

Destination/Turnkey Applicant-
Below you will find two samples of the preferred formats for submitting your budgets (Exhibit C-1 or C-2) within your application.

Income	Actual Budget from Last Event (Insert Year)	Estimated Budget for Year of Application
Registrations/sales	\$4,815.00	\$7,000.00
Sponsors	\$3,850.00	\$5,000.00
TDC Funding		\$17,000.00
Total Income	\$8,665.00	\$29,000.00
Expenses		
Shirts/Hats	\$2,085.00	\$4,000.00
Trophies	\$610.00	\$600.00
Police	\$360.00	\$360.00
Donations	\$400.00	\$500.00
Advertising	\$570.00	\$9,490.00
Printing/Banners	\$1,017.00	\$3,000.00
Design (ads, media)	\$1,450.00	\$1,000.00
Materials	\$1,201.00	\$1,200.00
Photo/Video	\$600.00	\$600.00
Labor	\$500.00	\$500.00
Balloons	\$180.00	\$200.00
Total Expenses	\$8,973.00	\$21,450.00

Income Summary

	Actual- Last Event	Budget-Application Year
Booth Donations	\$825.00	\$700.00
Coca Cola Trailer Sales	\$1,945.00	\$1,400.00
Paddleboard Raffle	\$5,800.00	\$10,000.00
Retail Sales (t-shirts/hats)	\$2,600.00	\$2,000.00
Silent Auction Sales	\$13,981.00	\$13,000.00
Sponsor Cash Donations	\$19,350.00	\$15,000.00
Vendor Fees	\$675.00	\$500.00
5K Race Income	\$10,150.00	\$9,500.00
TDC Grant	\$10,000.00	\$10,000.00
Total Income	\$65,326.00	\$62,100.00
Variance	\$3,226.00	

Expenses

Printing Costs

Programs	\$0.00	\$800.00
Silent Auction	\$175.00	\$200.00
Silent Auction Mailing	\$210.00	\$200.00
School Flyers/Posters	\$465.00	\$500.00
Ad Banners	\$785.00	\$750.00
Event T-shirts	\$1,160.00	\$1,200.00
	\$2,795.00	\$3,650.00
Variance	\$855.00	

5k Race

Race T-Shirts	\$2,700.00	\$2,600.00
Race Fee	\$500.00	\$500.00
Race Advertising	\$900.00	\$800.00
	\$4,100.00	\$3,900.00
Variance	\$200.00	

Event Costs

Coordinator	\$4,500.00	\$4,500.00
Main Stage & Sound	\$1,350.00	\$1,350.00
Entertainment	\$1,850.00	\$1,600.00
Amusements	\$500.00	\$1,500.00
Spray Paint and Event Supplies	\$220.00	\$250.00
Waste Management	\$1,000.00	\$800.00
Tent Rental	\$3,862.00	\$3,500.00
	\$13,282.00	\$13,500.00
Variance	\$218	

Advertising

Conch Color	\$200.00	\$200.00
Clear Channel	\$1,000.00	\$685.00
Island 107	\$250.00	\$250.00
US 1 Radio	\$350.00	\$350.00
Miami New Times	\$1,700.00	\$1,500.00
Citizen	\$780.00	\$850.00
Keys Weekly	\$1,070.00	\$950.00
Travel Host	\$585.00	\$585.00
Konk Life	\$250.00	\$250.00
Sarasota Magazine	\$1,900.00	\$1,900.00
Designworks Advertising	\$2,340.00	\$2,500.00
Floridakeys.com	\$2,000.00	\$1,500.00
Miami Herald	\$2,240.00	\$2,500.00
Costal Angler Magazine	\$800.00	\$1,200.00
Key TV	\$1,200.00	\$1,400.00
Comcast Local	\$640.00	\$900.00
Comcast Mainland	\$1,040.00	\$600.00
	\$18,345.00	\$18,120.00

Variance	\$225.00	
Expenses Total	\$38,522.00	\$39,107.00
Total Variance	\$648.00	

Income	\$65,326.00
Expense	\$38,522.00

Total Event Net Income \$26,804.00