



4318 Lafayette Street | Marianna, Florida 32446 | (850) 482-8061 | visitjacksoncountyfla.com

FINAL EVALUATION REPORT

Cover Letter

- Organization name and address
- Event title, location, and date(s)
- Documented number of lodging rooms booked for this event
- Number of nights visitors stayed in Jackson County for this event
- Documented number of attendees, including local and visitors

Backup Documentation

- Copies of all marketing/advertising materials (tear sheets, spot reports, performance reports, design layouts, etc.)
- Copies of all promotional items, with JCTDC logo (banners, posters, rack cards, shirts, cozies, etc.)
- Copies of registration form for each participant if used (e.g. walk/run registration)
- Original invoices for **all** vendors and businesses who advertised/marketed the event or provided promotional items
- Spreadsheet listing invoices in order, including total amount
- Copies of cancelled checks (front and back)
- Completed W-9
- Proof of non-profit status, where applicable
- Zip code form

Follow Up Report

- Detailed follow-up report
- Detailed budget reconciliation
- Method utilized to benchmark tourism and overnight lodging
- Economic impact from local tourist related businesses
- Statistical report of overnight lodging, including names of rental accommodation(s) utilized
- List three ways in which the event was a success
- List three areas of challenge, including potential solutions
- Describe how successfully the goals were met
- Describe strategy for surplus of funds to apply to next years' event
- Comparison details from previous years' events

Affidavit

- Signed and turned in with packet



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AFFIDAVIT

I have checked every box and provided all documents as outlined in the Policies and Procedures Manual and Final Evaluation Report Checklist that the Jackson County Tourist Development Council, County Administrator, and Clerk of the Court require to approve reimbursement for this event.

Printed Name

Date

Signature

Phone Number

JCTDC Executive Director Signature

Date

JCTDC Chairman Signature

Date