

**"Devil Made Me Do It" 2021
MASTER BUDGET**

Overall Revenue	2020	2021 Budget	2021 Actual
Sponsors/Vendors	0.00	0.00	0.00
Saloon Crawl Sales	6,640.80	4,700.00	0.00
Valentine's Package Sales	0.00	5,037.90	0.00
Bar Sales	0.00	0.00	0.00
Misc.	0.00	0.00	0.00
Total Income	6,640.80	9,737.90	0.00

EX Overall Expenses

1.00	Entertainment/Music	0.00	0.00	0.00
2.00	Permits/Requirements	0.00	0.00	0.00
3.00	Advertising	550.00	550.00	0.00
4.00	Printing	120.82	0.00	0.00
5.00	Rentals	0.00	0.00	0.00
6.00	Bar	0.00	0.00	0.00
7.00	Staff & Benefits	296.00	440.00	0.00
8.00	Contracted Services	0.00	4,425.00	0.00
9.00	Event Supplies	1,172.60	595.00	0.00
10.00	Other Operational/Misc.	281.77	790.00	0.00
	Total Expenses	2,421.19	6,800.00	0.00

Event Surplus	4,219.61	2,937.90	0.00
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Liquid Blue 85% Commission	3,586.67	2,497.22	n/a
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V.C.T.C. NET	632.94	440.69	0.00
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Total Event Funding	Requested
Event Expense Budget	6,800.00
Event "Cash in Registers"	500.00
Misc.	
FINAL	7,300.00

**"Devil Made Me Do It" 2021
REVENUE**

Sponsorships	2020	2021 Budget	2021 Actual
Dolan Auto Group	0.00	0.00	
New West Distributing			
Misc.			
Totals	0.00	0.00	0.00

Saloon Crawl Revenue				2021
"Season Pass" Online Sales				
Ticket - Online Sales (205)	3,892.00	3,800.00		
Tickets - Cash Sales (0)	1,370.00			
Tickets - CC/Square Sales (0)	1,378.80			
Valentine's Packages \$ Transfer (45)		900.00		
COMPS				
Misc.				
Totals	6,640.80	4,700.00	0.00	0

2020	2019	2018	2017	2016
		6		
203	165	144	65	136
57	52	76	75	135
61	36	59	52	20
3				
324	253	285	192	291

Valentine's Package Revenue				2021
Guilty Pleasure @ \$175	0.00	2,625.00		
Devil's Delight @ \$250		3,750.00		
Eventbrite Fees		(437.10)		
Saloon Crawl Transfer		(900.00)		
Misc.				
Totals	0.00	5,037.90	0.00	0

Budget based on 250 (25 DDs)

2020
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-
-
0

Budget based on 15 of each Package

Bar			
Cash Sales	0.00	0.00	
Square/CC Transaction Sales			
Misc.			
Totals	0.00	0.00	0.00

Misc.			
Auction/Raffle	0.00	0.00	
Donations			
Misc.			
Totals	0.00	0.00	0.00

**"Devil Made Me Do It" 2021
EXPENSES**

EX - 01 Entertainment	2020	2021 Budget	2021 Actual
DJ Fees/Music	0.00	0.00	
Docent Fees			
Misc.			
	0.00	0.00	0.00

EX - 02 Permits/Requirements	2020	2021 Budget	2021 Actual
Liquor Licenses	0.00	0.00	
Ambulance/Fire			
Police/NHP/Security			
Misc.			
	0.00	0.00	0.00

EX - 03 Advertising	2020	2021 Budget	2021 Actual
Eblast Fees	50.00	50.00	
Facebook Promotions	500.00	500.00	
Google Ad Words			
Online/Digital, Print, Radio, TV			
Misc.			
	550.00	550.00	0.00

EX - 04 Printing	2020	2021 Budget	2021 Actual
Bar Crawl Maps	120.82	DIGITAL	
Posters/Flyers			
Restaurant Credit Vouchers			
Schedule of Events/Information/Maps			
Signage/Banners/Flags			
Misc.			
	120.82	0.00	0.00

EX - 05 Rentals	2020	2021 Budget	2021 Actual
Tents & Sidewall	0.00	0.00	
Tables, Chairs, & Linen			
Lights/Generators/Heaters			
Sound/Audio			
Delivery/Labor			
Applied Discount			
Misc.			
	0.00	0.00	0.00

EX - 06 Bar	2020	2021 Budget	2021 Actual
Beer	0.00	0.00	
Soda/Water			
Wine/Liquor/Champagne			
Cups & Glasses			
Bar Supplies			
Misc.			
	0.00	0.00	0.00

EX - 07 Staff & Benefits	2020	2021 Budget	2021 Actual
Additional Event Staff			144.00
Bartenders			
Ticket Booth Leads	296.00		296.00
Hotel Room Nights			
Food/Beverage			
Misc.			
	296.00	440.00	0.00

EX - 08 Contracted Services/Reimbursements	2020	2021 Budget	2021 Actual
Silverland - Basic @ \$89	0.00		1,335.00
Silverland - Upgraded @ \$109			545.00
Sugarloaf Motel @ \$99			495.00
Tahoe House Rooms @ \$110			550.00
Café del Rio			
<i>Canvas Café</i>			
Cider Factory			1,500.00
Palace Restaurant			
<i>Red Dog Saloon</i>			
Event Management			0.00
Event Photographer			
Event Videographer			
Misc.			
	0.00	4,425.00	0.00

EX - 09 Event Supplies	2020	2021 Budget	2021 Actual
Beads & Tattoos			200.00
Commemorative Glassware	1,155.38		320.00
Decorations			
General Supplies			50.00
Lanyards/Laminants			
Office Supplies			
Wristbands			
Misc.	17.22		25.00
	1,172.60	595.00	0.00

EX - 10 Other Operational	2020	2021 Budget	2021 Actual
Digital Artwork			65.00
Postage			
Prizes/Giveaways	281.77		275.00
Trash Services/Supplies			
Valentines Package Gift Baskets			450.00
Misc.			
	281.77	790.00	0.00