

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

Submit this completed form along with Form RFP 1. New projects are any that have not been attempted by your region.

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) to be 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 will use 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 is the economic impact this project is expected to have on your region? \$ _____

5. Attach project approval from ADPT.