



**Event Development 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 an invoice for payment, as identified in the event agreement as well as a W-9 that has been signed within the last year.
- Third party invoices of expenditures up to the amount provided by the city.
- 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.
- Sales tax is not eligible for reimbursement.
- Payment is contingent upon submittal of the appropriate documentation.

Questions, Post-Event Report, and Invoice should be submitted to:

City of Scottsdale Tourism & Events Department

Attention: Holli Shannon

hshannon@scottsdaleaz.gov

480-312-7177

EVENT DEVELOPMENT POST-EVENT REPORT

Post-Event Submit Date:

Event Name:

Event Dates:

Total Event Expense:

Total Event Revenue:

Total 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.

Please provide the following:

A. A description of the Performance under Agreement

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

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

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. If required, describe effect on City Hotels. Please provide number of room nights generated in Scottsdale hotels and a list of contracted Scottsdale hotels. Please include property room night reports and any documentation from Scottsdale hoteliers confirming the actual number of rooms sold in room blocks set aside for the event.

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

G. Please provide a list of partners or other supporters of the event. For purposes of this "partner" means any individual or entity that invests in, receives, or may receive benefits from the event.

List all deliverables from the contract, including Exhibit A, and identify with specificity how and when the deliverables were fulfilled.

EVENT DEVELOPMENT POST-EVENT REPORT

Did you produce an event program?

YES NO

If YES, submit a copy of the full-page advertisement promoting the City of Scottsdale.

Did your event website have a prominent link to the City of Scottsdale 60 days prior to event?

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