Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 1: Maintain #1 status in nation
Maintain our #1 status in the nation among hospitality and tourism research centers

**Related Measures**

**M 1:** Tally clients
State, regional and city reports, events, festivals, etc.

Source of Evidence: Administrative measure - other

**Target:**
Clients consist of 3 State; 3 City; 5 Events/Festivals and 2 Association organizations - 13 reports produced

O/O 2: Increase revenues to fund expansion
Increase revenues to fund expansion of the Hospitality Research Center

**Related Measures**

**M 2:** Increase dollar volume of contracts
Increase dollar volume of contracts

Source of Evidence: Administrative measure - other

**Target:**
Increase by 3%.

O/O 3: Function as the source of information for the hospitality and tourism industry

**Related Measures**

**M 3:** Maintain data series
Maintain data series and supply clarification for clients as needed with back-up data

Source of Evidence: Administrative measure - other

**Target:**
Achieving new information

O/O 4: Service to community
Service to community

**Related Measures**

**M 4:** Participation on committees, boards, task forces
Committees and Media Requests: Member of Education Foundation Board of the Greater New Orleans Hotel & Lodging Association; Member of a committee of 6 for the city of New Orleans achievement of goals for visitation and spending by 2018; Respond to the press for quotes on the Visitor Profile study and other tourism related questions Speaking engagements: New Orleans Regional Council of Business Economists; Real Estate and Forecast Conference; New Orleans Tourism Marketing Corporation annual meeting; Jefferson Parish meeting; Kenner meeting to discuss tourism expansion to Kenner

Source of Evidence: Administrative measure - other

**Target:**
Increase by 1%