



## Examples of Economic Development Performance Measures

### Community Development

- Percent of organizations that have adopted sustainable development goals
- Government subsidies as percent of gross income
- Annual capital dollars invested in municipal infrastructure
- Percent of sustainable development compatible legislation
- Number % of projects meeting objectives
- Number of communities aided
- Number aided water/wastewater systems achieving goals
- Number of communities improving their telecommunications connectivity
- Percent of cities desiring industrial development that have marketable industrial sites
- Investments in community facilities by type of facility
- Number of communities with strategic plans
- Percent of department investment in distressed areas
- Change in distress level of aided communities
- Percent of department investments in rural communities
- Percent of small businesses assisted
- Percent of minority and women owned businesses assisted

### Real Estate

- Industrial space used
- Office vacancy rate
- Number of building permits issued
- Value of industrial and commercial property
- Percent of new residential lots

### Economic Measures

- Capital investments per job
- Commercial investment
- Amount/% of tax collected by industry
- Number and value of business loans
- Per capita debt
- GDP per capita
- Total dollars and dollars per capita deposited in local banks annually
- Dollars spent in locally-owned businesses
- Retail sales per capita
- Tourism/bed tax revenues
- Retail sales as a percent of personal income
- Amount of private sector investment in EDA projects as a result of grants
- Amount of state and local funds committed for EDA projects



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## Labor & Workforce

- Total wage and salary jobs per employed resident
- Number of jobs in value-added manufacturing
- Net job growth
- Percent of jobs created/retained above county average wage
- Average Salaries
- Manufacturing wage and salary jobs as a percent of total jobs
- Wages/benefits as compared to state levels or area with similar industry mix
- Number of job candidates with certifiable skills or college degrees
- Occupational distribution of women and minorities
- Unemployment rate
- Average earning per job
- Employment in hotel and lodging industry
- Employment by sector
- Jobs created/retained per FTE
- Number of commitments per FTE
- Average weekly initial claims for unemployment insurance

## Business Measures

- Number of companies who export
- Percent of GDP spent on research & development
- Business participation in school and civic events
- Percent of companies developing new products or services
- State rank in telecommunications technology
- New business started/New business licenses
- Number of environmental services, products, and technologies exported
- Percent of GDP from secondary production and business services
- Number of business establishments
- Manufacturing productivity
- Value of business personal property per worker
- Value of goods exported internationally
- Farm Acreage
- Values of key natural resources
- Value added in hotel and lodging industry
- Areas of Cropland that have been converted to developed land
- Number of commercial crop varieties
- Number of cluster identified
- Growth in number of clusters identified in comparison to previous year
- Growth of clusters compared to state growth of same cluster
- Job growth in identified clusters
- New sales of assisted exporters
- Amount of freight transported by air, water, and land
- New car inventories--US dealers' day's supply

\*\*Based on input from CALED members regarding various success metrics they track.

*The California Association for Local Economic Development (CALED) is the premier statewide professional economic development organization dedicated to advancing its members' ability to achieve excellence in delivering economic development services to their communities and business clients.*