

Project Completion and Evaluation Form

In order for your reimbursement request to be approved for payment, two (2) legible/typed copies of the following items must be provided to the Waterloo Convention and Visitors Bureau, ATTN: Aaron Buzza, 500 Jefferson St., Waterloo, IA 50701 within **30 days** of completion of the project, or reimbursement may be delayed. One set of the information will be provided to the City of Waterloo by the Waterloo Convention and Visitors Bureau.

- Evaluation Form – this page – completed fully.
- Financial summary accounting for all income and expenditures, including matching funds.
- Copies of invoices. Only itemized and dated invoices can be considered for reimbursement.
 - Invoices must be included for both grant funded items and for those used for match.
- Proof of Payment – To certify proof of payment, submit a photocopy of the check and/or other proof of payment. If cash is used, a receipt with the recipient's name and signature must also be included.

1. **NAME OF ORGANIZATION:** _____

2. **ORGANIZATION FEIN:** _____

3. **NAME OF PROJECT/EVENT:** _____

4. **DATE/HOURS OF EVENT:** _____

5. **GRANT AMOUNT:** _____

6. **YEAR OF GRANT AWARD:** _____

7. **CONTACT PERSON:** _____

8. **CHECK PAYABLE TO:** _____

9. **ADDRESS WHERE CHECK SHOULD BE MAILED:**

Street _____

City _____ State _____ ZIP _____

Phone: _____

To assist us in evaluating the impact your project had on the Waterloo area, please complete the following (use additional paper if necessary):

10. **WHAT WAS THE TOTAL ATTENDANCE AT YOUR EVENT?** _____

11. **OF THOSE, HOW MANY WERE FROM OUTSIDE OF BLACK HAWK COUNTY?** _____

12. SPECIFICALLY HOW DID THE EVENT MEASURE ATTENDANCE?

13. HOW MANY HOTEL ROOMS WERE USED IN WATERLOO FOR THIS PROJECT/EVENT: _____

NAME OF HOTEL(S)

NUMBER OF ROOMS USED AT EACH

14. HOW WAS THE TOTAL NUMBER IN QUESTION 13 DETERMINED?

15. HOW DID THE EVENT/PROJECT HAVE A POSITIVE IMPACT ON WATERLOO?

16. WHAT ASPECTS OF THIS EVENT WERE NEW OR INNOVATIVE?

17. WHAT MARKETING WAS DONE (AND WHERE) TO PROMOTE THE EVENT/PROJECT?

18. DO YOU CONSIDER YOUR PROJECT A SUCCESS? WHY?

19. ON THE ATTACHED BUDGET WORKSHEET, PLEASE PROVIDE A DETAILED REPORT OF THE INCOME/EXPENSES RELATED TO THE EVENT, SPECIFICALLY HIGHLIGHTING THE USE OF GRANT FUNDS AND WHERE MATCHING FUNDS WERE USED.

20. IF A PROFIT WAS MADE, HOW WILL THOSE PROCEEDS FROM THE EVENT BE USED?