



## Visit SoSi Tourism Sponsorship Program Final Report Instructions

All Visit SoSi Tourism Sponsorship Programs should be completed within the fiscal year the application was awarded. The Danville Office of Economic Development & Tourism is required to report on the effectiveness of the Visit SoSi Tourism Sponsorships and must also show a return on investment.

To that end, you are required to provide a brief final report on the effectiveness and outcomes of your programs. A final report must be submitted to the Danville Office of Economic Development & Tourism along with your reimbursement request within 60 days of the completion of the program. Failure to provide the final report, or failure to meet guidelines stated in the application, may result in being in default and all or a portion of the funds may not be awarded.

**The final report** is a simple, one-page narrative summary of the results of the outcomes of your program, along with a recap of your actual performance outcome. Examples include, but are not limited to:

- If a new event, registration, or ticket sales. If reoccurring event must show comparison from previous year(s)
- Number of hotel room nights generated.
- Social Media outreach efforts and results

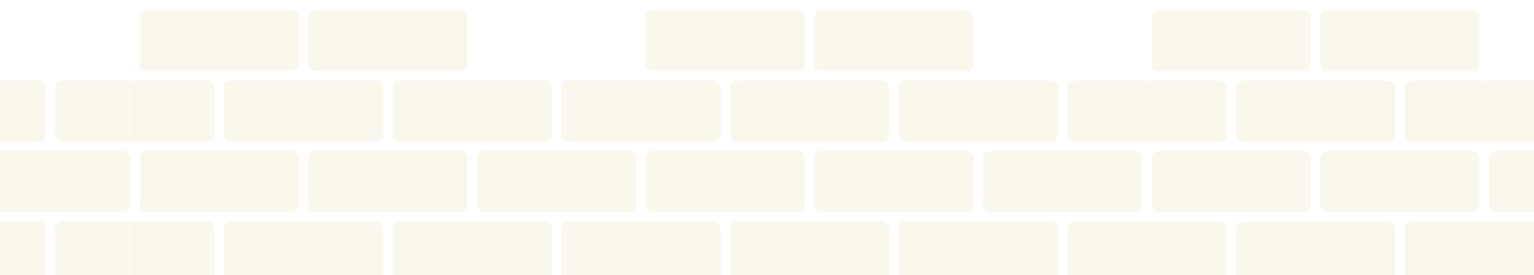
You may also include supporting materials such as screen shots, brochures, videos, marketing, advertising, etc. Photos and videos should be sent on a USB drive formatted for Windows.

You may e-mail your Final Report and supporting materials to [Lisa.Meriwether@VisitSoSi.com](mailto:Lisa.Meriwether@VisitSoSi.com). However, **DO NOT include links to supporting materials in your Final Report.** Attachments (JPG, PDF, etc.) to your Final Report email are allowed.

If you have hard copies of Final Report materials, you may mail, or hand deliver them to:

Visit SoSi Tourism Sponsorship Program  
Danville Office of Economic Development & Tourism  
427 Patton Street  
Danville, VA 24541

For questions on final reports and payment, please contact:  
[Lisa.Meriwether@VisitSoSi.com](mailto:Lisa.Meriwether@VisitSoSi.com)



## Visit SoSi Tourism Sponsorship Program Final Report

<b>Program Name</b>	
<b>Lead Contact</b>	

### **SECTION ONE**

Provide a simple, one page narrative summarizing the outcomes of your program. Provide details on the engagement of your partners, the effectiveness of your marketing program, and provide explanations on the results as measured by your Performance Measures.

### **SECTION TWO**

Below is the format for Performance Outcomes Reporting. Complete all that apply.

<b>PERFORMANCE MEASURE</b>	<b>ACTUAL OUTCOMES</b>
<b>Occupancy Tax revenue from program</b>	
<b>Did you block rooms at a local hotel? If so, what was the room night pick up?</b>	
<b>Meals tax from program</b>	
<b>Website Users</b>	
<b>Instagram reach</b>	
<b>Facebook Page reach</b>	
<b>Other Social Media reach</b>	
<b>Registration/Tickets sold</b>	
<b>Other</b>	

### **SECTION THREE**

Provide a brief recap of how you activated the Visit SoSi Tourism Brand and new City Brand as part of your application.

