TOURISM PEI FESTIVALS & EVENTS FUNDING PROGRAM EVALUATION

	Event Name:
	Date:
	Location:
	Evaluation Completed by:
	Mailing Address:
	Contact Number:
	E-mail Address:
	To what non-profit group should the cheque be
	made payable to? (Not an individual)
1.	What were the specific goal(s) for this year's festival/event?
	Goal 1:
	How was this goal achieved?
	Goal 2:
	How was this goal achieved?
2.	Did you have a pre-established budget?
	Did you meet your budget?
	Does your budget project self sufficiency within three years?
3.	Is there a theme to your festival/event? Yes No
	If yes, what is it? If no, why not?

4.	How did you promote your theme?
5.	How many people did you expect for your event?
	Why?
	Approximately how many people actually attended your event?
	% Islanders % Tourists
	<u></u>
6.	What made your event unique?
7.	Were you satisfied with the date you chose? Yes No
	Why?
	Were you satisfied with the location of your event? Explain.
	What date have you chosen for next year?
	Has it been forwarded to Tourism PEI?
8.	Are you cross promoting with any other activity or festival/event?
9.	Can people find your event easily?
	Is there highway signage?
	Where?

. Doe	s your event cater to? (Plea	ase check where apr	propriate)
	Children	Locals	· ·
	Adults	Other Isla	nders
	Seniors	Tourists	
. Wer	re you satisfied with the organ	nization of the event	? Yes No
Wha	at components or areas were	not well organized?	
Ном	v could it be improved upon?		
ПОМ	could it be improved upon:		
-			
Doy	ou have a marketing plan?	Yes	No
	you have a marketing plan?	Yes	No
		Yes	No
If no	ot, why?		No name media used. ie. CBC, CFCY, Journal
If no	ot, why? v did you promote this event?		
If no	ot, why? or did you promote this event? neer, etc.) TV		name media used. ie. CBC, CFCY, Journal
If no	ot, why? of did you promote this event? neer, etc.) TV Radio	P (Please check and i	name media used. ie. CBC, CFCY, Journal Public Service Announcements Visitor Information Centres/Welcome Centres
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What marketing promotion did	not work well?	Why?		
How could it be improved?				
Where was it promoted?	On-Islar	nd		
	Off-Islar	nd		
	Both			
Ara you a mambar of Eastivals & Ex	········· DEIO	Yes	No	
Are you a member of Festivals & Ev	vents Peir	162	INO	
Please list sub-committee and chai	rperson(s) and th	neir job positio	on(s).	
				_
Did you solicit corporate sponsorsh	nip?	Yes	No	
If no, why not?				
What corporate sponsor(s) did you (ie. Cash, Goods, or Services)	attract and how	ı did they cont	ribute to your eve	ent?

Explain what precautions were taken. 6. Did you feel your event site was kept clean? Yes No Was your site: The proper size? Too small? Too large? Was it accessible to the physically challenged (ie. parking, washrooms, etc.)? Yes No If your event is planned to be held outdoors, what is the alternate location if weather is inclement?	
Please list the sponsor(s) classification(s) and what was provided with each classification(s). 5. Did you consider and implement safety precautions? Explain what precautions were taken. 6. Did you feel your event site was kept clean? Yes No Was your site: The proper size? Too small? Too large? Was it accessible to the physically challenged (ie. parking, washrooms, etc.)? Yes No If your event is planned to be held outdoors, what is the alternate location if weather is inclement?	Did you feel this event was adequately supported by the corporate sector?
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7. What new component(s) was/were added to the event this year?	If your event is planned to be held outdoors, what is the alternate location if weather is inclement?
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ĺ	If no new component(s) was/were added this year, please indicate why not?
18.	Did you receive full co-operation from your community, tourist association, Tourism PEI or other
1	organization(s)? Please explain and indicate. If not, why not?
19.	Additional comments:

Evaluations must be completed within 45 days of the festival or event, or by March 1, whichever occurs first. Submit the program evaluation, a financial statement with revenues and expenditures, (please keep your receipts on file) and a public relations package (ie. press releases, copy of posters, flyers, etc.) to:

Development Division, Department of Economic Development and Tourism
Festival and Events Funding Program
PO Box 2000, Charlottetown, PE C1A 7N8
Telephone: 902-368-6339 Fax: 902-368-4438

E-mail: tourismapplications@gov.pe.ca