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FESTIVAL COUNTRY INDIANA (JOHNSON COUNTY CONVENTION, VISITOR AND TOURISM BOARD) GRANT PROGRAM

To receive the funds awarded by the Johnson County Convention, Visitor and Tourism Board, complete this form after your event has concluded or product has been developed and submit with paid invoices, canceled checks and/or copies of the receipts with checks numbers indicated on them, and copies of all promotion/marketing materials within 60 days of the completion of the event or project, or by December 15 of the year the event occurred, whichever date comes first.

Please answer the following questions to the best of your ability:

1. What was this year's attendance? _____
2. How many visitors from outside Johnson County did you attract? _____
3. What methods did you use to track where people came from?
4. What steps did you take to work with our partner hotels and B&Bs and let your visitors know about lodging?

5. How many hotel room bookings resulted? _____

6. How was the grant money spent?

7. How did you track how visitors heard about your event? What were the top ways people heard about your event?

8. Please write any additional comments: