**Step 1:** You will be required to track 2 metrics for the life of the award. Refer to **Table 1** and note which metrics are recommended for your project.

**Table 1**

| **Initiative 1:**Programming & Support  | **Metrics**: Recommended to report on both metrics below* Number of businesses engaged through programming
* Number of programming sessions held
 |
| --- | --- |
| **Initiative 2:**Promote & Educate | **Metrics**: Recommended to report on both metrics below* Number of businesses that have accessed local, State, or federal programming (technical assistance or financial)
* Number of events held *or* number of marketing activities conducted to promote economic development programs
 |
| **Initiative 3:**Strategic Plan Support | **Metrics**: Depending on the specific plan you’re implementing, choose 2 metrics (examples below or choose your own)* Number of businesses engaged through programming
* Number of businesses accessing courses or seminars
* Number of events held to promote economic development programming
* Number of businesses connected to technical assistance programs
* Number of marketing activities to promote economic development programs
* Number of rural marketing campaigns to aid in job attraction & retention
* Number of outreach meetings conducted
 |
| **Initiative 4:**Support Under-resourced Businesses | **Metrics:** Recommended to report on both metrics below* Number of outreach meetings conducted
* Number of under-resourced businesses engaged
 |

**Step 2**: In **Table 2**, define ambitious but achievable goals for 2 metrics. ***A goal is a new target that you hope to meet with the help of grant funding within one year after receiving funds***. This goal should not include the number of activities/programs you currently offer. It should measure, for example, *how many more* new businesses you plan to reach, *how many more* events you will hold, etc. Your goals must also be specific to activities you will perform with the help of this grant. Table 1 above provides recommended metrics, but if you believe other metrics are more appropriate – whether recommended for a different initiative or that you believe make more sense for your particular project – you should feel free to use those in Table 2 below.

**Example**: ***Initiative 1 Programming and Support***

| **Metric**  | **Goal** |
| --- | --- |
| Number of businesses engaged through programming | 60 businesses engaged through programming |
| Number of programming sessions held | 6 programming sessions held |

**Table 2**

| **Metric**  | **Goal** |
| --- | --- |
|  |  |
|  |  |

**Step 3:** Upload this form into your grant application