

**VTC Special Events & Festivals Program**

**Final Report Instructions**

All VTC Special Events and Festivals reimbursements and reporting should be completed within 60 days of the conclusion of the special event or festival. VTC is required to report on the effectiveness of the VTC Special Events and Festivals Program to our stakeholders. VTC must show a return on investment of the program and demonstrate that the funding has a significant economic impact.

To that end, you are required to provide a brief final report about your special event or festival. A final report must be submitted to the VTC, either with your final reimbursement request, or within 60 days of the conclusion of the event. Failure to provide the final report, proof of VTC as an interested party of the event liability policy, or failure to meet guidelines stated in the application, may result in being in default and any funding awarded to date may be refundable to VTC.

The final report is a simple, two-page narrative summary of the results of the outcomes of your special event or festival along with a recap of your projected Performance Outcomes with actual outcomes. This should reflect and validate the Performance Outcomes you identified in your original application.

You may also include supporting materials such as screen shots, brochures, videos, etc. Such materials should be sent via USPS or another courier. **Photos and videos should be sent on a USB drive formatted for Windows.**

You may e-mail your Final Report and supporting materials to VTCSEFProgram@virginia.org. However, **DO NOT** **include links to supporting materials in your Final Report.** Attachments (JPG, PDF, etc.) to your Final Report email are allowed. However, please limit the number of attachments and use a USB Drive for large files.

If you have hard copies of Final Report materials, you may return them via USPS or another courier to:

VTC Grants Team  
901 East Cary Street; Suite 900  
Richmond, VA 23219

For questions on final reports and reimbursements, please contact:  
nsaddeen@virginia.org

**VTC Special Events & Festivals Program Final Report**

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| --- | --- |
| **Application Number** |  |
| **Applicant** |  |
| **Event/Festival Name** |  |
| **Event/Festival Date(s):** |  |

**SECTION ONE**

Provide up to two pages of narrative summarizing the outcomes of your special event or festival. Provide details on how you targeted your feeder markets, drove out of state and out of region visitation, and how you expanded or enhanced your special event or festival visitor experience, such as new performers, an additional stage, vendor market, etc. Also provide explanations on the results as measured by your Performance Measures.

**SECTION TWO**

Below is the format for Performance Outcomes Reporting. We have prefilled the first three Performance Outcomes that all applicants were asked. You also need to list the three additional Performance Outcomes you listed in your application

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| --- | --- | --- |
| **PERFORMANCE MEASURE** | **What were your numbers when you submitted your application?**  **(Projected Outcomes)** | **What are your numbers from the special event or festival?**  **(Actual Outcomes)** |
| **# Special Event or Festival Attendees** |  |  |
| **# of special event or festival attendees that stayed at least one night in the locality where the special event or festival takes place?** |  |  |
| **# of special event or festival attendees who were day trip visitors coming from at least 50 miles away?** |  |  |
| **# of special event or festival attendees are locals who live within 50 miles of the special**  **event or festival?** |  |  |
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**SECTION THREE**

Provide a brief recap of how you activated the Virginia is for Lovers logo as part of your application. Refer to your original application’s Bonus section.