



# INDIANA DUNES TOURISM PROMOTION GRANT PROGRAM

## Post-Convention, Event/Festival Evaluation

### MUST COMPLETE

To receive grant funds awarded by Indiana Dunes Tourism, complete this form after your festival or event has concluded and submit this form along with paid invoices, canceled checks and/or copies of the receipts with check numbers written on them, and copies of all promotion/marketing materials.

This form and all of the above information is due within 60 days of the completion of the event or project, or by December 14, 2018, whichever date comes first.

#### **Please answer the following evaluation questions.**

1. What was this year's total attendance?

2. How many visitors were from outside Lake, Porter, and LaPorte Counties?

3. How much was spent on advertising and promoting this event outside of Lake, Porter, and LaPorte Counties?

4. How did you track how visitors heard about your festival/event?

5. What advertising and promotion was most effective?

Please feel free to attach any additional comments.