

|                 |                                   |  |  | 2014 Actual      | 2015 Budget    | 2013          | 2012          |  |
|-----------------|-----------------------------------|--|--|------------------|----------------|---------------|---------------|--|
| <b>Revenue</b>  |                                   |  |  |                  |                |               |               |  |
|                 | Sponsorships                      |  |  | 26,080           | 25,400         | 2,500         | 2,500         |  |
|                 | Vendor Food                       |  |  |                  |                |               |               |  |
|                 | Vendor Non-Profit                 |  |  |                  |                |               |               |  |
|                 | Vendor Craft                      |  |  |                  |                |               |               |  |
|                 | Vendor Other                      |  |  |                  |                |               |               |  |
|                 | <b>Total Vending</b>              |  |  | 17,860           | 17,200         | 16,705        | 14,715        |  |
|                 | Profit Sharing                    |  |  |                  |                |               |               |  |
|                 | T-Shirts                          |  |  | 330              | 400            |               |               |  |
|                 | Contributions Pending             |  |  |                  |                |               |               |  |
|                 | Kids Fest Rev                     |  |  | 2,000            | 2,000          | 3,239         | 2,988         |  |
|                 | Beer/Wine                         |  |  | 67,020           | 74,000         | 44,808        | 35,050        |  |
|                 | ATM                               |  |  | 159              | 200            | -             | -             |  |
| <b>Total</b>    |                                   |  |  | <b>\$113,449</b> | <b>119,000</b> | <b>67,252</b> | <b>55,253</b> |  |
| <b>Expenses</b> |                                   |  |  |                  |                |               |               |  |
|                 | Insurance                         |  |  | 468              | 500            | 1,350         | 999           |  |
|                 | Postage/office                    |  |  | 187              | 200            | ?             | 500           |  |
|                 | Printing Copying                  |  |  | 40               | 200            | ?             | 100           |  |
|                 | Artists                           |  |  | 10,600           | 12,000         | 6,000         | 4,625         |  |
|                 | Kids Fest EXP                     |  |  | 1,248            | 1,500          | ?             | ?             |  |
|                 | Sound                             |  |  | 5,100            | 5,600          | 4,500         | 5,500         |  |
|                 | Advertising                       |  |  | 2,480            | 3,500          | 500           | 750           |  |
|                 | Permits                           |  |  | 110              | 300            | 1,185         | 1,070         |  |
|                 | Rentals/Staging                   |  |  | 6,804            | 7,400          | 5,370         | 1,700         |  |
|                 | City Equipment                    |  |  | 26               | 100            | 150           | 150           |  |
|                 | MGE                               |  |  | 326              | 400            | 150           | 150           |  |
|                 | Police                            |  |  | 663              | 700            | 1,843         | 850           |  |
|                 | Security                          |  |  | 378              | 500            | 144           | 130           |  |
|                 | Bucky's Toilets                   |  |  | 1,102            | 1,200          | 1,025         | 1,000         |  |
|                 | Banners                           |  |  | 495              | 800            | 300           | 300           |  |
|                 | Hospitality, including volunteers |  |  | 662              | 1,400          | 100           | 100           |  |

|              |                        |  |                 |                 |  |                 |                 |
|--------------|------------------------|--|-----------------|-----------------|--|-----------------|-----------------|
|              | Bike/Stage Racks       |  | 750             | 800             |  | 50              | 50              |
|              | Golf Carts             |  | 0               |                 |  | -               | -               |
|              | Bank Fees              |  | 0               |                 |  | ?               | ?               |
|              | Misc                   |  | 580             | 1,100           |  | 2,631           | 2,000           |
|              | City Dumpsters         |  | 867             | 1,000           |  | ?               | ?               |
|              | Admin Fee to SASY      |  | 2,000           | 2,500           |  | -               | -               |
|              | Admin Fee to Barrymore |  | 1,500           | 2,500           |  | -               | -               |
|              | Admin Fee to Wil-Mar   |  | 1,500           | 3,000           |  | -               | -               |
|              | Beer                   |  | 13,677          | 14,000          |  | 9,864           | 9,364           |
|              | Monona SB Promotion    |  | 1,728           | -               |  | -               | -               |
|              | Grounds Crew           |  | 656             | 700             |  | -               | -               |
|              | T-Shirts               |  | 627             | 700             |  | -               | -               |
|              | Temp Power             |  | 1,372           | -               |  | -               | -               |
|              | Stage Generator        |  | 637             | 700             |  | -               | -               |
|              | Beer/Wine Cups         |  | 967             | 1,000           |  |                 |                 |
|              | Wine                   |  | 650             | 700             |  |                 |                 |
| <b>Total</b> |                        |  | <b>\$58,200</b> | <b>\$65,000</b> |  | <b>\$35,162</b> | <b>\$29,338</b> |
| <b>Net</b>   |                        |  | <b>\$55,249</b> | <b>\$54,000</b> |  | <b>\$32,090</b> | <b>\$25,915</b> |
|              |                        |  |                 |                 |  |                 |                 |
|              |                        |  |                 |                 |  |                 |                 |



