

RMDZ Marketing Achievements

Past Four Quarters

Task	Quarterly Goals	Third Quarter 1996 Achievements	Fourth Quarter 1996 Achievements	First Quarter 1997 Achievements	Second Quarter 1997 Achievements
Amount Of Loan Applications	\$4.0 Million	8 for \$4.1 Million	9 for \$5.3 Million	4 for \$1.5 Million	5 for \$3.3 Million
Loans Approved	N/A	2 for \$0.9 Million	3 for \$2.1 Million	3 for \$1.3 Million	3 for \$2.2 Million
Direct Mail Solicitations	1500	49	2205	1150	1650
Follow-Up Telephone Calls	1500	24	357	150	660
Articles/Ads Published	3	1	1	0	0
Businesses Provided Assistance By Board Staff	N/A	162	273	158	479
Business Referred To Zone Administrators	N/A	67	78	35	42
Businesses Referred To Outside Service Providers	N/A	11	9	9	7