# Follow up report

A template is available for the follow up report, for the applicant’s convenience. Following the template will make it easy to provide all the required details.

Data required in the follow up report should be considered when arranging ticket sales, customer surveys, marketing strategies, hotel group blocks, partnerships and other aspects of the project and put appropriate data collection tools in place.

Applicants may be interested in some of the following free tools to assist with gathering and making sense of project data for the follow up report.

* [Ontario’s Tourism Regional Economic Impact Model](http://www.mtc.gov.on.ca/en/research/treim/treim.shtml) (TREIM)
* [Canadian Sport Tourism Economic Assessment Model](https://canadiansporttourism.com/steam.html) (STEAM)
* [Survey Monkey](https://www.surveymonkey.com/)
* [Event Brite](https://www.eventbrite.ca/)

Applicants are reminded these tools are only estimates and are more accurate when using actual collected and confirmed data.

The use of images, charts, graphs etc. is encouraged in the follow up report to assist in sharing relevant collected data, and may be included in addition to the word count limits.

Any applicant receiving funds for the development or improvement of infrastructure will be required to submit an initial follow up report as well as basic metrics and usage data for an additional 5 years to help determine the long-term contribution to the tourism industry.

## Follow up report template

**Applicant Details**

Name of Project:

Location of Project:

Date of Project (if applicable):

Name of Organization:

Contact Person:

Phone:

Email:

What was the total attendance for the project / event? \_\_\_\_\_\_\_\_\_

How many tourists were attracted to the area because of your project / event? \_\_\_\_\_\_\_\_

How many room nights were purchased because of your project / event? \_\_\_\_\_\_\_\_\_\_\_\_

What is the estimated economic impact of your project / event? $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Project Budget**

Please attach your final project budget.

*Itemize both revenues and expenses as indicated:*

*Expenses: List all project expenses and details of those costs for the project. Highlight Tourism Development Fund expenses described below.*

*Revenue: List all sources of revenue including other grants and/or donations.*

**Funding Details**

Amount Received from Tourism Development Fund: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Describe how the funding received was used to improve the tourist experience or tourism offering of your project. Provide a description of how the funds were used, amount spent, and description of key deliverables. (Maximum 200 words)*

**Economic Impact**

*Provide a description (and include supporting data and source) on tourist attendance, overnight stays, visitor spending in the City of Cornwall that resulted from your festival or special event - include the source of this data. (Maximum 250 words)*

*Provide a description (and include supporting data and source) of new impacts to the local economy that may have resulted from your festival or special event e.g., # of new jobs or volunteer opportunities created, amount spent on local products or business purchased, etc. (Maximum 200 words)*

**Outcomes**

*Describe any other specific outcomes or impacts related to the project -include supporting data, where applicable and source. (Maximum 200 words)*

Please provide feedback on anything that did not go as planned; lessons learned, what you would do differently in the future etc.

Signature (Authorized Signing Authority):

Print Name:

Date: