Grant Award:			Proposed Cash Match:		
Total Proposed Expenditures:			Actual Expenditures:		
Attachment A differences b associated w	A – <i>Final Work</i> etween propo ith any budge	Statement all seed and actual time may no	penditures and proposed costs on the section of the	xpenditures. Justify any Note: Reimbursement ine by more than 10%	
Expense	Proposed Cost	Actual Spend	Justification for Change	Date of ITO Approval for Budget Change (if over 10%)	
Exp: Social Media	\$6,000	\$6,250	Switched Vendors		

Iowa Tourism Marketing Grant Narrative Report

Grantee: Fiscal Year: Grant Number:

Project Campaign Name:

2)	Please list the partners and their contributions as included in your grant proposal and their actual
	contribution. The <i>total</i> proposed contributions do not need to exceed the <i>total</i> detailed in
	Attachment A – Final Work Statement and Budget. Please include changes in partnership and/or
	new partners. (This table is intended to demonstrate partnership not justify spending.)

Partner	Proposed Contribution	Actual Contribution	Justification for Change
(Example) City	\$5,000	\$4,000	Budget Cuts

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)