



2019 GRANT PROGRAM

Post-Marketing Event Evaluation

MUST COMPLETE

DATE:

NAME OF EVENT:

ORGANIZATION NAME:

NAME OF PERSON COMPLETING FORM:

To receive grant funds awarded by Indiana Dunes Tourism, complete this form after your 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
- copies of all promotion/marketing materials.

Submit within 60 days of the completion of the event, or by December 13, 2019, whichever date comes **first**.

Please answer *all* 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?

Post-Marketing Event Evaluation (Continued)

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

4. Please feel free to attach any additional comments.