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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<th>YES</th>
<th>NO</th>
<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 (identify papers)</td>
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<td>Magazine ads (identify magazines)</td>
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<td>Television ads (identify stations)</td>
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<td>Radio ads (identify stations)</td>
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<td>Ad in event program</td>
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<td>Brochures</td>
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Link on your website

Posters

Billboards (locations)

Public announcements at event

Reader board recognition at event

Banner at event site
If yes: CACVB will provide banner

Date picked up by you:
Date returned to CACVB:

Other:

Other:
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: ______________