Benchmark Achievement Form

Self-Sustaining Signature Event

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

Name and Type of Event:

Number of Years Event Has Occurred:

Average/Most Recent Number of Attendees at Event:

Average/Most Recent Amount of Event Sponsorship Revenue:

Average/Most Recent Number of Vendors (if applicable):

Average/Most Recent Number of Participating Member Businesses:

How does the event relate to your district’s brand/identity?

How does the event benefit the diverse types of businesses in your district?

What impact has your signature event had on district business revenue?

When was the last time the event was assessed for fit with your district’s current built form and business mix?