

FORM 2B

**PROJECT REPORT
(NEW PROJECTS)**

This form should be completed for new projects (projects which were not attempted by your region last year) when the application for matching funds is 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 this project:

- | | | |
|----------------------------------------|------------------------------------------------------|------------------------------------------------------|
| <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 will use to measure your project for success:

- | | |
|-------------------------------------------------------|-----------------------------------------------|
| <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. Check the box that best describes the economic impact you expect your project to have on your region:

- | | |
|-----------------------------------------------------------------|----------------------------------------------------|
| <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) _____ | |