

Revenue & Expenses**Board & Barrel – December 4, 2021**

2021 Expenses	Dollar Amount
Liquor License	\$100.00
Tasting Cups	\$700.00
Security (ID Checks)	\$200.00
Beverage Stipend	\$4,000.00
Catering/Food	\$7,000.00
Equipment Vendors	\$3,000.00
Ramp Production w/Consultant	\$45,000.00
Total 2021 Expenses	\$60,000.00
2021 Revenue	Dollar Amount
Entry Tickets (max. 500 guests)	\$25,000.00
Sponsorship	\$10,000.00
Total 2021 Revenue	\$35,000.00
Cost Recovery	58%

Chalk Lines & Vines – May 15-16, 2021

2021 Expenses	Dollar Amount
Guest Swag (tasting glass/wine tote)	\$4,000.00
Entertainment	\$12,000.00
Stage/AV	\$1,000.00
Tent Rental	\$1,000.00
Ice	\$300.00
Security (ID Checks)	\$400.00
Production Team Shirts	\$500.00
Event Producer- 25% of ticket sales	\$8,000.00
Total 2021 Expenses	\$27,200.00
2021 Revenue	Dollar Amount
Entry Tickets (max. 800 guests)	\$32,000.00
Vendors	\$1,000.00
Sponsorship	\$10,000.00
Total 2021 Revenue	\$43,000.00
Net Profit	\$15,800.00

5K Trail Run Series -- April 10, June 12, August 14, October 9, 2021

Expenses (includes all 4 races)	Series
Food & Beverage After Race	\$8,000
Water Station	\$220
Advertising/Marketing	\$2,000
Open Space Themed Entertainment Post Race	\$800
Photographer	\$2,000
Finish Line Trussing Equipment	\$1,600
Racer Bibs	\$600
Racers Gift Bags/Swag	\$4,000
Race Consultant	\$4,000
Permits	\$1,400
Total 2021 Expenses	\$24,620
Revenue (includes all 4 races)	Series
Vendors (5 per race)	
· 200 in person participants- \$8,000 per race	\$24,000
· 50 virtual - \$ 1,500 per race	\$6,000
· Sponsorship - \$5,000 cash or in-kind	\$10,000
Total Estimated Revenue	\$40,000
Net Profit	\$15,380

2021 County Fair

Plan to scale the fair down 50-60% for initial planning efforts. Staff will scale the event up as needed if we are able to host larger attendee numbers and public health restriction loosen.

Revenue Budget Goal	\$256,000.00
REVENUES	
Ticket Price	\$20.00
Tickets Sold	8,000
Ticket Revenue	\$160,000.00
Booth	\$10,240.00
Parking	\$25,600.00
Sponsorship	\$28,160.00
Beer	\$28,160.00
Carnival Revenue	\$6,400.000
Total	\$258,560.00
EXPENSES	
Entertainment 48% Includes Carnival Payment	\$124,108.80
Professional Services 30%	\$77,568.00

Equipment Rental and Operational Expenses 14%	\$36,198.40
Marketing 8%	\$20,684.80
Total	\$258,560.00