



**mid·america  
arts alliance**

## **Final Evaluation**

### **Instructions**

## ExhibitsUSA Final Evaluation Form Checklist/Instructions

Please feel free to record all or any part of your responses on separate sheets if that is more convenient for you.

Please do not feel compelled to conduct elaborate research to complete the form. Your brief descriptions, observations, and recollections are what we need.

- "Exhibition Attendance Only"
  - This entry refers only to the exhibition itself.
  - If you do not keep visitor counts, or do not distinguish children (age 18 and under) from adults in attendance, please enter estimates. In that event, it would be best if you indicate that the numbers are estimates.
  
- "Other Activities"
  - This is an especially important part of the report, but one that historically has been particularly prone to confusion.
  - Please fill in by type description each activity you held in conjunction with the exhibition. If possible, we would like to have adult and child attendance figures here too, separate from those for the exhibition itself. Again, if you do not have attendance records, estimates will be fine.
  - If you have a number of groups participate in a given activity, please give us that number as well.
  - If you repeat an activity several times (e.g. a workshop), please count each repetition as a separate activity.
  - For "total number of other activities," please simply enter that total. This is not an attendance figure, but a count of the activities themselves.
  
- "Number and names of humanity scholars participating...."
  - Here we ask you to note the number and names of scholars and other speakers/lectures who were involved in your local supplementation of the exhibition, and in any other way associated with the show, such as in ancillary activities.
  
- "Project Description" questions
  - Please use this section to note *anything* you would like us to know about your organization's experience with this exhibition.
  
- Newspaper advertisements, articles, reviews, other public relations materials, etc.
  - Here, we would like to see anything you care to include that your organization produced, or that appeared in the mass media related to your hosting of the exhibition.
  - If possible, please include 2 copies of any invitation cards, pamphlets, or other publicity material that you produced in numbers.
  - ❖ If you have any photographs of people viewing the exhibition, please favor us with copies. These are extremely helpful to us in more than one way.

## ***Financial Information Section***

**EXP:** Record here a total of actual expenses incurred for the exhibit. Include a pro-rated share of staff time and administrative costs, as appropriate. Please also figure in the exhibit fee paid to Mid-America Arts Alliance.

**INC:** Record all actual income received or due to be received for the exhibit. This number should be equal to or greater than your total cash expenses.

**INK:** In-Kind Contributions. This line is for the value of items or services, identified with the project, which are provided to your organization by outside parties at no cost to your organization. Volunteer services can be shown in one of three ways:

Donated professional services (e.g. a lawyer donating legal advice) should be valued at his or her professional rate.

Services that are similar to those performed by a paid staff member(s) from your organization should be valued at the same rate as the paid staff.

All other services should be valued at the current federal minimum wage (even though we know they're worth more!)

❖ Please sign and date the report.

❖ Return original to:

Molly Alspaugh, Exhibitor Relations Coordinator **or**  
Emily Seaton, Exhibitor Relations Assistant  
ExhibitsUSA  
2018 Baltimore Ave  
Kansas City, MO 64108

❖ Make one copy for your records.

❖ FOR ORGANIZATIONS IN MID-AMERICA ARTS ALLIANCE MEMBER STATES (AR, IL, KS, MO, NE, OK, TX)

Make one copy and send it to your state arts agency.

Arkansas Arts Council  
1500 Tower Building  
323 Center Street  
Little Rock, AR 72201

Nebraska Fine Arts Council  
The Joslyn Castle Heritage House  
3838 Davenport Street  
Omaha, NE 68131

Illinois Arts Council  
100 W. Randolph St. #10-500  
Chicago, IL 60601

Oklahoma Arts Council  
PO Box 52001-2001  
Oklahoma City, OK 73152

Kansas Arts Commission  
Jayhawk Tower  
700 SW Jackson, Suite 1004  
Topeka, KS 66603

Texas Commission on the Arts  
PO Box 13406  
Capitol Station  
Austin, TX 78711

Missouri Arts Council  
Wainwright Office Complex  
111 North 7<sup>th</sup> Street, Room 105  
St, Louis, MO 63101

**Final Evaluation Report**



**mid-america  
arts alliance**

2018 Baltimore  
Kansas City, MO 64108  
800-473-3872

Bookings No: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_

Project Title: \_\_\_\_\_  
 Beginning Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Ending Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Schedule of Events (use add'l pages, if needed):

	Attendance Adults	Attendance Children
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Exhibition Attendance only.....(aPRM): \_\_\_\_\_ (cPRM): \_\_\_\_\_

OTHER Activities:  
 Date(s) Activity

	Attendance Adults	Attendance Children
_____:	_____	_____
_____:	_____	_____
_____:	_____	_____
_____:	_____	_____
_____:	_____	_____

Total OTHER Activity Attendance.....(aAUX): \_\_\_\_\_ cAUX): \_\_\_\_\_

Total Number of OTHER Activities:.....(AUX): \_\_\_\_\_

**PROJECT DESCRIPTION:** (on a separate page, please answer the following questions)

1. What were the strengths of the exhibition?
2. What were the weaknesses of the exhibition?
3. Did the support materials (labels, text panels, books, audio/CDs, programming guide, etc.) meet you and your visitors' needs?
4. Would you host this type of exhibition in the future? If not, why not?
5. Please relate to us any stories, insights or observations about this experience and significance for your institution or community.
6. In what ways could we improve our service to you?

BE SURE TO INCLUDE any photographs or slides you have taken of the exhibition installation or people viewing the exhibition; please INCLUDE copies of newspaper advertisements or articles, press releases, exhibition reviews, educational materials produced for the exhibition, etc.

Number and names of HUMANITIES SCHOLARS participating in public programs or exhibition development activities.....

\_\_\_\_\_ (#) \_\_\_\_\_ (name, affiliation)  
\_\_\_\_\_ (name, affiliation)  
\_\_\_\_\_ (name, affiliation)

Exhibitor's Personnel involved in project:

Number full-time: (FTP) \_\_\_\_\_  
Number part-time: (PTP) \_\_\_\_\_  
Number volunteers: (VOL) \_\_\_\_\_

FINANCIAL SUMMARY:

ACTUAL TOTAL CASH EXPENSES (EXP)\$ \_\_\_\_\_  
(including fees, shipping, security, facilities, etc.)

ACTUAL TOTAL EXHIBITOR CASH INCOME (INC)\$ \_\_\_\_\_

ACTUAL TOTAL IN-KIND CONTRIBUTIONS (INK)\$ \_\_\_\_\_  
(include the total amount of all non-cash services contributed to hosting the exhibition and related programs)

According to our records the predominant racial characteristics of you and your organization is "" (check the list below). If incorrect, please circle the correct information.

- A [Asian/Pacific Islander]                      B [Black, not Hispanic]
- H [Hispanic]    W [White, not Hispanic]
- N [American Indian/Alaskan Native]
- G [General (1/2 staff, board, or membership not one race)]

The following information is required for reporting to the National Endowment for the Humanities.

State House                      State Senate                      U.S. Congressional  
District No.: \_\_\_\_\_                      District No.: \_\_\_\_\_                      District No.: \_\_\_\_\_

County Name: \_\_\_\_\_

Submitted by Authorizing Official:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (type or print)    Title    Date

<b><u>M-AAA USE ONLY</u></b>		
PublishedFee: «PublishedFee»	TotalFee: «TotalFee»	Grant: «Grant»