
APPENDIX S

**DRAFT LIST OF KEY INDICATORS IDENTIFIED BY THE
SOCIOECONOMIC AND INSTITUTIONAL WORKING GROUP**

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Demographics

Visitor Profile Information

- Origin (residence zip code)
- Mode of arrival (e.g., car, bus, other)
- Destinations
- Mean days length of stay
- Per capita expenditures for:
 - room/board
 - recreation
 - gaming
- Average household income
- Ethnicity

Seasonal and/or 2nd Home Residents

- Location of residence
- Modes of transportation
- Patterns of day use

Full-time Residents

- Total population by census tract and block
- Age (using typical census data)
- Average household income
- Ethnicity

Social Indicators

- Educational achievement indicators
- Library use and circulation

Political and Social Participation

- Voter eligibility, registration, and participation
- Awareness indicators
- Non-elected participation indicators

- Voluntarism

Economic Activities

Recreation

- Better measurement of RVDs
- More accurate measurements of people at one time
- Lakefront access

New and Emerging Economic Activities

- Light manufacturing trends
- Non-recreation services (e.g., “lone-eagle” phenomena, financial services, remote telecommuter activity, semi-retired consulting)

Labor and Employment

- Job creation and loss by economic sector
- Unemployment by season
- Per capita income by economic sector (correlated to census tract data)
- Cost of living indices
 - percent of income for housing
 - percent of income for recreation
 - percent of income for subsistence
- Commute distances and modes

Housing

- Affordability
- Median home prices
- Mortgage risk indicators
- Open space and scenic affectors (location)
- Seasonal housing
- Rental use
- Owner-occupied

- Second home

Transportation

- VMTs by labor force sector and by visitor profile
- Average daily traffic volumes in key corridors
- Level of Service rating in key corridors
- Peak hourly volumes at several points of constricted flow
- Parking availability (visitor and resident perceptions)
- Public transit ridership
- Bike trail usage

Redevelopment and Community Reinvestment

- Public investment in local and regional infrastructure (spatially displayed)
- Private sector redevelopment contributions
- Community banks
- Small businesses
- Corporate contributions
- Visitor-focused redevelopment
- Community-focused redevelopment
- Recreation-focused redevelopment
- TOT distributions to redevelopment project

Social, Economic and Institutional Working Group Members

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Cindy Gustafson

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