



GRANT FINAL REPORT

A typed copy is due 30 days upon completion of event

Event: _____

Date: _____ Attendance: _____

Organization Contact: _____ Title: _____

Your name: _____ Title: _____

Phone/Fax: _____ Email: _____

****If additional space is needed to answer the following questions, please attach a separate sheet.***

Room Night Generation: How many rooms nights were generated through this event? Explain how you tracked these room nights beyond the required event survey.

Attendance: Describe the methods used to collect attendance. Did this method improve your attendance accuracy? How would you improve upon this method for future events?

Tracking: What methods did you use to track marketing efforts? What marketing strategies worked best and/or did not work for this event? Please provide data to support your findings.

Marketing: In addition to the SLP Marketing Assistance Grant Program, what other marketing efforts were made? Please specify the media type and placement. Did you notice a return on investment from these efforts? Please provide data to support your findings.

Event Overview: Please provide a general overview of the event. Mention new elements, lessons learned, items that were added that will or will not continue, number of vendors with projection for next year, vendor feedback, weather, challenges, accomplishments, volunteers, process, etc.

Submission of this report along with the *Event Survey* and *Event Leads Report* concludes the grant process. The grant administration at St. Landry Parish Tourist Commission will send a recap of the marketing dollars and their value and an invoice if a balance is owed.

Revised 7/2017