



Marketing Grant Event Review

Your event review is due no later than **45 days** following the event. This information is **required** prior to grant disbursement. When submitting the review, please include answers to all requested information and attach the requested documentation listed below.

Requested Information:

- Name of event
- Date of event
- Event location
- Estimated number of attendees
- Did the event meet expectation? Why or why not?
- Estimated number of used La Crosse county hotel room nights (**For multi-day events count each overnight. Ex. A Friday through Sunday event where participants stayed Friday and Saturday nights would be 2 room nights for each participant. Please estimate the number of La Crosse County hotel rooms that were utilized by participants.*)
- What geographic markets were intentionally targeted outside the La Crosse region? Why?
- Outline event promotions and what worked best to encourage visitors from outside the area. Share any specific quantitative or qualitative data to support.
- Is this event expected to be held next year?
- If yes, what key changes are anticipated for next year to improve the event?

Requested Documentation:

- **Copies of receipts for marketing spending (Required for Disbursement)**
 - Copies of the promotional material that listed Explore La Crosse contact information.
 - Please submit a comparison between the originally submitted budget and the final budget. Explain any differences between proposed spending and actual spending.
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Submit Event Review via email to: Perrin Iacopino, Membership & Grants Manager

iacopino@explorelacrosse.com