



Matching Event Advertising Funding Program

POST EVENT REPORT INSTRUCTIONS

Post-Event Report is due 60 days following your event or June 20th, whichever is earlier.

Event producers are to provide a Post-Event Report as identified in Section 4 of the event agreement.

INVOICE INSTRUCTIONS

Event producers are to provide an invoice as identified in Section 6 of the event agreement along with the post event report. Please submit with the following required documentation attached:

- Third party invoices of items outlined on funding application as listed on Exhibit B of Contract
- Cancelled check(s) or credit card statements showing payment of above mentioned invoices as listed on Exhibit B of Contract
- Submit tear sheets, air-time logs, website content, distribution or viewing logs, and other evidence of media publication or distribution, all in form and content acceptable to City.
- Payment is contingent upon submittal of the appropriate documentation.
- Examples of expenses **NOT** eligible for reimbursement include but are not limited to advertising agency commissions, public relations expenses, "in-kind" expenses, salaries, entertainment, supplies, equipment, postage, sales tax, travel expenses, general operating expenses, and any item not specifically included in the funding request.

MAIL OR DELIVERY INSTRUCTIONS

City of Scottsdale
Tourism and Events Department
Attention: Holli Shannon
HShannon@ScottsdaleAZ.gov
7506 E. Indian School Rd
Scottsdale, AZ 85251
480-312-7177

3. Actual attendance figures realized at the event categorized, by visitors and local residents. Include supporting documentation, such as but not limited to, venue records, attendance logs, receipts, and/or survey data.

4. Provide the number of room nights generated in Scottsdale hotels directly attributable to the event as evidenced by hotel property room blocks. Please include any documentation from Scottsdale hotel properties.

5. Write a brief narrative that:

- A. Describes any additional information such as survey results, etc., that might be useful in understanding the event's impact on Scottsdale and its Tourism Industry.

Question No. 6 continued

- B. Describes the event's experience with any City owned and/or operated facilities utilized with particular attention to problems and opportunities as they relate to the physical facilities and operations.

Question No. 6 continued

- C. Describes the positive and negative impacts of the event on City services, facilities, and neighborhoods.

Signature:

Date: