Benchmark Achievement Form

District Identity/Placemaking

Select one of the following:

Benchmark Achievement Anticipated (current) - $500

 Benchmark Achieved (past) - $250

 Benchmark In Progress **-** EstimatedAchievement Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Benchmark Revisited Due to Significant Changes in District (describe): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Not Working on Benchmark

Does your district have its own brand? [ ]  Yes [ ]  No

Does your business association have its own brand? [ ]  Yes [ ]  No

If yes, please attach any related brand usage guidelines.

How does your district’s brand relate to your district’s identity?

How does your district use its brand consistently?

When was the last time your district’s brand was refreshed?

Does your district have semi-permanent Fixtures (Banners, Flower Baskets, etc)? [ ]  Yes [ ]  No

If yes, what type and how many?

How does your district maintain its semi-permanent fixtures?

Does your district have an event that helps define its identity? [ ]  Yes [ ]  No

What impact has your placemaking had on district business revenue?