

**V.C. Rodeo Fiesta del Charro 2019
MASTER**

Revenue	2018	2019 Budget	2019 Actual
Vendors	2,696.52	4,225.00	0.00
Corp. & Ride Sponsors/Grants	16,000.00	18,650.00	0.00
Ticket/VIP Sales	30,736.97	35,000.00	0.00
Mutton Bustin' Sales	1,018.08	1,250.00	0.00
Merchandise Sales	1,666.02	1,950.00	0.00
Bar Sales	8,280.00	9,500.00	0.00
Raffle/Auction/Donations	0.00	0.00	0.00
Parking & Misc.	3,853.00	4,225.00	0.00
Total Income	64,250.59	74,800.00	0.00

EX Expenses

1.00	Main Event - Flying U Rodeo	41,422.21	41,216.00	0.00
2.00	VIP Catering	0.00	0.00	0.00
3.00	Merchandise	4,190.28	3,750.00	0.00
4.00	Additional Entertainment	2,400.00	3,300.00	0.00
5.00	Permits/Requirements	470.00	480.00	0.00
6.00	Advertising	12,321.31	11,050.00	0.00
7.00	Printing	2,067.66	1,175.00	0.00
8.00	Event Supplies	377.65	425.00	0.00
9.00	Tent Rentals	4,195.64	3,488.00	0.00
10.00	Additional Rentals	6,398.90	7,825.00	0.00
11.00	Bar	3,719.22	4,325.00	0.00
12.00	Staff & Benefits	9,017.53	8,135.00	0.00
13.00	Contracted Services	2,039.50	2,740.00	0.00
14.00	Other Operational/Misc.	46.00	91.00	0.00
	Total Expenses	88,665.90	88,000.00	0.00

Event Surplus	(24,415.31)	(13,200.00)	0.00
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Liquid Blue 85% Commission	0.00	0.00	n/a
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V.C.T.C. NET	(24,415.31)	(13,200.00)	n/a
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Total Event Funding	Requested
Event Expense Budget	88,000.00
Event "Cash in Registers"	6,000.00
Misc.	
FINAL	94,000.00

V.C. Rodeo Fiesta del Charro 2019
Vendor Details

REVENUE

Vendors	2018	2019 Budget	2019 Actual
Brain Freeze Shaved Ice			
Brights Delights	549.30	550.00	
Delta Saloon			
Dollar Loan Center			
Drink Doctor, The			
Earthy Creations			
Fantasy Face Painting			
Fatburger Food Truck			
Goodi's Lemonade	250.00	250.00	
Hats & Leather	449.30	450.00	
Island Ice			
J&J Italian Ices			
Jax Kettle Corn	249.54	250.00	
Kendall's Sugar Shack	250.00	250.00	
KoKo's Teriyaki	449.30	450.00	
LuLaRoe - Rachael Scott	249.54	450.00	
Marbelous Games			
Mari Chuy's Mexican Restaurant	TRADE	TRADE	
Mr. Margarita		325.00	
Mr. Pops Gourmet Caramel Corn			
Old Red Garter			
OnStreet Concessions/Snowie Ice			
Outlander Phone Chargers			
R&D's Popcorn Alley			
Reno Gazette-Journal			
The Sign Guy			
Super Swirl			
Tahoe Activities			
Tandy Leather			
Tillie's Nevada			
Top Gun Restaurant	249.54	250.00	
Western Bling			
World Birds of Prey			
Z4 Promotions (Bounce Houses)			
Misc.		1000.00	
REVENUE TOTALS	2,696.52	4,225.00	0.00

Vendor Rentals/Add-ons			% of Sales Commission		
0.00	0.00		0.00	0.00	
0.00	0.00	0.00	0.00	0.00	0.00

EXPENSES

Business Licenses	2018	2019 Budget	2019 Actual
Brain Freeze Shaved Ice			
Brights Delights	25.00	25.00	
Delta Saloon			
Dollar Loan Center			
Drink Doctor, The			
Earthy Creations			
Fantasy Face Painting			
Fatburger Food Truck			
Goodi's Lemonade	25.00	25.00	
Hats & Leather	25.00	25.00	
Island Ice			
J&J Italian Ices			
Jax Kettle Corn	25.00	25.00	
Kendall's Sugar Shack	25.00	25.00	
KoKo's Teriyaki	25.00	25.00	
LuLaRoe - Rachael Scott	25.00	25.00	
Marbelous Games			
Mari Chuy's Mexican Restaurant	25.00	25.00	
Mr. Margarita			
Mr. Pops Gourmet Caramel Corn			
Old Red Garter			
OnStreet Concessions/Snowie Ice			
Outlander Phone Chargers			
R&D's Popcorn Alley			
Reno Gazette-Journal			
The Sign Guy			
Super Swirl			
Tahoe Activities			
Tandy Leather			
Tillie's Nevada			
Top Gun Restaurant	25.00	25.00	
Western Bling			
World Birds of Prey			
Z4 Promotions (Bounce Houses)			
Misc.			
EXPENSE TOTALS	225.00	225.00	0.00

Profit/Loss	2,471.52	4,000.00	0.00
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V.C. Rodeo Fiesta del Charro 2019
Revenue Detail

Sponsorships	2018	2019 Budget	2019 Actual
Ames Construction	1,000.00	1,000.00	
Bucket of Blood		500.00	
Comstock Creamery			
Comstock Mine			
Cutco Cutlery		500.00	
Delta Saloon			
Dolan Auto Group	5,000.00	5,000.00	
Firehouse Grill & Saloon		1,900.00	
Gold Hill Hotel			
Gradma's Fudge			
Great Basin Orthopaedics		250.00	
Invisible Fence of the Sierras			
Mark Twain Saloon & Casino			
Marshall Mint			
Mustang Ranch Steakhouse	2,500.00	3,000.00	
NCOT Grant			
New West Distributing	1,000.00	1,000.00	
Old Red Garter		TRADE	
Red Dog Saloon	500.00	500.00	
Red's Candies			
Seven Troughs Distillery			
Silverland Inn & Suites		TRADE	
Stone Age Quarry/Comstock Rock			
The Palace			
Ponderosa Saloon			
Travel Nevada Grant	6,000.00	5,000.00	
The Washoe Club			
Misc.			
Totals	16,000.00	18,650.00	0.00

Ticket Sales			
EventBrite Sales	8,715.00		
CC/Square/Checks Pre-Event	300.00		
CC/Square @ Event	8,721.97	35,000.00	
Visitor's Center LOCAL Sales			
Cash Sales	13,000.00		
GROUPON Sales			
Saloon Crawl - EventBrite			
Saloon Crawl - Cash Totals			
Saloon Crawl - Square/CC Totals			
Totals	30,736.97	35,000.00	0.00

2019 Projections						
	GA	Premium	VIP	Mutt. Bust	Saloon Crawl	
Saturday	\$ 18.00	\$ -	\$ -	\$ 25.00	\$ -	
Sunday	\$ 18.00	\$ -	\$ -	\$ -		
Total TIX	2,000	0	0	50	0	
TOTALS	2,050					Projected Ticket Revenue
	850/day 4,392 max	900/day 1,890 max	200/day 500 max	25/day 50 max	500 ONLY 300 max	\$ 36,250.00

Mutton Bustin' Sales			
EventBrite Sales	950.00	1,250.00	
Cash Sales			
CC/Square Sales	68.08		
Misc.			
Totals	1,018.08	1,250.00	0.00

WAY IT WAS RODEO - FINAL TICKET #s						
	EventBrite	Square/CC	Cash Sales	Pre-Sales	GROUPON	COMPS
2019 FINAL TIX						0
2018 FINAL TIX	581	358	650	20	0	264
2017 FINAL TIX	606	342	243	0	0	381
2016 FINAL TIX	830	214	212	0	215	212

Big Bleacher Max **1,246** Per Day
Small Bleacher Max **950** Per Day

Merchandise			
Cash Sales	995.00	1,200.00	
CC/Square Sales	671.02	750.00	
% of Sales from Vendor			
Misc.			
Totals	1,666.02	1,950.00	0.00

Bar Sales			
Cash Sales	7,868.00	9,000.00	
Coke Trailer Cash Sales	412.00	500.00	
CC/Square Transactions			
Misc.			
Totals	8,280.00	9,500.00	0.00

Raffle/Auction/Donations			
Cash Sales	0.00	0.00	
CC/Square Transactions			
Misc.			
Totals	0.00	0.00	0.00

Parking & Misc.			
ATM Fee Revenue	75.00	150.00	
Parking Fees - Cash	3,710.00	4,000.00	
Parking Fees - Square/CC			
Vendor Ice Sales	68.00	75.00	
Misc.			
Totals	3,853.00	4,225.00	0.00

V.C. Rodeo Fiesta del Charro 2018

Expense Detail

EX - 01 Main Event	2018	2019 Budget	2019 Actual
Flying U Rodeo	37,500.00	37,500.00	
Hay for Animals	536.25	550.00	
Flying U - Staff Room Nights	1,186.90	1,000.00	
Muttin' Bustin' Belt Buckle Award	306.12	266.00	
Romero Perez Entertainment	1,000.00	1,000.00	
Water Truck & Water Usage	875.00	875.00	
Coin Dig Coins	17.94	25.00	
Misc.			
	41,422.21	41,216.00	0.00

EX - 02 VIP Catering	2018	2019 Budget	2019 Actual
Food/Caterer (minus Cabanas)	0.00	0.00	
Decorations			
Misc. Supplies			
	0.00	0.00	0.00

EX - 03 Merchandise	2018	2019 Budget	2019 Actual
T-shirts - 288 @ \$13	4,190.28	3,750.00	
Hat Order			
Sweatshirts - 36 @ \$14			
Tank Tops - 48 @ \$15			
Misc.			
	4,190.28	3,750.00	0.00

EX - 04 Additional Entertainment	2018	2019 Budget	2019 Actual
DJ Fees - Pat Hambricht			
Firehouse Saloon Mariachi Band		900.00	
Live Band/Entertainment			
Mariachi Band	750.00	750.00	
National Anthem Singer	250.00	250.00	
NV State Gunfighters			
Pony Express - Donation			
Sound Management Fee	1,400.00	1,400.00	
Misc.			
	2,400.00	3,300.00	0.00

EX - 05 Permits/Requirements	2018	2019 Budget	2019 Actual
Ambulance	450.00	450.00	
Fire - Fire Extinguishers			
Liquor Licenses	20.00	30.00	
NDOT - Cones, Barricades, Signs			
Noise/Sound			
Organizer/Event Health Permit			
Police/NHP			
Misc.			
	470.00	480.00	0.00

EX - 06 Advertising	2018	2019 Budget	2019 Actual
Eblast Fees	25.00	200.00	
Google Ad Words	4,450.00	4,450.00	
Online/Digital, Print, Radio, TV			
Poster/Flier Printing	409.37	400.00	
Poster Distribution Team	500.00	500.00	
Graphic Design/Animated Banners	4,676.50	3,500.00	
Radio Marketing			
Reno Soccer Investors, LLC	500.00	500.00	
VCTC - Facebook Promotions	1,475.44	1,500.00	
VCTC - Banner Printing	228.00		
VCTC - Banner Printing	57.00		
Misc.			
	12,321.31	11,050.00	0.00

EX - 07 Printing	2018	2019 Budget	2019 Actual
Food& Drink Vouchers (VIP)			
General Printing & Laminating			
Lanyards Badges	367.02	375.00	
Parking Passes			
Posters/Flyers	See Advert.		
Program (8.5"x11")			
Saloon Crawl Maps			
Signage/Banners/Flags	1,700.64	800.00	
Tickets			
Misc.			
	2,067.66	1,175.00	0.00

EX - 09 Tent Rentals (Camelot)	2018	2019 Budget	2019 Actual
VIP TENT			
Beer Tents	1,060.80	1,065.00	
Clydesdales Tent			
Apparel Tent	85.00	85.00	
Ticket & Additional Tents	916.30	420.00	
Animal Shade Tent			
Handicap Shade Tent			
Staging & Stage Tent	435.88	440.00	
Tent Sidewalls	242.25	180.00	
Tables, Chairs & Umbrellas	1,354.30	1,400.00	
Linens	430.91	430.00	
Safety Package			
Horse Trough/Stanchion/Podium	135.15	135.00	
Astro Turf, Decorative Fencing	402.05	400.00	
Delivery - Camelot	308.00	308.00	
Labor - Camelot	125.00	125.00	
Camelot Sponsorship/Discount	(1,300.00)	(1,500.00)	
Misc.			
	4,195.64	3,488.00	0.00

EX - 10 Additional Rentals	2018	2019 Budget	2019 Actual
Arena Property Rentals			
Bleacher Rentals			
Firehouse Saloon Rentals		1,000.00	
Gator/Trailer Rentals	1,175.64	1,200.00	
Golf Cart Rentals	478.93	500.00	
Lights & Generators	2,000.00	2,000.00	
Reno Rodeo Booth Rentals			
Restroom & Fencing Rentals	2,242.35	2,600.00	
Sound/Audio			
Traffic Equip./NV Barricade	200.00	200.00	
Trash Service/Rentals	301.98	325.00	
Scissor Lifts for Sound			
Misc.			
	6,398.90	7,825.00	0.00

EX - 11 Bar & Coke Trailer	2018	2019 Budget	2019 Actual
Beer	2,123.50	2,300.00	
Liquor	179.48	550.00	
V.C.T.C. Wine/Cemetery Gin	145.00	150.00	
Soda/Water	531.84	550.00	
Ice	734.84	750.00	
General Bar Supplies	4.56	25.00	
Misc.			
	3,719.22	4,325.00	0.00

EX - 12 Staff & Benefits	2018	2019 Budget	2019 Actual
Misc. Event & Maint. Staff	1,050.00	1,050.00	
Merchandise Staff	225.00	225.00	
Security Personnel/LBE	660.00	660.00	
Security Personnel/REED HIGH	2,500.00	2,500.00	
Ticket Takers/Box Office	1,775.00	1,775.00	
Golf Cart & Shuttle Drivers	225.00	225.00	
Reno Rodeo Booth Staffing			
Parking/VCHS Booster (20%)	745.00	1,300.00	
Bar Team Donation (6%)	475.00		
Food/Beverage			
Vendor Food Payouts	590.00		
Shirts (subtracted from Merch Total)	772.53	400.00	
50/50 Raffle Split/Donation			
Misc.			
	9,017.53	8,135.00	0.00

EX - 13 Contracted Services	2018	2019 Budget	2019 Actual
Arena Main/Labor - Dirt Work	250.00	250.00	
Graphic Design - Banner	224.50	225.00	
OntheSide Graphics Installs	65.00	65.00	
Overnight Security	800.00	1,000.00	
Parade Organizer Fee			
Photographer		500.00	
Security/ Martin-Ross/ESI			
Trolley & Other Transportation	400.00	400.00	
Videographer			
Wi-Fi Setup/Service	300.00	300.00	
Misc.			
	2,039.50	2,740.00	0.00

V.C. Rodeo Fiesta del Charro 2018

Expense Detail

EX - 08 Event Supplies

Beads			
Candy - Media Promotion Supplies	26.94		
Home Depot Supplies	58.38	100.00	
Kwik Covers/General Table Covers			
Lanyards	37.88	50.00	
Office Supplies	96.33	100.00	
Reno Rodeo Booth Supplies			
Saloon Crawl Cups			
Speaker Brackets/Jacks			
Temporary Tattoos			
Ticket Purchase Wristbands			
Wristbands "Over 21"			
Zip Ties, Tape, Garbage Bags	158.12	175.00	
Misc.			
	377.65	425.00	0.00

EX - 014 Other Operational/Misc.

Artwork Fees/Purchases	33.00	40.00	
Decorations			
Gas Refills			
Postage	13.00	13.00	
Sponsorship Plaques			
Ticket Refunds			
Storey County Van Expenses			
Ticket Refund			
Misc.		38.00	
	46.00	91.00	0.00