

Falmouth300 Draft Budget [4.27.2016]

Event	Income	Estimated	Actual	Notes
Kick Off Event	Sponsorship	\$ 3,000.00		
	In-Kind Donation	\$ -		
Stories of Falmouth Multi-Media History Project	Grants	\$ 10,000.00		
	Sponsorship	\$ 3,000.00		
	In-Kind Donation	\$ -		
	Publication sales	\$ 2,500.00		\$25 per book/CD x 100 sales
Parade	Admission/Participation Fee	\$ -		
	Sponsorship	\$ 3,000.00		
	In-Kind Donation	\$ -		
Community Picnic	Admission	\$ -		
	Sponsorship	\$ 3,000.00		
	In-Kind Donation	\$ -		
Old Home Days Festival	General Admission	\$ 10,000.00		\$5 x 2000
	Sponsorship	\$ 9,000.00		
	In-Kind Donation	\$ -		
	Vendor Registration	\$ 2,000.00		\$100 x 20 vendors
	Beer/Wine Tasting/Taste of Falmouth	\$ 7,500.00		\$15 admission x 500
	Food Truck/Vending Sales	\$ 2,000.00		generally 20% of sales
	Concert	\$ 5,000.00		\$5 x 1000
	Lantern Sales	\$ 1,500.00		\$3 x 500
Tri-Athalon	Registration	\$ -		
	Sponsorship	\$ 3,000.00		
	In-Kind Donation	\$ -		
Merchandise Sales	Merchandise Sales	\$ 10,000.00		
300 Challenge	Sponsorship	\$ 3,000.00		
	In-Kind Donation	\$ -		
Brochure/Magazine	Sponsorship ads	\$ 10,000.00		
		\$ -		
		\$ -		
SUBTOTALS	Sponsorship	\$ 37,000.00		
	Sales	\$ 40,500.00		
	Grants	\$ 10,000.00		
	In-Kind Donation/Other	\$ 2,500.00		conservative estimate; anticipate higher number
Total Income		\$ 90,000.00	\$ -	
Event/Activity	Expenses	Estimated	Actual	Notes
General	Logo Deveopment/Branding	\$ 5,000.00		
	Publicity & Marketing	\$ 50,000.00		per Nathan
	Brochure/Magazine Publication	\$ 10,000.00		5000-8000 copies; 72 page full color magazine; including layout and printing
	Merchandise	\$ 5,000.00		coffee mugs, t-shirts, bags, ball caps, lanterns, etc.
	Route 1 Banners	\$ 5,000.00		30 signs per Jay
	Route 1 Signage	\$ 1,000.00		per Jay & Nathan
	Professional Services	\$ 75,000.00		
	Car Decals	\$ 1,500.00		
	Shirts/Uniforms/Badges	\$ 5,000.00		with 300 logo
GENERAL SUBTOTAL:		\$ 157,500.00	\$ -	
Kick Off Event	Porta Potties/Handwashing Station	\$ 325.00		1 station has two sinks w/ soap & paper towels; 4 potties @ \$65 each
	Refreshments (hot cocoa, marshmallows, cups, napkins)	\$ -		inkind donation from Hannaford, Shaws, Dunkin Donuts
	Misc.	\$ 2,500.00		(serving thermos, haybales, skewers for roasting marshmallows, signage, entertainment, etc.)
	Fireworks	\$ 7,500.00		approximately 18 minute show
	Tent/Lighting	\$ 1,000.00		
	Sound system	\$ 300.00		
	Trash cans	\$ 50.00		\$5 each x 10
	Staging	\$ 1,000.00		
	Payroll	\$ 1,500.00		per clam festival concert/Nathan
	Police	\$ 1,500.00		per clam festival concert/Nathan
Public Works	\$ 1,500.00		per clam festival concert/Nathan	
KICK OFF EVENT SUBTOTAL		\$ 17,175.00	\$ -	
Stories of Falmouth Multi-Media History Project	Oral/Video History Project	\$ 15,000.00		Equipment, training, workshops, supplies, transcription services, etc.
	Digitize FHS Collections	\$ 2,000.00		\$35 per cassette
	Banner Exhibit	\$ 3,000.00		\$300 per banner stand including printing x 10 banners
	Publication (Book or CD)	\$ 5,000.00		
	Project Coordinator/Professional Services	\$ 7,500.00		
		\$ -		

	STORIES OF FALMOUTH SUBTOTAL	\$ 32,500.00	\$ -	
Community Picnic	Porta Potties/Handwashing Station	\$ 780.00		2 stations (each has two sinks w/ soap & paper towels); 10 potties @ \$65 each
	Tent	\$ 500.00		
	Staging	\$ 1,000.00		
	Sound System	\$ 300.00		
	Kids Games	\$ 300.00		hoola hoops, bubbles, potato sacks, face painting,
	Trash Cans	\$ 50.00		10 x \$5
	Misc.	\$ 1,500.00		Entertainment; supplies
	Shuttle	\$ 120.00		1 bus x 3 hours
	Payroll	\$ 1,500.00		
	Police	\$ 1,500.00		per clam festival concert
Public Works	\$ 1,500.00		per clam festival concert	
	COMMUNITY PICNIC SUBTOTAL	\$ 9,050.00	\$ -	
Old Home Days	Porta Potties/Handwashing Station	\$ 1,560.00	\$ -	4 stations (each has two sinks w/ soap & paper towels); 20 potties @ \$65 each
	Tents	\$ 3,000.00	\$ -	3 tents plus set up; (food tent, entertainment, beer/wine)
	Staging	\$ 2,000.00	\$ -	2 stages @\$1000 ea.
	Sound system	\$ 900.00	\$ -	3 sound systems @ \$300 ea.
	Chairs	\$ 300.00	\$ -	\$1 x 300
	Tables	\$ 400.00	\$ -	\$8 ea. X 50
	Beer/Wine Event	\$ 5,000.00	\$ -	linens, supplies, signage, misc.
	Bounce Houses	\$ 600.00	\$ -	2 houses and velcro wall
	Rock Wall	\$ 500.00	\$ -	
	Dunk Tank	\$ 175.00	\$ -	
	Trash cans	\$ 200.00	\$ -	\$5 x 40
	Misc.	\$ 5,000.00	\$ -	signage, supplies, entertainment
	Police	\$ 1,500.00	\$ -	per clam festival concert
	Public Works	\$ 1,500.00	\$ -	per clam festival concert
	Payroll	\$ 5,000.00	\$ -	per clam festival concert
	Concert Stage	\$ 6,500.00	\$ -	per clam festival concert
	Concert Lights & Sound	\$ 6,500.00	\$ -	per clam festival concert
	Concert Talent	\$ 6,000.00	\$ -	per clam festival concert
Electrical	\$ 3,000.00	\$ -		
Shuttles	\$ 2,000.00	\$ -		
	OLD HOME DAYS SUBTOTAL	\$ 51,635.00	\$ -	
Closing Event	To be determined	\$ 5,000.00	\$ -	
			\$ -	
	CLOSING EVENT SUBTOTAL	\$ 5,000.00	\$ -	
Grants Program	Grants to non-profits	\$ 10,000.00		
		\$ -		
		\$ -		
	GRANTS PROGRAM	\$ 10,000.00		
Total Expenses		\$ 282,860	\$ -	
Income Less Expenses		Estimated	Actual	
		\$ (192,860.00)	\$ -	
Adjusted Income Total		\$ (192,860)	\$ -	