



Town of Geneva Wisconsin Tourism Commission

Post Event Report

N3496 Como Road, Lake Geneva, WI 53147

Phone (262) 248-8497 Email: Tourism@Townofgeneva.wi.gov

If you are ready for this last step, which must be completed within 45 days of the application event date, Congratulations!

You were previously approved by the Town of Geneva Wisconsin Tourism Commission for a Tourism Promotional Grant. At this time, you will have successfully completed your event. If you haven't completed a Reimbursement form/forms and included paid invoices with sample marketing materials and/or ad proofs, please do so to include this form with your report of the information listed below.

When you have completed the following information and submitted it to the email or address above with the Reimbursement materials, the Tourism Commission will review everything you have provided throughout the process and if there are no additional invoices to present or the Commission requires any more documentation, the Commission will vote to approve a final grant amount. Then you will be notified and will either receive a check in the mail or be asked to attend a Commission meeting or a presentation event to receive your grant funds. You may wish to have the Tourism Commission attend one of your meetings or events to present the funds. Please contact the Commission Chair to make arrangements. All materials submitted now may also be reviewed if additional grant applications are submitted.

Required Information:

- What media did you find most effective?

- Did you sell tickets, require RSVPs, provide coupons, or have another way to track actual attendance numbers for your event? YES NO Please provide final numbers & how you tracked them, even if estimated: _____

- Did you contract to block rooms in the Town of Geneva? YES NO
Discounted rooms? YES NO Please provide a final count for each, and how you determined the count.

• Was the weather a factor in your attendance? YES NO

• Any other factors affecting your event?

• Did you, or will you, do a follow-up questionnaire to attendees? YES NO

• Please provide any other information you might think pertinent, including feedback about the Town of Geneva businesses and facilities.

Name: _____ Date Submitted: _____

Name of Business/Organization: _____

Email: _____ Phone #: _____