

# Economic Development Plan Project Requirements

## Specific

- What do you want to achieve?
- Where will you focus your efforts?

*Knowing what you want to achieve and where you want to focus your efforts is important. As you develop specific goals, think through exactly what you hope to accomplish. Be clear.*

## Measurable

- How do you plan to measure progress toward the goal?
- What is the end result and milestones along the way?

*Develop measures that will allow you to document whether you are moving in the right direction in terms of achieving your goals. Think about the ultimate outcomes you want to achieve and the measures you want to use to document your progress along the way.*

## Attainable

- Do you have the resources to achieve the goal?
- What factors might prevent achieving these goals?

*Avoid embracing goals at odds with the current or anticipated resources that will be available. Focus on developing goals that align with our regional assets.*

## Relevant

- How is this important for your region?
- How does this matter or bring benefit to the region?

*Is the goal something that you and your team are truly committed to tackling? Taking a hard look at the importance and relevance of each specific project is vital. Consider if this will bring the greatest benefit to the region. In addition, ask, "Are we the right or appropriate group to address this or is there another entity that is better equipped?"*

## Time Framed

- When do you want to achieve your goal?
- What is the target date for accomplishing the goal?

*Having timelines for each of your goals is imperative. Each project must include a timeline of when your team goals are to be accomplished.*

***Most importantly, all goals, objectives and strategies need to be justified with sound and recent evidence***

***For Examples, see Action Plans at [www.a-npdc.org/EDplan](http://www.a-npdc.org/EDplan)***