**Council Goals 2017 - 2019 | Matrix Definitions**

**Example:**

**ECONOMIC DEVELOPMENT**

Grow and strengthen the economy

- 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?

**S.M.A.R.T. ANALYSIS**

Objectives should conform to the following criteria: **Specific**, **Measurable**, **Attainable**, **Relevant** and **Timely**.

**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