

Fiesta La Ballona 2021 Revenue and Expenditure Report

Food Vendors - Booths, Trucks & Trailers	\$ 6,600.00	
Food Vendors - Beer & Wine Garden	\$ 1,900.00	
Non-Food Vendors	\$ 10,849.00	
Sponsorship	\$ 59,650.00	
Carnival Pre-Sale Wristbands	\$ 26,490.00	
Carnival Balance of Percentage	\$ 55,653.05	
Total Revenue	\$ 161,142.05	
City Staff Labor		
PW - Electrical (OT)		\$ 2,752.00
PW - Sanitation (OT)		\$ 2,240.00
PRCS (PT)		\$ 19,534.00
PRCS (FT)		\$ 6,493.00
PRCS (FT OT)		\$ 6,035.00
Police Department		\$ 10,378.00
Fire Department		\$ 2,323.00
Other Departments		
		\$ 49,755.00
Contractual Services		
Avalon Tent (Stage, main tents, vendor tents, green room)		\$ 25,675.76
D-Lighting, Inc. ("Vibe" Lighting)		\$ 9,800.00
Marketing/Graphics		
Fiesta Entertainment (Various)		\$ 12,600.00
Security		\$ 1,877.29
Technology Artists (Sound, video projection)		\$ 14,013.00
Refuse Services (PW EPO)		\$ 1,410.00
Diamond Environmental Services (Restrooms, Handwash Stations, Sinks)		\$ 6,758.25
Diamond Environmental Services (Fencing around park, privacy screens)		\$ 2,777.80
K&K Special Event Insurance		\$ 2,500.00
		\$ 77,412.10
Advertising/Marketing		
Supplies		
LA County Health Permit		\$ 365.95
Volunteer Shirts		
AAA (Banner Installation)		\$ 214.99
Fastsigns Culver City (Fiesta Signage)		
Plunge Into Fiesta Supplies (Inflatable Rental, Movie - Swank)		
Water Bottles (Performers)		
Water Bottles (Staff & Volunteers)		
Food for Green Rooms, Volunteers & Staff (Smart & Final)		\$ 1,850.00
		\$ 2,430.94
TOTAL EXPENSES		\$ 129,598.04
Net Profit/(Loss)	\$ 31,544.01	