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

**O/O 1: Increase revenue of DBER**  
Work with existing clients to retain current contracts

**Related Measures**

**M 1: Increase revenue**  
Work with existing clients to retain current contracts; increase dollar amount of contracts

Source of Evidence: Administrative measure - other

**Target:**  
Increase by 2% in dollar volume

**O/O 2: Enhance UNO/COBA visibility**  
Enhance UNO/COBA visibility

**Related Measures**

**M 2: Community outreach efforts**  
Public appearances, speak at Real Estate and Forecasting Conference and New Orleans Regional Council of Business Economists meeting, attend and network at AUBER conference, talk to community and professional organizations, as well as the media

Source of Evidence: Administrative measure - other

**Target:**  
Increase by 1 appearance per year

**O/O 3: Service to community**  
Use the Metropolitan Report to highlight the value of the DBER to the business community

**Related Measures**

**M 3: Metropolitan Report**  
Continue to produce the Metropolitan Report and seek to get it to a broader audience

Source of Evidence: Administrative measure - other

**Target:**  
Increase email target list by 2% per year