

## Edmonton Economic Recovery Grant - Proposed Metrics

Administration will measure the impact of the Edmonton Economic Recovery Grant through the evaluation of key metrics tied to the funding. Below is a summary of proposed metrics to evaluate program success. Information will be gathered from a variety of sources, including through application forms, business licenses, and/or reporting requirements. These metrics may be modified depending on the specifics of the grants offered.

### Core Criteria and Metrics

- Jobs: New positions or return to work potential
  - Number of new jobs created
  - Number of return to work jobs
- Financial Sustainability: Short term impact of keeping businesses open
  - Number of businesses that are still in operation 1 month / 3 months / 6 months / 1 year after grant is awarded
- COVID-19 Impact: Impacts related to the re-launch of business as a result of COVID (i.e. configuring workstations or purchasing of PPE)
  - Number of businesses that reopen as a result of the grant
  - Funds contributed to PPE, building modifications or other types of mitigation strategies to keep employees and customers safe
- Partner Leverage: Number of partners involved and/or financial or in-kind/time contributions
  - Number and list of partners involved
  - Grant leverage: Financial or in-kind/time contributions vs. amount granted
- Economic Diversification: Impact on contributing to a diverse economy
  - Number of businesses by Industry supported
  - Dollar value of grants per industry
- Business Transformation: Adopting digital technology, innovative forms of marketing, or other business pivots to help business succeed
  - Number of businesses supported through marketing, tech, online presence or other pivots
- Tangible placemaking benefits: Contribution to mainstreet vibrancy
  - Number of businesses supported that are located within BIA's
- Environment alignment: Support climate resilience
  - Number of initiatives that reduce GHG emissions
  - Number of initiatives linked to waste reduction

### Metrics to Evaluate Program Efficacy

- Total number of applications
- Total number of businesses supported by industry
- Length of time between application and funding
- Edmonton's GDP Recovery - equal or greater to forecasted recovery