



Economic Impact and Destination Event Grant

Final Event Report

Recipients of an Economic Impact and Destination Event Grant, provided through the Tourism Grant Program, must complete the Final Event Report and submit the Request for Funds form with supporting invoices to be reimbursed for costs that are approved by the Department of Commerce within sixty (60) days of the final date of the event. If you have any questions, please contact Tourism Grant Program staff at TourismGrants@mt.gov.

Contract Number with the Department of Commerce:

Name of Organization or Entity:

Name of person completing the Final Event Report:

Name of the Event?

- 1. What is the overall goal of this event?**

2. How did the event meet the overall goal?

3. How many years has the organization hosted this event?

4. Was the event promoted / marketed to out-of-area attendees? If yes, how? If not, please explain.

5. How did you measure the success of promotion / marketing efforts?

6. Provide an estimate of total number of attendees / participants, or ticket sales:

7. Was this an increase in attendance from previous events? If yes, by how much? If not, please explain.

8. Provide an estimate of out-of-area [beyond 85 miles] attendees / participants at the event, or ticket sales:

9. Provide an estimate of out-of-area [beyond 85 miles] attendees / participants who stayed at least one night in a hotel, motel, campground, RV park, or short-term rental. What data source(s) did you use to gather this information?

10. What was the economic impact of the event to the organization, area, or local and regional businesses. What data source(s) did you use to gather this information?

11. Please describe the increase in the following categories: vendor sales, community partners, event sponsors, and/or ticket sales.

12. Did you survey your event attendees? If yes, please provide the results. If not, please explain.

Please provide attendee survey results or data reports prepared by a third party in an attachment.

13. Provide a brief summary of successes and/or lessons learned from the event.

Signature:

Date: