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Detroit Entertainment Commission  
Event Evaluation Form

***How was the event promoted?***

- Posters/Flyers
- Website
- Mailings
- Email
- Other

***Rate the attendance***

- Very good
- Good
- Average
- Below Average
- Needs Improvement

***Rate the time of the event. Time of event \_\_\_\_\_***

- Very good
- Good
- Average
- Needs Improvement

***Rate Length of Event***

- Just Right
- Too Long
- Too Short

***Rate Catering, Food Trucks, Vendors etc.***

- Very Good
- Good
- Average
- Needs Improvement
- Not Applicable

***Rate the location of the event***

- Very Good
- Good
- Average
- Needs Improvement

***Overall rating of the event***

Very Good

Good

Average

Needs Improvement

***Write a brief response to each of the following questions***

Was the entertainment appropriate for this event?

Gifts/Give-a-Ways. Were they appropriate? Were there enough?

Were there enough staff and volunteers?

Where did the participants come from?

How far did participants travel to attend the event?

Did they stay locally to attend the event?

How did participants learn about the event?

What was the event's overall attendance?

What was the target demographic?

How much money was spent at the event of festival?

Was adequate and accessible parking available?

Was Site Signage appropriate and visible?

Did the event provide a diversity of food and beverage options?

Did the event present relative value for Money?

Would you return to a future festival/event?

Were there enough staff and volunteers to handle the event? Were they properly trained to handle event? Were they properly trained to handle their duties?

Were the services provided by Parks and Recreation, Public Works, Police, Fire, and any other City Department adequate? If, not how could they be improved?

What did you consider the most successful part of this event?

What did you consider the least successful part of this event?

What changes/recommendations, if any, should be made for this event?