

22-23 TTB Event Sponsorship Recap Report

Event funding recipients must complete this recap report no later than 60 days after the event has ended. Late or incomplete reports could delay payment or disqualify the recipient from being reimbursed.

* Required

1. Event Category: *

Mark only one oval.

- Community Character Event
- Sports Event
- Major Event / Festival
- Legacy Event

2. Name of Event *

3. Event Date(s) *

Format: mm/dd/yy - mm/dd/yy

4. Funding Granted from JHTTB *

5. Do you plan to hold the event again next year? *

Mark only one oval.

- Yes
- No
- Not sure yet

6. Do you intend to apply for JHTTB funding for this event again next year? *

Mark only one oval.

- Yes
- No
- Not sure yet

7. Is there potential for event growth and expansion in future years? If so, please describe. Be sure to include specific ways that the event might expand in participant numbers, reach, timespan/days, activities, quality, etc. *

8. Please list the strengths and successes of the event. What went well? *

- 9. Please list the weaknesses or areas for improvement for the event. What would you change if you were to do the event again? *

Budget

- 10. Please attach a complete and detailed actualized event budget: *

Files submitted:

- 11. Cash revenue (excluding in-kind support and sponsorships): *

- 12. Total event sponsorship income: *

- 13. Please list event sponsors and their contribution to the event. *

- 14. Total marketing expenses: *

15. Total expenses for sustainability initiatives: *

16. Net profit or loss: *

17. How did JHTTB funding grow, enhance, or improve the event? In other words, because this event received JHTTB funding, what were you able to accomplish that you wouldn't have otherwise? *

Event Impact

18. Total attendance: *
Including participants, spectators, etc.

19. What percentage of attendees were local? *

Mark only one oval.

- 0%
- 1-25%
- 26-50%
- 51-75%
- 76-99%
- 100%
- We do not track this information and therefore cannot provide an accurate answer that would contribute to TTB data.

20. What percentage of attendees were visitors? *

Mark only one oval.

- 0%
- 1-25%
- 26-50%
- 51-75%
- 76-99%
- 100%
- We do not track this information and therefore cannot provide an accurate answer that would contribute to JHTTB data.

21. Was your event a "Community Character" event? *

Mark only one oval.

- Yes *Skip to question 28*
- No *Skip to question 22*

Lodging Impact

*Not required for Community Character Events

22. How many TOTAL room nights were generated from your event?

23. How did you calculate or acquire the total room nights generated from your event?

24. Estimated attendee spend on lodging per night:

If there was a group block or a preferred lodging partner, please indicate the actual room rate at that property. If you're unsure where guests stayed, please contact the Jackson Hole Chamber to acquire the ADR for your event dates.

25. What is the total estimated lodging spend generated from your event?

26. Please explain how you reached the estimated lodging spend generated from your event.

Please use factual data or educated estimates here. The JHTTB places strong importance on accurate lodging numbers and revenue.

27. Additional economic benefits and associated spending:

Please include if / how you tracked associated spending.

Event Marketing & Promotions

- 28. Please attach a marketing overview including impressions, clicks, and media exposure. *

Files submitted:

- 29. Please briefly outline any earned media or notable PR generated from the event. *
Be specific. Example: 2-page feature article in "Outside Magazine" and 2-minute radio interview on Wyoming Public Radio.

- 30. If tracked, please outline attendee demographics.
If you did not track demographics or do not have a reliable way to do so, please do not provide an answer here.

- 31. How & where was the JHTTB's "Stay Wild" logo used? *

Sustainability & Inclusion

32. Please describe any educational materials or information on responsible tourism, sustainability initiatives, or environmental stewardship that was provided to event attendees. *

33. Please describe any initiatives to make the event inclusive and accessible to all demographics. *

34. Did you complete a Sustainable Events Survey with your application? *

Mark only one oval.

Yes *Skip to question 35*

No *Skip to question 36*

Events Who DID Complete a SES

- 35. Please share with us the sustainability initiatives at your event. If these are different than your responses on the Sustainable Events Survey, please indicate how they are different and the reasoning behind the change.

Events Who DID NOT Complete a SES

- 36. Please share with us what sustainability initiatives, if any, you incorporated into the event.

Community Character Events

- 37. COMMUNITY CHARACTER EVENTS ONLY - how did the event contribute to the distinctive character of our community and/or add to Jackson Hole's appeal to visitors?

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