

**Appendix B: Goal Outcomes Chart-Attractions Marketing Funding –Provide detail on year over year measurements.**

**Name of attraction:**

<b>Performance Indicator</b>	<b>2018-19 Results (if applicable)</b>	<b>2019-20 Objectives</b>	<b>2019-20 Results</b>	<b>Measurement Tool</b>	<b>2020-21 Objectives</b>
<b>Total Attendance Out of town vs. local</b>				<b>e.g. ticket sales or coupons redeemed</b>	
<b>Website traffic- click thru rate, eNews open rate</b>				<b>e.g. Google Analytics</b>	
<b>Visitor satisfaction levels</b>				<b>e.g. Visitor Surveys</b>	
<b># of Hotel/Restaurant or other partner packages sold</b>					
<b>Social media engagement</b>					
<b>Other</b>					
<b>Other</b>					