

Key Performance Indicators (KPIs)

Possible performance measures that a Business Association may consider are:

- Sales transactions for relevant sectors of the BID Programme area;
- Indicators of business turnover (increase or decrease);
- Amount of foot traffic/pedestrian activity at time/location;
- Visitor numbers (local, regional and overseas);
- Number of people employed locally (trends over time/ business sector);
- Type and number of businesses;
- Commercial rents;
- Changes in vacancy rates over time;
- Perceptions of safety (personal, business owner);
- The cleanliness of streets within the BID Programme area;
- The satisfaction of shoppers, visitors or businesses within the BID Programme area;
- Visitor projections to the region (international/domestic);
- Resource consent processes (commercial properties/residential);
- Events applications;
- Business sector growth trends and projections.

Another area of measurement is the performance of the Executive Committee and the efficiency and effectiveness of internal organisation processes. Measures which the organisation may consider include:

- Achievement of Strategic Plan goals and objectives;
- Achievement of Business Plan programmes'
- Audit with no management issues;
- Maintaining full committee membership;
- AGM attendance;
- Number of meetings with local board(s);
- That financial information, strategic and annual plans and financial reports carry sufficient information to be understood by all stakeholders and are produced within required timeframes;
- Timely filing of required documents;
- Member inquiries responded to/timeframe;
- Frequency and quality of communication with members (for example, X newsletters per year and/or increasing newsletter from six to eight pages);
- Member engagement with the activities of the Business Association (for example, member attendance at meetings and events, submissions); and
- Number of business development initiatives successfully completed (for example, mentoring between businesses within the BID Programme area).