



Post Event Report

Project Description

- Explain your project

Goals

- Restate your quantifiable, measurable goals. Did you meet them? Why or why not?
- How did you measure your goals?

Return on Investment

- As a result of this effort, how much was the visitor, participant and spectator spending?
- How did the event stimulate the local economy?

Earned PR or Media Coverage

- Outline the media coverage received

Changes/Modifications

- If you were to do this over again, what changes would you make and why?

Also include:

- Event financials to include Income and Expenses (cash only, not in-kind, staff)
- Survey from event holder
- Samples of collateral material
- Photos of the event