

COUNCIL WORKSHOP ITEM

ITEM: 2004 Heritage Festival Budget
DATE: December 9, 2003
PREPARED BY: Mary Scalzetti, Director of Tourism and Events
PURPOSE: Consideration of the 2004 Heritage Festival Budget for the Mayor and Village Council

DISCUSSION:

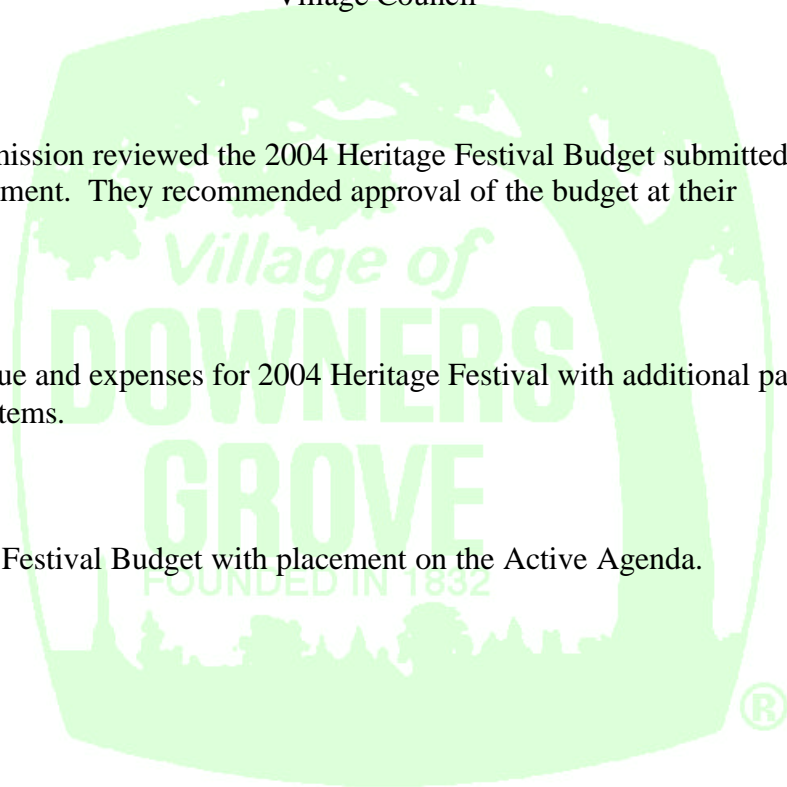
The Tourism and Events Commission reviewed the 2004 Heritage Festival Budget submitted by the Tourism and Events Department. They recommended approval of the budget at their November 20, 2003 meeting.

ATTACHMENTS:

Final copy of anticipated revenue and expenses for 2004 Heritage Festival with additional page of explanation for certain line items.

RECOMMENDATION:

Approval of the 2004 Heritage Festival Budget with placement on the Active Agenda.



2004 Heritage Festival

Budget - *Draft*

Revised for 11/18/03

| <u>Revenue</u> | | | | | | <u>Expenses</u> | |
|--|---------------------|--------------------------|-------------------------------------|---------------------|---------------------|-----------------|--|
| 2003 actual | 2004 budget | project code | description | 2003 actual | 2004 budget | | |
| \$50,290.00 | \$52,000.00 | 100 | PUBLICITY & RECOGNITION | \$23,051.00 | \$25,955.00 | | |
| \$22,125.00 | \$20,000.00 | HF101 | Friends | \$0.00 | \$400.00 | | |
| \$0.00 | \$0.00 | HF102 | Contests | \$182.00 | \$195.00 | | |
| \$0.00 | \$0.00 | HF103 | Refreshments - current year | \$1,017.00 | \$1,120.00 | | |
| | \$0.00 | HF104 | Refreshments - past/future event | \$0.00 | \$150.00 | | |
| | \$0.00 | HF105 | Publications | \$18,151.00 | \$19,600.00 | | |
| \$1,140.00 | \$2,000.00 | HF106 | Souvenirs | \$1,003.00 | \$1,500.00 | | |
| \$18,150.00 | \$20,000.00 | HF107 | Sponsors | \$2,262.00 | \$2,490.00 | | |
| \$8,875.00 | \$10,000.00 | HF108 | Facilities & Attractions Sponsors | \$436.00 | \$500.00 | | |
| \$81,944.00 | \$82,500.00 | 200 | STREET FAIRS OPERATIONS | \$102,227.00 | \$114,535.00 | | |
| | | HF201 | Apparel | \$853.00 | \$950.00 | | |
| \$70,895.00 | \$72,000.00 | HF202 | Booth space | \$467.00 | \$140.00 | | |
| \$4,929.00 | \$4,500.00 | HF203 | Contracted Services | \$3,988.00 | \$4,300.00 | | |
| | | HF204 | Electricity | \$18,014.00 | \$20,260.00 | | |
| \$6,120.00 | \$6,000.00 | HF205 | Rentals - current year | \$50,659.00 | \$55,650.00 | | |
| | | HF206 | Rentals - past/future event | \$2,557.00 | \$3,000.00 | | |
| | | HF207 | Supplies - current year | \$9,429.00 | \$9,135.00 | | |
| | | HF208 | Supplies - past/future event | \$1,788.00 | \$2,100.00 | | |
| | | HF209 | Insurance | \$14,472.00 | \$15,000.00 | | |
| | | HF210 | Capital Purchases | \$0.00 | \$4,000.00 | | |
| \$226,934.00 | \$201,050.00 | 300 | STREET FAIR ATTRACTIONS | \$108,956.00 | \$136,560.00 | | |
| \$146,702.00 | \$133,000.00 | HF301 | Amusement Rides | \$0.00 | \$0.00 | | |
| | | HF303 | Bands & Variety - current year | \$63,830.00 | \$74,000.00 | | |
| | | HF304 | Bands & Variety - past/future event | \$9,775.00 | \$20,000.00 | | |
| | | HF305 | Associated entertainment costs | \$21,289.00 | \$22,200.00 | | |
| \$2,348.00 | \$2,400.00 | HF306 | Car Show | \$1,837.00 | \$2,035.00 | | |
| \$77,234.00 | \$65,000.00 | HF307 | Contracted Attractions | \$12,225.00 | \$18,325.00 | | |
| \$650.00 | \$650.00 | HF308 | Bingo | | | | |
| \$359,168.00 | \$335,550.00 | STREET FAIR TOTAL | | \$234,234.00 | \$277,050.00 | | |
| <i>difference between 2004 BUDGETED revenue & expenses (\$58,500.00)</i> | | | | | | | |
| <i>difference between 2003 ACTUAL revenue & expenses (\$124,934.00)</i> | | | | | | | |
| \$3,749.00 | \$3,500.00 | 400 | SPECIAL EVENTS | \$20,929.00 | \$24,250.00 | | |
| \$0.00 | \$0.00 | HF401 | Fireworks | \$9,800.00 | \$10,000.00 | | |
| \$2,749.00 | \$3,500.00 | HF402 | Parade | \$11,129.00 | \$14,250.00 | | |
| \$1,000.00 | \$1,000.00 | HF403 | July 4th Entertainment Sponsor | | | | |
| | | 500 | TRANSFER FM OTHER FUNDS | \$125,979.00 | \$141,000.00 | | |
| | -\$37,750.00 | HF501 | to balance budget | | | | |
| | \$11,000.00 | HF502 | Outside contracted staffing | \$10,440.00 | \$11,000.00 | | |
| | \$120,000.00 | HF503 | Staffing - Festival | \$115,539.00 | \$120,000.00 | | |
| | \$10,000.00 | HF504 | Staffing - July 4 | incl above | \$10,000.00 | | |
| \$362,917.00 | \$442,300.00 | GRAND TOTALS | | \$381,142.00 | \$442,300.00 | | |

% of expenses covered by revenue (AS BUDGETED for 2004) 76.66%

% of expenses covered by revenue (ACTUAL for 2003) 95.22%

2004 Heritage Festival

budget explanation
(draft) on 11/18/03

Revenue anticipated

| Project code | 04 Budget | Explanation |
|--------------|-----------|--|
| HF301 | \$133,000 | Amusement Rides - 22 rides tentatively scheduled |
| HF307 | \$65,000 | Beer Garden - \$77,234 in 2003, \$57,900 in 2002; \$53,000 in 2001; \$25,500 in 2000 (rain); \$31,200 in 1999. |

Expenses anticipated

| Project code | 04 Budget | Explanation |
|--------------|-----------|--|
| HF105 | \$19,600 | HF News and Sponsor brochure printing and insertion and postage |
| HF205/206 | \$58,650 | \$11,000 portable toilets \$12,000 stages \$6000 buses \$1500 barricade rental \$1150 portable signs, radios, private property, searchlights |
| HF210 | \$4,000 | Garbage and recycling containers |
| HF303/304 | \$94,000 | Bands and Variety acts |
| HF305 | \$22,200 | \$16,500 Sound \$4,500 lights \$1,200 misc. |
| HF307 | \$18,475 | Attractions \$2,800 ponies \$3,600 climbing wall \$1,800 caricaturist \$2000 inflatable \$8,275 fireworks |
| HF503/504 | \$130,000 | Staffing costs for HF and July 4th activities |