

FORM 2A

PROJECT REPORT
(EXISTING PROJECTS)

This form should be completed for existing projects when the application for matching funds is submitted. Existing projects are any that your region has performed in the past (Region Brochure, Tour Guide Ad, etc.). The form asks for information from last year's projects (FY11) because information from this year's projects (FY12) would not be available at the time the form has to be submitted.

REGIONAL ASSOCIATION: _____

PROJECT NAME: _____

ACTUAL PROJECT COST: _____

1. Check the box that best describes your project:

- | | | |
|---|---|--|
| <input type="checkbox"/> Brochure/Tabloid | <input type="checkbox"/> Festival Promotion | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Magazine Ad | <input type="checkbox"/> Media Kits | <input type="checkbox"/> Membership Recruitment |
| <input type="checkbox"/> Movies, Film Strips, or Slides | <input type="checkbox"/> Newspaper Ad | <input type="checkbox"/> Outdoor Posters, Signs, Banners |
| <input type="checkbox"/> Professional Contract | <input type="checkbox"/> Radio Spot | <input type="checkbox"/> Television Spot |
| <input type="checkbox"/> Travel Research | <input type="checkbox"/> Travel Show | <input type="checkbox"/> Other _____ |

2. Check the box(s) that best describes the region(s) that you targeted with last year's project (FY11):

- | | | |
|--|--|--|
| <input type="checkbox"/> In-Region | <input type="checkbox"/> Northwestern United States | <input type="checkbox"/> Southwestern United States |
| <input type="checkbox"/> Arkansas | <input type="checkbox"/> South-central United States | <input type="checkbox"/> North-central United States |
| <input type="checkbox"/> National | <input type="checkbox"/> Northeastern United States | <input type="checkbox"/> Southeastern United States |
| <input type="checkbox"/> International | <input type="checkbox"/> Other _____ | |

3. Check the box(s) that best describes the tool(s) you used to measure your project for success last year (FY11):

- | | |
|---|---|
| <input type="checkbox"/> Amount of Media Coverage | <input type="checkbox"/> Consumer Focus Group |
| <input type="checkbox"/> Conversion Study | <input type="checkbox"/> New Memberships Sold |
| <input type="checkbox"/> Number of Attendees at Event | <input type="checkbox"/> Telephone Survey |
| <input type="checkbox"/> Visitor Inquiries Generated | <input type="checkbox"/> Other _____ |

4. What were the results of the measurement of this project last year (FY11)?

5. Check the box that best describes the economic impact your project had on your region last year (FY11):

- | | |
|---|--|
| <input type="checkbox"/> 0 - \$500,000 | <input type="checkbox"/> \$500,001 - \$1,000,000 |
| <input type="checkbox"/> \$1,000,001 - \$1,500,000 | <input type="checkbox"/> \$1,500,001 - \$2,000,000 |
| <input type="checkbox"/> \$2,000,001 - \$2,500,000 | <input type="checkbox"/> \$2,500,001 - \$3,000,000 |
| <input type="checkbox"/> \$3,000,001 - \$3,500,000 | <input type="checkbox"/> \$3,500,001 - \$4,000,000 |
| <input type="checkbox"/> \$4,000,001 - \$4,500,000 | <input type="checkbox"/> \$4,500,001 - \$5,000,000 |
| <input type="checkbox"/> Over \$5,000,000 (Submit amount) _____ | |