

Tourism Enhancement Post-Event Recap

Program Reminder

As a recipient of Tourism Enhancement Program funding, all organizations are required to submit a post-event recap within 60 days of project completion. This information helps The SFP measure tourism impact, evaluate program success, and inform future funding decisions.

1. Event Overview

- Event Name:
- Organization Name:
- Event Date(s):
- Event Location(s):
- Primary Contact Name:
- Primary Contact Email:

- Brief Description of the Event (2–3 sentences):

2. Attendance and Audience

- Total Attendance:
- Estimated Number of Out-of-Area Visitors:
- Estimated Number of Overnight Visitors:
- Average Length of Stay, if known:

- Target Audience:
Who did you aim to attract, and did the audience align with your expectations?

3. Tourism and Economic Impact

- Estimated Visitor Spending, if available:
- Number of Hotel Room Nights Generated, if known:

- Did the event increase visitation during off-peak or shoulder seasons?
 - Yes
 - No
- If yes, please explain:

- How did this event contribute to The San Francisco Peninsula as a visitor destination?

4. Marketing and Promotion Results

- Marketing channels used (check all that apply):
 - Social Media
 - Email Marketing
 - Paid Advertising
 - PR or Media Outreach
 - Partnerships or Cross-Promotion
- Estimated Total Reach or Impressions:
- Top-Performing Marketing Channel:

- How did you promote The San Francisco Peninsula?

5. Event Outcomes and Performance

- What were your original goals for the event?
 - Did you meet your goals?
 - Yes
 - No
- Please explain:

- Key successes or highlights:
- Challenges or areas for improvement:

6. Community and Visitor Experience

- How did the event enhance the visitor experience?
- How did the event benefit the local community?
- How did the event highlight local culture, businesses, or assets?

7. Partnerships and Collaboration

- List key partners involved in the event:
- Were there lodging or hotel partnerships?
 - Yes
 - No
- If yes, please describe:
- Did the event involve multiple communities or districts? If yes, how?

8. SFP Partnership Impact

- How was The SFP's support used?
- What value did The SFP partnership provide to your event?
- Sponsor benefits delivered to The SFP (check all that apply):
 - Logo placement
 - Website recognition
 - Social media mentions
 - On-site signage
 - Verbal recognition
 - Tickets or participation opportunities
 - Other: _____

9. Media and Assets

- Please upload event photos:
- Please upload any press coverage or media mentions:
- Social media links, posts, or hashtags:

10. Looking Ahead

- Will this event take place again?
 - Yes
 - No
- Planned improvements for next year:
- Interest in future partnership with The SFP:
 - Yes
 - No
- Comments:

11. Additional Comments

- Is there anything else you would like to share?