

## WARRENSBURG CONVENTION & VISITORS BUREAU FUNDING PROGRAM EVALUATION

### ORGANIZATION INFORMATION

Organization Name:

Main Contact:

Current address:

Email:

City:

State:

ZIP Code:

Phone:

Role/Title:

Website:

### EVENT DETAILS

(YOU MAY ATTACH A SEPARATE SHEET IF NEEDED)

Event Name:

Date:

Evaluation Completed By:

Location:

Is there a theme to your event?

If yes, what is it?

If no, why not?

How did you promote your theme?

### What were the specific goal(s) for this year's event?

(YOU MAY ATTACH A SEPARATE SHEET IF NEEDED)

Please provide a financial statement or general operating budget  
(This is not the specific budget for event)

Goal 1:

How was this goal achieved?

Goal 2:

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How was this goal achieved?

How many people did you expect for your event?

Approximately how many people actually attended event?  
 % Locals                      %Visitors (>50 mile radius)

Describe method used to estimate attendance:

List and describe the advertising utilized in the promotion of event – Ad description, publication or media outlet, and coverage/distribution:

List and describe any press or media coverage prior, during, or after your event:

Are you cross promoting with any other activity or event?

Can people find your event easily?

Is there highway and off-site signage? If yes, where?

Does your event cater to any of the following? (Please check all that apply)

<input type="checkbox"/>	Children	<input type="checkbox"/>	Locals
<input type="checkbox"/>	Adults	<input type="checkbox"/>	Students
<input type="checkbox"/>	Seniors	<input type="checkbox"/>	Visitors

Were you satisfied with the organization of the event?

What components were not well organized?

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How could it be improved upon?

Do you have a marketing plan? If no, why?

How did you promote this event? (please check all that apply)

<input type="checkbox"/>	TV	<input type="checkbox"/>	Public Service Announcement
<input type="checkbox"/>	Radio	<input type="checkbox"/>	Visitor Information Centers
<input type="checkbox"/>	Print (newspapers, magazines, etc...)	<input type="checkbox"/>	Website
<input type="checkbox"/>	Flyers	<input type="checkbox"/>	Social Media
<input type="checkbox"/>	Posters	<input type="checkbox"/>	Web Ads
<input type="checkbox"/>	Other (please specify)		

What marketing promotion worked well? Why?

What marketing promotion did not work well? Why?

How could it be improved?

Where was it promoted?

<input type="checkbox"/>	Locally
<input type="checkbox"/>	Regionally
<input type="checkbox"/>	Both

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Please list sub-committee and chairperson(s), their job position, and contact info:

Did you solicit corporate sponsorship?

If no, why not?

What corporate sponsor(s) did you attract and how did they contribute to your event?

Did you feel this event was adequately supported by the corporate sector? If no, why not?

Please list the sponsor classification, and what was provided with each classification.

Did you consider and implement safety precautions? Explain what precautions were taken.

Did you feel your event was kept clean?

Was your site the proper size, too small, or too large?

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Was it accessible to the physically challenged (i.e. parking, restrooms, etc.)?

If your event is held outside, what is the contingency plan if inclement weather?

What new component(s) was/were added to the event this year, if repeating event.

If no new event was added, please indicate why.

Did you receive full cooperation from your community and other community organizations? Please explain.

**EVENT BUDGET**

Did you meet your budget?

Does your budget project self-sufficiency within three years?

**ADDITIONAL COMMENTS**

**EVALUATIONS MUST BE COMPLETED WITHIN 30 DAYS OF THE EVENT. SUBMIT THE PROGRAM EVALUATION, A FINANCIAL STATEMENT WITH REVENUES AND EXPENDITURES AND A PUBLIC PACKAGE (IE. PRESS RELEASES, POSTERS, FLYERS, ETC.) TO:**

**WARRENSBURG CONVENTION AND VISITORS BUREAU  
102 S HOLDEN STREET WARRENSBURG, MO 64093  
PHONE: 660-262-4611  
WWW.VISITWARRENSBURG.COM**