

**Visit Lafayette – West Lafayette (VLWL)
Tourism Promotion Grant Program
Post-Event/Project Evaluation**

A summary report must be provided to the VLWL Board Grants Committee within sixty days of completion of a funded project. **This checklist is meant to be a tool to help you prepare that report but does not have to be used in this format.**

1. If event/attraction what was this year's attendance? What has been the attendance since inception?
2. How many visitors were from outside Tippecanoe County?
3. How many brochures were distributed?
4. How did you track how visitors heard about your event/attraction?
5. What advertising and promotions were most effective?
6. How did you evaluate the attendees' thoughts on this event/attraction and what were the results of your research?
7. What changes are you planning to make next year based on visitor feedback and your own observations?
8. What activities had the most amount of interest? The least amount?
9. How many hotel rooms were used by visitors and vendors from your event?
10. How did you encourage more visitors to stay in hotels, eat in restaurants and visit Lafayette – West Lafayette businesses in conjunction with your event?
11. What are some areas of concern in regard to this event and what challenges will you face in the future?
12. What were the advertising and promotion efforts and expenditures?
13. How did you grow your event/attraction budget?
14. What were the actual event/attraction income and expenses (attach)?
15. How could the VLWL better assist you in your effort to promote this event and Tippecanoe County to out of town guests?

Please feel free to attach any additional comments.