



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

PROCEDURAL GUIDE AND APPLICATION FOR COOPERATIVE AGREEMENTS

*Applicable for: January & July 2021*  
*Applications Revised: 2021*

## **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) Registration data
- 7) Photos of event or festival
- 8) 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: \$** \_\_\_\_\_

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

*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 collect these numbers?:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Number of hotel rooms/RV spots utilized for the event:**

**Total for Hotels:** \_\_\_\_\_ **Total for RVs:** \_\_\_\_\_

**Hotel Rooms per night:** \_\_\_\_\_ **RV Spots per night:** \_\_\_\_\_

**Names of locations utilized:** \_\_\_\_\_

\_\_\_\_\_

**How did they hear about the event:**

\_\_\_\_\_

\_\_\_\_\_

**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

<b>Print Publications:</b>	\$ _____	% outside area: _____
<b>Broadcast:</b>	\$ _____	% outside area: _____
<b>Outdoor Advertising:</b>	\$ _____	% outside area: _____
<b>Interactive Advertising:</b>	\$ _____	% outside area: _____
<b>Video:</b>	\$ _____	% outside area: _____
<b>Other Marketing:</b>	\$ _____	% outside area: _____
<b>Total Marketing Budget:</b>	\$ _____	% 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.