



## Evaluation/Assessment

In order to assess the return on investment and success of this project, an electronic survey will be sent to all of the community partners of the White Mountain Arts Festival. This survey will include questions that will evaluate whether there was an increase in participants/revenue, and provide our partners with the opportunity to provide feedback.

Draft questions for the survey are below. The survey will be sent out on or before September 15, 2019 and responses will be collected through September 30, 2019. This information will be included in our final report to the NH State Council on the Arts.

Questions:

How helpful was the White Mountain Arts Festival campaign to your business?

Did you see an increase in participants/revenue?

If yes, please describe.

If no, please state why you think this was not successful.

What could we do differently next year?

What feature of the campaign do you feel worked the best and why? Ex: Social Media, Radio Advertising, Print Media, Printed flyers/brochures