

## Post Event Summary Report

To ensure a thorough understanding of the achievements and requirements of the Marshall Tourism Grantees, as well as to demonstrate responsibility and transparency in managing tourism funds, the Marshall Tourism Commission mandates that all grant recipients submit a Post Event Summary Report. This report is required to be filled out and submitted within 30 days after the event is completed.

This report will not only help evaluate the effectiveness of our marketing strategies for tourism development but also aid in analyzing the overall success of our efforts. Failure to submit the report may cause an application to be rejected in subsequent years.

### Directions:

Fill out the form below with your information from the event. Fields marked with an asterisk are required.

<b>Event *</b>	
<b>Event Date*</b>	
<b>Date</b>	
<b>Organization Name*</b>	
<b>Organization Website</b>	
<b>Organization Contact Name*</b>	
<b>Organization Contact Email*</b>	
<b>Organization Contact Phone Number*</b>	
<b>Event Location</b>	

<b>Approximate Number of Attendees*</b>	
<b>Attendees City or State of Origin</b>	
<b>Do you use data analytics to track website visitors?</b>	
<b>If you answered yes, did you see an increase in website traffic during the promotion of your event?*</b>	
<b>(Optional) If yes, are you willing to share demographic information with us such as location, age range, and gender?</b>	
<b>Did you plan to hold this event again next year?*</b>	
<b>Please list any special guests in attendance (ex. celebrities, local notables, influencers, etc.)</b>	
<b>Event Description:</b>	

<p><b>Which media platform did you use to promote this event? Please mark all that apply:</b></p>	<p>Facebook          Twitter          Instagram          Snapchat          TikTok          LinkedIn          Pinterest          Radio          Newspaper          Own Website          Other</p>
<p><b>Did any media cover this event?</b></p>	
<p><b>If yes, who covered your event?</b></p>	
<p><b>What is the estimated consumer/public reach of PR efforts? i.e. media impressions</b></p>	
<p><b>Is there a portion of your project that wasn't completed? Why or why not?*</b></p>	

**Please include a 1-3 sentence summary of how the grant helped your organization or event, OR a short summary of the success of your event. Alternatively, provide at least one testimonial from your event or attraction, to potentially be used for future marketing purposes by the Marshall Tourism Commission. A testimonial can be captured in person, via social media, internet reviews, video, comments, etc.\***

**Who is the quote from?**

**Can the Marshall Tourism Commission help you with anything else in the future? Please leave your comments below:\***



Rebecca Adams  
*Tourism Coordinator*  
City of Marshall  
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(660) 624-7755

**Email Attachments:**

1. If you are submitting a testimonial and would like to upload a screenshot, please attach it to your email.
2. Please attach at least two high quality photos or 30-second videos from the event to be used for promotion on the Marshall Tourism Commission social media accounts and/or website for next year. \*
3. Please attach screenshots of two social media posts promoting the event tagging @visitmarshallmo and using the hashtag #marshallmo.

If you have any questions or need assistance with filling out this report, please contact the Tourism Coordinator, Rebecca Adams, at 660-624-7755 or by email at: [tourism@visitmarshallmo.com](mailto:tourism@visitmarshallmo.com).