move a project forward that would not have happened without incentives
Assessed property value
Actual land values, rents
Gross Downtown Product
Anchors (individual business or cluster of businesses that create critical mass)
Business mix in relation to strategic plan
Assessed value of area surrounding BIA (as determined by the area of influence)
Housing prices of the area surrounding BIA (as determined by the area of influence)

Support Local Business
Support Local Business - Business Impact
Sales (actual sales number, growth rate) - as available through anecdotal, actual reporting, panel members, etc.
Business hours (consistent, late evening, etc.)
Visitor satisfaction surveys
Amount of gross leasable area
Business turnover
Business longevity
Vacancy (separate structural vacancy issues vs those vacancies that can be impact by BIA)
Number of small independent businesses
Number of chains, nationals
Support local Business - Visitation, Movement, and Marketing
Number of things to do in BIA/region
Parking utilization (% or # of spaces or perception of usage?)
Pedestrian counts
Visitor recall of BIA marketing
Testimonials, reviews from visitors
Community Building
Capacity Building - Internal BIA
Yearly review of strategic plan achievements - achievement level of each action item
Community Building - External
Amount of collaboration with municipality
Number of departments at municipality that BIA works collaboratively with
BIA submissions and presentations to Council
Engagement with local neighbourhood groups, associations
Number of committees and organizations that BIA sits on and vice versa
Number of organizations that want to "BE" "Hold events" in your BIA (without BIA support)
Crime Statistics
Perception of crime in the area
Engagement with local police