

# Post event report outline

## **Executive Summary**

- Summary of the Post-Event Report
- Highlight all major points covered
- Key Recommendations for your event into the future

## **Report Content**

### *Introduction*

- General Overview of the Event
- When was it held?
- Where was it held?
- An assessment of the venue
- How many attended?
- Assessment of the overall success of the event
- Growth from previous years (if applicable)

### *Organizational Structure*

- Overall operational success
- Detailed description of event management- who ran the event (organizations, volunteers, staff, contractual employees)
- What was the involvement of local volunteers in staging the event? Did they undergo any training? How did your organization recruit volunteers?
- Any weak areas that were addressed since the application or will need to be addressed in the future?

### *Event Delivery Review*

- Timeline of activities throughout event
- Detailed description of each activity provided during the event
- Describe the goals and objectives of the Redevelopment Plan that were from the event
- Provide pictures (either on a disc or in e-mail) of key components taken during the event

### *Marketing and Promotion Analysis*

- Summary of media coverage and exposure of the event – include length/time frame
  - Print – newspaper, magazine
  - Television
  - Radio
  - Internet – blog, website, social media
- Did the event attract local media coverage (not including event promotion)?

- Summary of advertising activities and outcomes if different from media coverage – fliers, posters, brochures, etc.
- Summary of any other promotional activities and outcomes
- Provide copies of promotional materials in this section of the report

### *Community Impact Analysis*

- Economic Impact – Did your event result in employment opportunities? Were there business/sales generated by this event? If so, what is the total estimated value of these business leads? Did your event result in tourism activities, including participants staying at hotels or drawing people outside of Tallahassee to the event?
- Social and Cultural Impact Analysis –How did the event build a sense of identity in the community? How did the event contribute to the culture and heritage of the community?
- Community Participation - Total Attendance? Did any participants stay overnight? How long? What was the overall satisfaction with the event?

### *Financial Analysis*

- Balanced Spreadsheet of Expected and Actual Revenues and Expenditures
- If applicable, an explanation on how profits will be used – charitable, event sustainability, or otherwise
- Assessment of financial outcome of the event
- Provide all receipts and invoices for items/services purchased
- Financial Planning for future events

### *CRA Grant Funds*

- Summary of items on which CRA funding was spent
- How did CRA funding grow the event?

### **Conclusion**

- How did this event promote the Greater Frenchtown/Southside Redevelopment District or the Downtown Redevelopment District and support their respective redevelopment plans?
- Is the event likely to be held again?
- Will the event change in any way?
- Overall assessment of the success of the event

### **Invoices**

- Provide copies of invoices documenting how CRA funds were spent for this event.