

EVENT PROFIT AND LOSS STATEMENT

Racine Fiesta - 2011

	Actual	Original Forecast	Variance
Sales & Revenues			
Ticket Sales	\$ 30,814	\$ 34,000	\$ (3,186)
Concessions	\$ 47,445	\$ 52,000	\$ (4,555)
Merchandise Sales	\$ 123	\$ -	\$ 123
Rent	\$ 9,708	\$ 10,000	\$ (292)
Kids' Area	\$ 519	\$ -	\$ 519
Sponsors	\$ 8,000	\$ 16,000	\$ (8,000)
Total Revenues	\$ 96,609	\$ 112,000	\$ (15,391)
Contract Services			
Police	\$ 4,877	\$ 5,000	\$ 123
Outside Labor	\$ 11,140	\$ 10,000	\$ (1,140)
Total Contracted Services	\$ 16,017	\$ 15,000	\$ (1,017)
Talent Fee			
Talent Fee	\$ 64,670	\$ 40,000	\$ (24,670)
Total Talent Fee	\$ 64,670	\$ 40,000	\$ (24,670)
Advertising			
Media Advertising	\$ 3,337	\$ 3,500	\$ 163
Total Advertising	\$ 3,337	\$ 3,500	\$ 163
Production Expenses			
Facility Equipment Rental	\$ 27,955	\$ 17,000	\$ (10,955)
Catering	\$ 2,863	\$ 2,500	\$ (363)
Entertainer Housing	\$ 5,190	\$ 4,500	\$ (690)
Licensing	\$ 609	\$ 500	\$ (109)
Event Insurance Gen Fund	\$ -	\$ -	\$ -
Total Production Expenses	\$ 36,617	\$ 24,500	\$ (12,117)
Total Direct Event Expenses	\$ 120,641	\$ 83,000	\$ (37,641)
Total Profit/(Loss)	\$ (24,032)	\$ 29,000	