

DRAFT PERFORMANCE BENCHMARKS

Existing benchmarks (BLACK) from Downtown BID Vitality Index

New proposed benchmarks (RED)

1. Total assessed value of BID properties (\$)
2. Total assessed value of Downtown Study Area (\$)
3. BID property occupancy rate (%)
4. BID property vacancy rate (%)
5. Total number of businesses within BID
6. Total number of housing units in Downtown Study Area
7. Total population within Downtown Study Area
8. Walkscore at intersection of College Avenue & North Appleton Street
9. Hotel occupancy within Downtown Study area