Albany County Tourism Board
Grant Reporting Form

Project Report & Evaluation Form
(To be filled out and returned within 60 days of completion of the project)

Organization: __________________________________________

Event Start Date: ______________________ Event End Date: ______________________

Number of estimated out-of-town visitors: ________________ Actual: ________________

Estimated number of room nights: ________________ Actual: ________________

Reasons for increase or decrease:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

What marketing promotions worked well? Why?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

What marketing promotions did not work well? Why?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
Was the event promoted locally, regionally, locally and regionally, or other? Please select all that apply.

Did you meet your budget for the event?

Submit copies/photos of all materials on which the ACTB logo, 800 number, website, brochures or website were promoted.

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<thead>
<tr>
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<th>YES</th>
<th>NO</th>
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<tbody>
<tr>
<td>Event stationery</td>
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<td>Event registration forms</td>
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<td>Newspaper ads <em>(identify papers)</em></td>
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<td>Magazine ads <em>(identify magazines)</em></td>
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<td>Television ads <em>(identify stations)</em></td>
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<td>Radio ads <em>(identify stations)</em></td>
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<td>Ad in event program</td>
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<td>Brochures</td>
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Date picked up by you: Date returned to CACVB:
Submit receipts for purchased items and copies/photos of all materials on which the ACTB was recognized as a sponsor.

- Event Stationery (copy)
- Event Registration Forms (copy)
- Entertainment at Event (receipt)
- Speakers/Presenters at Event (receipt)
- Rental Equipment for Event (receipt)
- Event Space Rental (receipt)
- Event Programs (copy)
- On-site Event Brochures (copy)
- On-site Event Posters (copy)
- Refreshments (food and/or non-alcoholic beverages) at Event (receipt)
- Public Announcements at Event (copy of script)
- Reader Board Recognition at Event (photo)
- Banner at Event (photo)
- Table Tents at Event (photo)
- Other (please specify)

__________________________________________

__________________________________________

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Signature of Project Manager: ___________________________ Date: ________________