



# ADVERTISING & PROMOTION

## 2019 CLOSEOUT REPORT

**Please send completed close-out reports to:**

Greene County Tourist Promotion Agency  
19 S. Washington Street  
Waynesburg, PA 15370

- Reports must be typed. Forms can be found online under the Partner Access link at [www.VisitGreene.org](http://www.VisitGreene.org).
- All grants require documentation of at least a 25 percent matching funds.
- Be sure to review all pages of the guidelines and complete as appropriate.

### Checklist for Close-out Report

- ✓ Close-out Report
- ✓ Zip-Code Capture Data
- ✓ Final Comprehensive Budget
- ✓ Matching Funds (documentation of cash and/or in-kind match)
- ✓ Invoices and receipts with proof of payment for all expenses funded by the Tourism grant.
- ✓ Tear sheets of all print advertising, scripts from broadcast advertising (must be labeled and dated), screenshots of social media posts, news coverage, clippings, etc.
- ✓ Any other relevant materials or documents: \_\_\_\_\_

### Applicant Information

Business Organization Name: \_\_\_\_\_

Contact name and Title: \_\_\_\_\_

### Event, Activity or Project Information

Event Name: \_\_\_\_\_

Grant Award: \$ \_\_\_\_\_ Matching Funds: \$ \_\_\_\_\_

## **Event, Activity or Project Overview**

Please give an overview of the event, activity or project and how you feel it went this year.

Did your event, activity or project work with other area businesses/organizations?

If your event, activity or project utilized vendors, please give a summary of what kind of vendors and where they came from.

Did the event, activity or project encourage anyone to stay at Greene County hotels and motels? How many hotel nights were secured by vendors and attendees?

What was the attendance of this year's event, activity or project? How does the number compare to previous years, if applicable?

What was the weather like for your event, activity or project? Did it affect the overall attendance?

What forms of advertising did you use for your event, activity or project?

How did you use your Tourism grant funding to support marketing and/or advertising expenditures?

Would you apply for additional funding from Tourism in the future?

### Zip Code Capture Summary

*\*If additional space is needed, please attach a separate sheet or document.*

Method of Data Collecting: \_\_\_\_\_

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| <b>Zip Code</b> | <b>City/State OR<br/>Country</b> | <b>Tally or Working Column</b> | <b>Total Attendees<br/>per Zip Code</b> |
|-----------------|----------------------------------|--------------------------------|---|
|                 |                                  |                                |   |
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### Final Event, Activity or Project Comprehensive Budget

*\*This is a template. Please adjust as necessary for your event/project.*

| Expenses               | Detailed Description | 2019 Actual Amount |
|------------------------|----------------------|--------------------|
| Advertising            |                      |                    |
| T-Shirts and Souvenirs |                      |                    |
| Food, Drinks, Etc.     |                      |                    |
| Labor Costs            |                      |                    |
| Entertainment          |                      |                    |
| Supplies               |                      |                    |
| Postage                |                      |                    |
| Rentals                |                      |                    |
| Insurance              |                      |                    |
| Other                  |                      |                    |
| Other                  |                      |                    |
| Other                  |                      |                    |
| <b>Total Expenses</b>  |                      |                    |

| Income                   | Detailed Description | 2019 Actual Amount |
|--------------------------|----------------------|--------------------|
| Rentals                  |                      |                    |
| Entry Fees               |                      |                    |
| Donations / Sponsorships |                      |                    |
| T-Shirts and Souvenirs   |                      |                    |
| Food and Drinks, Etc.    |                      |                    |
| Tourism Grant            |                      |                    |
| Other                    |                      |                    |
| Other                    |                      |                    |
| Other                    |                      |                    |
| <b>Total Income</b>      |                      |                    |

### Matching Funds

Per state regulations (Act 18 of 2016), all grant requests must provide documentation of at least a 25 percent matching fund. The Matching Fund is a requirement as the Tourism Grant cannot be the singular financial support of an event, activity or project. However, the match does not have to be entirely in cash, in-kind contributions may also be considered.

#### In-Kind Match

Up to 50% of the matching funds may be in-kind services and/or donated materials. Documentation must be provided for any in-kind match. Documentation of in-kind services must include the type of work performed, the date, the hourly rate and number of hours the work was performed and who performed the work. In-kind volunteer work is only acceptable for events (such as festivals) and only for the time the volunteer works at the event. The volunteer’s time is valued at \$10 per hour and must be documented, including dates, services they provided and hours of service.

| Name              | Date | Time In | Time Out | Total Hours | \$10/hour | Total Value |
|-------------------|------|---------|----------|-------------|-----------|-------------|
|                   |      |         |          |             | X \$10    |             |
|                   |      |         |          |             | X \$10    |             |
|                   |      |         |          |             | X \$10    |             |
|                   |      |         |          |             | X \$10    |             |
| Total Amount (\$) |      |         |          |             |           |             |

#### Cash Match

The remainder and/or full amount of the matching funds must be in cash. The cash can be a sponsorship, ticket sales, vendor rents, merchandise sales, or the organizers own financial backing. Documentation can be in the form of a letter or contract from a sponsor or vendor committing to the event, activity or project, paid receipts in excess of the grant, or a breakdown of sales and total monies collected during the event.

| Vendor, Organization, OR Sponsorship | Short Description | Documentation? | Amount (\$) |
|--------------------------------------|-------------------|----------------|-------------|
|                                      |                   |                |             |
|                                      |                   |                |             |
|                                      |                   |                |             |
|                                      |                   |                |             |
| Total Amount (\$)                    |                   |                |             |

### Breakdown of Grant Funding

*List all invoices or receipts detailing how the Tourism grant was spent along with proof of payment for all expenses funded by the Tourism grant. Attach copies of invoices and receipts to close-out report.*

- Please note that under the County of Greene, the GCTPA is tax-exempt and will not reimburse explicit sales tax expenses.

| Vendor                        | Invoice# | Short Description of Advertising/Marketing Purchases | Receipt of Payment? | Payable Amount |
|-------------------------------|----------|--|---------------------|----------------|
|                               |          |  |                     |                |
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|                               |          |  |                     |                |
|                               |          |  |                     |                |
| <b>Total Payable Expenses</b> |          |  |                     |                |

|                              |  |
|------------------------------|--|
| <b>Tourism Grant Awarded</b> |  |
| <b>Match Required</b>        |  |
| <b>Total Match Submitted</b> |  |

### Examples of Advertising/Marketing

Please provide copies/tear sheets of all print advertising, scripts from broadcast advertising (labeled and dated), screenshots of social media posts, news coverage, clippings, etc.

| Type of Advertising / Marketing | Short Description | Publication/Location | Date(s) of Advertising |
|---------------------------------|-------------------|----------------------|------------------------|
|                                 |                   |                      |                        |
|                                 |                   |                      |                        |
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### Agreement

I/We affirm that all information in this close-out report is true and correct to the best of my/our ability, and that the grant funds were used for the purposes detailed within the original grant application. I/We guarantee that I/we will abide by the Tourism Grant Guidelines and all local, state, and federal regulations as they apply. I/We understand that if the stated event or project was not held or completed within the approved timeframe, disbursed grant funds will be reimbursed to the Greene County Tourist Promotion Agency.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (print): \_\_\_\_\_ Title: \_\_\_\_\_