

**Economic Development Program Evaluation Benchmarks**

Evaluation Benchmarks	Data Source	Other Agencies Involved	Initial Goal
1. Estimated number of new jobs created.	Reference USA Database		Develop Report in 2009; Est. gain of 200+ annually (Net)
2. Change in total retail sales from previous year.	ESRI market reports	CVB, Chamber	Increase 0.25% per year above CPI (non-recession years)
3. Number of new businesses launched.	City of Brookfield, Dept. of Inspection Services	Biz Starts Milwaukee, SBA, SBDC, WCEDC, Chamber, M7	Ten new businesses annually
4. Building permits issued for new commercial projects.	City of Brookfield, Dept. of Inspection Services		Ten new commercial projects valued at \$50,000 or more Annually (Net)
5. Change in hotel room-nights from previous years.	Smith Travel Research: STAR Data Reports	CVB	Increase by 1% each year ongoing
6. Number of first-time entrepreneurs launching businesses.	WI Dept. of Revenue	Biz Starts Milwaukee, SBA, SBDC, WCEDC, Chamber, M7	Twenty first-time entrepreneurs annually (Net)
7. Number of new commercial development projects in TIAs.	City of Brookfield, Dept. of Community Development and Dept. of Inspection Services	Real estate brokers and developers	Six new projects annually
8. Number of new restaurants opened.	City of Brookfield, Dept. of Inspection Services		Two new restaurants annually by type (Net)
9. New technology companies started or relocated to Brookfield.	City of Brookfield, Dept. of Community Development, and Inspection Services	WEDC, M7, Waukesha County Center for Growth	Four new technology companies annually (Net)
10. Change in office space rents per square foot for Brookfield submarket.	Office Market Reports from local brokers (MLG, Grubb & Ellis, etc.), and Commercial Leasing Guide from The Business Journal	Local real estate brokers and developers	Increase average by 1% each year ongoing
11. Change in office space vacancy rate and absorption from previous year.	from local brokers (MLG, Grubb & Ellis, etc.), and Commercial Leasing Guide from The Business Journal	Local real estate brokers and developers	Vacancy rate: 15% Net absorption of 40,000 sq. ft. annually
12. Change in number of young adults residing in Brookfield.	U.S. Census Bureau		TBD

13. Change in number/percentage of residents with bachelors or advanced degrees.	U.S. Census Bureau		Increase by 10% over 2000 Census
14. Change in total commute time for City residents.	Waukesha Metro, Milwaukee County Transit System	WI DOT, City Engineering and Public Works Depts.	TBD
15. Joint initiatives between the EDC, Chamber, CVB, CDA, or other local and regional organizations.	EDC and Listed Partner Organizations	Partner Organizations	Three joint initiatives annually as a qualitative report
16. Projected annual value of net new construction per year	Wisconsin Department Revenue	Dept. of Community Development	\$50M of new valuation annually