

**SPECIAL MARKETING PROJECTS PROGRAM
FINAL REPORT**

APPLICANT/ ORGANIZATION _____

EVENT DIRECTOR _____

MAILING ADDRESS _____

PHYSICAL ADDRESS (IF DIFFERENT) _____

TELEPHONE NUMBER _____ EMAIL ADDRESS _____

WEB ADDRESS _____ FAX _____

EVENT TITLE _____

DATE(S) OF EVENT _____
Month/Year

EVENT WORK BEGAN _____ EVENT WORK COMPLETED _____
Month/Year Month/Year

OTO GRANT FUNDS AWARDED \$ _____

OTHER FUNDS RECEIVED \$ _____

TOTAL EVENT BUDGET \$ _____

AMOUNT OF OTO GRANT FUNDS DUE (30%) \$ _____

HOW MANY PEOPLE ATTENDED YOUR EVENT? _____

HOW MANY HOTEL ROOM NIGHTS WERE BOOK AS A RESULT OF YOUR EVENT IN
OXFORD, MS HOTELS/MOTELS/B&B'S? _____ (YOU MUST ATTACH PRINT
OUTS AS PROOF OF THIS NUMBER)

GIVE A BRIEF DISCRIPTION OF YOUR EVENT.

WHAT WAS YOUR EVENTS ECONOMIC IMPACT ON OXFORD AND LAFAYETTE COUNTY?

Final Report Inclusions

The following items must be included in the final report submitted to Visit Oxford in order to receive final payment:

- (1) Completed Final Report
- (2) Print outs from Oxford Hotels showing the number of room nights generated from your event.
- (3) Marketing Plan (page 5 of original application) and examples of advertisements, printed material, or online materials promoting your event and exhibiting the Visit Oxford advertising template.
- (4) Examples of unpaid media coverage (if applicable).
- (5) Invoices and canceled checks showing payment for items that were approved by the Special Marketing Projects program (items listed on original application).
- (6) Signature of the Project Director verifying the project's completion and all information in this final report is accurate.

Project Director's Signature

Date