

**"Devil Made Me Do It" 2022  
MASTER BUDGET**

<b>Overall Revenue</b>	<b>2020</b>	<b>2021 Budget</b>	<b>2021 Actual</b>
Sponsors/Vendors	0.00	0.00	<b>0.00</b>
Saloon Crawl Sales	3,950.00	4,750.00	<b>0.00</b>
Valentine's Package Sales	6,178.06	5,937.90	<b>0.00</b>
Bar Sales	0.00	0.00	<b>0.00</b>
Misc.	0.00	0.00	<b>0.00</b>
<b>Total Income</b>	<b>10,128.06</b>	<b>10,687.90</b>	<b>0.00</b>

**EX Overall Expenses**

1.00	Entertainment/Music	0.00	0.00	<b>0.00</b>
2.00	Permits/Requirements	0.00	0.00	<b>0.00</b>
3.00	Advertising	100.00	600.00	<b>0.00</b>
4.00	Printing	364.62	550.00	<b>0.00</b>
5.00	Rentals	0.00	0.00	<b>0.00</b>
6.00	Bar	0.00	0.00	<b>0.00</b>
7.00	Staff & Benefits	416.00	624.00	<b>0.00</b>
8.00	Contracted Services	4,762.10	4,425.00	<b>0.00</b>
9.00	Event Supplies	0.00	1,800.00	<b>0.00</b>
10.00	Other Operational/Misc.	741.13	1,001.00	<b>0.00</b>
	<b>Total Expenses</b>	<b>6,383.85</b>	<b>9,000.00</b>	<b>0.00</b>

<b>Event Surplus</b>	<b>3,744.21</b>	<b>1,687.90</b>	<b>0.00</b>
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<b>Liquid Blue 85% Commission</b>	<b>3,182.58</b>	<b>1,434.72</b>	<b>0.00</b>
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<b>V.C.T.C. NET</b>	<b>561.63</b>	<b>253.19</b>	<b>0.00</b>
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Event Expense Budget	9,000.00
Event "Cash in Registers"	500.00
Misc.	
<b>FINAL</b>	<b>9,500.00</b>

**"Devil Made Me Do It" 2022  
REVENUE**

<b>Sponsorships</b>	<b>2020</b>	<b>2021 Budget</b>	<b>2021 Actual</b>
Dolan Auto Group	0.00	0.00	
New West Distributing			
Misc.			
<b>Totals</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

<b>Saloon Crawl Revenue</b>				<b>2022</b>
"Season Pass" Online Sales				
Ticket - Online Sales (205)	3,950.00	4,750.00		
Tickets - Cash Sales (0)				
Tickets - CC/Square Sales (0)				
Valentine's Package Crawlers (45)		0.00		
COMPS				
Misc.				
<b>Totals</b>	<b>3,950.00</b>	<b>4,750.00</b>	<b>0.00</b>	<b>0</b>

<b>2021</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>
			6		
206	203	165	144	65	136
	57	52	76	75	135
	61	36	59	52	20
46	3				
<b>Totals</b>	<b>324</b>	<b>253</b>	<b>285</b>	<b>192</b>	<b>291</b>

<b>Valentine's Package Revenue</b>				<b>2022</b>
Guilty Pleasure @ \$175	2,625.00	2,625.00		
Devil's Delight @ \$250	4,000.00	3,750.00		
Eventbrite Fees	(446.94)	(437.10)		0
Saloon Crawl Transfer				
Misc.				
<b>Totals</b>	<b>6,178.06</b>	<b>5,937.90</b>	<b>0.00</b>	

Budget based on 250 (25 DDs)

<b>2021</b>	<b>2020</b>
15	-
16	-
<b>31</b>	<b>0</b>

Budget based on 15 of each Package

<b>Bar</b>			
Cash Sales	0.00	0.00	
Square/CC Transaction Sales			
Misc.			
<b>Totals</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

<b>Misc.</b>			
Auction/Raffle	0.00	0.00	
Donations			
Misc.			
<b>Totals</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

**"Devil Made Me Do It" 2022  
EXPENSES**

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

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

<b>EX - 03 Advertising</b>	<b>2020</b>	<b>2021 Budget</b>	<b>2021 Actual</b>
Eblast Fees	100.00	100.00	
Facebook Promotions		500.00	
Google Ad Words			
Online/Digital, Print, Radio, TV			
Misc.			
	<b>100.00</b>	<b>600.00</b>	<b>0.00</b>

<b>EX - 04 Printing</b>	<b>2020</b>	<b>2021 Budget</b>	<b>2021 Actual</b>
Bar Crawl Maps		175.00	
Posters/Flyers			
Restaurant Credit Vouchers			
Schedule of Events/Information/Maps			
Signage/Banners/Flags	364.62	375.00	
Misc.			
	<b>364.62</b>	<b>550.00</b>	<b>0.00</b>

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

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

<b>EX - 07 Staff &amp; Benefits</b>	<b>2020</b>	<b>2021 Budget</b>	<b>2021 Actual</b>
Additional Event Staff	120.00	288.00	
Bartenders			
Ticket Booth Leads	296.00	336.00	
Hotel Room Nights			
Food/Beverage			
Misc.			
	<b>416.00</b>	<b>624.00</b>	<b>0.00</b>

<b>EX - 08 Contracted Services/Reimbursements</b>	<b>2020</b>	<b>2021 Budget</b>	<b>2021 Actual</b>
Silverland - Basic @ \$89	1,468.50	1,335.00	
Silverland - Upgraded @ \$109	479.60	545.00	
Sugarloaf Motel @ \$99	594.00	495.00	
Tahoe House Rooms @ \$110	660.00	550.00	
Café del Rio	480.00		
Canvas Café	80.00		
Cider Factory	520.00	1,500.00	
Palace Restaurant	480.00		
Red Dog Saloon			
Event Management			
Event Photographer			
Event Videographer			
Misc.			
	<b>4,762.10</b>	<b>4,425.00</b>	<b>0.00</b>

<b>EX - 09 Event Supplies</b>	<b>2020</b>	<b>2021 Budget</b>	<b>2021 Actual</b>
Beads & Tattoos		250.00	
Commemorative Glassware		1,500.00	
Decorations			
General Supplies		50.00	
Lanyards/Laminants			
Office Supplies			
Wristbands			
Misc.			
	<b>0.00</b>	<b>1,800.00</b>	<b>0.00</b>

<b>EX - 10 Other Operational</b>	<b>2020</b>	<b>2021 Budget</b>	<b>2021 Actual</b>
Digital Artwork		65.00	
Postage			
Prizes/Giveaways	275.55	275.00	
Trash Services/Supplies			
Valentines Package Gift Baskets	465.58	450.00	
Misc.		211.00	
	<b>741.13</b>	<b>1,001.00</b>	<b>0.00</b>