



**ECONOMIC IMPACT
REPORT FORM 2012**

Middletown Convention and Visitors Bureau

Economic Impact Report

Grant Cycle 2012

Report due within 30 days of specified project completion date.

Reporting Organization _____
Name/Title of person making report _____
Date of Report _____
Date of Project Start _____ End _____
Amount of MCVB Grant received \$ _____

Please answer the following questions to the best of your ability.

1. How did your event attract overnight visitors who stayed in Middletown hotels? _____

2. How many hotel rooms were rented in Middletown in conjunction with this event? _____
3. How many visitors did your event attract? _____
4. How many visitors did you attract to your Middletown event from outside the Middletown area?

5. Total number attending as spectators/audience: _____
6. How many people were involved to produce the event? _____
7. Number of participants – teams/players, contestants, performers, vendors: _____
8. Total local attendance (Middletown, Trenton, Monroe, Franklin): _____
All others: _____
9. How did you track/count the visitors? Examples: Zip code survey? License Plate survey, Admissions?

10. What type of economic impact happened to the community? Did the visitors spend money locally on shopping, gas, and other expenditures? _____



11. Did you receive funding from other sources besides Middletown CVB? Yes____No____

12. If so, from whom? _____

13. How many days did your event last? _____

Is this number for the same event or for a series of events? _____

14. Is your organization carrying debt from this year? _____

15. How was the grant money spent? Please be specific where it was spent and with dollar amounts. Give details as this is what your organization received the grant for. Remember that your Economic Impact Report should match your documentation on the grant. Examples: Print advertising, TV, Radio, Website, etc.

18. In which areas outside of Middletown did you advertise to bring visitors to your event?

19. Describe how the advertising program was evaluated for effectiveness?

20. Total cost of event/project: \$_____

Comments: _____

Signed: _____

Printed Name/Title/Date

