



Attachment C: Guidelines for Post-event Recaps for All Events Receiving Public Funding:

A post-event recap is **required** from all events receiving Town of Vail funding within **60 days of the close of the event**. The report must be presented to the CSE for release of the final sponsorship payment. A recap form will be provided for this purpose and shall include actual results per the criteria as described in the RFP.

- **Attendance numbers and demographic profile:**
 - Estimated attendance. If the event is non-ticketed, please describe what method you used to estimate the numbers of attendees.
 - What percentage of people came to Vail specifically for the event? What percentage of people has attended the event in previous years?
 - Where did attendees come from: local, regional, out of state, international destinations?
 - Average age and income bracket of attendees.
- **Estimated Return on Investment (ROI) to the Town of Vail:** Specifically, how much additional spending within the Town of Vail was generated by the event? What is the ratio of increased revenue to the amount of funding received? How much additional sales and lodging tax revenue generated by the event accrued to the Town of Vail?
 - **Estimated spending by event attendees:**
 - Dining, Shopping, Other Activities
 - Lodging: Please include an explanation as to how participants and/or attendees were directed to book lodging.
 - Estimated number of room nights booked in association with the event.
- **Report of fulfillment of the agreed upon sponsorship rights and benefits**
 - Proof of performance for all sponsorship benefits, marketing inclusions, etc.
 - **Marketing** efforts that were implemented to promote the event. Include tear sheets or proof of performance reports where applicable.
- **Visitor Intent to Return and Satisfaction Ratings:** Would you come back? Was it fun? Please provide the **NPS (Net Promoter Score)** number determined from provided or the own survey results.
- Potential for growth and the development of **sponsorships and media exposure**.
- Environmental sustainability report, including waste diversion efforts.
- A **detailed event budget** showing actual profit and loss numbers and how the funding was utilized. Please separate the in-kind support from cash revenues and sponsorships. A sample of the budget template is included on the following page and an excel worksheet will be provided to you in the RFP Packet.