

Post Event Analysis

As part of the grant you received from the Finney County Convention and Visitors Bureau please complete this form so that we may study the economic impact that was made from your event. If you have any questions please call us at 276-0607 or email Melissa at [msowers@finneycountycvb.com](mailto:msowers@finneycountycvb.com).

Event Information

Event Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Event Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Event Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Event Attendance: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How was attendance number figured? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

First time Event: Yes No

If no how many years has event been held? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of Guests Lodging from Event: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of rooms booked in Garden City as a result of this event: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How many nights? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What hotels did the guest stay at? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Was there admission charged to the event? \_\_\_\_\_\_\_ how much per person? \_\_\_\_

Approximate economic impact the event had? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

To figure economic impact, please use the following:

Guest who stayed overnight= $160 x number of guests x number of days

Out-of-town day trip visitors= $60 x number of guests

Locals who attended the event: $15 x number of locals

If you have additional items that figure into the economic impact please list them here:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How was event advertised and promoted? How were Garden City businesses promoted to participants? (Be specific) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please attach:

Copies of actual expenses vs budgeted expenses

Examples of all printed materials, screen captures of websites, social media outlets, and samples of promotional materials used to market your event/project

Examples of how the FCCVB logo was used

Where and when the FCCVB was mentioned in radio and television advertising

Promotional items that were branded with the FCCVB logo

Copies of receipts for all services received and/or items purchased with FCCVB grant funds

**Please attach additional sheets if needed to answer any of the above questions and to provide additional information about the event**

Authorized Signature Date

Print name here Title/Responsibility

The signee is confirming that what is reported is accurate and all requested information has been included.

Return this form, and any supporting documentation that you feel would be helpful to evaluate the event and its economic impact on the community.