

Example:

ECONOMIC DEVELOPMENT

Category

Goal

Grow and strengthen the economy

Objectives

- Expediting the small business process
- Supporting all businesses
- Enhancing services to small business in community
- Complete the sale of Auto mall
- Eco and historic tourism
- Form an Arts district and move forward with cultural arts facility

POLICY IMPLICATION(s) = Is there a current City policy that supports or would be impacted by the accomplishment of the Objective, or the effort by staff to accomplish the Objective?

BUDGET IMPLICATION(s) = Is there current budget to support the Objective, or will additional appropriations be required? Is there a revenue generation potential?

COMPLETE SALE OF AUTOMALL	
Point of Contact:	
POLICY IMPLICATION	
BUDGET IMPLICATION	
S.M.A.R.T Y <input type="checkbox"/> N <input type="checkbox"/> if no explain	
EXTERNAL PARTNERS	
TIMELINE	
MEASUREMENT	
UPDATE	

S.M.A.R.T. ANALYSIS = Objectives should conform to the following criteria: **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**imely.

MEASUREMENT(s) = What does success look like in accomplishing the Objective? For the Objective to be successful it must have a clear measurement. To be able to measure progress a baseline is determined and then a target outcome is established. For example to measure whether quality is suffering in the face of high productivity, we might measure % of work that requires a redo. A low % would suggest higher quality of work being performed.

EXTERNAL PARTNERS = Who are the external stakeholders needed at the table to accomplish this Objective.

TIMELINE = The following timelines have been established to define the period of time requisite to accomplish the Objective:

- Immediate = less than 6 months
- Short-Term = 7 – 12 months
- Mid-Term = 13 – 36 months
- Long-Term = over 3 yrs