



## Visit Patrick County Tourism Sponsorship Program Final Report Instructions

All grant recipients are required to provide a brief final report on the effectiveness and outcomes of your programs. A final report must be submitted to the Patrick County Office of Economic Development & Tourism along with your reimbursement request within 60 days of the completion of the program. Failure to provide the final report, or failure to meet guidelines stated in the application, may result in being in default and all or a portion of the funds may not be awarded.

**The final report** is a simple, one-page narrative summary of the results of the outcomes of your program, along with a recap of your actual performance outcome. Examples include, but are not limited to:

- If a new event, registration, or ticket sales. If reoccurring event must show comparison from previous year(s)
- Number of overnight stays generated
- Social Media outreach efforts and results

You may also include supporting materials such as screen shots, brochures, videos, marketing, advertising, etc.

You may e-mail your Final Report and supporting materials to [gcooper@co.patrick.va.us](mailto:gcooper@co.patrick.va.us). Attachments (JPG, PDF, etc.) to your Final Report email are allowed.

If you have hard copies of Final Report materials, you may mail, or hand deliver them to:

Visit Patrick County Tourism Sponsorship Program  
Patrick County Office of Economic Development & Tourism  
106 Rucker Street  
Stuart, VA 24171

For questions on final reports and payment, please contact:

Grace Cooper, Tourism Manager, [gcooper@co.patrick.va.us](mailto:gcooper@co.patrick.va.us)



## Visit Patrick County Tourism Sponsorship Program Final Report

Program Name:

Lead Contact:

### SECTION ONE

Provide a simple, one page narrative summarizing the outcomes of your program. Provide details on the engagement of your partners, the effectiveness of your marketing program, and provide explanations on the results as measured by your Performance Measures.

### SECTION TWO

Below is the format for Performance Outcomes Reporting. Complete all that apply.

PERFORMANCE MEASURE	What were your numbers when you submitted your application? (Projected Outcomes)	What are your numbers today? (Actual Outcomes)
Transient Occupancy Tax revenue from program		
Meals tax from program		
Website Users		
Instagram reach		
Facebook reach		
Other social media reach		
Registration and/or tickets sold		
Other		

### SECTION THREE

Provide a brief recap of how you activated the Visit Patrick County Tourism Brand as part of your application.