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