



## Post Event/Project Evaluation

Contact: \_\_\_\_\_

Event/Project Description: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

Was your event/project successful? How do you measure success?

Estimated Event Attendance Overall: \_\_\_\_\_ Number of visitors from 50+ miles away: \_\_\_\_\_

From where did they come? \_\_\_\_\_

Demographics of Attendees: \_\_\_\_\_

How did you arrive at these figures? \_\_\_\_\_

Is there potential for this event to grow in the future and if so, how?

Facility(ies) Used: \_\_\_\_\_

Were you satisfied with the facility and service(s)?  Yes  No Comments: \_\_\_\_\_

Hotel/Motel(s) Used: \_\_\_\_\_

Number of lodging nights created by your event/project: \_\_\_\_\_

(number of rooms x number of nights)

What effort did you undertake to arrive at this figure? \_\_\_\_\_

Were you satisfied with the facility and service(s)?  Yes  No Comments: \_\_\_\_\_

What services did the Cedar Falls Tourism and Visitors Bureau provide for this event/project? \_\_\_\_\_

Were you satisfied with these services?  Yes  No Comments: \_\_\_\_\_

Do you plan to hold your event/project in Cedar Falls again?  Yes  No

When? \_\_\_\_\_

What additional services might you find helpful in planning this event/project again? \_\_\_\_\_

Do you believe our financial assistance helped increase the number of out-of-town visitors that came to your event or as a result of your project? \_\_\_\_\_

On what do you base your answer to the previous question? Did you track your promotions? If so, how? \_\_\_\_\_

Which of your advertisements or activities do you believe was most successful and how did you arrive at this belief? \_\_\_\_\_

Are there any additional comments you wish to make? \_\_\_\_\_

- Please be sure to attach copies or scripts of your ads and invoices.**
- Please also send evidence that you provided a reciprocal link to our web site where applicable.**