

**Tourism and Arts Fund Recipient Evaluation
FY 2016-2017**

Mid Term

Final

All TAF recipients are required to complete an evaluation of the TAF-funded program/project to the City within 30 days of completion of the program/project, or the end of the fiscal year, whichever occurs first. For ongoing program/projects, evaluations should be received prior to the submittal of a new TAF award request. Please type or print. Use additional 8 ½” x 11” sheets as necessary.

Program/Project Title

Evaluator Name/Position _____ **Date** _____

1. Project/Program Summary

Briefly describe your program/project as it was delivered. Empirical evidence of “heads in beds” or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach.

2. Program/Project Evaluation

- a. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation.

- b. Describe what could be done differently in the future to improve the program/event/project.

3. Budget

Briefly describe how the program/project did or did not meet its financial projections. Include a copy of the final program/project income and expenses, clearly showing the TAF award, **on a line-item basis**, with this evaluation.

