

2020 Celebration Seabrook Budget									
REVENUE									
Project Code	Description	2015	2016	2017	2018	2019	2020 (Budget A)	2020 (Budget B)	2020 (Budget C)
	City HOT Sponsorship	n/a	\$45,000	\$45,000	\$55,000	\$55,000	\$27,500	\$25,500	\$30,000
154-150-9530	Sponsors	\$95,050	\$68,250	\$64,750	\$72,420	\$65,200	\$32,600	\$16,300	\$0
	Merchants	\$5,594	\$4,581	\$2,877	\$3,351				
154-150-9531	Artists	n/a	\$930	\$1,910	\$1,777	\$4,947	\$2,474	\$1,237	\$500
154-150-9532	Food Vendors	\$1,890	\$1,150	\$1,811	\$1,165	\$1,017	\$509	\$254	\$0
	Online Ticket Sales	\$13,030	\$8,711	\$2,980	\$220	\$2,385	\$1,193	\$0	\$0
	Walk Up CC Sales	\$7,491	\$2,566	\$2,953	\$478	\$1,158	\$579	\$0	\$0
154-150-9533	Walk Up Cash Sales	\$9,840	\$6,080	\$6,905	\$5,745	\$6,299	\$3,150	\$0	\$0
154-150-9535	Drinks	\$16,501	\$10,390	\$6,873	\$8,567	\$11,683	\$5,842	\$2,921	\$0
154-150-9538	Merchandise	n/a	\$960	\$1,418	\$449	\$1,095	\$548	\$274	\$100
154-150-9536	Miscellaneous	\$2,230	\$116	\$120	\$80	\$338	\$0	\$0	\$0
	TOTAL	\$151,626	\$148,735	\$137,597	\$149,251	\$149,122	\$74,392	\$46,486	\$30,600
	Difference per year		-\$2,891	-\$11,138	\$11,654	-\$129	-\$74,730	\$102,637	-\$118,522
EXPENDITURES									
Project Code	Description	2015	2016	2017	2018	2019	2020 (Budget A)	2020 (Budget B)	2020 (Budget C)
154-150-5527	Production Fees	\$35,000	\$38,500	\$46,000	\$15,000	\$15,000	\$15,000	\$10,000	\$7,500
154-150-5528	Commissions	\$9,520	\$9,185	\$7,150	\$0	\$0	\$0	\$0	\$0
154-150-5529	Entertainment	\$12,200	\$6,000	\$7,300	\$33,178	\$35,000	\$5,000	\$5,000	\$5,000
154-150-5530	Kid Activities	\$6,259	\$9,031	\$7,813	\$9,618	\$7,457	\$3,000	\$1,500	\$0
154-150-5531	Beverages	\$8,785	\$8,263	\$6,765	\$2,829	\$4,540	\$2,270	\$1,135	\$0
	Parking	\$400	\$660	\$285					
154-150-5532	Transportation	\$2,975	\$4,165	\$0	\$1,950	\$1,410	\$1,410	\$1,410	\$300
154-150-5533	Rentals	\$37,876	\$39,106	\$28,091	\$23,734	\$27,718	\$20,000	\$10,000	\$10,000
154-150-5534	Supplies	\$2,314	\$643	\$0	\$665	\$1,789	\$1,000	\$1,000	\$0
154-150-5535	Staffing	\$10,586	\$14,117	\$11,535	\$10,550	\$9,634	\$10,000	\$5,000	\$4,000
	Permitting	\$481	\$401	\$265					
154-150-5536	Insurance	\$4,660	\$4,060	\$4,465	\$4,741	\$4,806	\$5,000	\$2,500	\$0
154-150-5537	Lease Agreements	\$200	\$1,300	n/a	\$0	\$0	\$0	\$0	
154-150-5511	General Misc.	\$1,671	\$3,785	\$800	\$1,886	\$779	\$500	\$500	\$500
154-150-5500	Graphic Design	\$2,200	\$2,000	\$500	\$1,010	\$200	\$0	\$0	\$0
154-150-5501	Printing	\$700	\$906	\$675	\$2,641	\$806	\$500	\$0	\$0
154-150-5502	Promotional Items	\$1,750	\$2,525	\$1,185	\$647	\$437	\$250	\$0	\$0
154-150-5503	Signage	\$3,419	\$2,028	\$1,725	\$35	\$2,842	\$1,500	\$1,500	\$0
	Digital Advertising	\$375	\$700	\$1,980					
	Print Advertising	\$4,465	\$4,092	\$4,363					
	Radio Advertising	\$8,935	\$6,995	\$5,005					
	Social Media Advertising	\$997	\$742	\$755					
154-150-5504	Bulletin Boards	n/a	\$7,416	\$7,023	\$15,973	\$20,443	\$6,000	\$3,500	\$1,500
154-150-5509	Public Relations	\$8,000	\$9,000	\$8,000	\$8,000	\$2,900	\$0	\$0	\$0
154-150-5510	Art Components	n/a	\$6,189	\$8,500	\$6,051	\$6,444	\$3,000	\$2,000	\$1,500
154-150-5511	HOT Miscellaneous	\$112	n/a	\$500	\$0	\$0	\$0	\$0	\$0
	TOTAL	\$163,880	\$181,808	\$160,679	\$138,507	\$142,205	\$74,430	\$45,045	\$30,300
	Difference per year		\$17,929	-\$21,129	-\$22,172	\$3,698	\$67,775	\$97,160	\$111,905
	Revenue vs. Expense	-\$12,254	-\$33,073	-\$23,081	\$10,744	\$6,917	-\$38	\$1,441	\$300
	General Reserves (needed)	\$12,254	\$33,073	\$0	\$0	\$0	\$0	\$0	\$0
	HOT Reserves (needed)	\$0	\$0	\$23,081	\$0	\$0	\$38	\$0	\$0
	Charitable Contribution	\$0	\$0	\$0	\$8,000	\$4,900	\$0	TBD	TBD