THINK
IOWA CITY
A COLLECTION OF CURIOUS COMMUNITIES

COMMUNITY GRANT PROGRAM FINAL REPORT

**Send completed report (mail or email) to
monica@thinkiowacity.com
Iowa City/Coralville Area CVB
900 1st Avenue
Coralville, IA 52241**

Name of Event: _____   Date Submitted: _____

Event Date(s): _____

Organization Producing Event: _____

Contact Name/Title: _____

Email or Phone: _____

Website: _____

EVENT SUMMARY

1. Please provide a summary of the event, identifying areas of success and areas needing improvement:

2. Actual Attendance (total)*see data collection page below: _____

   Number of Non-local Performers/Speakers   _____

3. Did the Iowa City/Coralville Area CVB provide any additional services/resources for the event?

   ☐ No   ☐ Yes   Items/services provided _____

   Satisfaction with CVB services ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 (very satisfied)

4. How could the CVB improve its services (if applicable)?

5. What additional services may be helpful in planning for this event in the future?

6. Will the event return to the area next year?

   ☐ No   ☐ Yes

7. Actual amount for line item(s) chosen for grant funding:

Please break down expenses contributing to total amount.

Vendor   Item   Cost

_____   _____   _____

_____   _____   _____

_____   _____   _____

_____   _____   _____

Total Cost   _____

8. What percentage does the grant amount make up of total actual expenses? _____

9. What changes, if any, would you make in promoting the event?

10. How did your event incorporate or promote cultural diversity?

11. What feedback did you receive from attendees regarding their experience?

Additional notes or comments:

Signature _____   Date _____

Thank you for participating in the Iowa City/Coralville Area Convention & Visitors Bureau Grant Program! We thank you for making our community a great place to live, visit and enjoy.

Please refer to the following page for instructions regarding additional reporting data to include with this report.

COMMUNITY GRANT PROGRAM DATA COLLECTION

Please include the data requested below with the final report. This should be submitted as a separate Word document or pdf. This information enables us to understand a fuller picture of the impact of your event on the community. Good documentation and follow up will be favorable to recipients who are considering re-application in future years.

1. Total Festival Attendance
2. Non-local Attendance (percent)
3. Non-local, out of State Attendance (percent)
4. Total Festival Expenditures
5. Data for ad placements made with grant funds

Please include an explanation for your method of determining the each number. Suggested methods are included below.

Total Festival Attendance
This is fairly straight-forward for ticketed events, though it does not account for no-shows. It also may not account for those buy tickets for more than one event within a festival. For non-ticketed events, the most effective counting methods depend on the event's structure. Refer to the columns below for recommendations.

Events in a Restricted Area
- Manual counters (work in pairs)
- Electronic counters
- Turnstiles
- Proxy tickets (e.g. wristbands)
- Use separate re-entry gate to avoid double counting or mark in some way
- E.g. Indoor venue

Events in an Open Space
- Divide space into segments and count people at regular intervals
- Determine max possible crowd prior to event to use as a baseline
- Use a tool that counts number of smart phones in a defined area
- Take drone photos during peak times to find max at a single time
- E.g. Park

Non-local Attendance
Non-locals are defined as those who reside outside of Johnson County. The best way to learn this information is to capture zip code data via tickets sold, in person surveys, or alternative method. The same procedure can be used to find out the percentage of non-locals who live outside of the state of Iowa.

Total Attendee Festival Expenditures
This metric consists of spending for both locals and non-locals. This is a total number of dollars spent as a result of your event. It is determined by sampling attendees to determine spending in multiple categories (e.g. in-festival spending, restaurant spending outside of festival, retail spending outside of festival). Once average spending per attendee is determined, it can be multiplied by the total number of attendees. Please provide rational for your numbers.

Advertising Data
This can include impressions, engagement, clicks, or other data specifically for advertising placements funded by the grant. This could be through print, digital, radio, or other mediums.