



2022 GRANT PROGRAM

Post Evaluation Form Marketing Event

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 marketing project has been completed 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 project, or by December 9, 2022, *whichever date comes first. Receipts received after the 60 days are subject to a \$500 forfeiture of the grant award.*

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.

2022 GRANT SUPPORTING DOCUMENTATION SPREADSHEET



**Grant Packages Must Be Mailed or Dropped off at the Indiana Dunes Visitor Center located at:
 1215 N. State Road 49, Porter, IN 46304
 EMAIL RECEIPT SUBMISSIONS ARE NOT ACCEPTED**

Receipt Submission Date: _____	Were Receipts Submitted Within 60 days of Event?	YES	NO
Project Name: _____	Total Qualifying Receipt Amount Needed:	\$ _____	
Organization: _____	Were Activity Guides Obtained?	YES	NO

How Many Visitors from Outside Lake, Porter, and LaPorte Counties? _____	How Many Hotel Rooms Booked? _____
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Qualifying Expenses (Examples in orange)

Vendor	Description	Artwork or Sample Attached?	Invoice Attached	Copy of Canceled Check Inc.?	Where is Indiana Dunes Tourism Logo Affixed?	Current Logo?	Where Distributed?	Qualifying Expense Amount
Minuteman Press	Poster	Yes	Yes	Yes	Lower Right Corner	Yes	Chicago/South Bend	\$ 44.87
Facebook Ad	Boosted FB ad	Post Screenshot included	Yes	See payment screen	See screenshot of Indiana Dunes Tourism tag	Yes	Indianapolis	\$ 100.00
XYZ Website Design	Website Design	URL Screenshot included	Yes	Yes	See screenshot	Yes	n/a	\$ 3,000.00

TOTAL:								
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