

2026 Event Close-Out Report

Tourism Development Fund

Thank you for receiving support through Travel Drumheller's Tourism Development Fund! To complete your funding agreement, please submit your Close-Out Report within 45 days of your project's completion. All fields are required. The final 25% of your funding will be released once the completed report has been received. Please note that failure to submit a Close-Out Report may affect eligibility for future funding opportunities.

EVENT SUMMARY

Event Name:

Event Date(s):

Total Event Hours:

Total Attendance:

Number of Volunteers:

Number of Project Partners:

EVENT MARKETING & METRICS

Referring to the success measures **identified in your application**, please report your results.

Measure	Target	Actual Result
Overnight Stays (Room Nights)		
Attendance		
Ticket Sales		
Survey Results		
Social Media Performance (Reach, Impressions, Engagement, Followers gained)		
Website / Google Analytics (Website traffic, referrals, etc. 90 days pre-event and 14 days post-event)		
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 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 support the Travel Drumheller tourism goals identified in your application? Please provide examples.

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.

Expense Item	Source	Actual Cost
Eg. A/V Equipment	ABC Entertainment	\$500.00
Total		

Revenue Item	Actual Income
Eg. Merchandise	\$1000.00
Total	

Actual 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: _____

Questions? Email executivedirector@traveldrumheller.com