

INAUGURAL MARK TWAIN DAYS PROFIT & LOSS

APRIL 21-23, 2023

REVENUE	
PROGRAM AD SALES	\$ 265.00
TWAIN TRAIN TICKET SALES	\$ 21,875.00
BOW TIE BALL TICKET SALES	\$ 5,097.50
VENDOR FAIRE FEES	\$ 1,400.00
ROCKING CHAIR & PICNIC BASKET AUCTION PROCEEDS	\$ 2,032.30
MTD DONATIONS TOTAL	\$ 35,575.00
MTD SPONSORSHIPS	\$ 8,200.00
TOTAL REVENUE	\$ 74,444.80
EXPENSES	
01-EVENT PLANNING	\$ 24,837.50
02-MARKETING & PR - DESIGN/DEVELOPMENT	\$ 10,228.00
03-MARKETING & PR - ADVERTISING	\$ 23,066.71
04-MARKETING & PR - PRINTING	\$ 1,563.72
05-PRIZES/GIVEAWAYS	\$ 6,712.24
06-TWAIN TRAIN	\$ 16,735.91
07-BOWTIE BALL	\$ 10,005.20
08-ENTERTAINMENT	\$ 3,957.10
09-VENDOR FAIRE	\$ 667.89
10-ROCKING CHAIR	\$ 942.94
11-MISC	\$ 1,104.24
12-INSURANCE	\$ 2,500.00
TOTAL CTA HARD COSTS	\$ 102,321.45
WRITING WORKSHOP	\$ 550.00
TOTAL CARSON CITY HARD COSTS	\$ 550.00
CTA SALARY & BENEFITS	\$ 50,370.38
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TOTAL EXPENSES	\$ 153,241.83
Net Profit/(Loss) Hard Cost Only	\$ (28,426.65)
Net Profit/(Loss)	\$ (78,797.03)

