



December 23, 2016

Attachment A:

Post-event Recap Report for all Events Receiving Public Funding:

A post-event report is required from all events receiving JHTTB funding **120 days following the event**. Each event is required to survey a random group sampling of the attendees of the event (a sample will be included). The producer's post-event report shall include:

1. An overview outlining the event's strengths and weaknesses: specifically, what went well and what measures could be taken to improve the event.
2. An event budget showing actual profit and loss numbers and how the funding was utilized. Please separate the in-kind support from cash revenues. Please provide a detailed list of sponsors.
3. Estimated results (per surveyed attendees):
 - a. Attendance numbers and demographic profile:
 - i. Estimated attendance. If your event is non-ticketed, please describe what method you used to estimate the numbers of attendees.
 - ii. What percentage of people came to Jackson Hole specifically for your event? What percentage of people attended the event in previous years?
 - iii. Were attendees local, regional, out of state, international?
 - iv. Average age and income bracket of attendees.
Please explain the methodology used to make these estimates.
 - b. Estimated spending by event attendees:
 - i. Lodging: Please include an explanation as to how participants and/or attendees were directed to book lodging.
 1. Average amount spent on lodging per day?
 2. Estimated number of room nights booked in association with event.
 - ii. Dining
 - iii. Shopping
 - iv. Other Activities
Please explain the methodology used to make these estimates. If unknown, state "unknown" in your report.
 - c. Visitor Intent to Return and Satisfaction Ratings: Would they return? How do you know?

- d. How much additional sales tax revenue generated by the event accrued to Teton County? (Teton County sales tax is 6%).
4. Overview of marketing that was implemented to promote the event.
5. Potential for growth in future years and the development of sponsorships and media exposure.
6. Please describe any measures that were taken to produce the event in as “green” and environmentally friendly manner as possible.
7. Please describe results in terms of the criteria for your specific category of sponsorship.
8. Lastly, include the PowerPoint template (provided by the Special Events Liaison) with all the requested information as a separate attachment with the wrap up report.

**Please submit your report electronically to Maureen Murphy:
mo@jacksonholechamber.com**