VIF Event Evaluation Report

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PURPOSE OF EVALUATION:

All events that receive VIF funds must fill out this evaluation form within 2 months from the end of the event. The purpose of this evaluation is to facilitate conversation between the event organizers, VIF, and the GRIT partners. This allows us to think about how to best work together and effectively spend VIF funds for the benefit of the Rifle community.

ATTACHMENTS REQUIRED:
Marketing materials such as flyers, ads, brochure, etc.

EVALUATION QUESTIONS:

1. **Name and date of event**:

2. **Amount received from VIF**:

3. **Give a summary of the event. List all performers/entertainment (or provide flyer/brochure that includes this info)**:

4. **Lead organization name and contact person**:

5. **Committee members that worked on the event**:

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

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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.**

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**?

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):

Event revenues/grant funds	
Source of funds:	**Amount:**
Total event funds:	

Event expenses	
Expenses:	**Amount:**
Total event expenses:	