



**Event Development Funding Program  
Post-Event Report  
FY23/24**

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](mailto: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.**

## EVENT DEVELOPMENT POST-EVENT REPORT

**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.**

## EVENT DEVELOPMENT POST-EVENT REPORT

**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:**

**Date:**

**Name**