

**2012 EVENT
FOLLOW-UP
REPORT**



**PARK COUNTY
TRAVEL
COUNCIL**

1. Name of Event _____

2. Organization _____

3. Date of Event _____ How many years has this event taken place? _____

4. Amount Granted by PCTC: \$ _____

5. Were funds received from other sources for this event? If "yes", list sources: _____

6. What advertising for your event was most effective? _____

Why _____

7. Least effective? _____ Why _____

8. How many participants were expected to participate in this event? _____

9. How many participants actually participated? _____

10. How many spectators were expected to attend this event? _____

11. How many spectators actually attended? _____

12. What percentage was out-of-state? _____% Spectators _____% Participants

13. What percentage was out-of-Park County? _____% Spectators _____% Participants

14. In what ways can this event improve? _____

15. Please rate how your event affected business for the following:
(4 = High impact, 3 = Medium impact, 2 = Low impact, 1 = No impact)

____ Hotels/Motels ____ Restaurants ____ Retailers ____ Attractions ____ Airport

Other _____ Explain _____

16. Please summarize the highlights of this years' event: _____

Please attach a financial summary of this event (income and expenses).