

Example Utilization Statement

Funds Utilization Statement

Event Name: Amarillo Music Fest 2024
Grant Awarded By: Amarillo Convention and Visitors Bureau
Total Grant Award: \$20,000
Grant Award Date: June 1, 2024
Prepared By: Event Organizer, Amarillo Music Fest Committee
Submission Date: September 30, 2024

1. Summary of Grant Utilization

The Amarillo Music Fest 2024 received a \$20,000 marketing grant from the Amarillo Convention and Visitors Bureau to support event marketing efforts aimed at attracting non-local attendees and driving hotel room night generation. Below is a breakdown of how the funds were utilized.

2. Detailed Breakdown of Marketing Expenses

Category	Amount Spent	Description
Digital Advertising	\$7,500	- Facebook/Instagram ads targeting Texas, Oklahoma, and New Mexico residents. - Google Ads campaigns focused on event ticket sales and hotel bookings.
Print Advertising	\$3,000	- Full-page ad in regional travel and lifestyle magazines (Texas Monthly, Oklahoma Gazette). - Flyers and posters distributed to tourist information centers in nearby cities.
Radio Advertising	\$2,500	- Radio spots on regional stations in Dallas, Lubbock, and Oklahoma City.
Billboards	\$4,000	- Two billboards placed along I-40 in Amarillo and along the Texas/New Mexico border, promoting the event and hotel package deals.
Influencer Marketing	\$1,500	- Partnership with two Texas-based travel influencers who posted about the event and promoted hotel stays.
Email Marketing Campaign	\$1,000	- Email campaign sent to past event attendees and regional tourism databases promoting ticket sales and hotel packages.
Public Relations (PR) Outreach	\$500	- Press release distribution and media outreach to regional publications and bloggers.

3. Marketing Results

- **Total Impressions (Digital & Print):** 1,200,000
- **Click-Through Rate (Digital Ads):** 4.5%
- **Event Website Visits Generated from Campaigns:** 35,000
- **Estimated Hotel Room Nights from Out-of-Town Visitors:** 3,805
- **Event Ticket Sales Attributed to Marketing Campaigns:** 2,500 tickets (out of 5,000 total sales)

4. Unused Funds

As of the submission date, **\$0** of the \$20,000 grant remains unused. All funds were allocated to the marketing efforts detailed above.

5. Conclusion

The \$20,000 marketing grant provided by the Amarillo Convention and Visitors Bureau was fully utilized to promote the Amarillo Music Fest 2024, with a focus on attracting non-local attendees and generating hotel room nights. The marketing efforts were successful in increasing event visibility, driving ticket sales, and contributing to a total of 3,805 estimated hotel room nights during the event period.

Attachments:

1. Digital Marketing Campaign Performance Report
2. Print Ad Samples
3. Influencer Marketing Engagement Summary
4. Radio and Billboard Advertising Invoices