

Post-Event Final Report Guidelines

Organization: _____

Event Dates: _____

*** Final report must be received within 60 days of the conclusion of the event unless otherwise approved in writing by the Tourism Manager.*

The report must include the following:

- Administrator's Report:** A brief synopsis of the event. Please include a statement describing activities, services, or programs provided, and any changes that have occurred during the reporting period.

- Statistical Survey:** Include the number of participants in the event. Survey should also include, to the best of your ability, the demographic make-up of participants, i.e., residents, non-residents, and age groups (youth, teens, adults or senior citizens), and the source the data is based on. This section should also include the return-on-investment details from the event for the City of San Luis Obispo and TBID members.

- Financial Report:** A financial statement that details how the Events Promotion sponsorship funds have been expended.

- Recognition:** Provide proof of your organization's acknowledgement of the City's support in promotional materials used for the event and how City Tourism messages were integrated into the overall event campaign. Please submit reports that illustrate how the event generated leads and traffic.