**Final Report due 30 days after project ends or July 31, 2025,**

**whichever comes first.**

**Submit Final Report to:**

**Erica Barrios**

**Community Development Coordinator**

[**ericab@artscouncilswla.org**](mailto:ericab@artscouncilswla.org)

**Visit Lake Charles**



A picture containing food

Description automatically generated

**Tourism Marketing Grant Program**

**FY 2024-2025**

**Final Report**

**1. Applicant Data**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1a. Grant Number:** | | | | |  | | | **1b. Grant Awarded:** | | | | **$** | | **1c. Grant Expended:** | | **$** | |
| **1d. Organization Name:** | | | | | |  | | | | | | | | | | | |
| **1e. Address:** | | |  | | | | | | | | | | | | | | |
| **1f. City:** |  | | | | | | **1g. Parish:** | | |  | | | **1h. State:** Louisiana | | **1i. Zip:** | |  |
| **1j. Project Director/Title:** | | | | | | |  | | | | | | | | | | |
| **1k. Phone:** | |  | | | | | | | **1l. Email:** | |  | | | | | | |
| **1m. Project Title:** | | | |  | | | | | | | | | | | | | |

**2. Actual Project Activity Details**

*Use next page as well if needed.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **DATE** | **TYPE OF ACTIVITY** | **LOCATION** | **ARTIST/GROUP** | **AUDIENCE #** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **DATE** | **Type of ACTIVITY** | **LOCATION** | **WHO** | **AUDIENCE #** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**3. Total Actual Attendance** **4.** **Total Artists and Artistic Fees Paid**

|  |  |  |  |
| --- | --- | --- | --- |
| 3a. Number of Youth (Ages 18 and Under) Benefitted: |  | 4a. Total Number of Artists Involved: |  |
| 3b. Number of Adults Benefitted: |  | 4b. Total Number of Artists Paid: |  |
| 3c. Total Attendance of All Activities: |  | 4c. Total Amount Paid to Artists: |  |

**5. Narrative.** *You may complete the narrative on separate sheets of paper.*

**Instructions**

The narrative must include the following points. Though these may appear self-evident, all of these points are necessary to ensure that the Arts & Humanities Council of SWLA has accurate statistics available for use in future budget requests to Visit Lake Charles (the Lake Charles/SWLA Convention & Visitors Bureau).

1. Describe the actual completed project activity: include what occurred, when it occurred, and who was involved. Discuss any changes from the original grant application to the amended grant.
2. Include the total number of people who benefited, either as participants or in attendance of the project/services.
3. Include the names of all providers of artistic services, their discipline or expertise and how much they were paid. Be specific

in describing their payment, such as $15 per hour, $50 per three-hour session, etc.

1. Include the actual sites of the project activity. Be specific with the names of the galleries, theatres, schools, etc., where these sites are located.
2. Include the names of elected officials notified/invited to the project activity and what was their response.
3. Describe the evaluation methods used to determine the project’s success and quality. Quantitative evaluations are not required; qualitative evaluations are acceptable. Positive documented responses from those who benefited from the project are welcome as additional attachments.
4. Discuss economic effects on our community resulting from the project, such as the number of people employed and the actual payroll; the number of local businesses involved and the amount paid to them for services and supplies; the number of out-of-town participants who stayed in hotels and the amount they spent; and the number of local and out-of-town participants who dined out either before or after the project activity and the amount they spent. *Exact figures are not necessary and may not be available; therefore an educated guess is acceptable.*
5. Discuss the significance of the Grant’s financial support and technical assistance in the success of your project. Include that which you could not have accomplished without these funds and staff assistance, along with suggestions and needs for the existing Tourism Marketing Initiative Grant Program.

**5i. How was the project promoted to the public?** *Check all that apply:*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ☐ | Direct Mail |  | ☐ | Flyers |  | ☐ | Posters |  | ☐ | Social Media/Online Ads |
| ☐ | Banners |  | ☐ | Radio |  | ☐ | Television |  | ☐ | Newspaper/Magazine Ads |
| ☐ | Billboards |  | ☐ | Word of Mouth |  | ☐ | Other: | | | |

**If you qualified for the bonus points by utilizing 4 or more types of marketing, briefly explain how this impacted**

**your event**.

**5j. Does your organization require assistance from the Arts & Humanities Council in any the following areas?** Check all that apply.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **☐** | Event Planning |  | **☐** | Fundraising |
| **☐** | Artist Selection |  | **☐** | Volunteer Management |
| **☐** | Administration Management |  | **☐** | Community Outreach |
| **☐** | Evaluation Methods |  | **☐** | Educational Outreach |
| **☐** | Budget/Financial Management |  | **☐** | Board of Directors Development |
| **☐** | Marketing/Promotions |  | **☐** | Audience Development/Arts Participation |

##### 6. Final Project Budget

|  |  |
| --- | --- |
| **REVENUE – Please list exact figures including dollars & cents.** | **CASH** |
| **SWLA Convention & Visitors Bureau Tourism Marketing Grant Received** |  |
| **Other Cash Support** |  |
| **Total Revenue** |  |

|  |  |  |
| --- | --- | --- |
| **EXPENSES - Please list exact figures including dollars & cents.** | |  |
|  | Outside Professional Services (Artistic, Tech, etc.) |  |
|  | Major Event Expenses (Venue & Equipment Rental, Supplies, Insurance, Security, Personnel etc.) |  |
| **Marketing & Promotions Breakdown** | |  |
| **A** | Print & Online Ads |  |
| **B** | Digital & Print Billboards |  |
| **C** | Printing (Brochures, Flyers, Posters, etc.) |  |
| **D** | Radio & TV Ads/Commercials |  |
| **E** | Professional Services (Public Relations, Graphic Design, etc.) |  |
| **F** | Website Development |  |
| **G** | Signage (Pole/Street Banners, Event Banners, etc.) |  |
| **H** | Postage & Shipping |  |
| **I** | Other (Please list) |  |
|  | **Total Expenses** |  |

7. Grant Expenditures Summary

*Type in the amount spent in grant funds only for each expense category. A further breakdown of these expenses will follow.*

|  |  |  |  |
| --- | --- | --- | --- |
| **A** | **$** | **F** | **$** |
| **B** | **$** | **G** | **$** |
| **C** | **$** | **H** | **$** |
| **D** | **$** | **I** | **$** |
| **E** | **$** |

8. Grant Expenses Documentation and Breakdown

Staple a photocopy of each cancelled check or bank statement to its accompanying invoice, receipt, or artist timesheet and attach behind the final report. Please list in the same order that you attach invoices/receipts and cancelled checks to the back of the report. List only Visit Lake Charles Tourism Marketing Grant expenses, not expenses paid through other means. The “Total Amount Paid” column may be more than the “Amount Paid with Grant Funds” column, as long as the “Grant” column adds up to the precise amount of your grant award. *Do not round up or use estimated figures here, use actual amounts.* See the final report instructions for assistance.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Expenses Category (A-M) | 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 |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

**Check List**

Completed Final Report Form with original signatures

Completed Evaluation Forms from Artist, Presenter, Schools, and/or Audience Members, if available

Grant Expenditure Documentation with Proofs of Payments

Electronic copies of printed materials, which include proper credit and appropriate logos from Visit Lake Charles and the Arts & Humanities Council. Statements and logos are **required** on all printed promotional material associated with the project including, but not limited to, all mailings, programs, posters, flyers, etc. A copy of a public service announcement containing the statement may also be submitted.

Copies of press releases and newspaper reviews or similar reports of activities under this grant

Images of grant sponsored activities

**Assurances**

We, the undersigned, hereby certify that to the best of our knowledge and belief all the facts, figures and representations in this final report of the Visit Lake Charles Tourism Marketing Grant Program are true and correct; that all programming activities and/or services were completed in accordance with the terms and conditions set forth in the guidelines and grant agreement, and that all expenditures attributed to the Grant were in accordance with the approved budget for this grant as substantiated by the attached documentation.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Grantee Signatures** | | |  | |
| **Authorizing Official (President or Chair)** | | | **Project Director** | |
| **Signature** |  |  | **Signature** |  |
| **Typed Name** |  |  | **Typed Name** |  |
| **Title** |  |  | **Title** |  |
| **Date** |  |  | **Date** |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Arts Council Signatures** | | |  | |
| **Signature** |  |  | **Signature** |  |
| **Typed Name** | Cameron Fultz |  | **Typed Name** | Erica Barrios |
| **Title** | Executive Director |  | **Title** | Community Development Coordinator |
| **Date** |  |  | **Date** |  |

**REQUEST FOR FINAL PAYMENT, TMI FY2024-2025**

**TO:** Arts Council of SWLA

809 Kirby Street, Suite 202

Lake Charles, LA 70601

**FROM:**  [Applicant]

[Mailing Address]

**RE:** Visit Lake Charles Tourism Marketing Grant FY2024-2025

Grant #: TMI 24/25- XXX

Title of Project:

This document requests the final payment of $      for the above-mentioned grant, which will equal 25% of the grant award of $[Total Grant Award]. It is understood that this is the final of two payments issued by the Arts & Humanities Council for this grant. Funds will be electronically sent to the account held by the above grantee organization.

It is understood that this final payment will be made only after the final report provided by the grantee has been reviewed and approved by the Arts & Humanities Council, and that the grant funds will be expended between June 15, 2024 and June 14, 2025. Grant funds are conditioned upon the availability of funds appropriated to the Arts & Humanities Council of SWLA by Visit Lake Charles.

You also hereby agree to retain copies of all materials related to this grant award for a minimum of three years and that the Legislative Auditor of the State of Louisiana shall have the option of auditing all accounts related to this grant. You also agree that the responsibility for payment of taxes from the funds thus received under this Grant Agreement is the obligation of Grantee.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Grantee Signatures** | | |  | |
| **Authorizing Official (President or Chair)** | | | **Project Director** | |
| **Signature** |  |  | **Signature** |  |
| **Typed Name** |  |  | **Typed Name** |  |
| **Title** |  |  | **Title** |  |
| **Date** |  |  | **Date** |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Arts Council Signatures** | | |  | |
| **Signature** |  |  | **Signature** |  |
| **Typed Name** | Cameron Fultz |  | **Typed Name** | Erica Barrios |
| **Title** | Executive Director |  | **Title** | Community Development Coordinator |
| **Date** |  |  | **Date** |  |