



**SAN JUAN COUNTY ECONOMIC DEVELOPMENT & VISITOR SERVICES  
EVENT MARKETING GRANT PROGRAM**

**APPLICATION**

Please complete each section of the application. You may type directly on this form, save it, and submit it via email to [nrandall@sanjuancounty.org](mailto:nrandall@sanjuancounty.org). Please make sure the name, address and contact information of the event marketing coordinator &/or representative is included. This application includes the form for the Final Report. Please read that section before completing this application so you will know what is expected. Use that form for your report.

1. **EVENT:** **DATE OF EVENT:**
2. **DESCRIPTION OF EVENT:**
3. **GRANT AMOUNT REQUESTED:**
4. **EVENT MARKETING COORDINATOR:**
5. **SPONSORING ORGANIZATION REPRESENTATIVE:**
6. **AMOUNT & SOURCES OF CASH MATCH:**
7. **AMOUNT & SOURCES OF IN-KIND MATCH:**
8. **MARKETING PLAN:**
  - a. **Your target market is:**
  - b. **What are your plans for marketing:**
9. **EVENT MARKETING BUDGET:**
  
10. **FINAL REPORT AND EVALUATION OF PROJECT:**  
(This is due 60 days after the date of your event is completed to be eligible for future grants)

- a. **Event Title:**
- b. **Event Date(s):**
- c. **Grant amount received from San Juan County Economic Development:**
- d. **Account of expenditure of grant funds: (Receipts of Grant Expenditures)**
- e. **Number of people who came from outside San Juan County:**
- f. **Number of people who stayed in motels:**
- g. **Number of people who stayed in commercial campgrounds:**
- h. **Overall event committee evaluation of event:**

**NOTES ON PREPARATION OF A FINAL REPORT:** A final report demonstrates the accountability of the grantee and evaluates the outcome or consequence of the event marketing. Evaluation of the marketing efforts not only tells the grantor that the funds given were used as specified in the application but allows the grantee to determine the effectiveness of their efforts, improve their approach to event marketing, and increases the grantee's chance success with other projects. We suggest you consider the following as you prepare both your marketing grant application and final report.

1. Think of evaluation as a management tool.
2. Develop your abilities to monitor and evaluate your work and improve record keeping which is essential to effective evaluation.
3. Plan your project and evaluation simultaneously since evaluation contributes to project design.
4. Evaluate each objective. Determine what about your project is most important for you to learn.
5. Be prepared to 'change course in mid-stream' if evaluation results suggest modifications in project activities. If this is the case, request a change in the 'scope of work' from SJC Ec. Development.
6. Emphasize evidence rather than opinion about the success of your project.
7. Be sure to budget for the evaluation both in funds and time.

**Develop your evaluation plan to include:**

1. What is going to be evaluated? (The focus and purpose of the evaluation.)
2. What information will be needed? (What evidence will be collected or used?)
3. Where the information will be obtained? (Intended sources of information.)
4. What instruments will be used to obtain the information? (What methods will be employed?)
5. What is the intended analysis? (How will the information will be analyzed?) Many methods are used in evaluating project effectiveness including interviews, observations, questionnaires and surveys, tests, analysis of records, and others.
6. What is the overall evaluation design? (Timelines for the evaluation, who will be responsible, how matters such as privacy will be handled, whether outside agents will be used for the evaluation, etc.) The evaluation of marketing outcomes are of special interest to San Juan County Economic Development and should also be of great interest to coordinators, teams, host organizations, and communities. Emphasis should be placed on evaluation of the marketing plan.
7. Outcomes may be measured and demonstrated by using any of the following methods:
  - a. assessment of satisfaction with the marketing effort
  - b. independent observer rating collected at the event
  - c. observations (pre, post, pre and post)
  - d. tests (pre, post, pre and post)
  - e. statistics (compile your own or use others)
8. What is the plan for reporting and utilizing the evaluation results? Determine what specific questions you want answered by your evaluation. Determine what instruments or techniques you

**will use to gather the information. Determine who will coordinate the evaluation and collect the data. Determine who will analyze the data. Determine your plan for using the data.**

**REMEMBER, the evaluation is as much to assist you and your organization in the development and implementation of successful marketing of events as it is to inform us of your success.**

**If you have questions about developing a Final Report, please contact the office of Economic Development at 435-587-3235 or 800-574-4386 or visit the office in the San Juan County Administration Building at 117 South Main Street in Monticello.**