



TOURISM DEVELOPMENT PROGRAM
FINAL REPORT
For Festivals, Events, and Marketing

PROCEDURAL GUIDE AND APPLICATION FOR COOPERATIVE AGREEMENTS

Applicable for: January & July 2018
Applications Revised: 2017

REVIEW AND FOLLOW-UP

In an effort to see that proposals are completed in a timely fashion, each grant recipient will submit for the Tourism Development Committee a brief follow-up report once the project/event is complete. The follow-up report should include:

- 1) Letter requesting final 25% of approved funding
- 2) Form E – Final budget –compare proposed to actual budget
- 3) Form F- Final attendance/participant numbers and final overnight stay numbers
- 4) Overall summary of the event/project/attendance/participation
- 5) Form G- Final Marketing Expenditures and copies of advertisements, invoices, and payment.
- 6) Photos of event or festival
- 7) Copies of CVB recognition materials and/or photos

The follow-up report and Forms E & F should be submitted to the Convention and Visitors Bureau within **60 days** of completion of the project or event. The remaining funds will be released upon approval of the Board of Directors. **If the organization does not request the remaining funds within one year of the award date, the organization forfeits the amount and it will be reincorporated into the Tourism Development Fund.**

**FINAL REPORT
MARKETING, EVENT, AND FESTIVAL GRANT PAYMENT FORM
FORM E**

Total Award from CVB: \$ _____

	Budget	Actual
Revenue:		
CVB Grant	\$ _____	\$ _____
Sponsorships	\$ _____	\$ _____
Ticket Sales/Registrations	\$ _____	\$ _____
Vendor Registrations	\$ _____	\$ _____
In-Kind Donations	\$ _____	\$ _____
Other Income <i>Designated to project</i>	\$ _____	\$ _____
Total Income:	\$ _____	\$ _____
Expenses:		
Facility Rentals	\$ _____	\$ _____
Entertainment/ Speakers	\$ _____	\$ _____
Printing	\$ _____	\$ _____
Security	\$ _____	\$ _____
Hospitality	\$ _____	\$ _____
Marketing/Advertising	\$ _____	\$ _____
Promotional Products	\$ _____	\$ _____
Administrative	\$ _____	\$ _____
Other Expenses	\$ _____	\$ _____
Total Expenses:	\$ _____	\$ _____
Net Profit:	\$ _____	\$ _____

If making a profit, address the use of the profit in letter requesting final funding payment.

**FINAL REPORT
MARKETING, EVENT, AND FESTIVAL GRANT PAYMENT FORM
FORM F**

Final Attendance/Participant Numbers: _____

*For sporting events, list the number of participants and team lists if applicable. For attractions, list attendance during the event time frame.

How did you get these numbers?: _____

Number of hotel rooms utilized for the event:

Total: _____

Per Night: _____

Names of hotels utilized: _____

Signature of person filling out application:

Printed Name & Title: _____

Contact Phone: _____ **Contact Email:** _____

Date: _____

**MARKETING, EVENT, AND FESTIVAL GRANT PAYMENT FORM
FORM G: Marketing Expenses**

Print Placement (Magazine, Newspaper)

Publication Name	Markets	Ad Size	Issue Date	Circulation #	Actual Cost

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length/Frequency	Broadcast Dates	Actual Cost

Outdoor Placement (Billboards) – *only applicable for events*

Location & Right or Left Reader	City, State	Size	Dates	Actual Cost

Interactive Advertising/Web Banners

Media Name and Web Site Address	Target Audience	Dates	Actual Cost

Marketing Promotional Video

Company Producing Video	Target Audience	Dates video will air	Actual Cost

FORM G: Marketing Expenses *(cont.)*

Overall Marketing Budget

Print Publications:	\$ _____	% outside area: _____
Broadcast:	\$ _____	% outside area: _____
Outdoor Advertising:	\$ _____	% outside area: _____
Interactive Advertising:	\$ _____	% outside area: _____
Video:	\$ _____	% outside area: _____
Other Marketing:	\$ _____	% outside area: _____
Total Marketing Budget:	\$ _____	% outside area: _____

Out of area advertising is defined as over 90 miles from Monroe-West Monroe. The station's location must be located over 90 miles from Monroe-West Monroe.

Advertising with these local media outlets will not be paid by the CVB grants: KNOE, KTVE, The News Star, Ouachita Citizen, Delta Style, and Bayou Life Magazine.

Production cannot exceed more than 15% of total grant monies awarded.