



Economy Indicators

Economy indicators: Measure the economic changes associated with land reuse and redevelopment activities.

Indicator	Definition	Data Source
Number of businesses/ industries/ services	Number of businesses, industries, or services in a community, including retail establishments, industries (e.g. manufacturing sites), and restaurants or grocery stores.	Internal county/city/town or non-profit data Can be compiled by e.g. a walking survey or Internet search Additional data sources: Small Business Data Sources Small Business Profiles for the States and Territories
Location of businesses/ industries/ services	Location of businesses, industries, or services in a community, including retail establishments, industries (e.g. manufacturing sites), and restaurants or grocery stores.	Internal county/city/town or non-profit data such as maps Can be created by surveillance and mapping
Types of businesses/ industries/ services	Description of the types of businesses, industries, and services, such as real estate offices, local manufacturing facilities, grocery stores, restaurants, retail establishments, other.	Internal county/city/town or non-profit data Can be compiled by e.g. a walking survey or Internet search
Demographic data from Census for average household income	Average household income in a county, community, or census track.	U.S. Census Bureau American Fact Finder and type in the name of the community (select Income data, Selected Economic Characteristics)
Demographic data from Census about poverty	Poverty rates in a community or census track.	U.S. Census Bureau American Fact Finder and type in the name of the community (select Income data, Selected Economic Characteristics)
Demographic data from Census about employment rates	Employment rates in a county, community, or census track.	U.S. Census Bureau American Fact Finder and type in the name of the community (select Income data, Selected Economic Characteristics)

Indicator	Definition	Data Source
Demographic data from Census about occupations and income (estimate of salary ranges)	Occupational sectors and income levels in a county, community, or census tract.	U.S. Census Bureau American Fact Finder and type in the name of the community (select Income data, Selected Economic Characteristics)
Percent change in property tax revenue pre- and post-redevelopment	Percent change in property taxes paid for a property before and after redevelopment.	Internal county/city/town data, e.g. City Administration
Percent change in sales tax revenue pre- and post-redevelopment	Percent change in sales tax revenue for a business or businesses before and after redevelopment.	Internal county/city/town data, e.g. City Administration
Number of jobs created	Count of the number of jobs created due to redevelopment.	Reports from new businesses Internal county/city/town data, e.g. City Administration
Type of jobs created	Type of jobs created due to redevelopment by sector (e.g., service industry, technology industry, medical services).	Reports from new businesses Internal county/city/town data, e.g. City Administration
Number of jobs retained	Count of the number of jobs retained during or after redevelopment.	Reports from existing businesses Internal county/city/town data, e.g. City Administration
Type of jobs retained	Type of jobs retained during redevelopment by sector (e.g., service industry, technology industry, medical services).	Reports from existing businesses Internal county/city/town data, e.g. City Administration
Trails/greenways: Number of visitors/tourists	The number of visitors/tourists using a trail or greenway created during redevelopment.	Visual surveillance/count at different times of day Monitors such as trail traffic calculators or apps (e.g. Rails to Trails)
Trails/greenways: Usage rates	Usage rates of trail/greenways by visitors/tourists (and residents) by activity (e.g., walking, jogging, biking).	Visual surveillance/count at different times of day Monitors such as trail traffic calculators or apps (e.g. Rails to Trails)
Number of available properties	The property inventory of the number of properties available for redevelopment (e.g. for sale, use or reuse, demolition).	Internal county/city/town data, e.g. City Administration