MEETING DATE: October 2, 2012

AGENDA ITEM: Informational Item Regarding the Fiesta La Ballona and the Fiesta La Ballona Event Committee.

ATTACHMENT

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2012 Fiesta La Ballona Revenue and Expenditure Report	1 - 2

ATTACHMENT

Fiesta La Ballona 2012-Revenue and Expenditure Report				
Item	**Sub Totals**	**Revenue**	**Exp Sub Total**	**Expenses**
Vendor Booths				
Food		**$8,250.00**		
Non-Food		**$21,385.00**		
Beer & Wine Garden		**$600.00**		
Carnival Rides		**$39,401.75**		
Sponsorships				
Ann Alexander	*$200.00*			
Bunnin Chevrolet	*$1,500.00*			
Brotman	*$200.00*			
Conservatory	*$400.00*			
Culver City Volvo	*$1,000.00*			
Echo Horizon	*$400.00*			
Habitat for Humanity	*$890.00*			
Kane, Ballmer & Berkman	*$1,500.00*			
LACAC	*$900.00*			
See's Candies	*$400.00*			
Sony (part of Annual Donation to the City)	*$3,000.00*			
Swanya	*$400.00*			
Tito's Tacos	*$1,000.00*			
		$11,790.00		
Petting Zoo Tickets		**$1,120.00**		
ATM Guy		**$198.00**		
Euro Bungy		**$715.33**		
Total Revenue		**$83,460.08**		
EXPENSES				
City Staff Labor				**$29,949.78**
Parks			*$9,832.40*	
Public Safety			*$3,141.08*	
Public Works (Electrical, Streets, Sanitation, etc)			*$4,148.66*	
Recreation + VMB			*$9,976.44*	
Senior Center			*$2,851.20*	
City Equipment				**$1,155.85**
Contract Services				**$63,414.08**
Avalon Tent			*$14,648.55*	
Beyond Direct Marketing (BDM)			*$19,895.69*	
Technology Artists			*$9,225.00*	
Fiesta Bands (Various)			*$13,850.00*	
Security			*$992.25*	
United Site Services			*$3,309.07*	
Haynes Cleaning			*$1,253.52*	
George Laase Photography			*$240.00*	

Fiesta La Ballona 2012-Revenue and Expenditure Report

Additional Advertising		**$9,806.60**
CBS Distribution (reimbursed to Mike Cohen)	*$900.00*	
CC Crossroads Ad	*$375.00*	
CC Observer	*$2,600.00*	
Fast Signs	*$1,844.26*	
SM Big Blue Bus Ads	*$1,690.00*	
Street Banners-Made/Date Changed	*$122.34*	
Street Banners-Hung	*$1,050.00*	
Streetlight Pole Signs-Hung	*$1,225.00*	
Supplies		**$5,394.32**
Activities Supplies (Arts, Wellness, etc)	*$476.75*	
Aquacade Supplies	*$550.20*	
ClearStream Recycle Containers	*$1,714.11*	
Food (Green Rooms)	*$726.73*	
Food (Volunteers)	*$638.00*	
Misc Booth Supplies	*$70.57*	
Misc Copies (reimbursed to Mike Cohen)	*$190.95*	
Misc Food (reimbursed to Mike Cohen)	*$30.00*	
Misc Volunteer Supplies (reimbursed to Mike Cohen)	*$350.00*	
SQ Audio Rentals	*$200.00*	
Sustainability Booth Supplies	*$145.06*	
Water	*$301.95*	
TOTAL EXPENSES		**$109,720.63**
Net Profit/Loss	**-$26,260.55**	