

EVALUATION

Contact Information: <ul style="list-style-type: none">▪ City of Cambridge Attn: Special Events Liaison Community Services Department 50 Dickson Street Cambridge, Ontario N1R 5W8 519.740.4681 ext. 4262 http://www.cambridge.ca/	Due Date: <ul style="list-style-type: none">▪ Special Event Evaluation must be completed within 3 months after an event.	Cost:
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OVERVIEW:

- Evaluation is a way to assess your event so that your group can see where you were successful and where you need to improve.
- There are different types of evaluations that you can use to evaluate your event to determine such things as whether you had enough volunteers, or if your vendors were pleased. Some include:
 - Conduct interviews of participants & attendees
 - Questionnaires/Surveys
 - Suggestion box at the event
 - Evaluation Forms for Committee Members
- The City of Cambridge has designed three evaluations:
 - **Special Event Evaluation -**
The Special Event Evaluation has been designed for your Special Event Committee to complete within three months after your event. This evaluation must be submitted annually as part of the Grants Special Events Application. For an example of this evaluation, please refer to the appendix of this section.
 - **City of Cambridge Audit -**
The City of Cambridge Audit is an evaluation that is filled out by City of Cambridge employees. This audit documents the event and the activities leading up to the event and is used for reference in the following years. For an example of this audit, please refer to the appendix of this section.
 - **Participant Evaluation Survey**
The survey allows the committee to find out how the event measured up from the perspective of the participant. The survey should be given out to a random sample of the participants.

YOUR RESPONSIBILITY:

- Evaluate your event
- Ask each member on the committee to evaluate the festival according to his or her responsibilities

- Submit evaluation back to the City of Cambridge

STEPS TO COMPLETING THE SPECIAL EVENT EVALUATION:

1. After your event, complete the Special Event Evaluation with your committee.
2. Combine the inputs from all of your committee members into one Special Event Evaluation.
3. Submit your evaluation to your Special Events Liaison.

SPECIAL EVENT PARTICIPANT EVALUATION

- One of the most un-tapped resources for finding out how to improve your event is the people attending your event. Essentially all of your efforts are for pleasing the participants, so it is only natural to put an extra bit of effort into finding out if your participants actually enjoyed the event. In the appendix to this section there is a general participant evaluation survey that has been created for you to hand out at your event. *If you would like an electronic copy of the survey, so that you can tailor it specifically to your event, then see the footnote on the survey in the appendix.*
- **Here are a few ideas on how to conduct your survey:**
 - Set up some sort of booth where evaluations are on display. Advertise a draw for a prize using a completed application as that person's entry ticket for the draw. This type of set-up is good because it basically runs itself.
 - Randomly ask people to fill out the survey. This could be done at the gates as participants leave, although you may find that people are less likely to cooperate when they are in the process of leaving, especially if they had a bad experience.
 - Randomly disperse the survey throughout the event and create an incentive for them to complete the survey. For example, you could exchange a coupon, redeemable for an ice cream, for the completed survey.

How did these activities/methods differ from last year?	
Approximately how much money did you generate through fundraising this year?	
Approximately how much money did you generate through sponsorship this year?	
Did your event break even? Please explain.	
What plans do you have established to improve your financial position next year?	

Promotions & Publicity:

Which methods did your committee use to promote and publicize your event? Which ones were effective, and which ones were not? E=Effective;	Brochures Posters/Flyers Televisions Street Banner Bill Boards Newsletters Newspapers	Radio Press Release Personal Contact Mailings Special Events Information Fair Internet Other:
What promotion and publicity methods do you have planned for next year?		

Volunteers:

Approximately how many people volunteered at your event?	
How many volunteers did you need at your special event?	
In what areas would you suggest more volunteers?	
Were the volunteers given a job description?	
Were volunteers properly oriented and trained to the special event and their job responsibilities?	

Were volunteers recognized for their efforts?	
What changes to volunteer management will you make next year?	

Risk Management:

Did your committee establish a Risk Management Plan?	
Was the Risk Management booklet put out by the City of Cambridge helpful? How can it be changed to make it more helpful for you next year?	
What risks have you identified over the course of planning and implementing your special event?	

Permits & Licenses:

Mark each the permits, licenses and other requirements that were obtained for your Special Event.	Alcohol License (Special Occasions Permit) Entertainment Licenses (Amusement Rides, SOCAN licensing, etc.) First Aid Business Licenses and Food Vendor Permits Hydro Inspection Special Event &/or Street Closure Permit Tent Permits Washrooms Other
Are there any concerns regarding these permits or licenses?	

The Day of Your Special Event:

On a scale of 1 through to 10, rank your event?	Needs Improvement										Satisfactory			Excellent	
	1	2	3	4	5	6	7	8	9	10					
Approximately how many people attended the festival?															

Community Services Department

<p>Did the City Staff Liaison and Special Events Liaison meet your needs? Please explain.</p>																																					
<p>Were the City Staff Liaison and Special Events Liaison available when required? If not, please explain.</p>																																					
<p>Were the processes and procedures for City of Cambridge permits and licenses clear and easy to follow? If not, please explain.</p>																																					
<p>Which of the trainings and/or workshops did you attend? How would you rate them on a scale with 1 being poor and 5 being</p>	<table border="1"> <thead> <tr> <th></th> <th colspan="3">Poor</th> <th colspan="2">Excellent</th> </tr> </thead> <tbody> <tr> <td>Attracting Sponsorship</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Marketing your Event</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Risk Management / Electrical Safety</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Smart Serve</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Volunteer Recruitment</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </tbody> </table>		Poor			Excellent		Attracting Sponsorship	1	2	3	4	5	Marketing your Event	1	2	3	4	5	Risk Management / Electrical Safety	1	2	3	4	5	Smart Serve	1	2	3	4	5	Volunteer Recruitment	1	2	3	4	5
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<p>How can we make these trainings and workshops more available to you (i.e. one training workshop day, multiple days, etc)?</p>																																					
<p>Are there any recommendations that you have for the Community Services Department? Please list your suggestions.</p>																																					

Parks Division:

Did you find the site meeting beneficial? Why or why not?

Did you receive all of the supplies, equipment and park services arranged for with the Parks Division on the day of the event? If not, please explain what was missing.

Did the Park Division serve your needs on the day of the event? (i.e. garbage and recycling changed regularly, etc.) If not, please explain what needs were not met.

What supplies and equipment would you like to see available for special events in the future?

Are there any recommendations that you have for the Parks Division? Please list your suggestions.

Special Events Participant Evaluation Survey

1 2 3 4 5
Low Rating
→
 High Rating

Did you enjoy the event?	1 2 3 4 5
How did this event compare to last years event?	1 2 3 4 5
Were the line-up's reasonable?	1 2 3 4 5
Were the entrances and exits convenient?	1 2 3 4 5
Was the parking convenient?	1 2 3 4 5
Were entrance prices reasonable?	1 2 3 4 5
Were overall prices reasonable?	1 2 3 4 5

Food Vendors

How would you rate the food?	1 2 3 4 5
Were food prices reasonable?	1 2 3 4 5
Were there enough food vendors?	1 2 3 4 5
Was there enough food variety?	1 2 3 4 5
How did the food compare to last year?	1 2 3 4 5
Which was your favorite food vendor? _____	

Entertainment

How would you rate the entertainment?	1 2 3 4 5
Was there enough entertainment?	1 2 3 4 5
How did the entertainment compare to last year?	1 2 3 4 5
Who was your/your kids favorite entertainer? _____	

Amusement (Rides/Games)

How would you rate the amusements overall?	1 2 3 4 5
Were there enough amusements?	1 2 3 4 5
Were the amusement prices reasonable?	1 2 3 4 5
How did the amusements compare to last year?	1 2 3 4 5
What were your/your kids favourite rides?	

General Questions (Circle Answer)

Would you come to this event again? A) YES DEFINITELY B) POSSIBLY C) NO

Would you recommend this event to a friend? A) YES DEFINITELY B) POSSIBLY C) NO

Which sponsor do you most associate with the event? _____

What recommendations would you offer for improving the event/general comments?

Special Events Questionnaire

To better understand the events in the City of Cambridge, we are interested in finding out what you feel and think of this event. This information will strictly be used for the purpose of the information collected and will not be sold to other organizations. This survey will not take more than 5 minutes of your time.

1. Is this your first time at the event? Yes No
2. If No, how many time(s) have you attended this event? _____
3. How did you hear about the event/festival? (please check all that apply)

<input type="checkbox"/> Newspaper articles	<input type="checkbox"/> Brochures	<input type="checkbox"/> Street Banner	<input type="checkbox"/> Friends
<input type="checkbox"/> Bulletin board/Poster	<input type="checkbox"/> Co-workers	<input type="checkbox"/> Relatives	<input type="checkbox"/> Events Fair
<input type="checkbox"/> Newspaper ads	<input type="checkbox"/> Radio: _____		
<input type="checkbox"/> Internet: _____		<input type="checkbox"/> Television (Rogers or CKCO)	
<input type="checkbox"/> Other(s): _____			
4. Why did you come or what drew you to the event? _____

5. Please indicate the level of Satisfaction to the following:

1 –Strongly Unsatisfied 2- Unsatisfied 3 – Neither 4- Satisfied 5- Very satisfied

	1	2	3	4	5
Location of the event	1	2	3	4	5
The Date and time of the Event	1	2	3	4	5
Line up to get into the event	1	2	3	4	5
Entrances and exists	1	2	3	4	5
Parking	1	2	3	4	5
Ticketing price (if applicable)	1	2	3	4	5
Entertainment	1	2	3	4	5
Heavy Events	1	2	3	4	5
Highland Dancing	1	2	3	4	5
Children Entertainment	1	2	3	4	5
Amusement Rides/Games	1	2	3	4	5
Fireworks display	1	2	3	4	5
Parade	1	2	3	4	5
Concert	1	2	3	4	5
Spaces to move around	1	2	3	4	5
Information Services (booth, staff, brochure, maps and etc.)	1	2	3	4	5
Quality of Services of staff/volunteers at the event?	1	2	3	4	5
Food and drink quality	1	2	3	4	5
Prices of the food and drinks	1	2	3	4	5
Food and drink variety	1	2	3	4	5
Washroom Facility	1	2	3	4	5

6. How many people (**including yourself**) did you attend with today? _____
7. Would you come to this event again? Yes No
8. Would you recommend this event to other(s)? Yes No
9. Where do you live (Community, province or state)? _____
10. Comment(s) or suggestion(s) to improve the event: _____

Thank you very much for completing our questionnaire! Enjoy THE FESTIVAL! # _____