

Unique Users:

Top Cities:

Other:

2025 Event Close-Out Report Tourism Development Fund

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 funding and may impact future applications. 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.

	Total	Total Attendance:	
ers:	Num	Number of Project Partners:	
rformance measur	es indicated on yo		
s: Hotels/Mo	iteis Ca	ampgrounas	Other
# Paid Tic	kets #	Complimentary T	ïckets
Please attach a sum	nmary of question	s and results	
ng a 90-day prior a	and 14-day post-e	vent time period	, please indicate:
Facebook	Instagram		
s /Website: Please a me period. (Eg. if t	attach any websit he event date is N	e trends using a 9 May 31 the period	90-day prior and 14-
	ring & METRIC rformance measur s: Hotels/Mo # Paid Ticl Please attach a sum ng a 90-day prior a Facebook columns are for othe me period. (Eg. if t	Facebook Instagram Flowers: Num Solumns are for other social media chan The system period. (Eg. if the event date is Nuggested metrics include the top 3-5	FING & METRICS rformance measures indicated on your application, p s: Hotels/Motels Campgrounds # Paid Tickets # Complimentary T Please attach a summary of questions and results ng a 90-day prior and 14-day post-event time period Facebook Instagram Foolumns are for other social media channels (Linked In, Tw. s/Website: Please attach any website trends using a seme period. (Eg. if the event date is May 31 the period aggested metrics include the top 3-5 results of:

Other: On your application, did you indicate other means 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 would improve your event in the future.
Of the marketing activities indicated on your application, which activities were successful – why? Which activities were not successful and why?
Did your event align with the Destination Development Plan as indicated in your application? Please provide examples of how each respective Pillar or Objective was met.
EARNED MEDIA & 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.

Source	Actual Cost
ABC Entertainment	\$500.00
Tot	tal

Revenue Item	Actual Income
Eg. Merchandise	\$1000.00
Total	

Profit/Loss = Revenue - Expenses =

Note: You do not need to break-even. In fact, making a profit is favoured as it could fund the event in the future.

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:
Signaturo	