

Benchmark Tracking Sheet

Goal	Indicator	Data Category	Starting figure (Competitive Assessment)		Latest figure		Benchmark figure		Notes
			number	date	number	date	number	date	
Goal 1: Grow Waco	Population (Waco MSA)	Population	213,517	2000	229,347	2007	245,545 (15%)	2010	
	Median household income	Income	\$33,699	2000	\$40,852	2007	\$45,494 (35%)	2010	
	Employment	Workforce	102,440	2003	108,932	3/08	122,928 (20% increase)	2010	
	Labor Force	Workforce	109,045	2003	113,366	3/08	130,854 (20% increase)	2010	
	Property Taxable Value McLennan	Cost of Living	\$8,263,422,532	2005	\$8,924,783,421 \$9,466,357,737 14.56% growth	2006 2007	\$12,395,133,798 Increase of 50%	2010	
	Housing Starts		1,111	2003	1,220 1,224 1,254 899	2004 2005 2006 2007	1,333	2010	
Goal 2: Develop the Workforce	McLennan County High School Graduates	Education	2,286	Class of 2003	2,422 2,374	Class of 2005 2006	2,744 increase of 20%	2010	
	Longitudinal Drop Out Rates, Grades 9-12	Education	4.0%	Class of 2003	3.5% 9.8%	Class of 2005 2006	3.5%	2010	Criteria changed by TEA for 2006
	H.S. graduates pursuing 2-year degree	Education	39.4% 936	Fall 2004	40% 950 45% 1091	Fall 2005 Fall 2006	47.2%	2010	
	H.S. graduates pursuing 4-year degree	Education	17.5% 411	Fall 2004	20.3% 483 19.5% 464	Fall 2005 Fall 2006	21.0% (increase of 20%)	2010	
	Enrollment- University Center	Grow University Center	73	2001	591	2007	1500	2010	
	Number of Programs- University Center	Grow University Center	4	2001	28	2008	40	2010	

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Goal 2: Develop the Workforce	Aerospace	Target Industry	1,694	2004	2,010 2,094	2006 2007	2,033 (Increase 20%)	2010	
	Manufacturing	Primary Industry	13,472	2004	15,758 15,859	2006 2007	16,166 (Increase 20%)	2010	Caterpillar Work Tools, Sanderson Farms, L-3
	Logistics	Target Industry	2,649	2004	2,958 3,050	2006 2007	3,179 (Increase 20%)	2010	Caterpillar Logistics, Tractor Supply Company
	Health Care	Target Industry	14,102	2004	14,450 14,768	2006 2007	16,922 (Increase 20%)	2010	
	Professional Services	Target Industry	9,195	2004	9,277 9,709	2006 2007	11,034 (Increase 20%)	2010	
	Tourism/ Downtown	Target Industry	4,740	2004	4,860 4,780	2005 2006	5,688 (Increase 20%)	2010	Hampton Inn, Holiday Inn, La Quinta, Hotel Indigo, Staybridge Suites
Goal 3: Change Perceptions	Measureable Impact of the Waco We Do Campaign Local	Strategic Goal Tracking	0 groups using We Do Ads	2006	7 groups using We Do Ads	2007	20 groups using We Do Logo	2010	
	Go Green	Strategic Goal Tracking	0	2005	Developing Program; Identifying Assets	2008	National Recognition for Waco Green Programs	2010	Go Green Committee Established
Goal 4: Revitalize Strategic Areas	Number of large-scale developments in downtown	Urban Development	0	2005	11 (8 underway)	4/08	Break ground on ten developments	2010	Mae Jackson Development Center, Waco Town Square, Student Living complex, Wells Fargo, Roosevelt, Chamber, Hilton, Convention Center, Waco High, Hotel Indigo, Staybridge Suites
	Number of large-scale developments in Opportunity Areas	Urban Development	--	2005	7	4/08	Break ground on ten developments	2010	Brook Oaks Senior Residences, The Union luxury complex (1410 James), Bandera Ranch Town homes (2410 S. 3rd St), Country Place Garden Homes Residence, Duplex Homes complex (Pascal & Gurley), The Outpost (2415 University Parks), Baylor residential housing
	Number of redevelopment projects in downtown	Urban Development	0	2005	13	4/08	Twenty smaller buildings renovated with new businesses	2010	Palladium, Green Room Grille, Wild West Bar, Bloom & Bee Swanky, Spice Furniture, Eagle 2 Graphics, Austin's Wine Bar, Hoffman Banana, Cafe Cappuccino, Habitat For Humanity, Buzzard Billy's, 705 Austin Ave, Keton Gallery
	Percentage of owner-occupied housing-County	Strategic Goal Tracking	56.0%	2000	53.6%	2007	65%	2010	

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Goal 5: Build Culture of Implementation	Number of action steps underway-Strategic Plan	Strategic Goal Tracking	0	2005	9	2006	100%	2010		
					20	2007				
					49	2008				
	Number of action steps completed-Strategic Plan	Strategic Goal Tracking	0	2005	14	2006	74 Action Steps	2010		
					26	2007				
					36	2008				
	Funding available for implementation effort Sources:	Public	Strategic Goal Tracking	\$247,000	FY 2005	\$247,000	FY 2006	\$3 million annually from public, private and incentive		2010
						\$261,500	FY 2007			
						\$261,500	FY 2008			
		Private	Strategic Goal Tracking	\$190,000		\$449,732	FY 2006			
						\$763,462	FY 2007			
						\$896,862	FY 2008			
Incentive		Strategic Goal Tracking	\$1,500,000	\$2,000,000		FY 2006				
				\$2,500,000		FY 2007				
				\$2,500,000		FY 2008				