



**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!***