

Sustainable Management Services, LLC
2019 Pro Forma
Culver City Farmers' Market

* Indicates change

<u>EXPENSES:</u>	<u>START-UP</u>	<u>Weekly</u>	<u>Monthly</u>	<u>Yearly</u>	
Permits/Leases					
County Agriculture Permit	\$ 3,280.00			\$ 3,280.00	
Health Department -	\$ 323.00			\$ 323.00	*
Special Events Permit -	\$ 358.00			\$ 358.00	*
L.A. Street Svcs/Closure	\$ 1,427.00			\$ 1,427.00	*
Restroom Facility Lease	\$ 50.00	\$ 50.00	\$ 217.00	\$ 2,600.00	*
Insurance	\$ 1,200.00			\$ 1,200.00	*
Farmers Market Labor					
Manager - Ms. Ojeda (9/hrs)	\$ 450.00	\$ 450.00	\$ 1,950.00	\$ 23,400.00	*
Assistant Manager (8/hrs)	\$ 160.00	\$ 160.00	\$ 693.00	\$ 8,320.00	*
Setup/Breakdown Staff	\$ 100.00	\$ 100.00	\$ 433.00	\$ 5,200.00	
Admin/Marketing Costs					
Office/Administration -	\$ 125.00	\$ 125.00	\$ 542.00	\$ 6,500.00	*
Farmers Mkt. Admin/Mgmt.	\$ 200.00	\$ 200.00	\$ 800.00	\$ 10,400.00	
Social Media Stradegist -	\$ 250.00	\$ 250.00	\$ 1,000.00	\$ 12,000.00	*
Sales Auditor \$50 x 20 times/yr.			\$ 83.00	\$ 1,000.00	
Promotion Expense					
WIX.COM Domain/Hosting:	\$ 276.95			\$ 276.95	*
Cooking Demo \$120x6/month				\$ 720.00	*
Musician \$50 2x12/months				\$ 1,200.00	
Facebook/Square "Boosting"			\$ 45.00	\$ 540.00	*
Printing/Production					
Market Event Flyers				\$ 375.00	
Loadsheets - qty 5000				\$ 650.00	
TOTAL EXPENSE:	\$8,945.95	\$ 1,335.00	\$ 5,838.00	\$ 80,769.95	

Sustainable Management Services, LLC: Percentage Profit Share - 20%

Reccommendation:

Space fees for Culver City Farmers' Market farmers have remained at a rate of 7% throughout its 24/hrs of operation, while the current industry rate is 8%. SMS reccommends adjusting farmers space fees to 8%.

