Promotional Grant Closeout Report

<mark>Due 60 days after project completion or by December 5, 2024, by 2pm – whichever date comes first.</mark>
No Exceptions

General Information

*Upon acceptance of grant award and receipt of funds, <mark>all grant awardees agreed to complete a post-project report</mark>. **Incomplete reports will not be accepted**. Awardees not completing a post-project report in a timely manner will be ineligible for future grants. For assistance in completing this form call Scott at 814-765-5734 X202 or email smuirhead@visitclearfieldcounty.org.*

Date: _____   **Office Use: Date Received: _____**
                                                                              Received By: _____

Name of Reporting Organization: _____

Address: _____

_____

Phone: _____

Email: _____

Name and Title of person completing report:_____

Signature:_____

Section 1.
Project Work Description

*Please describe the results achieved by the awardee with funds received. i.e., if a signage project, explain the type, dimensions, and placement of signage. If advertising or promotion, please describe in detail the type of advertising purchased, run dates, etc. If a brochure or other fulfillment piece, include the amount printed, where distributed and other information relevant to the targeted market. Please attach photos, media articles, or copies of marketing materials **including how the approved VCC logo was used along with proof**.*

Section 2.

Project Outcome

Please provide a narrative of the outcome of this project as it relates to the criteria of the awarding grant program, including how this project helped generate visitor traffic and increased overnight stays in Clearfield County. Actual numbers of visitors and quantifiable changes in visitor traffic should be clearly documented. Also include how you would rate this project's overall success in comparison to the goals included with the marketing plan submitted with your application, and in evaluation, if there are aspects of this project that you would have done differently or plan to change in the future. Please attach photos or copies of quantification materials (zip code surveys, occupancy rates, visitor counts, gate receipts, etc).

Section 3.
Expense Report
Please list project expenses below. Include amounts used from grant award and match. Document in-kind* labor and materials total on separate sheet listing volunteers and hours / dollar amount used to compute. The total of in-kind and cash match should total or exceed the grant award. Please use additional sheet for expenses if necessary. Copies of receipts and in-kind documentation should be attached to this report. You must include how the preapproved VCC logo or website has been used.
* In –kind is the term used to identify materials and services for which the awardee paid no cash. The most common items are volunteer labor, corporate donations of materials, or free services from a company or individual.

Example of how to fill out your portion: (Project cost $5,000 x 25% ($1,250) = $6,250 total)

Description (Radio Station, Newspaper name, Advertising Company, etc.)	Amount Requested for Reimbursement from CCRTA	Applicant Match (Your matching funds)	Other Funding (Other grants or donations)
Billboard	*$300*		
Action Graphics Brochures	*$1100*	*$300*	*$100*
FB Ad's	*$200*		
Radio Ads (WokW, Bigfoot)	*$900*		
Website Design	*$2500*	*$350*	*$500*
Totals	*$5000*	*$650*	*$600*

Example of how to fill out your portion: (Project cost $5,000 x 25% ($1,250) = $6,250 total)

Description (Radio Station, Newspaper name, Advertising Company, etc.)	Amount Requested for Reimbursement from CCRTA	Applicant Match (Your matching funds)	Other Funding (Other grants or donations)
Totals			

*Payment may take 4-8 weeks to receive due to closeout review(s).