



SWLA Convention & Visitors Bureau

Tourism Marketing Grant

Final Report Instructions



TMI FY2017-2018

The final report is a tool to evaluate the outcomes of your activities under the SWLA Convention & Visitors Bureau Tourism Marketing Grant Program. There are four main purposes to this report:

1. To determine your project or organization's effectiveness after completion of the grant activity period;
2. To gain direction for future improvements;
3. To be fiscally accountable to the Lake Charles/SWLA Convention & Visitors Bureau for use of grant funds;
4. To demonstrate compliance with the regulations, laws, terms, and conditions of the grant program.

This report should be reviewed before submitting it to the Arts Council office.

If it appears that your organization will not use 100% of the awarded grant funds, you must contact the Arts Council office immediately and before the final report is submitted so that funds can be redistributed.

If you should have any questions regarding these instructions or the final report form, please contact Robin Abshire, Community Development Coordinator, at (337) 439-2787 or at robina@artscouncilswla.org.

Requirements

The final report is due within 30 days of the completion of grant activities or on July 28th, 2018, whichever comes first. You will receive the final 25% of your total grant award after the final report has been received and approved by the Arts Council of SWLA.

The final report must include the following:

1. Completed evaluation forms of the project (for project assistance grants);
2. Grant expenditure documentation with proofs of payments;
3. Samples of printed materials reflecting the grant acknowledgement statement and appropriate logos showing that credit has been given to the Lake Charles/SWLA Convention & Visitors Bureau and the Arts Council of SWLA;
4. Copies of newspaper/magazine articles, press releases, or similar reports of activities held;
5. Images of activities, programs, services, and events sponsored by the grant.

Failure to submit a timely, accurate, and acceptable final report or failure to comply with all the rules, regulations, law, terms, and conditions described in the FY2017-2018 SWLA Convention & Visitors Bureau Tourism Marketing Grant guidelines, signed grant agreement, and original signed application may result in forfeiture of grantee's grant award, either partial or full, as well as ineligibility to apply in future rounds of any Arts Council grant program, and persistent failure may result in forfeiture of the original grant award and appropriate legal action.

The following provides step-by-step instructions on the type of information required for each item on the final report.

1. Grant Information

- 1a. Grant Number** is the number of your grant found on your grant agreement.
- 1b. Grant Awarded** is the total amount received by your organization for the grant.
- 1c. Grant Expended** should equal the total grant awarded. This number should only be different if you did not spend all of the grant funds awarded. If at any time during the fiscal year you have determined that not all grant funds will be used, immediately contact the Arts Council. Any unused grant funds will be re-allocated or returned to the City of Lake Charles, and your organization may become ineligible to receive future grants if this notification is not received by the Arts Council within 90 days of the grant award.
- 1d. Organization Name** is the organization's name that is listed with the Louisiana Secretary of State.
- 1e. Address, City, Parish, State, and Zip** are your organization's domicile address as listed with the Louisiana Secretary of State.
- 1j. Project Director/Title, Phone, and Email** need to be connected to the person who should be able to answer all questions related to the training or consultancy as well as answer questions related to the financial documentation. If the person is not affiliated with the organization receiving funds, indicate relationship to the organization receiving grant funds. This person should NOT be a contracted grant writer.
- 1m. Project Title** (for project assistance only) identifies the project for which you received grant funds; this is particularly important if you received funding for more than one project.

2. Actual Project Activity Details

Date, Type of Activity, Location, Artist/Group, and Audience # should all be recorded for the event, in exact numbers (when possible) or approximations.

3. Total Actual Audience

- 3a. Number of Youth Benefitted** is the number of youth under the age of 18 who attended performances, took part in classes and workshops, and overall were impacted by your service or event that the grant funded.
- 3b. Number of Adults Benefitted** tracks attendance for grant-funded projects and services that impacted a general audience. This includes general audience members, adults involved in youth-oriented projects, adults taking part in classes and workshops, etc.
- 3c. Total Attendance of All Activities** is the total number of adults, teachers, students, and general public that attended your grant-funded activities, programs, and services.

4. Total Artists and Artistic Fees Paid

- 4a. Total Number of Artists Involved** includes all artists directly involved in providing art or artistic services specifically identified with the funded project. Include living artists whose work is represented in an exhibition. This also includes artists who benefitted from attending targeted workshops and classes.
- 4b. Total Number of Artists Paid** includes the number of artists who received payment for artistic services through the funded arts project.
- 4c. Total Amount Paid to Artists** is the total amount, beyond the grant funds, that was paid to all contracted artists that were involved in programs, services, and projects funded by the grant. For organizational support, include artists that were paid during the fiscal year.

5. Narrative

The narrative is an opportunity for you to explain the final outcomes of your arts project as it relates to the evaluation criteria – artistic merit, need and impact, planning and design, administration and budget.

Check the appropriate box and provide explanations when needed. The following information will assist you in completing each of the questions. You may complete the narrative on additional sheets of paper if necessary.

- 5a. Write a narrative of the completed project activity, including who/what/when, and any changes from the original plan to the amended/completed project.
- 5b. Include a tally of people who benefitted – participants and attendants.
- 5c. Include specifics about the providers of artistic services (dancers, artists, authors, etc.), including their discipline/expertise, and pay (per hour, daily, per 2-hour session, etc.).
- 5d. Include specifics about the sites where the project activity occurred – street corner, gallery, theatre, etc.
- 5e. Include names and response/attendance of elected officials notified/invited to project activity.
- 5f. Include explanations of the assessment processes for the project activity, and supply examples when available (survey forms, questionnaires, etc.)
- 5g. Detail the economic impacts this project activity had on the community – people employed, payroll, businesses involved, amount paid for services, locals vs out-of-towners, hotel guests, etc. (educated guesses/estimates for numbers are acceptable).
- 5h. Detail how the Grant’s financial support impacted your project activity – what did you accomplish with the funds that you might not have been able to without them, suggestions for future grant cycles, etc.
- 5i. Check all that apply for project promotion, and explain how the variety of marketing formats impacted your project activity (if you earned the 5 point bonus).
- 5j. Check all that apply for current and future projects.

6. Final Project Budget

Unlike the grant application’s budget which shows a projected list of income and expenses, this is where you show the actual amounts spent in implementing your grant-funded programs, services, and projects. The final project budget should list all expenses and income received as a result of your arts project. This includes both grant and additional cash received for this project.

Below are the definitions for each line item listed under Total Project Expenditures:

- (A) **Print & Online Ads** refers to the cost of any print subscription/purchase or service fee for online advertising.
 - (B) **Digital & Print Billboards** refers to the cost of digital and/or print billboard advertising.
 - (C) **Printing (Brochures, Flyers, Posters, etc.)** refers to the cost of any printing; type and cost do not have to be listed separately, printing can be listed as one lump sum.
 - (D) **Radio & TV Ads/Commercials** refers to the costs of radio and/or TV ad time slots, runs, etc.
 - (E) **Professional Services (Public Relations, Graphic Design, etc.)** refers to paid artistic services by companies or individuals considered OR not considered employees (designate) of the organization.
 - (F) **Website Development** refers to paid non-artistic services provided by companies or individuals not considered employees of the organization (e.g., web development, photography, writing, programming, etc.).
 - (G) **Signage (Pole/Street Banners, Event Banners, etc.)** refers to the cost of hanging/standing signage.
 - (H) **Postage/Shipping Costs** refers to the cost for mailing and shipping related to the project (invitations, bulk mailing, etc.).
 - (I) **Other** refers to expenses not listed under any other expense category. Identify all other expenses in the space provided (the box expands as you type).
- Total Expenses** should total all line items and include both grant and cash. This should be a

representation of all costs associated with the funded project.

7. Grant Expenses Documentation and Breakdown

Your grant comes from Lake Charles/SWLA Convention & Visitors Bureau dollars and is subject to review by their auditor. Documentation is required for all grant funds. All grantees are responsible for providing evidence that grant funds were spent appropriately and on eligible project expenses. The Arts Council has the right to refuse any final report based on financial documentation submitted and will hold final payment until appropriate documentation is received. Attach copies of payment documentation to the Grant Expenses Documentation and Breakdown page.

Grant Expenditure Documentation provides a quick, easy reference regarding payments made with grant funds. You must attach a copy of all documentation to this page. Please provide the following information as it relates to grant funds:

- **Expenses Category** refers to the corresponding letter for the expense as listed on the Total Project Budget.
- **Date of Payment** refers to the date the documentation is referencing, such as the date of the check, the date of the receipt, the date of the invoice, etc. Expenses may only be incurred and paid for between June 15, 2017 through June 14, 2018.
- **Payment Document** refers to the type of documentation that is attached to this form. Only grant funds need to be documented. Eligible documentation includes copies of receipts, invoices, and other documents showing billable services.
- **Proof of Payment** is the accompanying document that shows evidence of payment. This includes cancelled checks, bank statements showing cancelled checks, credit card statements, or evidence of receipt of payment. An invoice with no proof of payment will not satisfy this category.
- **Name of Payee** is the person or company payment is made to.
- **Total Amount Paid** is the total amount of the check or payment made and can be greater than what was paid with the grant.
- **Amount Paid with Grant** is the portion, either whole or in part, of the total amount paid with grant funds.

Example: An artist submits an invoice in the amount of \$5,000. Your organization received a grant in the amount of \$2,300 and paid \$2,000 towards the artist fee and \$300 towards marketing. The Grant Expenditure Documentation page should like this:

Expenses Category (A-O)	Date of Payment	Payment Document (Invoice, Receipt, etc.)	Proof of Payment (Cancelled Check, Bank Statement, etc.)	Name of Payee	Total Amount Paid	Amount Paid with Grant Funds
E	4/17/14	Invoice	Cancelled Check #763	Donna Smith	\$5,000	\$2,000
J	6/23/14	Receipt	Bank Statement	Vistaprint	\$600	\$300

You must also provide evidence of the cancelled check as proof of payment.