



Attractions Marketing- Status/Final Report Fiscal Year _____

*Please submit as a status report, if you haven't implemented all marketing and are not ready to request reimbursement. All final reports/requests for reimbursement are due in September**

Attraction Name:

Reporting Date:

Funding Manager:

EMAIL:

Address:

Phone:

Check one: Status Report Final Report

Answer each question as it relates to your TDC funded Attractions marketing plan and attach Appendix B-Goals & Outcomes

1. Name of Project and Amount of TDC funds awarded:

2. What is the overall assessment of your marketing efforts? Did they have the anticipated results?

3. List the major objectives of the grant as outlined in your request and how the grant funds helped (or is continuing to) achieve them. If objectives were not met, please explain why and how you plan to address in the future.



4. Elaborate on how you shifted your marketing to continue to reach your audience post Hurricane Ian, if applicable.
5. Describe how you collaborated with other businesses, organizations, or agencies through this project and what the value of that was?
6. What recommendations do you have for improved results in the future?
7. What VCB workshops and assistance did you participate in and find helpful?
8. How can the VCB better assist your attraction in the future?

**Refer to program guidelines for deadlines and details regarding reimbursements:*
<https://www.visitfortmyers.com/lee-vcb/funding-programs/attractions-marketing>

Appendix B: Goal Outcomes Chart-Attractions Marketing Funding –Provide detail on year over year measurements.

Name of attraction:

Performance Indicator	2022-23 Results	2023-24 Results	2024-25 Objectives	Measurement Tool	2024-25 Results
Total Attendance Out of town vs. local				e.g. admission, ticket sales or coupons redeemed	
Website traffic-click thru rate, eNews open rate				e.g. Google Analytics	
Visitor satisfaction levels				e.g. Visitor Surveys	
# of Hotel/Restaurant or other partner packages sold					
Social media engagement					
Other					
Other					