

PERFORMANCE MONITORING

The success of the Economic Development Strategic Plan will be determined using a variety of quantitative and qualitative metrics that will be measured annually. These metrics will assess the impact of the plan on the desirability of the City as a place to live, work, shop and invest.

Annual Report Card

Goal	Measure (Metric)	Comments
Improved Business satisfaction measures as tracked through an annual survey	Percentage change to prior year	Average satisfaction score
Increase in the number of businesses established annually	Number of licenced businesses in the current year versus the prior year	Percent increase over prior year
Growth in local employment	Percentage change to prior year	Only available at city level through Stats Can Census, every 5 years
Decrease in average time to receive development approval or building permit	Reduction as measured in number of months	Decrease over prior year(s)
Decrease in commercial vacancy rates	Number of vacant storefronts in the current year versus the prior year	Decrease over prior year at a given point in time
Increase in daytime visits and overnight stays	<ol style="list-style-type: none"> 1. Increase in Parking Revenue 2. Increase in Translink ridership * 3. Increase in Airbnb occupancy and average daily rate 4. Increase in hotel occupancy and average rate 	<ol style="list-style-type: none"> 1. City of White Rock 2. Translink 3. AIRDNA 4. ExploreWhiteRock
Wider variety of restaurant / retail/ services on Marine Drive	Blend in current year compared to blend in prior year	Restaurant % to Total is reduced Retail % to Total and Services % to Total are increased
Number of new businesses added to target clusters	Number by cluster in current year versus prior year	Total number this year exceeds total number last year

Goal	Measure (Metric)	Comments
Growth in non-residential tax base	Reduction in residential share of municipal property taxes	Residential property tax as a percent of total property taxes, this year versus prior year
Increased number of arts, cultural, tourism events	Number of events in current year versus prior year	Total number of events is greater than prior year
Improved resident satisfaction measure as tracked through an annual survey (examples: satisfaction with the variety of shops & services available, entertainment options, pace of development, condition of sidewalks and roadways, etc.)	Percentage change to prior year	Average satisfaction score

*Translink route ridership and bus stop ridership is available annually, usually 4 to 6 months after the end of the year. It can be found on the Transit Service Performance Review section of the Translink website.