

Program Report Card

Organization/Year

**YOUR
LOGO
HERE**

Program Name

MISSION	H/M/L	NOTES
Promotes the town/local businesses		
Generates tax revenue		
Provides community connections		
Category Grade:		

FINANCE	H/M/L	NOTES
Bottom Line (Profit/Loss/Breakeven)		
AND/OR Does it meet Budget?		
Bad Year Protection		
Other (tax revenue, heads in beds, etc)		
Category Grade:		

RESOURCES	H/M/L	NOTES
Staff Time		
Time of Year		
Opportunity Cost		
Resources of Partners (Public Works/Police/Fire/Etc)		
Category Grade:		

STAKEHOLDERS	H/M/L	NOTES
Level of Support/Buy-In		
Alignment of Evaluation		
Understanding of the “Why”		
Category Grade:		

INTANGIBLES	H/M/L	NOTES
Satisfaction Surveys		
Anecdotal Feedback		
Web Traffic		
Community Building		
Marketing/Publicity/Imagery		
Category Grade:		

TRAIN WHISTLES	H/M/L	NOTES
Future competition/relevance		
Changes in market conditions		
Technology shifts		
Macro Shifts (Climate Change/Politics/Etc)		
Category Grade:		

MY GRADE:		GROUP GRADE:		DECISION:	
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Event Planning Checklist with Timeline:

5 Months Before the Event:

1. Define Event Objectives:

- Determine the purpose and goals of the event.
- Clearly outline what you want to achieve.

2. Budgeting:

- Establish a budget for the event.
- Allocate funds for venue, catering, decorations, entertainment, etc.

3. Committee:

- Schedule first committee meeting
- Discuss sponsorship opportunities and outreach
- Delegate tasks to each committee member

4. Sponsorship:

- Seek potential sponsors and partners.
- Create sponsorship packages.

5. Select a Date and Venue:

- Choose a date for the event.
- Select a venue that accommodates the expected number of attendees.

6. Create a Timeline:

- Develop a detailed timeline for the entire event planning process.
- Include pre-event, event day, and post-event activities.

4 Months Before the Event:

7. Registration and Ticketing:

- Set up an online registration system if applicable.
- Decide on ticketing options and pricing.

8. Event Marketing:

- Develop a marketing plan to promote the event.
- Utilize social media, email, and other channels.

9. Vendor Selection and Management:

- Identify and contact vendors for catering, audiovisual equipment, decorations, etc.
- Obtain quotes and negotiate contracts

10. Logistics and Operations:

- Plan transportation for attendees if necessary.
- Create a layout for the event space.

3 Months Before the Event:

11. Speaker/Entertainment Coordination:

- Confirm speakers, presenters, or performers.
- Provide them with necessary information and logistics.

12. Audiovisual Requirements:

- Determine audiovisual needs for presentations.
- Test equipment before the event.

13. Attendee Communication:

- Communicate event details to attendees.
- Provide any necessary instructions.

8 Weeks Before the Event:

14. On-Site Staffing:

- Recruit and train event staff.
- Assign roles and responsibilities.

15. Day-of-Event Coordination:

- Conduct a final walkthrough of the venue.
- Set up registration and information desks.

Post-Event:

16. Feedback Collection:

- Set up a system to collect feedback from attendees.
- Use surveys or other methods to gather input.

17. Post-Event Evaluation:

- Assess the success of the event against objectives.
- Review budget and expenses.

18. Follow-Up and Thank You:

- Send thank-you emails to sponsors, speakers, and attendees.

Follow up on any outstanding tasks.

19. Documentation:

Compile event documentation, including photos and videos.

Keep records for future reference.