Nature's MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV®

Pocahontas County Convention and Visitors Bureau
EVENT MARKETING GRANT SUMMARY REPORT

This form must be filed with the CVB Event Marketing Grant Coordinator within 60 days of the conclusion of the awarded event.

Event name: _____

Date of Event: _____

Business/organization: _____

Contact Person: _____

Address: _____

Telephone: _____

Email:_____

Amount of Grant funding awarded: _____

Please explain how the grant funds were used (please attach an itemized list or spreadsheet):

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SECTION I: ATTENDANCE

Estimated attendance: _____

How did you arrive at this attendance number? _____

Do you feel this event was successful?

Yes _____ No _____

Please explain:

Do you have any knowledge that this event generated overnight stays in the county?

Do you plan to repeat this event?

Yes _____ No _____

Comments or suggestions related to your event:

SECTION II: MARKETING & ADVERTISING IMPACT

Please provide the following information for advertising and marketing purchased with PCCVB Event Marketing Grant funds. Please attach all applicable invoice copies, receipts for your grant expenses along with grant funded advertising tear sheets, copies, brochures printed, etc.

Total amount spent on advertising and marketing: $_____

Marketing Channels Used:

☐ Social Media

Amount Spent: $_____

Impressions/Reach:

Clicks/Engagement:

Other Results/Metrics:

☐ Google/Digital

Amount Spent: $_____

Impressions/Reach:

Clicks/Engagement:

Other Results/Metrics:

☐ Print

Amount Spent: $_____

☐ Radio

Amount Spent: $_____

☐ Other:

Amount Spent: $_____

Were there any unused grant funds to be returned to the PCCVB?

Yes _____ No _____

If yes, how much? _____

(Please attach a check with this Summary Report)

SECTION III: AUDIENCE & GEOGRAPHIC REACH

Who was the primary audience for your advertising?

☐ Local Visitors (traveling less than 50-miles to event)/Pocahontas County Residents

☐ Statewide Visitors

☐ Regional Visitors

☐ Other:

If digital advertising was used, please list the areas where advertising was targeted:

Approximate percentage of advertising targeted 50+ miles outside of Pocahontas County: _____

SECTION IV: OVERALL EVENT ADVERTISING CAMPAIGN RESULTS

What were the most successful aspects of your event marketing campaign?

What advertising or marketing channel(s) provided the most impact for event promotion?

Reviewing your event marketing campaign, what would you do differently in the future?

Signature: _____

Date: _____

Mail, email to or deliver to:
Pocahontas County CVB
PO Box 275
301 8th Street
Marlinton WV, 24954
ladams@pocahontascountywv.com

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