

## 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?**