

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.

Event Name:

Total Event Hours:

Total Attendance:

Number of Volunteers:

Number of Project Partners:

EVENT 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:

Social Media	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. (Eg. if the event date is May 31 the period would be March 1 to June 14). Some suggested metrics include the top 3-5 results of:

Referral Sites:

Unique Page Visits:

Unique Users:

Top Cities:

Other:

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.

