

Actual Expenditures:

[illegible]

- 3) Did your project influence your stakeholders and/or funders to increase their future support or investment in tourism? Please explain who, how and what future commitments have been discussed or made because of the project. (500 characters)
- 4) Provide a list of the campaign tactics proposed in your grant application and at least one sentence about the effectiveness of each tactic. (800 characters)
- 5) Describe any difficulties you encountered during the implementation of your campaign and any benefits or wins you enjoyed. (500 characters)
- 6) Did your project raise awareness of organization, business/es or destination with travelers vs specific audience? If so, please explain how and which audience. If not, why not? (500 characters)

- 7) Do you have any qualitative or quantitative evidence that you reached your campaign's intended travelers or that your project had any economic impact? Please briefly summarize. You may attach additional information, reports or analysis if you choose. (400 characters)
- 8) Was your timeline adequate? If not, how did it differ from what you proposed and why? (300 char)
- 9) Do you believe your project could be replicated by other tourism organizations and/or tourism or business professionals and why? Could the project, if scaled, benefit the state? Is there any advice you would give tourism partners based on your experience with the implementation of your campaign? (500 characters)
- 10) Is there anything else you want to share? (1000 characters)