



**Visit Morgan County Festival and Event Sponsorship
Post Event Summary Form**

Event Name: _____

Contact Person/Event Manager: _____

Event Dates: _____ Event Location: _____

Please answer the following questions to the best of your ability:

Estimated event attendance? _____ Higher or lower than previous years? _____

How many out-of-county visitors did you attract? _____ (# or % of total)

What method did you use to track where people came from? _____

What steps did you take to work with any of our partner hotels and/or to let your attendees know about available area lodging options? _____

Do you know how many lodging rooms were booked as a result of your event? _____

How did you spend Visit Morgan County grant funds? _____

How did this grant contribute to the growth of your event? _____

What were the top ways people heard about your event? _____

How did you track how visitors heard about your event? _____

How did you advertise/promote your event? _____

Did your event go as expected? (Was it more successful, less successful, were there unexpected outcomes?) _____

Were there lessons learned this year that can help improve future events? _____

Thank you for helping us further develop successful events and festivals in Morgan County!