

**Durango Business Improvement District
Post Event Questionnaire and Follow up Report**

Required to be completed by Organization for District, if future funding is desired

Name of Event: _____

Date of Event: _____

Sponsoring Organization: _____

Key Contact Person & Phone: _____

What **went well & what worked** for your Durango based special event?

What could be **improved** in running your special event in Durango?

How did the Durango **BID/DATO Marketing Grant** assist in the **success**, in terms of participation and number of visitors that came to Durango for your special event?

What “out of town” event **marketing worked** well for your special event?

What would your organization **do differently to market** your event?

What were the estimated **numbers** for your **special event**?

Number of **participants**? _____

Number of spectators & **visitors**? _____

Estimate of **hotel rooms** utilized by participants, support & visitors? _____

What other **economic impact** did your event have in Durango?

What else would you like to share with the District?

Thanks for your support, efforts and hard work on **Durango** Special Events!

Please complete and return to Jasper Welch, BID Coordinator Rev 12.08

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