

Recommended Annual Marketing Report Form

CVB ANNUAL MARKETING REPORT

For the Fiscal Year ending: _____ , 20__

CVB Name:

Person completing report:

Title:

Corporate Officers:

President :

Vice President :

Secretary

Treasurer :

Bureau Mission Statement:

Bureau Marketing Goals:

Brand Personality/Attributes:

Target Customer Groups (vertical and affinity markets, i.e., golf, ski, motorcoach, sports teams, etc.):

Promotional Methods (advertising, trade shows, PR, FAM tours, etc):

Target Geographic Markets:

Marketing Results (including any research methods):

CVB Sponsored/Co-sponsored Events:

Staff and Outside Professionals utilized in the Marketing Effort:

Marketing Programs to be implemented:

I CERTIFY THAT THIS REPORT IS CORRECT:

CHIEF OPERATING OFFICER

date

ENCLOSURES:

Annual Audit – Required by PA 59 of 1984

Current brochures or travel planner.

Other attachments:

MACVB JUNE, 12