

# Program Report Card

Organization/Year

Program Name

**YOUR  
LOGO  
HERE**

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:	

## 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.