

Wisconsin Economic Development Corporation (WEDC)

Agency Dashboard Performance

Q2 FY16

Economic Development

Businesses served - financial

Metric Definition: The number of WEDC financial awards committed to businesses.

Goal Met	Current	Previous	Target	Trend
	36	33	45	

Reporting Cycle Quarterly (October 1, 2015 - December 31, 2015)

Additional Details Derived from all WEDC programs that provide financial assistance to Wisconsin businesses in FY16. Historical data shows the first half of the year is expected to be lower than the second half. We remain on track for our annual target of 181.

Communities served - financial

Metric Definition: The number of WEDC financial awards committed to communities.

Goal Met	Current	Previous	Target	Trend
	12	14	17	

Reporting Cycle Quarterly (October 1, 2015 - December 31, 2015)

Additional Details Derived from all programs that financially assist Wisconsin communities in FY 16. Two competitive community based programs (Idle Industrial Sites/Community Development Investment) award in Spring 2016. We remain on track for our annual target of 69.

Leveraged investment - expected

Metric Definition The ratio of additional investment expected to be leveraged as a result of WEDC's financial commitments.

Goal Met	Current	Previous	Target	Trend
	13 to 1	9 to 1	4 to 1	

Reporting Cycle Semiannually (July 1, 2015 - December 31, 2015)

Additional Details Project leverage for WEDC programs where leverage is an expected outcome. Using a six-month average paints a more accurate picture due to the significant fluctuations when using shorter timeframes. The expected ratio, expected proportion, and ratio of additional investment leveraged as a result of WEDC's financial commitments.

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Efficient & Effective Services

Application timeline

Metric Definition Average number of calendar days from completed application to award decision date.

Goal Met	Current	Previous	Target	Trend
	33	35	31	

Reporting Cycle Quarterly (October 1, 2015 - December 31, 2015)

Additional Details The average number of days from receipt of a completed application to when the award approval decision is made and applicant notified. It is typical to see large fluctuations based on factors like complexity of projects and program requirements.

Loan default rate

Metric Definition Percentage of loans in default on December 31, 2015.

Goal Met	Current	Previous	Target	Trend
	5%	5.4%	7.5%	

Reporting Cycle Quarterly (October 1, 2015 - December 31, 2015)

Additional Details Percentage of loans past due (90+ days) in payment on December 31, 2015. The target of 7.5 percent is the two-year average of the WEDC loan portfolio. The national average for economic development Revolving Loan Funds are approximately 10 percent (source: U.S. Department of Commerce, Office of Inspector General).

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Customer Satisfaction

Website visibility

Metric Definition Website sessions

Goal Met	Current	Previous	Target	Trend
	109,734	101,083	68,750	

Reporting Cycle Quarterly (October 1, 2015 - December 31, 2015)

Additional Details A session is the period of time a user is actively engaged with your website. All usage data (screen views, events, ecommerce activities) is associated with a session. Our annual target is 275,000.

Generated leads from marketing

Metric Definition Leads generated from marketing activities.

Goal Met	Current	Previous	Target	Trend
	1,556	831	875	

Reporting Cycle Quarterly (October 1, 2015 - December 31, 2015)

Additional Details Leads recorded in our customer relationship management system attributable to marketing activities. Our annual target is 3,500.