

A fully completed and submitted Close-Out Report is required from all Travel Drumheller Tourism Development Fund recipients. Failure to complete the close-out report will result in loss of the final 25% of your requested sponsorship and may impact future funding. Please note, all fields are mandatory. Close-Out Reports must be submitted within 45 days of the end of the project. Thank you for applying to Travel Drumheller’s Tourism Development Fund.

Organization:

Project Name:

Project Launch Date:

Amount of Funding Received: \$

Contact Name:

Phone:

Email:

PROJECT MARKETING & METRICS

Referring to the performance measures indicated on your application, please indicate results:

Room Bookings: Hotels/Motels Campgrounds Other
Ticket Sales: # Paid Tickets # Complimentary Tickets

Survey Results: Please attach a summary of questions and results

Social Media: using a 90-day prior and 14-day post-event time period, please indicate:

	Facebook	Instagram		
# of Posts				
Total Likes				
Total Shares				
Total Comments				

**Note, the extra two columns are for other social media channels (Linked in, Twitter/X, TikTok, etc.)*

Google Analytics/Website: Please attach any website trends using a 90-day prior and 14-day post-event time period. Data points could include top Referral sites, Total (Unique) Page Visits, Total (Unique) Users, top Cities, etc.

Other: Were there other methods you used to measure the success of your event? What were they and what were the results?

Please share two success stories that contributed to achieving your goals.

Please share lessons your team learned and how you will improve this project in the future.

Of the marketing activities indicated on your application, which activities were successful – why? Which activities were not successful and why?

How does your project contribute to one or more of the following factors and impact Drumheller.

- Tourism
- Diversity & Inclusion
- Giving Back to the Community
- Civic Pride
- Economic Impact
- Environmental Sustainability
- Legacy Building
- Destination Development Plan

Earned Media Coverage & Travel Drumheller Recognition

Please upload, provide links, or provide photos to showcase:

- Media coverage for your project
- Travel Drumheller recognition coverage
- Photos and/or videos including release forms permitting use for promotional purposes.

Budget & Financials

Please complete the Project Budget below.

Copy or scan and submit receipts to support eligible expenditures.

ORGANIZER SPENDING	BUDGET	ACTUAL
Expenses		
Total Expenses		
Revenue		
Sponsorship (incl. this one)		
Other Secured Funding		
Program Sales		
Other (Merchandise, Donations, etc.)		
Total Revenue		

Profit/Loss = Revenue – Expenses =

Report Review & Approval

I hereby declare that the information in this Close-Out Report is true and correct to the best of my knowledge.

Name: _____ Date: _____

Signature: _____