



# HIGHLANDS

## NORTH CAROLINA

THE HEIGHT OF HAPPINESS | ELEV. 4118

### Tourism Grant Post Report

Date \_\_\_\_\_

Name of the Organization: \_\_\_\_\_

Event/Program Title: \_\_\_\_\_

Amount Funded: \_\_\_\_\_

1. Were grant funds used exclusively for the proposed grant initiative? Explain.
2. Did advertising and promotion reach beyond a 50-mile radius of Highlands in accordance with grant guidelines?
3. Were any grant funds used for any purpose other than that described in question 1 above? If yes, explain below.
4. Did all event advertising and promotion funded through this grant recognize Highlands Chamber of Commerce dba Visit Highlands NC as required? Attach example/s.
5. What was the total audience reach of your initiative? What was the attending audience profile? How did you determine this information?
6. What percentage of attendees were visitors from beyond a 50-mile radius of Highlands? How did you determine this number?

7. If this is an annual initiative, briefly explain plans to expand or improve.
8. Was the marketing plan submitted successful? How and why?
9. Were funds received from additional sources? What percentage of total expenses was covered by the Tourism Grant?
10. Attach the final line-item budget report for grant expenditures with accompanying receipts.

**Please attach final budget report with invoices and sample advertising and marketing copies with this report.**

**Special Note:** Any remaining grant funds not expensed must be returned to the Highlands Chamber of Commerce with this report.

I certify that the initiative is complete and that to the best of my knowledge all information presented herein is correct.

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Signature

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Title

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Date