

# TGRC (TGRC) Final Project Report

TGRC recipients must complete the Final Project Report to describe the accomplishments of the project or event as described in the TGRC contract signed between the grantee and the HVAB within 90 days after completion of project and no later than June 30, 2021 and must provide a narrative that will enhance our understanding of the success of your project.

The Final Project Report must be signed by the TGRC recipient's Executive Officer.

Name of Grantee:

Grant Application Number:

I. Final Project Report

## Specific:

Describe how the project/event has specifically increased non-resident visitation and expenditures since completion.

## Measures:

Identify the measure(s) and/or metric(s) utilized to track progress, such as targets or milestones, of increased non-resident visitation and expenditures due to the completion of the project/event.

1. # Number of Overnight Stays
2. Includes metrics from media impressions (i.e. radio, tv, etc)
3. # Number of Visitors beyond Centre County (50mile radius)
4. % Percent of Daily Visits
5. # Number of Additional Visits/Repeat Visits

### **Achieved:**

Describe in quantifiable terms how the project/event has achieved the goals, objectives, or outcomes, since completion of the project to date.

### **Relevant:**

Detail how relevant the completed project/event is to the community, the tourism partnerships, and how the completed project/event is being promoted to the community, and by the community. Include a specific success story about the project/event from an individual or community partner.

*\*applicants are encouraged to make arrangements with our marketing team to review data from our AirSage, STAR data, Air DNA, Visa Vu, Social Media and website analytics*

## **II. Final Project supporting documents**

*The following should be submitted with your final report in a zip file. Scan the necessary documents into a folder and add to your zip file. All folders and files should include the grant name and grant application number.*

### **Marketing/Media**

Successful projects will leverage a communications strategy that will use multiple media and communication tools. It will also track media impressions to measure geographic influence. Trace the achievement of the project/event by providing photos from the event or of a construction project, screenshots of a website or media project, or statistical graphics of increased traffic/expenditures as a result of the completed project.

1. Includes evidence of print media, electronic media, radio, tv, and/or billboard ads (i.e. email blasts, photos, receipts)
2. Includes metrics from media impressions (i.e. radio, tv, etc)
3. Includes evidence of speaking engagements (i.e. programs, etc.)

### **Cost Effective Budget Management**

All expenditures are logical and adhere to HVAB guidelines. Copies of all receipts have been provided and correlate with the success of the project and the stimulation of the local economy.

1. Includes evidence of additional financial sources
2. Auditable financial accounting for all expenditures from grant funds
3. Itemized list of expenses with copies of receipts

### III. Certification of Grantee

It is hereby certified that all activities under taken by the TGRC recipient with funds provided under contract enter grant application number [LM1] have been carried out in accordance with said contract; and that

- A. Statements and information contained in this Final Project Report are true and correct;
- B. There are no unpaid costs, liens, or third-party claims remaining against the TGRC project;
- C. It is hereby acknowledged that any remaining unexpended balance of TGRC funds for the TGRC project under this contract have been retained or recovered by the HVAB; and
- D. All records related to grant activities are available on request and will be kept by the TGRC recipient for three years after the date of the submission of the Final Project Report.

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(typed Name and Title of Authorized Signatory)

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(Signature of Authorized Signatory)

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(Date)