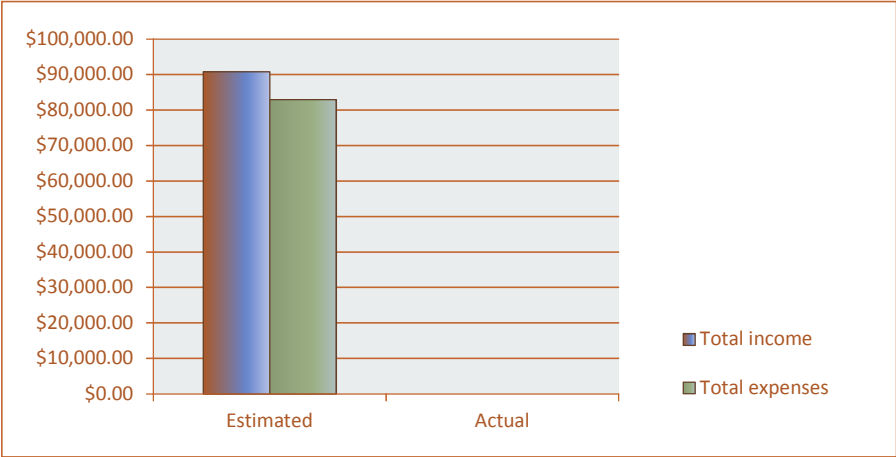


# Event Budget for Art on Main in Fortville, IN

## > Profit - Loss Summary

	Estimated	Actual
Total income	\$90,750.00	\$0.00
Total expenses	\$82,940.00	\$0.00
<b>Total profit (or loss)</b>	<b>\$7,810.00</b>	<b>\$0.00</b>

9% (Carryover for 2019)



# Event Budget for Art on Main in Fortville, IN

## > Expenses

			Estimated	Actual
<b>Total Expenses</b>			<b>\$82,940.00</b>	<b>\$0.00</b>

Site	Estimated	Actual
Electricity	\$2,500.00	\$0.00
Staging/Lighting/Digital Graphics	\$12,500.00	
Signage (directional)	\$0.00	
Placemaking in Alleys/Kiosks	\$2,500.00	
<b>Total</b>	<b>\$17,500.00</b>	<b>\$0.00</b>

Promotions	Estimated	Actual
Ads	\$2,000.00	\$0.00
Social Media/Website	\$2,500.00	
Signage (promotional)	\$2,500.00	
Radio/TV Spots	\$10,000.00	
Mailers/Brochure/Other	\$3,000.00	
<b>Total</b>	<b>\$20,000.00</b>	<b>\$0.00</b>

Entertainment	Estimated	Actual
Music Artists	\$8,700.00	\$0.00
VIP Experience	\$0.00	
Community Dinner	\$3,000.00	
<b>Total</b>	<b>\$11,700.00</b>	<b>\$0.00</b>

Miscellaneous	Estimated	Actual
Legacy / Humane Society	\$10,000.00	\$0.00
Art Competition	\$1,500.00	
Registration consultation	\$0.00	
Grant Administration	\$1,500.00	
<b>Total</b>	<b>\$13,000.00</b>	<b>\$0.00</b>

Logistics	Estimated	Actual
Insurance	\$500.00	\$0.00
Main Street Closure	\$0.00	
Security	\$2,500.00	
Seating	\$1,500.00	
<b>Total</b>	<b>\$4,500.00</b>	<b>\$0.00</b>

Logistics, Cont.	Estimated	Actual
Shuttles & Parking	\$3,000.00	\$0.00
Restrooms	\$2,500.00	
App	\$1,000.00	
ArtBattle Licensing	\$1,200.00	
Other	\$1,000.00	
<b>Total</b>	<b>\$8,700.00</b>	<b>\$0.00</b>

Contingencies	Estimated	Actual
10% of Total Expenses	\$7,540.00	\$0.00
<b>Total</b>	<b>\$7,540.00</b>	<b>\$0.00</b>

# Event Budget for Art on Main in Fortville, IN

## > Income

	Estimated	Actual
<b>Total Income</b>	<b>\$90,750.00</b>	<b>\$0.00</b>

### Exhibitors/Vendors

Estimated	Actual	Estimated	Actual
50	Artists \$25.00	\$1,250.00	\$0.00
0	Backstage Experience \$0.00	\$0.00	\$0.00
10	Vendors/Amenities \$50.00	\$500.00	\$0.00
		<b>\$1,750.00</b>	<b>\$0.00</b>

### Sponsorships

Estimated	Actual	Estimated	Actual
3	Presenting Sponsors (Corporate 10, Ninestar 10, Corporate 10) \$10,000.00	\$30,000.00	\$0.00
2	Grant Bestowers (Community Foundation/IAC 20, Tourism Board 20) \$20,000.00	\$40,000.00	\$0.00
5	Placemaker Sponsors (Stage 1, Stage 2, Stage 3, Alley 1, Alley 2, Alley 3, Kiosk 1, Kiosk 2, Kiosk 3) \$2,500.00	\$12,500.00	\$0.00
5	Partnership in Art Sponsor \$1,000.00	\$5,000.00	\$0.00
		<b>\$87,500.00</b>	<b>\$0.00</b>

### Small Scale/Matching

Estimated	Actual	Estimated	Actual
		\$0.00	\$0.00
		\$0.00	\$0.00
		\$0.00	\$0.00
		<b>\$0.00</b>	<b>\$0.00</b>

### Sale of items

Estimated	Actual	Estimated	Actual
1000	Merch: Sell of hats; bottles; etc; price shown is profit per \$1.50	\$1,500.00	\$0.00
		\$0.00	\$0.00
		\$0.00	\$0.00
		\$0.00	\$0.00
		<b>\$1,500.00</b>	<b>\$0.00</b>