Hornby Island Events, Sports & Initiatives Fund

# 2025 EVENT MEASURABLES REPORT

The final report is used as a tool by HICEEC to ensure funds are supporting projects that meet the program’s goals and strategic objectives. All funded events are required to provide information on the level of visitation to Hornby Island generated by their event. **Note:** It is understandable if exact numbers are not available, particularly for non-ticketed events.

Your event measurables must be sent by email to [karen@hiceec.org](mailto:karen@hiceec.org) no later than **60 days following the end date of your event/festival.** You **must attach copies of receipts** for eligible marketing activities totaling the amount of funding provided by HICEEC.

**Event Name**

|  |
| --- |
|  |

**Event Date(s)**

|  |
| --- |
|  |

**Event Attendance**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **2023** (if applicable) | **2024** (if applicable) | **2025** |
| Number of public attendees  (e.g. ticket holders, general public) |  |  |  |
| Number of event participants/vendors  (e.g. event performers, competitors) |  |  |  |

**Number of room bookings on Hornby generated by the event/festival** (if available)

|  |
| --- |
|  |

**Estimated average length of stay on Hornby for attendees/participants** (if available)

|  |
| --- |
|  |

**Approximately what % of total attendees/participants came from off-Island?** (if available)

|  |
| --- |
|  |

**If available, please provide data on where attendees/participants travelled from.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Location** | **# of attendees** (if available) | **Percentage (%) of total attendees** (if available) | **Is this information based on known data?** (e.g. ticket sales) |
| Other Vancouver Island |  |  |  |
| Lower Mainland/BC |  |  |  |
| Other Canada |  |  |  |
| Other United States |  |  |  |
| Other Country |  |  |  |

**Please share any available performance measures for marketing activities** (e.g. reach/click-through rate of digital ads, survey results, google analytics, # of new event images, etc.)

|  |
| --- |
|  |

**Please describe any actions taken to align with sustainable practices** (e.g. [United Nations Sustainable Development Goals](https://hiceec.org/mrdt))?

|  |
| --- |
|  |

**Overall, would you consider the event a success? Please explain why.** (Max. 250 words)

|  |
| --- |
|  |

**Provide a brief description of each activity used and the actual spend, totaling the amount of funding provided.**

You must attach copies of receipts for each eligible marketing activity listed below (see [Program Guide](https://hiceec.org/mrdt) for eligible activities).

|  |  |  |  |
| --- | --- | --- | --- |
| **Activity**  (e.g. Paid Social Media)  (e.g. Print Advertising)  (e.g. Entertainer fee) | **Description**  (e.g. Paid Facebook Ads)  (e.g. Full page ad in the Hornby Island Tribune)  (e.g. Fee to D.J. Pat Mullan) | **Estimated Budget**  (as indicated in funding application) | **Actual Spend**  (must match receipts) |
|  |  | $ | $ |
|  |  | $ | $ |
|  |  | $ | $ |
|  |  | $ | $ |
|  |  | $ | $ |
|  |  | $ | $ |
|  |  | $ | $ |
|  |  | $ | $ |
|  |  | $ | $ |
|  |  | $ | $ |
|  |  | $ | $ |
|  |  | $ | $ |
|  |  | $ | $ |
| **TOTAL** | | **$** | **$** |

**How did you find out about the Hornby Island Events/Sports/Initiative Fund?**

Example: Stakeholder Newsletter, Direct email, Facebook (Business Network, Community Connections, Word of Mouth), etc.

|  |
| --- |
|  |

**Is there anything, within the framework of the provincial program, that HICEEC could do to improve this program?**

|  |
| --- |
|  |