

STEP BACK IN TIME
Virginia City
NEVADA
EST. 1859

Special Event Updates

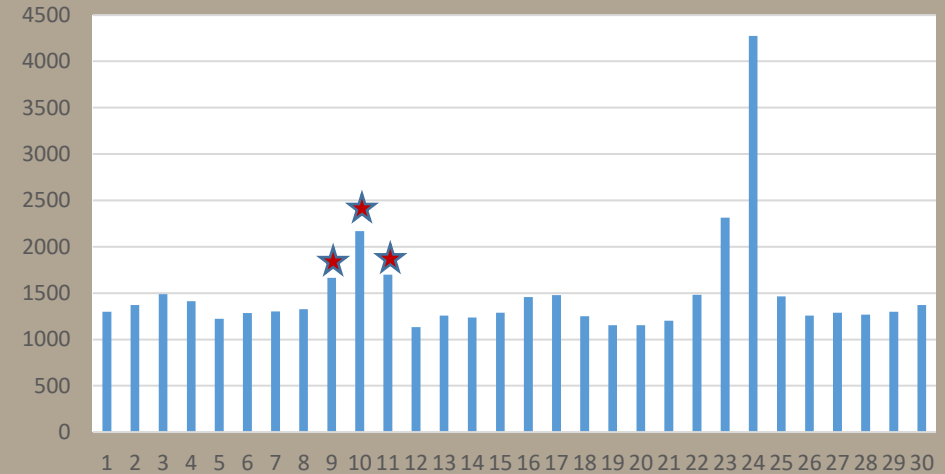
December 2022



International Camel Races

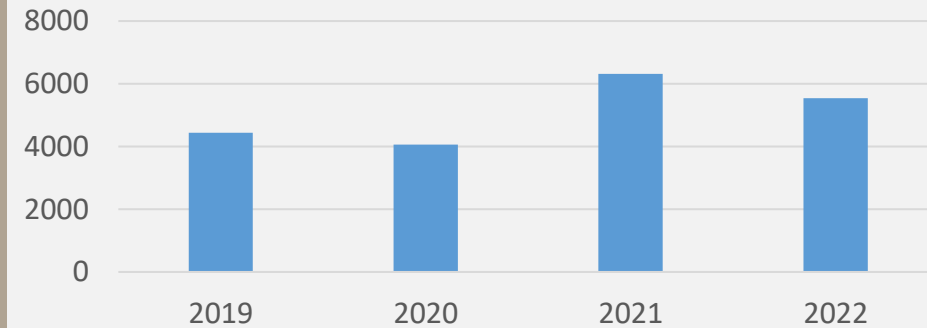
Revenue	2019	2021	2022 Budget	2022 Actual
Vendors	6,264.20	5,712.85	8,525.00	7,805.26
Corp. & Ride Sponsors/Grants	21,059.24	15,700.00	12,200.00	6,501.65
Ticket/VIP Sales	130,444.70	159,016.70	161,000.00	173,991.60
Merchandise Sales	18,449.49	25,256.71	26,000.00	23,646.42
Bar & Coke Trailer Sales	17,102.64	25,328.14	26,100.00	23,514.02
Parking & Misc.	8,952.00	13,740.00	12,900.00	14,612.64
Private Cabanas	0.00	0.00	0.00	0.00
Raffle/Auction/Donations	0.00	0.00	0.00	0.00
Total Income	202,272.27	244,754.40	246,725.00	250,071.59
Expenses				
Main Event - Camels	51,714.19	54,008.75	56,550.00	68,965.97
Vendor Permits/Licenses	365.00	250.00	425.00	425.00
VIP Tent	9,196.00	8,976.69	11,800.00	11,855.48
Private Cabanas	0.00	0.00	0.00	0.00
Merchandise	13,421.79	14,310.76	15,600.00	22,111.22
Additional Entertainment	8,940.57	11,352.03	12,000.00	12,598.56
Permits/Requirements	730.00	845.00	820.00	870.00
Advertising	9,734.25	6,680.72	7,800.00	6,468.00
Printing	3,189.29	4,793.51	3,600.00	2,905.84
Event Supplies	1,559.56	1,734.88	2,200.00	2,592.57
Tent Rentals	9,753.30	12,673.78	22,144.00	23,098.38
Additional Rentals	13,546.44	18,303.63	20,600.00	23,058.34
Bar	8,740.08	13,362.49	13,850.00	13,206.67
Staff & Benefits	15,922.91	16,986.60	17,194.00	12,257.02
Contracted Services	4,420.00	6,431.00	7,100.00	11,030.71
Other Operational/Misc.	333.27	303.68	617.00	541.84
Total Expenses	151,566.65	171,013.51	192,300.00	211,985.60
Event Surplus	50,705.62	73,740.89	54,425.00	38,085.99
Liquid Blue 90% Commission	43,099.78	62,679.75	48,982.50	34,277.39

September Traffic counts



Event Traffic Counts

SR 341, south bound 2 miles north of B Street



World Championship Outhouse Races

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Tent Rentals	9,753.30	12,673.78	22,144.00	23,098.38
Additional Rentals	13,546.44	18,303.63	20,600.00	23,058.34
Bar	8,740.08	13,362.49	13,850.00	13,206.67
Staff & Benefits	15,922.91	16,986.60	17,194.00	12,257.02
Contracted Services	4,420.00	6,431.00	7,100.00	11,030.71
Other Operational/Misc.	333.27	303.68	617.00	541.84
Total Expenses	151,566.65	171,013.51	192,300.00	211,985.60
Event Surplus	50,705.62	73,740.89	54,425.00	38,085.99
Liquid Blue 90% Commission	43,099.78	62,679.75	48,982.50	34,277.39

Hunt for the Spirits

Overall Revenue	2021	2022 Budget	2022 Actual
Tickets - Online Sales (200)			-
Designated Drivers @ \$15	90.00	150.00	-
ARLY Spirit Tour w/Samples @ \$25	275.00		-
Spirit Tour w/o Samples @ \$25	450.00	375.00	625.00
Spirit Tour w/Samples @ \$35	5,600.00	6,475.00	5,530.00
Day-of CASH Sales (28)			-
Designated Drivers @ \$20			0.00
Spirit Tour w/o Samples @ \$30			0.00
Spirit Tour w/Samples @ \$40	120.00	80.00	40.00
Day-of Square/CC Sales (28)			-
Designated Drivers @ \$20			0.00
Spirit Tour w/o Samples @ \$30	58.24	60.00	0.00
Spirit Tour w/Samples @ \$40	661.32	240.00	837.09
COMPS			-
Bar Sales			-
Merchandise Sales			-
Merchants/Sponsors/Vendors			-
Vendor/Photo Booth Revenue %	21.00		-
Misc.			-
Total Income	7,275.56	7,380.00	7,032.09
Overall Expenses			
Advertising - GoogleAds, Eblasts	50.00	750.00	50.00
Advertising - Facebook	500.00		500.00
Bar Supplies	853.34	875.00	332.47
Contracted Services/Photography			-
Digital Artwork Purchases			51.00
Entertainment/Music			-
Event Supplies	112.60	125.00	12.98
Merchandise			-
Permits/Requirements	30.00	30.00	-
Printing (maps, banners, fliers)	667.72	750.00	695.90
Prizes/Giveaways	15.38	50.00	-
Rentals	1,135.33	400.00	375.00
Staff & Benefits	880.00	1,200.00	694.00
Wristbands			-
Other Operational/Misc.	55.00	220.00	-
Total Expenses	4,299.37	4,400.00	2,711.35
Event Surplus	2,976.19	2,980.00	4,320.74
Liquid Blue 90% Commission	2,529.76	2,533.00	3,888.67