

Guide to ARC Project Performance Measures – Business/Industrial Site Development Projects

Standalone Measures

| Acreage <i>Output</i> | |
|------------------------------------|---|
| Definition | The number of acres impacted by an ARC site-development or reclamation project |
| Example grant activities | Grading, grubbing, preparation, excavation, compaction, establishing natural drainage, other construction or altering of the ground, hauling waste away from the site, pad site preparation |
| How might this be measured? | Number of acres graded and prepared for development at an emerging industrial park, number of acres open to future development, number of acres remediated in a reclamation project |
| Typical timeframe | By grant closeout |
| Additional guidance | <ul style="list-style-type: none"> • Provide acreage only for area being improved, not for total site. Use acreage to describe any construction (groundwork, etc.) or planning for an industrial or similar site to prepare it to house customers/businesses. Essentially, for a construction site, acreage should be counted. For a building itself, square feet should be counted. • This can be obtained from site construction plans. |

| Jobs Created <i>Outcome</i> | |
|---------------------------------------|--|
| Definition | The number of jobs created (direct hires, excluding construction jobs) as a result of an ARC project |
| Example grant activities | Grading, grubbing, preparation, excavation, compaction, establishing natural drainage, other construction or altering of the ground, hauling waste away from the site, pad site preparation, access roads, roads in general, water-sewer and other utilities (electricity, gas, broadband), structure installation, permitting |
| How might this be measured? | Number of jobs created expressed as full-time equivalents |
| Typical timeframe | Up to 3 years after grant closeout |
| Additional guidance | <ul style="list-style-type: none"> • Part-time and seasonal jobs should be converted to full-time equivalents. • Employers must provide letters verifying a specific number of jobs created by a specific date. |

| Jobs Retained | |
|------------------------------------|---|
| <i>Output</i> | |
| Definition | The number of existing jobs that would be lost or relocated if the ARC project were not undertaken |
| Example grant activities | Grading, grubbing, preparation, excavation, compaction, establishing natural drainage, other construction or altering of the ground, hauling waste away from the site, pad site preparation, access roads, roads in general, water-sewer and other utilities (electricity, gas, broadband), structure installation, permitting |
| How might this be measured? | Number of jobs retained, expressed as full-time equivalents |
| Typical timeframe | Up to 3 years after grant closeout |
| Additional guidance | <ul style="list-style-type: none"> • Applicants must submit a signed letter from the employer(s) verifying number of FTE jobs* to be retained; include references to evidence that these jobs would be relocated without the project. • If a business is staying due to the completion of the project, all employees working at that business location may be counted in "jobs retained." • Existing jobs benefitting from an infrastructure upgrade cannot be counted as jobs retained. <p>*Part-time and seasonal jobs should be converted to full-time equivalents (FTE).</p> |

| Leveraged Private Investment | |
|-------------------------------------|--|
| <i>Outcome</i> | |
| Definition | The dollar amount of private-sector financial commitments, outside of project costs, that result from an ARC project |
| Example grant activities | Grading, grubbing, preparation, excavation, compaction, establishing natural drainage, other construction or altering of the ground, hauling waste away from the site, pad site preparation, access roads, roads in general, water-sewer and other utilities (electricity, gas, broadband), structure installation, permitting |
| How might this be measured? | For infrastructure projects, businesses must provide letters stating their intention to make a specific level of investment if the project is funded. |
| Typical timeframe | Up to 3 years after grant closeout |
| Additional guidance | <ul style="list-style-type: none"> • Businesses must provide letters stating their intention to make a specific level of investment if the project is funded. If the application is for a speculative project, grantees can provide an estimate based on similar projects. • If the business is not willing to submit a letter or there are no similar projects to compare, do not use this measure. |

| Linear Feet | |
|------------------------------------|--|
| <i>Output</i> | |
| Definition | The number of linear feet of pipe, wire, cable, trails, etc., to be constructed or installed at a site |
| Example grant activities | Sidewalk, water-sewer and other utilities (electricity, gas, broadband), etc. |
| How might this be measured? | Linear feet of pipe, wire, cable, trails, etc. |
| Typical timeframe | By grant closeout |
| Additional guidance | <ul style="list-style-type: none"> • Add together all linear feet of material installed for the project, even if they overlap (e.g., 500 feet of water line and sewer line installed in the same 500-foot stretch would be 500 + 500 = 1000 linear feet). • Obtained from site construction plans. |

| Plans/Reports | |
|------------------------------------|--|
| <i>Output</i> | |
| Definition | The number of plans or reports developed as a result of an ARC project |
| Example grant activities | Strategic plans, master plans, concept plans, or plans for infrastructure improvements or new programs, as well as research reports, feasibility studies, etc. |
| How might this be measured? | The number of plans or reports developed as a result of an ARC project |
| Typical timeframe | By grant closeout |
| Additional guidance | Engineering/architecture plans for construction are not counted as plans/reports. If the plan/report has different purposes/scopes, there can be several plans as part of a project. |

| Programs Implemented | |
|------------------------------------|---|
| <i>Outcome</i> | |
| Definition | The number of new programs, which are implemented as a result of an ARC project |
| Example grant activities | Business and recruitment strategy implemented as a recruitment program, marketing campaign implemented to advertise site, a development study recommendation acted upon, etc. |
| How might this be measured? | Number of programs implemented |
| Typical timeframe | Up to 3 years after grant closeout |
| Additional guidance | If possible, use with other measures that indicate the results of the project, such as students, workers, participants, etc. |

| Square Feet <i>Output</i> | |
|-------------------------------------|--|
| Definition | The number of square feet constructed or improved by an ARC project |
| Example grant activities | Grading, grubbing, preparation, excavation, compaction, establishing natural drainage, other construction or altering of the ground, hauling waste away from the site, pad site preparation, etc. |
| How might this be measured? | The number of square feet constructed or improved, such as the square footage of renovated community center, newly constructed parking lot, reconfigured interior space, etc. |
| Typical timeframe | By grant closeout |
| Additional guidance | <ul style="list-style-type: none"> • Square feet should be used for interior space (not empty lots) including buildings, interior work, and renovating existing structures. However, parking lots should be measured in square feet. • Can be obtained from site construction plans. |

Paired Measures

| | Businesses Served <i>Output</i> | Businesses Improved <i>Outcome</i> |
|------------------------------------|--|---|
| Definition | The number of businesses served or impacted by an ARC project | The number of businesses with a measurable improvement as a result of an ARC project |
| Example grant activities | Grading, grubbing, preparation, excavation, compaction, establishing natural drainage, other construction or altering of the ground, hauling waste away from the site, pad site preparation, access roads, roads in general, water/sewer and other utilities (electricity, gas, broadband), structure installation, permitting | |
| How might this be measured? | Number of businesses that will have access to site or utilities or who could be impacted positively by the project | <ul style="list-style-type: none"> • Number of businesses reporting improvements such as increased traffic, proximity to customers, increased customers, increased revenue, knowledge transfer, other qualitative data about improvement, etc. • Number of businesses experiencing improvements based on county-level sales tax data, building permit data, meter sets, new employers attracted to the site, etc. |
| Typical timeframe | By grant closeout | Up to 3 years after grant closeout |
| Additional guidance | Count only businesses that stand to directly benefit from the project. This is not necessarily all businesses in a given area. | |