

**CITY OF FERNLEY CONVENTION AND TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: _____
2. Project Title: _____
3. Project Period: _____
4. Grantee Organization Mailing Address:

City: _____ State: _____ Zip: _____
Email: _____
5. Tax I.D. #: _____
6. Total Cost of Project: _____
7. Amount of Tourism Grant: _____
8. Amount of Tourism Grant Expended: \$ _____
9. Were there matching funds required?
Yes _____ Amount? \$ _____ No _____

BASED UPON SURVEY RESULTS

10. Estimate of number visitors to Fernley? _____
11. Estimate of visitors from out-of-state? _____
12. Estimate of visitors from in-state? _____
13. If applicable, was there an increase or decrease in attendance over last year?

Reason? _____
14. What was the total financial impact on Fernley (How much did each visitor spend)?

15. Was this project news worthy? Yes _____ No _____
List the news organizations that covered the event (any medium):

16. List all advertising media used:

17. Which medium produced the best or most measured results?

18. Did you have a web site or web presence? List site: _____
19. Did you have corporate sponsors for funding or other participation?
Yes _____ No _____
Name of Sponsor(s): _____

20. Overall, did project results meet project goals? Yes _____ No _____
21. Will this project take place again next year? Yes _____ No _____
22. How did the Community respond to this project?

23. Will you seek a grant again next year? Yes _____ No _____
24. Do you have any suggestions for future grant projects or the administration of this grant?

I hereby attest that the foregoing information is correct to the best of my knowledge:

Project Director Date

Name & Title: _____

Telephone #: _____

E-Mail: _____

(Survey Example)

SURVEY FOR _____
(Name of event)

Male: _____

Female: _____

Where are you from? _____
City, State

How many in your group? _____

Will you stay overnight in Fernley? Yes _____ No _____

Where will you stay? Motel _____ RV/Campground _____

Friend/Family _____ Other _____

How did you hear about this event?

Newspaper _____ Radio _____ Television _____ News Articles _____

Magazine _____ Other _____

Including admission, how much money did your group spend at the event? _____

How much money will you spend in Fernley, outside of this event? _____

Will you:

Eat in a restaurant? Yes _____ No _____ How many times? _____

Buy gasoline? Yes _____ No _____ Shop for groceries? Yes _____ No _____

Other _____

Any other data that is important to the event can be gathered by adding to this survey. The sample size does not have to be large, but should be random. You may want to include questions to improve your event, such as what was your favorite part of the event, least favorite, will you return to next year's event.