



FY 2025/26 Matching Event Advertising Funding Program Post-Event Report

The Post-Event Report is due 60 days following your event or May 31, whichever is earlier. Event producers are to provide a Post Event Report as identified in the event agreement.

Instructions:

Please submit along with the following **required documentation**:

- Event producers are to provide an invoice, as identified in the event agreement, as well as a W-9 that has been signed within the last year.
- Third party invoices paid by producer of items outlined on funding application as listed on qualifying worksheet Exhibit B of Contract.
- Canceled check(s) or credit card statements showing payment paid by producer 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.
- Examples of expenses **NOT** eligible for reimbursement include but are not limited to advertising agency commissions, public relations expenses, influencer 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.
- Payment is contingent upon submitting the appropriate documentation.

If your file is large, please contact Holli to send a secure link.

Questions, Post-Event Report, and Invoice should be submitted to:

City of Scottsdale Tourism & Events Department

Attention: Holli Shannon

hshannon@scottsdaleaz.gov

480-312-7177

MEAF POST-EVENT REPORT

Post-Event Submit Date:

Event Name:

Event Dates:

Total NON-LOCAL Marketing Expense:

Actual Attendance:

Attendance tracking method: Include supporting documentation, such as but not limited to, venue records, attendance logs, receipts, and/or survey data.

Please provide the following:

A. A description of the Performance under Agreement

B. Benefits to the City of Scottsdale and the public. Provide quality of life and local business benefits.

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C. Positive & Negative Effects on City Services, Facilities and Neighborhoods

D. Describe any additional information such as survey or economic impact results, etc., that might be useful in understanding the event's impact on Scottsdale and its Tourism Industry.

E. Effect on City Hotels. Provide number of room nights generated in Scottsdale hotels and a list of contracted Scottsdale hotels. Please include property room night reports and any documentation from Scottsdale hoteliers confirming the actual number of rooms sold in room blocks set aside for the Event.

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F. Describe the event's experience with any City-owned and/or operated facilities utilized with particular attention to problems and opportunities as it relates to the physical facilities and operations.

G. What could be done to improve the event in the future?

Describe any charitable component provided by the event.

Did you produce an event program?

YES NO

If YES, (per section 2.7) submit a copy of the full-page advertisement promoting the City of Scottsdale.

Did you offer the City of Scottsdale exhibit space 60 days prior to the event? (per section 2.8)

YES NO

If YES, please include your method of contact (email/phone call) and offer date:

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Did your event website have a prominent link to the City of Scottsdale 60 days prior to the event? (per section 2.9)

YES **NO**

If YES, please include the hyperlink to the webpage:

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature (Required):

Date:

Name

*Attachments are permissible if more room is required