



Community Event Funding Program Post-Event Report FY24/25

The Post-Event Report is due 60 days following your event or May 31, whichever is earlier. Event producers are to provide a Post Event Report as identified in the event agreement.

Instructions:

Please submit with the following required documentation attached:

- Event producers are to provide a final invoice to the City of Scottsdale as identified in the event agreement as well as a W-9 that has been signed within the last year.
- Third party invoices of items outlined (Approved Uses A-E) on funding application for use of city funds.
- Cancelled check(s) or credit card statements showing payment of above-mentioned invoices.
- Submit tear sheets, air-time logs, website content, distribution or viewing logs, and other evidence of media publication or distribution, all in form and content acceptable to city.
- Examples of expenses NOT eligible for reimbursement include but are not limited to advertising agency commissions, public relations expenses, “in-kind” expenses, salaries, postage, sales tax, travel expenses, and any item not specifically included in the funding request.
- Final payment is contingent upon submittal of the appropriate documentation.

Questions, Post-Event Report, and Invoice(s) should be submitted by email to:

City of Scottsdale Tourism & Events Department

Attention: Holli Shannon

hshannon@scottsdaleaz.gov

480-312-7177

COMMUNITY EVENT POST-EVENT REPORT

Post-Event Submit Date:

Event Name:

Event Dates:

Total Event Expense:

Total Event Revenue:

Total Local & Non-Local Marketing Expense:

Actual attendance:

Attendance tracking method: Include supporting documentation, such as but not limited to, venue records, attendance logs, receipts, and/or survey data.

List all use(s) of city funds for the following:

A. A description of the Performance under Agreement: Please indicate how funding was used for the event and to attract event attendees. Please include detail of expenditures and proof of payment(s)

B. Benefits to the City of Scottsdale and the public. Please provide quality of life and local business benefits.

C. Positive & Negative Effects on City Service, Facilities and Neighborhoods.

COMMUNITY EVENT POST-EVENT REPORT

D. Describe any additional information such as survey or economic impact results, etc., that might be useful in understanding the event’s impact on Scottsdale and its Tourism Industry.

E. Describe the event’s experience with any City-owned and/or operated facilities utilized with particular attention to problems and opportunities as it relates to the physical facilities and operations.

F. Effect on City Hotels. Provide number of room nights generated in Scottsdale hotels and a list of contracted Scottsdale hotels.

G. Describe any additional information that might be useful in understanding the event’s benefit to Scottsdale and its residents.

H. What could be done to improve the event in the future?

COMMUNITY EVENT POST-EVENT REPORT

Did you produce an event program?

YES NO

If YES, (per section 2.7) submit a copy of the full-page advertisement promoting the City of Scottsdale.

Did you offer the City of Scottsdale exhibit space before your event? (per section 2.8)

YES NO

If YES, please include your method of contact (email/phone call) and offer date:

Did your event website have a prominent link to the City of Scottsdale 60 days prior to event? (per section 2.9)

YES NO

If YES, please include the hyperlink to the webpage:

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature (Required):

Date:

Name: