

Guide to ARC Project Performance Measures – Downtown Revitalization and Tourism Projects

Standalone Measures

Acreage <i>Output</i>	
Definition	The number of acres improved by an ARC project
Example grant activities	Campgrounds, outdoor recreation space, parking facilities, etc.
How might this be measured?	Number of acres graded and prepared for a campground, number of acres of outdoor recreation land created
Typical timeframe	By grant closeout
Additional guidance	Provide acreage only for area being improved, not for total site

Jobs Created <i>Outcome</i>	
Definition	The number of permanent jobs created as a result of an ARC project
Example grant activities	Trail construction, downtown streetscaping, theater restoration, tourism site development, events, etc.
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"> • This measure includes direct hires, excluding construction jobs. • Applicants must submit a signed letter from the employer(s) verifying the number of jobs to be created. Part-time and seasonal jobs should be converted to full-time equivalents.

Leveraged Private Investment (LPI) <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	Downtown streetscaping, downtown façade improvements, property redevelopment
How might this be measured?	Dollar amount of private investment resulting from an ARC project
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 company or investor verifying the amount of LPI. • Project match is separate from, and therefore cannot be counted as, leveraged private investment.

Linear Feet <i>Output</i>	
Definition	The number of linear feet of pipe, cable, sidewalk, trail, etc. to be constructed or installed
Example grant activities	Downtown streetscaping, trail construction, tourism site development
How might this be measured?	Total linear feet of trail created, linear feet of sidewalk installed, etc.
Typical timeframe	By grant closeout
Additional guidance	<ul style="list-style-type: none"> • For projects that have multiple components measured by linear feet, the number reported in ARCnet is the total for all components combined. • Applicants should also provide, in narrative, the linear feet (LF) breakdown for each component. For example, 1,000 LF sewer + 1,000 LF water + 2,000 LF access road = 4,000 LF.

New Visitors—Days <i>Output</i>	
Definition	The number of new or additional annual daytime visitors to a tourism destination times the number of days they visit
Example grant activities	Trail construction, tourism site development, theater restoration, etc.
How might this be measured?	Number of tickets sold, number of people who sign into an event, number of pedestrians counted by a pedestrian counter
Typical timeframe	Up to 3 years after grant closeout
Additional guidance	When reporting visitor-days after the grant has closed, the grantee will be asked to provide the total number of visitor-days during the most recent year.

New Visitors—Overnights <i>Output</i>	
Definition	The number of new or additional annual overnight visitors to a tourism destination times the number of their overnight stays
Example grant activities	Campground sites, tourism site development, etc.
How might this be measured?	Annual number of nights booked at a campground or other lodging facility
Typical timeframe	Up to 3 years after grant closeout
Additional guidance	When reporting visitor-days after the grant has closed, the grantee will be asked to provide the total number of visitor-days during the most recent year.

Plans/Reports <i>Output</i>	
Definition	The number of plans or reports developed as a result of an ARC project
Example grant activities	Downtown master plan, tourism study, tourism site feasibility study
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	

Square Feet <i>Output</i>	
Definition	The number of square feet constructed or improved by an ARC project
Example grant activities	Theater restoration, event space construction, visitor center, etc.
How might this be measured?	The number of square feet constructed or improved, such as the square footage of a renovated theater, a reconfigured interior space, etc.
Typical timeframe	By grant closeout
Additional guidance	

Paired Measures

	<i>Businesses Served</i> <i>Output</i>	<i>Businesses Improved</i> <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	Trail building, streetscaping, new signage, marketing/branding, theater restoration, tourism attraction development, events, etc.	
How might this be measured?	Number of businesses that stand to benefit from project	Number of businesses reporting improvements such as increased revenues, foot traffic, customer satisfaction, etc., as measured through surveys or other feedback from businesses; number of businesses participating in events
Typical timeframe	By grant closeout	Up to 3 years after grant closeout
Additional guidance	<ul style="list-style-type: none"> Count only businesses that stand to directly benefit from the project. This is not necessarily all businesses in each area. Businesses that are within proximity of a project but are unlikely to receive a measurable benefit from the project cannot be counted. 	At time of application, define improvement and include plan to track how businesses are improved by the project.

	<i>Businesses Served</i> <i>Output</i>	<i>Businesses Improved</i> <i>Outcome</i>
	<ul style="list-style-type: none"> Businesses are for-profit and do not include institutions such as schools, churches, and hospitals. 	

	<i>Communities Served</i> <i>Output</i>	<i>Communities Improved</i> <i>Outcome</i>
Definition	The number of communities served or impacted by an ARC project	The number of communities with a measurable improvement as a result of an ARC project
Example grant activities	Trail building, streetscaping, new signage, marketing/branding, theater restoration, tourism attraction development, events, etc.	
How might this be measured?	Number of communities that stand to benefit from project	Number of communities that benefit as shown through sales/hospitality tax revenue increase, surveys, etc.
Typical timeframe	By grant closeout	Up to 3 years after grant closeout
Additional guidance	Please list the communities that are noted as being served and/or improved by the project	

	<i>Participants Served</i> <i>Output</i>	<i>Participants Improved</i> <i>Outcome</i>
Definition	The number of individual participants served or targeted by an ARC project	The number of participants with a measurable improvement as a result of an ARC project
Example grant activities	Events (farmers markets, conventions, workshops, conferences, etc.)	
How might this be measured?	Number of event attendees, number of registrants	Number of participants that completed an event or met some other criteria
Typical timeframe	Varies. By grant closeout or up to 3 years after grant closeout.	Varies. By grant closeout or up to 3 years after grant closeout.
Additional guidance		