

Saguache County Tourism Council
PO Box 655 Saguache, CO 81149
719-655-2231

Performance Evaluation for Funding Applicants

Congratulations for being chosen as a recipient of funds from the Saguache County Tourism Tax Fund. Receipt of this award indicates that the Saguache County Tourism Council determined that the project or event for which the award is directed has the potential to attract people from outside Saguache County to come and experience the beauty and unique character of our area. We hope this award contributes substantially to the success of your event or project.

As a means of measuring the effectiveness of the awards we provide, each recipient is asked to complete the following questionnaire after the event, or after the phase of project development for which the award was made. Please complete the questionnaire and return it to the Council at the above address after your event or project phase. Some questions may not apply to your situation, but answer as thoroughly as possible. A Word version of this document is available at saguachetourim.com – click on “**About**” and download form. Thank you for your participation. Together we are creating a better future for Saguache County.

Date _____

Name of Organization receiving funds _____

Name of person preparing the questionnaire _____

Phone Number _____ email _____

Name of Event / Project _____

Date of Event / Project _____

What was the total budget amount for the proposed event/ project? _____

What was the total budget for advertising your event? _____

What was the total spent on advertising out of county for your event? _____.

What advertising/marketing format or strategy was most effective? Why? _____

What % of your actual expenses does the SCTC grant constitute? _____

Please provide copies of ads, receipts, or other documentation of spending.

Was a fee charged for attending the event and if so how much? _____

What is the total number of people who attended the event or have been affected by the project? _____

What percentage of those who attended or were affected were from outside Saguache County? _____

Please describe the method used to measure the number of those who attended or were affected and whether they came from inside or outside of the County.

What dining/lodging arrangements were made for attendees?

How did the funds provided by the Tourism Council augment the success of your event/project?

Did you meet expected short term/ long term outcomes? Explain

What will you do in the future to further develop the success of this event/project?