



INDIANA DUNES TOURISM PROMOTION GRANT PROGRAM

Post-Marketing Evaluation

MUST COMPLETE

To receive grant funds awarded by Indiana Dunes Tourism, complete this form after your marketing project has been completed, 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 marketing projects were completed from the grant funds you received?

2. How did the marketing efforts you developed from these grant funds attract visitors from outside of Lake, Porter, and LaPorte Counties?

3. What were the key measurements from your marketing efforts that were funded through this grant, such as (number of visitors to your website, number of video views, number of calls, number of brochures distributed, number of Facebook likes, shares, comments, etc.):

Please feel free to attach any additional comments.