

ECONOMIC BENEFIT TARGETING FOR DEVELOPMENT, POLICIES AND PROGRAMS TOOL

	Target Audiences for Impact: Indicating on a scale of 1-4 where 1 is not at all and 4 is greatly the extent to which the investment will be able to impact the target audience				
Impact Type	Geography: Gary	Population Cohort: 25-44	Other Local Business	Municipality	Society in General
Equity Impacts					
The work improves brownfield sites.*					
Has MBE/WBE/VBE impacts**					
The business impacts help low income communities and people					
*Brownfields are sites that are either contaminated or appear to be contaminated. **MBE/WBE/VBE					

Notes:

Impact Type	Geography: Gary	Target Audiences for Impact			
		Population Cohort 25-44	Other Local Business	Municipality	Society in General
Environmental Impacts					
Does not disproportionately negatively impact vulnerable populations which may be minority and/or low income.					
Reduces air pollution					
Reduces flooding					
Increases green space					
Reduces energy use or uses alternatives					
Reduces traffic congestion					
Uses green technology or attains green certification					
The business service enables other to behave more sustainably*					
Community Stability **					
Stops out migration or retains residents					
Attracts residents					
Increases community activity					
Increases voter turnout					
<p>*This business would allow other businesses to source more sustainable materials</p> <p>**Community stability is very important to residents. For communities struggling with outmigration and disinvestment, programs that increase engagement, attract and retain residents are very important.</p>					

Impact Type	Target Audiences for Impact				
	Geography: Gary	Specific Population Cohort 25-44	Other Local Business	Municipality	Society in General
Project Creates New Jobs (for whom, pay level, quality of job, seasonality)					
Jobs pay a living wage					
Jobs pay benefits					
Jobs are year round and stable					
Job opportunities targeted to disadvantaged					
Training is provided for advancement					
Career ladders built into structure of business					
At least 10 direct jobs created					
At least 15 indirect jobs supported					
Expansion potential of jobs into middle income					
Market Facilitation					
Avoids costs to municipalities					
Avoids costs for existing businesses					
Generates new revenues for municipalities					
Generates new revenues for existing and related businesses					
Environmental costs are avoided					
Environmental or financial incentives are available					
Facilitates new business opportunities					

Solves market failures					
Work performed in present for future savings					
	Target Audiences for Impact				
Impact Type	Geography: Gary	Specific Population Cohort 25-44	Other Local Business	Municipality	Society in General
Economic Multiplier/Export Potential					
Business stops money from leaving the community (import substitution)					
Business brings new money into the community (exports goods and services)					
Business brings new money into the region (exports goods and services)					
Business supports existing business growth and expansion (indirect impacts)					
Business supports new business development					
Reuse Business Profitability					
Additional related businesses are created					
Available profit adequate to attract needed partners					
Available profit to parent entity after distribution to partners adequate					
Profitability of business sustainable as market changes					
Scale of business sustainable or exit strategy sound and profitable					
Spinoff and Regional Growth Opportunities					
Effort is catalytic and leads to other strong opportunities					

Effort is expandable into other parts of the region					
Expansion opportunities appear profitable					
Expansion opportunities appear to support jobs, equity and environmental goals					
	Target Audiences for Impact				
Impact Type	Geography: Gary	Specific Population Cohort 25-44	Other Local Business	Municipality	Society in General
Good Neighbor Strategy					
The business or entity can commit to being a good neighbor.					
The business or entity could proactively engage with surrounding community.					
The business or entity could purchase locally.					
The business or entity could provide ongoing financial or other support to surrounding community.					
Public Health (see the American Public Health Association for a complete list of themes)					
Prevents or reduces violence					
Increases access to health care					
Improves mental health					
Reduces impact from lead contamination					
Reduces communicable disease					
Improves capacity for healthy living					