

Fall 2024 Tourism Product Development Grant

Grant Usage Report

**Grantee Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

This form should be used to notify Explore Newnan-Coweta of your organization’s grant fund usage and activity. Please complete each area and be as detailed as possible. Additional sheets can be attached if necessary. Grant Usage Reports are due to ENCI within 30 days of the end of the grant cycle for which grants were approved or within 30 days of the end of the event/program. ENCI reviews and records the Grant Usage Reports for grant expenditures and activity verification, reporting filings and as a critical factor in determining qualification for future applications. If a Grant Usage Report is not received by the dates outlined below, it will jeopardize the possibility of awarding further grants. Email usage report and materials to info@explorenewnancoweta.com.

**Grant Award Amount**: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Amount Spent**: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Program and Results**

1. **Describe the progress made towards the goals and objectives of the grant as described in the Tourism Marketing Grant Application and submitted marketing plan (if applicable).**Click here to enter text.

1. **For marketing grants, please list the marketing/advertising activities contracted to market the asset, program or event. Please provide copies, photos, screen captures, tear sheets, etc. of each activity listed and proof of return on investment (ROI) when possible. If additional space is needed, the grid below can be duplicated and attached to the Grant Usage Report.**

|  |  |  |
| --- | --- | --- |
| **Advertising/Marketing Activity**  | **Cost** | **Results / ROI** |
| Click here to enter text. | Click here to enter text. | Click here to enter text. |
| **Click here to enter text.** | Click here to enter text. | Click here to enter text. |
| Click here to enter text. | Click here to enter text. | Click here to enter text. |
| Click here to enter text. | Click here to enter text. | Click here to enter text. |

 TOTAL $Click here to enter text.

1. **For programs or assets, describe how the grant was used to invest in the project. (include any activities, promotions, experiences, studies, etc)**

Click here to enter text.

1. **For events/meetings/conferences/conventions, please list room nights booked as well as total attendance/registration. (break out based on lodging property).** **If additional space is needed, the grid below can be duplicated and attached to the Grant Usage Report.**

**Total attendance/registration**: Click here to enter text.

|  |  |  |  |
| --- | --- | --- | --- |
| **Lodging Property**  | **# of Rooms** | **# of Nights** | **Total Room Nights** |
| Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| Click here to enter text.Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
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I certify that I am an authorized officer/employee of the above referenced organization. I also certify that the information provided in this Grant Usage Report is accurate and complete. I understand that the organization above may only use the grant funds for advertising and marketing activities as described during the application process. I understand that if ENCI deems that any funding has not been used as indicated in the application, these funds will be promptly returned to ENCI.

Signature: Click here to enter text.

Print: Click here to enter text.

Email: Click here to enter text.

Phone Number: Click here to enter text.