

Explore La Crosse Event Marketing Grant Event Review

The event review is due no later than 45 days after the event and is required prior to the grant disbursement. Please attach the following:

- **Copies of receipts for marketing spending (Required for Disbursement)**
- Copies of the promotional material that listed Explore La Crosse contact information.
- Please submit a comparison between the originally submitted budget and the final budget. Explain any differences between proposed spending and actual spending.

Name of event: _____

Date of event: _____

Location of event: _____

Did the event meet expectation? Why or why not? : _____

Estimated number of attendees: _____

Estimated number of used La Crosse county hotel room nights: _____

For multi-day events count each overnight. Ex. A Friday through Sunday event where participants stayed Friday and Saturday nights would be 2 room nights for each participant. Please estimate the number of La Crosse County hotel rooms that were utilized by participants.

Is this event expected to be held next year? Yes No

What key changes are anticipated for next year to improve the event?

Outline event promotions and what worked best to encourage visitors from outside the area. Share any specific quantitative or qualitative data to support.

Please attach additional pages as needed.