

GRIT Event Evaluation Report



PURPOSE OF EVALUATION:

The purpose of this evaluation is to facilitate conversation between the event organizers and the GRIT partners. This allows us to think about how to best work together and effectively allocate VIF funds for the benefit of the Rifle community. All events that receive VIF funds must fill out this evaluation form within 60 days of the event or Jan. 18, 2019 whichever is earlier. Completed evaluations should be returned to kburner@riflco.org or to: GRIT, Attn: Kim Burner, 202 Railroad Ave., Rifle, CO 81650.

ATTACHMENTS REQUIRED:

Marketing materials such as flyers, ads, brochure, etc.

EVALUATION QUESTIONS:

- 1. Name and date of event:** Hometown Holidays 2021; December 4th & December 5th

- 2. Amount received from VIF:** \$16,076.00; amount still available for 2021

- 3. Give a summary of the event. List all performers/entertainment (or provide flyer/brochure that includes this info):**
 - Shop Local Window Display Contest on December 4th
 - Drive-in style fireworks show and parade at GarCo Airport on Dec. 5th
 - CANCELLED by committee on November 20th due to concerns about event exposure moving us into a red dial and potentially shutting down businesses.
 - SHIFTED to collaborating with Rifle Parks & Rec to time the Window Display Contest with the Residential Home Lighting contest.
 - Collaborated with Parks & Rec to obtain sponsors to give out free Turkeys
 - WGCCC Ambassadors hosted a scavenger hunt for kids and an ornament making contest
 - WGCCC Ambassadors tried to do a "Flash Parade" that dissolved
 - Brenden Theatre hosted a movie with a canned food drive

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4. Lead organization name and contact person:

Western Garfield County Chamber of Commerce; Tanya Doose

5. Committee members that worked on the event:

Tanya Doose, Karla Pena, Chery Chandler, Tina Holtz, Larry Stewart, Brian Condie, Tom Whitmore, Tyler Kelly

6. Other groups or businesses that partnered on the event:

GRIT, Johnson Construction, Alpine Bank, Chery&CO, WGCCC Ambassadors, Garfield County, Rifle/GarCo Airport, Two Rivers Production, ANB Bank, Bank of Colorado, Western Slope Communications

7. Attendance at the event (separate the attendance at each day or piece of event if multiple):

8. What percentage of event attendance would you estimate was from: a) Rifle residents; b) Garfield County residents; c) outside visitors?

9. How did attendance and volunteer participation compare to last year?

10. What was the marketing strategy for the event? What mediums were used (social media, newspaper, radio, etc.)? What was most successful? Attach marketing materials.

Per GCPH, we had to be very cautious with advertising this event because of the pandemic and issues with exposure to PH. We started a Hometown Holidays FB page and marketed in this regard. We had reason to believe this may have to be cancelled.

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11. How did the event affect Rifle’s businesses, hotels, and restaurants? Measurable evidence is preferred, but anecdotal is acceptable:

12. The VIF Board looks for continual effort put towards improvement and fine-tuning events, year after year. What was new or improved or especially fun at this year’s event?

13. What was the biggest challenge the event faced?

The COVID-19 pandemic

14. What do the event organizers look to improve or fine-tune for next year’s event? What can VIF or the GRIT Partners can do to help?

15. Budget (if an existing budget in another form exists, you may submit that rather than filling in this form):

<i>Event revenues/grant funds</i>	
Source of funds:	Amount:
GRIT	16,076.00
Total event funds:	

<i>Event expenses</i>	
Expenses:	Amount:
	0
Total event expenses:	0

Please contact Kim Burner, GRIT Manager, with any questions.

kburner@rifleco.org or 970-665-6496