

**ARKANSAS DEPARTMENT OF PARKS AND TOURISM
REGIONAL TOURIST ASSOCIATIONS
PROJECT REPORT
(EXISTING PROJECTS)**

Submit this completed form along with Form RFP 1. Existing projects are any that your region has performed in the past (Region Brochure, Tour Guide Ad, etc.). Provide information from last year's project if information from this year's project is not available at the time the form is submitted.

REGIONAL ASSOCIATION: _____

PROJECT NAME: _____

ACTUAL PROJECT COST: _____

- 1. Check the box that best describes your project:

<input type="checkbox"/> Brochure/Tabloid	<input type="checkbox"/> Festival Promotion	<input type="checkbox"/> Internet
<input type="checkbox"/> Magazine Ad	<input type="checkbox"/> Media Kits	<input type="checkbox"/> Membership Recruitment
<input type="checkbox"/> Video / Photography	<input type="checkbox"/> Newspaper Ad	<input type="checkbox"/> Outdoor Media
<input type="checkbox"/> Professional Contract	<input type="checkbox"/> Radio Spot	<input type="checkbox"/> Television Spot
<input type="checkbox"/> Travel Research	<input type="checkbox"/> Travel Show	<input type="checkbox"/> Other _____

- 2. Check the box(s) that best describes the region(s) that were targeted:

<input type="checkbox"/> In-Region	<input type="checkbox"/> National (list)	<input type="checkbox"/> International (list)
<input type="checkbox"/> Arkansas	_____	_____
	_____	_____
	_____	_____
<input type="checkbox"/> Other	_____	

- 3. Check the box(s) that best describes the tool(s) you used to measure your project for success:

<input type="checkbox"/> Amount of Media Coverage	<input type="checkbox"/> Consumer Focus Group
<input type="checkbox"/> Conversion Study	<input type="checkbox"/> New Memberships Sold
<input type="checkbox"/> Number of Attendees at Event	<input type="checkbox"/> Other _____
<input type="checkbox"/> Visitor Inquiries Generated	

4. What was the economic impact this project had on your region? \$ _____

5. What were the results of the measurement of this project?

