

KEY PERFORMANCE INDICATORS (KPIs)

Lake Orion Downtown Development Authority

For Implementation of the 2025–2030 Strategic Plan

(Organized by Focus Area)

FOCUS AREA 1: LAKESHORE ECONOMY

These KPIs measure tourism, commercial vitality, placemaking impact, lakeshore activation, and improvement of downtown connections.

Goal 1: Enhance Downtown Connections

Infrastructure & Access KPIs

- **Linear feet of new/improved sidewalks, paths, or trails** completed annually.
- **Number of trail-to-downtown access points enhanced** (lighting, signage, surfaces, bike amenities).
- **Connectivity Score:** % of key destinations connected by safe, walkable or bikeable routes.
- **Hours of annual maintenance** dedicated to waterfront, trail, and connection corridors.
- **Parking Utilization Rate** in district lots and streets during peak periods.

Wayfinding & First Impressions KPIs

- **Number of wayfinding signs installed or updated** each year.
 - **Visitor Navigation Satisfaction Score** (survey or QR-feedback).
 - **Average response time to repair damaged signage or public amenities.**
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Goal 2: Grow Local Tourism Business

Business Development KPIs

- **Net new tourism-aligned businesses opened per year** (retail, food, beverage, recreation, lake-oriented).
- **Business Retention Rate** (annual).

- **Private investment leveraged** in the district annually (\$).
- **Occupancy Rate** of downtown commercial storefronts.

Visitor Traffic KPIs

- **Pedestrian and trail user counts** (quarterly measured).
- **Event Attendance** for tourism-oriented events (signature events, lake events, trail events).
- **Visitor Spending Estimate** (via surveys or partnerships with Oakland County data tools).
- **Hotel/Airbnb Local Stays** attributable to downtown events (annual report).

Marketing & Engagement KPIs

- **Reach and engagement** on promotional campaigns (digital, social, print).
 - **Co-op marketing participation rate** among downtown businesses.
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Goal 3: Create Great First Impressions

Placemaking KPIs

- **Square footage of public gathering space improved** annually (parks, plazas, waterfront).
- **Number of public art installations completed or maintained.**
- **Number of façade grants awarded & completed** per year.
- **Vacant storefront rate** (quarterly).

Cleanliness & Maintenance KPIs

- **Average response time** to downtown maintenance requests.
 - **Quarterly cleanliness inspection score** (trash, landscaping, amenities).
 - **Lighting Reliability Rate** (% of lights functioning district-wide).
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FOCUS AREA 2: COMMUNITY BUILDING

This focus area measures organizational capacity, partnerships, communication, volunteerism, and civic understanding.

Goal 1: Strengthen Local Partnerships

Intergovernmental Collaboration KPIs

- **Number of joint initiatives** with Village/ Township annually.
- **Quarterly coordination meetings completed** with Village Manager, Planning, DPW, Police, and other departments.
- **Number of shared-service or shared-investment projects.**

Partner Organization KPIs

- **Formal partnerships signed or renewed** (library, schools, chamber, MSOC, nonprofits).
- **Partner satisfaction rating** (annual survey).
- **Volunteer hours contributed through partner organizations.**

Goal 2: Increase Community Involvement & Understanding

Engagement KPIs

- **Volunteer participation rate** (# of active volunteers / year).
- **Total volunteer hours logged** (Main Street requirement).
- **Number of new volunteers recruited each year.**
- **Event volunteer coverage rate** (% of volunteer positions filled).

Communications KPIs

- **Digital engagement** (followers, newsletter open rates, website visitor analytics).
- **Community satisfaction survey score** (annual).
- **Public meeting attendance trend** (board meetings, open houses, charrettes).
- **Number of outreach events or public engagement activities** annually.

Transparency KPIs

- **Timeliness of posting board materials**, minutes, and financials.
- **Number of KPI dashboards published publicly** (quarterly).

FOCUS AREA 3: DESIGN (Cross-cutting support across both Strategies)

Even though Design is embedded in both Transformational Strategies, its implementation is best measured through a unified KPI set.

Design / Placemaking KPIs

- **Number of design review consultations** with businesses (storefronts, signs).
- **Façade and building improvement grants completed** (with total investment leveraged).
- **Linear feet of improved streetscape** (lighting, benches, landscape).
- **Number of ADA/accessibility improvements** completed annually.
- **Percentage of district buildings meeting design guidelines.**

Public Art KPIs

- **New public art projects per year.**
- **% of public art funded through outside grants/donations.**
- **Maintenance compliance rate** for existing art pieces.

FOCUS AREA 4: PROMOTION (Cross-cutting)

Event Performance KPIs

- **Total event attendance** (all events, annual).
- **Signature event growth rate** (year-over-year).
- **Event revenue vs. cost** (return on investment).
- **Business participation rate** in events.

Branding KPIs

- **Brand recognition survey score** (annual).
 - **Number of new marketing assets or campaigns launched.**
 - **Digital reach & engagement metrics** across platforms.
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FOCUS AREA 5: ECONOMIC VITALITY (Cross-cutting)

Business Support KPIs

- **Number of business coaching or support sessions** provided.
- **Businesses retained past 3 years** (Main Street metric).
- **Number of startup businesses supported** (counseling, grants, technical help).

Development & Investment KPIs

- **Total private investment in the district per year.**
 - **Number of redevelopment or infill projects completed.**
 - **Increase in taxable value** attributable to DDA district activities.
 - **Number of underutilized or vacant properties activated.**
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FOCUS AREA 6: ORGANIZATION (Operations & Financial Stewardship)

Financial KPIs

- **Budget-to-actual adherence rate** (quarterly).
- **Percentage of TIF project expenses within Strategic Plan categories.**
- **Grant dollars applied for vs. awarded** annually.
- **Percentage of projects receiving outside funding support** (grants, donations, partnerships).

Administrative KPIs

- **Project completion rate on schedule.**
 - **Number of policy/plan updates completed** (TIF plan, bylaws, procedures).
 - **Board attendance rate and training participation rate.**
 - **Staff workload distribution** (to ensure capacity alignment).
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BONUS SECTION: KPIs SPECIFIC TO THE LUMBER YARD / LAKESHORE STRATEGY

- **% completion of Lumber Yard phases** vs. schedule.
- **Private investment leveraged** around the site (adjacent parcels).
- **Increased pedestrian counts** at key access points.
- **Visitor satisfaction** for public spaces (deck, parks, trails).
- **Business occupancy rate** of new vendor or retail spaces.
- **Environmental KPIs** (stormwater, shoreline stabilization improvements completed).