



2020 GRANT PROGRAM

Post-Festival/Special Events 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 sporting event has concluded and **submit this form along with:**

- **paid invoices**
- **canceled checks and/or copies of the receipts with checks numbers indicated on them**
- **copies of all promotion/marketing materials**

Submit within 60 days of the completion of the event, or by December 14, 2018, whichever date comes first.

Please answer *all* the following evaluation questions.

1. What was this year's 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?

Post-Festival/Special Events Evaluation (Continued)

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

5. What advertising and promotion was most effective?

6. How many hotel rooms did visitors attending your event use?

7. Please feel free to attach any additional comments.

