

Table 1: Audience and Visitor Information

Name of Organization	
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In the table below, enter the requested data for your last completed project (Column B) and your projections for FY2014 (July 1, 2013 – June 30, 2014).

If you have not yet completed your project for FY2013 (July 1, 2012 – June 30, 2013), you will enter FY2012 (July 1, 2011 – June 30, 2012) information in Column B and FY2014 projections in Column C and report nothing for FY2013.

Column A	Column B	Column C
	Last Completed Project	Projected
Total Attendance		
Single tickets or admissions sold		
Free tickets or admissions		
Number of Tourists*		
Number of Paid Participants (musicians, actors, etc.)		
Number of Volunteers		
Number of Vendors* (if applicable)		
Price of tickets		

1. How did you obtain the figures in Table 1? For example, how did you arrive at your total attendance...by counting heads at a gate, by counting ticket stubs, police estimate, etc?

2. If your projections increased or decreased from the prior year, please explain the conditions that will cause the change, for example increased marketing, change of venue or date, etc.

* See “Definitions” section for definitions of tourist and vendor.