

## Benchmark Guidelines & Instructions

### **Benchmark Guidelines**

**Deadline:** CONAC benchmarks are due to the benchmark coordinator (Denise Hendrickson, NCPC) prior to the first of the month in which the benchmark is to be reviewed.

**Benchmark Delivery Form:** Benchmarks may be mailed, hand delivered, faxed or e-mailed.

**Extenuating Circumstances:** The CONAC Board realizes that there are instances of extenuating circumstances when application notices and application deadlines do not coincide with the benchmark deadline and CONAC meeting date. In these instances, if the project leader provides proof of the notice of funding and application deadline and requests special consideration of the time sensitive benchmark in writing, the CONAC board will consider reviewing the benchmark during the "Consideration of the Agenda" at the next monthly board meeting.

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### **Benchmark Instructions**

**Project Title:** Give your project a short, simple title that will be easily identifiable. Example: Do not call your project "Housing Project" but "City-ville Housing Project-Year".

**Project Location:** Give the name of the city or area that the project will take place or benefit.

**Type of Request:** Indicate whether the project is for endorsement only or if the project is requesting funding from CONAC.

**Contact Information:** Name and contact information of a person to contact with questions on the initial benchmark as well as follow-up.

**Problem/Opportunity:** Brief statement on the problem or opportunity the benchmark project will address.

**Goal and Objective:** List the goal and objective from the current [CONAC strategic plan](#) which the benchmark project will address.

**Indicator:** State the unit of measurement that will be utilized. Commonly this is the number of jobs created, houses rehabilitated, etc.

**Source of Data:** Who will verify the indicator number.

**Baseline:** The starting point of the indicator. If a business is to create 5 jobs and currently has 3 employees, the baseline is three.

**Target:** The expected outcome of the indicator. If a business is to create 5 jobs and currently has 3 employees, the target is 8.

**Task/Project:** Break out the project into specific, identifiable steps of completion.

**Task Leader:** The person or agency responsible for completing the individual task.

**Timeline:** Indicate the month/day/year for the task to start and end.

**Budget:** Cost of the individual task.

**Total Budget:** The total budget should equal the total funds requested on page 2 of the benchmark form.

### **Project Budget**

**Source of Funds:** Indicate the potential or actual source of funds involved in the project cost, including the program name when appropriate.

**Use of Funds:** If the funds have dedicated use, please indicate.

**Funds Received:** Indicate committed funds.

**Funds Requested:** Indicate the total amount of funds requested for the project. List funds as requested even if they have already have been received.

**Total Funds:** The total funds should match the "Total Budget" on page 1 of the benchmark form.

### **In-Kind or Technical Assistance Resources**

**Source:** State person, company, or agency that has or is providing on-financial assistance.

**Description:** Describe the assistance.

**Amount:** Numeral indicator of the amount of assistance provided.

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## **Benchmark Follow-Up**

The benchmark coordinator will periodically update the benchmarks by sending copies of the benchmarks to the CONAC board members or the project leader indicated on the benchmark. The purpose of this is to verify which funds have been committed to the project, task accomplished to date, etc.

**Secondary Outputs:** Secondary outputs are also helpful in the benchmark process. A secondary output is something that occurred as a result of the project, but was not listed as an original indicator. Such as the number of housing classes held may have been the original indicator. However, as a result of the class(es), six single family homes have been purchased by participants.