



2020 Festival Grant Post Event Summary Form

Contact Information

Organization Name: _____

Project Manager: _____

Mailing Address: _____

Phone: _____ Email: _____

Website: _____

Event Information

Name of 2020 Event: _____

Date(s) of Event: _____

Post Event Summary

Estimated Event Attendance: _____

Estimated percentage of attendance from outside Morgan County: _____

How did you reach this estimate? _____

Estimated hotel room nights generated by the event: _____

(please include rooms for vendors, performers, attendees, etc.)

Total room nights is equal to the # of rooms booked x # of nights booked.

Summary of advertising for the event: _____

What, specifically, were Visit Morgan County grant funds used for: _____

How did this funding help your event grow?: _____

Did the event go as expected, was it less successful, more successful, any unexpected outcomes?

Lessons learned for next year – how can you improve your event in the future?

Anything else you'd like us to know about this year's event?
