

**Required: 8. What key outcome have you designed your project to have? (What outcome will you measure?)**

<b>8a. Outcome 1</b>				
<b>8b. Indicator(s)</b>	<b>8c. Applied to</b>	<b>8d. Data Source</b>	<b>8e. Data Interval</b>	<b>8f. Goal</b>
(1) Number of customers who make return visits to the brewery	All customers	Government records	Monthly tracking	Increased traffic in the brewery
(2) Number of customers who become more knowledgeable of Latino art and Aztec culture	All customers	Interviews	Voluntary conversational survey to determine increased awareness of the visuals.	

If you would like to add another outcome, do so here.

<b>9a. Outcome 2 [Optional]</b>				
<b>9b. Indicator(s)</b>	<b>9c. Applied to</b>	<b>9d. Data Source</b>	<b>9e. Data Interval</b>	<b>9f. Goal</b>
(1)				
(2)				

For additional outcomes or audiences, copy this worksheet format.