

### Costs not associated directly with an event

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>Portos</b>					\$380.29	\$550.00	\$550.00	\$550.00	\$550.00	\$212.15	\$0.00	\$0.00	<b>\$2,792.44</b>
<b>Water</b>	\$280.08	\$280.08	\$280.08	\$280.08	\$373.44	\$373.44	\$373.44	\$1,215.69	\$829.05	\$707.33	\$382.13	\$306.37	<b>\$5,681.21</b>
<b>Electrical</b>	\$250.44	\$250.44	\$250.44	\$250.44	\$77.77	\$120.56	\$98.38	\$98.39	\$120.14	\$118.53	\$138.61	\$388.08	<b>\$2,162.22</b>
<b>Theeder</b>	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	<b>\$12,000.00</b>
<b>etc)</b>				\$5,000.00									<b>\$5,000.00</b>
<b>United Electric</b>		\$2,723.03		\$3,835.00		\$420.00							<b>\$6,978.03</b>
<b>Maddux Plumbing-irrigation system</b>							\$950.00						<b>\$950.00</b>
<b>BMI</b>								\$435.00					<b>\$435.00</b>
<b>ASCAP</b>				\$144.67									<b>\$144.67</b>
<b>chairs &amp; hardware to mount</b>			\$2,392.65	\$53.54									<b>\$2,446.19</b>
<b>Trailer &amp; stuff</b>				\$5,169.49	\$99.96	\$224.29							<b>\$5,493.74</b>
<b>Tarps, hoses, nozzels</b>					\$241.66								<b>\$241.66</b>
<b>Sod</b>							\$70.00						<b>\$70.00</b>
<b>mason cutwhl, washers</b>							\$56.33						<b>\$56.33</b>
<b>misc ext cords, cord covers, etc for season</b>											\$682.65		<b>\$682.65</b>
<b>space heater</b>												\$33.43	<b>\$33.43</b>
<b>New orange boards</b>												\$398.92	<b>\$398.92</b>
<b>Social Media &amp; Advertising</b>		\$26.59		\$10.00	\$20.00	\$99.00	\$10.00		\$19.50	\$58.50		\$19.50	<b>\$263.09</b>
<b>Trophy</b>												\$50.00	<b>\$50.00</b>
<b>Generator-BFTS portion</b>		\$430.00											<b>\$430.00</b>

\$46,309.58

this is anything not already included in an event costs

Year	Business	Grant / Gift	Sponsorship	Amount	Pending	Used for
2024	Watertown Tourism	x		\$5,000		Concert Series
2024	Watertown Chamber	x		\$1,200		Concert Series Holiday Season
2024	Beltz Foundation - 4th Qtr	x		\$10,000		Concert Series
2024	Beltz Foundation - 1st Qtr	x		\$10,000		Concert Series
2024	RDA Gift	x		\$3,000		Concert Series
2024	Ixonia Bank		x	\$1,000		Boo Bash
2024	Clausen Quality Chocolates		x	\$900		TNM
2024	Dave Yelk		x	\$250		Watertown Players
2024	Brian Konz		x	\$300		TNM Music
2024	ITW Shakeproof		x	\$1,000		Kids Fest
2024	Brian Konz		x	\$200		MBS
2024	Oasis Salon		x	\$200		MBS
2024	Holz Chevrolet		x	\$200		MBS
2024	ltw Shakeproof		x	\$200		MBS
2024	Brisco Plumbing		x	\$200		MBS
2024	Fisher Barton		x	\$200		MBS
2024	Riverfest		x	\$200		MBS
2024	EZ Promotions		x	\$200		MBS
2024	Area Dental Clinic		x	\$200		MBS
2024	Bank of Lake Mills		x	\$200		MBS
2024	Lebanon Lutheran		x	\$200		MBS
2024	Northwestern Mutual		x	\$200		MBS
2024	St. Lukes Evangelical Lutheran Church		x	\$200		MBS
2024	Scotty's Body Shop		x	\$200		MBS
2024	Strauss Feeds		x	\$200		MBS
2024	Summit Credit Union		x	\$200		MBS
2024	The Marquardt		x	\$200		MBS
2024	WUSD		x	\$200		MBS
2024	J&L Tire		x	\$750		Ornament program
	<b>Total 2024</b>			<b>\$37,000</b>		
2025	Watertown Chamber		submitted	\$1,200	x	Birthday Bash

<b>Concessions in Parks *excludes alcohol</b>	<b>Amt pd</b>	<b># Events Booked</b>	<b># Events Showed</b>
*\$250 alcohol permits are listed in each event			
18 Acres	\$300	4	3
American Legion	\$25	1	1
Ben's Pretzels	\$75	1	1
Big Daddy Dawgs	\$300	10	10
Buddha Belly Pizza	\$300	7	6
C&J BBQ	\$300	4	4
Cousins Maine Lobster	\$75	1	1
Crawfish Junction	\$150	3	2
Fuelify	\$300	6	3
Harvest Moon Coffee	\$300	6	5
Herbies Coffee Camper	\$75	1	1
Iron Pig	\$300	5	3
Jandy Base Camp	\$300	7	4
Kona Ice of Monona	\$300	4	4
Little Sister Cookies	\$300	7	7
Maria Taco Truck	\$300	4	4
Mike's Lunch & Brunch	\$300	6	6
Mr. Ps Grilled Cheese	\$225	3	3
Pizza Ranch	\$300	5	4
Quacky Jack's Grilled Cheese	\$300	12	9
Shiver Shack	\$300	6	6
Sugar Spun	\$225	3	3
Sunrise Acai Bowls	\$150	2	0
The Score	\$300	9	7
Tracia Treat Trike	\$300	5	3
WHS Booster Club	\$150	2	2
WYBA	\$300	10	10
Yum Yum	\$300	29	29
<b>Total</b>	<b>\$ 6,250.00</b>	<b>163</b>	<b>141</b>

**# Cxld by vendor**

1
0
0
0
1
0
0
1
3
1
0
2
3
0
0
0
0
0
1
3
0
0
2
2
2
0
0
0
<b>22</b>

## Water Street Closure Information

Month	# Days Closed per month	# occurrences closed per month	# Events during closure
May	3	1	1
June	11	5	5
July	5	3	5
August	6	3	5
September	5	3	3
October	2	1	1
November	2	1	1
December	3	1	1
<b>Totals</b>	<b>37</b>	<b>18</b>	<b>22</b>

This # is used for labor costs for streets dept. 18ct =36ct since the street is closed and has to be reopened so the number is double)



Date	Vendor	Event	Location	Served	Response
27-Apr	Harvest Moon Coffee	Soccer	BQS		
15-May	Quacky Jacks		SC	100	Happy
15-May	Fuelify		SC		
11-May	Harvest Moon Coffee	Soccer	BQS		
18-May	Harvest Moon Coffee	Soccer	BQS		
18-May	Big Daddy Dawgs	Birthday Bash	BFTS		not happy
18-May	Sugar Spun	Birthday Bash	BFTS		not happy
18-May	C&J BBQ	Birthday Bash	BFTS		
18-May	Score	Birthday Bash	BFTS		
18-May	Pizza Ranch	Birthday Bash	BFTS		
6-Jun	Fuelify	Schools Out	BFTS		
6-Jun	Quacky Jacks	Schools Out	BFTS	112	happy
8-Jun	Iron Pig	Boy Band	BFTS	80	\$20 avg sale
8-Jun	Score	Boy Band	BFTS		sold out
8-Jun	Big Daddy Dawgs	Boy Band	BFTS		
10-Jun	Quacky Jacks	FTM	BFTS	220	sold out
10-Jun	Marias Taco Truck	FTM	BFTS		happy
12-Jun	Harvest Moon Coffee		SC	Cxld	
12-Jun	Little Sister Cookie		SC	45	234 cookies
14-Jun	Tracia Treat Trike		SC/BFTS	20	1-hour
15-Jun	Shiver Shack	Conscious Pilot	BFTS		happy once we moved to BFTS
15-Jun	C&J BBQ	Conscious Pilot	BFTS		
15-Jun	Marias Taco Truck	Conscious Pilot	BFTS		
15-Jun	Score	Conscious Pilot	BFTS		
17-Jun	Quacky Jacks	FTM	BFTS	90	sold out
17-Jun	Jandy's Base Camp	FTM	BFTS		Happy
24-Jun	18 Acres	Pop Up Lunch Express 11-2	BFTS		\$500 sales
24-Jun	Harvest Moon Coffee	Pop Up Lunch Express 11-2	BFTS	5	did not do well--would prefer morning next time. Glad she tried it out.
24-Jun	Buddha Belly Pizza	FTM	BFTS	50	Iron Pig broke down - Buddha only one
27-Jun	Buddha Belly Pizza	TNM	BFTS	55	We sold roughly 55 meals. That's about what we like to shoot for as a minimum for events we pay a fee to. So on the lower end but not bad. As the event gains popularity that'll only go up. My only suggestion is logistical. Possibly blocking off the road with more mobile means. Those concrete barriers don't allow any organizational passage. If you guys were even in charge of that lol.
27-Jun	Tracia Treat Trike	TNM	BFTS	84	\$337
27-Jun	Quacky Jacks	TNM	BFTS	sold out	did very well
29-Jun	Mike's Lunch & Brunch	NEW Dueling Pianos	BFTS	50	It sure was a perfect night for the concert and Dueling Piano's was awesome.  * We served approximately 50 customers and sold 51 crepes, 10 bags of chips, two ice cream cups, and about five drinks (soda/water). * We definitely feel we did well at the event. It was our first time and we sold out. We now have a better idea for planning because we closed about half an hour early and could easily have sold 10-20 more crepes. * I think it is great how organized and involved you and Stephanie are. We had no questions and received a great amount of help. I also appreciated the police officers being there as part of the event and their willingness to help.  Other than the above, we were so busy inside that we didn't have a chance to experience much of the rest of what was going on. I think the concerts are definitely a great draw for the community.
29-Jun	Score	NEW Dueling Pianos	BFTS		

						I served about 150 customers and did very well. The last couple events I had quite a few customers ask if I had any drinks and they were frustrated that I had to point them to The Score for a soda. I get that we don't want to step on other vendors toes, but it is a hassle for customers to wait in line for food and then have to spend more time waiting in another line just to get a soda or water. People come to these events to have a good time, not to wait in multiple lines. My opinion is that if any vendor wants to serve soda/water they should be able to provide that service for their customers. Any other "mocktail" or specialty drink can be had by another vendor.
29-Jun	Big Daddy Dawgs	NEW Dueling Pianos	BFTS	150		
8-Jul	Big Daddy Dawgs	FTM	BFTS			
8-Jul	Fuelify	FTM	BFTS			
12-Jul	Tracia Treat Trike	Pop up	SC/BFTS			
12-Jul	Quacky Jacks	Pop Up	SC			did ok--not as good
13-Jul	Mikes lunch & brunch	PanChromatic Steel-shortened	BFTS	33		says she did not like way trailer was situated
13-Jul	Score	PanChromatic Steel-shortened	BFTS			
13-Jul	Marias Taco Truck	PanChromatic Steel-shortened	BFTS			
13-Jul	Big Daddy Dawgs	PanChromatic Steel-shortened	BFTS	30		during Jefferson County Fair & concert at drafty after beer walk
14-Jul	Sugar Spun	Kids Fest	BFTS	20		
14-Jul	Shiver Shack	Kids Fest	BFTS			said they did well
14-Jul	Quacky Jacks	Kids Fest	BFTS			cxld storm damage
15-Jul	Pizza Ranch	FTM	BFTS		\$52	
15-Jul	18 Acres	FTM	BFTS			Not good=very slow
16-Jul	Jandy's Base Camp	pop up lunch	BFTS			
17-Jul	Sweet Talkin Treats	Pop Up w/ YMCA	BFTS	15	\$30	pretty slow-thye need to promote more and thinks they have storefront is issue. May do better if part of a bigger event. Was happy to try new things
20-Jul	Shiver Shack	33 RPM	BFTS			
20-Jul	Quacky Jacks	33 RPM	BFTS			
20-Jul	Pizza Ranch	33 RPM	BFTS	72		handed out 50 coupons for buffets
20-Jul	Score	33 RPM	BFTS			
22-Jul	Little Sister Cookie	FTM & pop up all day	BFTS	50	180 cookies	not best day but not worst
22-Jul	Quacky Jacks	FTM pop up only 4-7	BFTS			
22-Jul	Shiver Shack	FTM & pop up all day	BFTS			
22-Jul	Big Daddy Dawgs	FTM & pop up all day	BFTS	100		all in all success--happy with pop up
23-Jul	Jandy's Base Camp	Pop up	SC	6		
23-Jul	Kona Ice	Pop up	BFTS	35		knows this is a trial-did not hit their minimums
25-Jul	Big Daddy Dawgs	TNM	BFTS	125		success
25-Jul	Buddha Belly Pizza	TNM	BFTS		Broke down	
25-Jul	Little Sister Cookies	TNM	BFTS		sold out	happy
25-Jul	Kona Ice	TNM	BFTS	65		very happy
29-Jul	Crawfish Junction	FTM	BFTS			not great but willing to stick it out to see if it builds
29-Jul	Mikes lunch & brunch	FTM	BFTS			broke down-did not come
29-Jul	Kona Ice	FTM	BFTS			not great but willing to stick it out to see if it builds
14-Aug	Jandy's Base Camp	Pop Up	SC			CXLD
17-Aug	C&J BBQ	Ask Your Mother	BFTS			
17-Aug	Mr. P's Grilled Cheese	Ask Your Mother	BFTS	80-90	\$600	late to set up
17-Aug	Little Sister Cookies	Ask Your Mother	BFTS			did ok
17-Aug	Score	Ask Your Mother	BFTS			slow--not good!
19-Aug	18 Acres	FTM	BFTS		\$160	
19-Aug	Quacky Jack's	FTM	BFTS			CXLD
19-Aug	Shiver Shack	FTM	BFTS			
22-Aug	Quacky Jacks	TNM	BFTS			
22-Aug	Jandy's Base Camp	TNM	BFTS			Cxld
22-Aug	Shiver Shack	TNM	BFTS			broken down - did not come
22-Aug	Little Sister Cookie	TNM	BFTS			
24-Aug	Crawfish Junction	BootJack Road	BFTS			
24-Aug	Big Daddy Dawgs	BootJack Road	BFTS			
24-Aug	Score	BootJack Road	BFTS			
25-Aug	Sugar Spun	Battle of the Badges	Riverside			not good
25-Aug	American Legion	Battle of the Badges	Riverside			ok
25-Aug	Tracia Treat Trike	Battle of the Badges	Riverside			Cxld
25-Aug	Pizza Ranch	Battle of the Badges	Riverside			
25-Aug	Kona Kice	Battle of the Badges	Riverside			



26-Aug	Jandy's Base Camp	FTM	BFTS			
26-Aug	Buddha Belly Pizza	FTM	BFTS	15	\$200	
26-Aug	Iron Pig	FTM	BFTS		\$148	not good
7-Sep	Marias Taco Truck	Last Bees	BFTS			
7-Sep	Quacky Jacks	Last Bees	BFTS		cxld	last minute back out
7-Sep	Score	Last Bees	BFTS		cxld	last minute backout
9-Sep	Jandy's Base Camp	FTM	BFTS		no show	
9-Sep	Pizza Ranch	FTM	BFTS		CXLD	death in family
9-Sep	Fuelify	FTM	BFTS		CXLD	
14-Sep	Score	Back Bay Band	BFTS		cxld	
14-Sep	Iron Pig	Back Bay Band	BFTS			
14-Sep	Mikes lunch & brunch	Back Bay Band	BFTS			
16-Sep	Ben's Pretzels	FTM	BFTS			
16-Sep	Mr. P's Grilled Cheese	FTM	BFTS			
23-Sep	Buddha Belly Pizza	FTM	BFTS			
23-Sep	18 Acres	FTM	BFTS		cxld	
26-Sep	Big Daddy Dawgs	TNM	BFTS			
26-Sep	Little Sisters Cookies	TNM	BFTS			
26-Sep	Tracia Treat Trike	TNM	BFTS		cxld	
30-Sep	Crawfish Junction	FTM	BFTS		broke down	
30-Sep	little sister cookies	FTM	BFTS			
30-Sep	Mikes lunch & brunch	FTM	BFTS			
7-Oct	Big Daddy Dawgs	FTM	BFTS			
7-Oct	Mike's Lunch & Brunch	FTM	BFTS			
14-Oct	Buddha Belly Pizza	FTM	BFTS			not good
14-Oct	Iron Pig	FTM	BFTS		broke down	
15-Oct	Cousins Maine Lobster	Private	BFTS	350		very good!
21-Oct	Mr. Ps Grilled Cheese	FTM	BFTS			Did fine
21-Oct	Little Sister Cookies	FTM	BFTS			gave option to attend
26-Oct	Buddha Belly Pizza	Boo Bash	BFTS	sold out		did amazing
26-Oct	Harvest Moon Coffee	Boo Bash	BFTS			did amazing

**110 Scheduled 15 cancelled**

	Market vendors	Food Trucks (conc fees not included here)	Entertainment Fees	booth fees	Sponsor	Marketing	Attendance	Profit
<b>June</b>	30 present (4 exempt from payments) 1ct No shows-not pd	3 showed	\$105	\$650	\$300 + \$175	\$100	250	<b>\$995</b>
<b>July</b>	31 present (7 exempt from payments) 4ct No shows (2 pd; 2 did not)	3 showed (1 had breakdown)	\$300	\$650	\$175	\$100	400	<b>\$525</b>
<b>August</b>	33 present (6 exempts from payments) 5ct no shows (5 pd)	4 showed (1 broke down)	\$150	\$950	\$175	\$100	300	<b>\$975</b>
<b>September</b>	28 present (5 exempts from payments) 12ct no shows (11 pd)	2 showed (1 no show)	\$300	\$850	\$175	\$100	200	<b>\$725</b>

**Profit from TNM \$3,220**

does not include food truck fees

Konz & Clausen Sponsors

## Non-City & Partnered Events

Date	Business	Event	Amt Pd	Other Vendors	Attendance
6-Jun	Fuelify	Schools Out Hang Out	\$30	Fuelify - Quacky Jack's	112
14-Jun	Share the Love	Faith Lutheran	\$0	NA	120
17-Jun	Sassy Sweets	Cookie Decorating class	\$0		cxld
19-Jun	YMCA Popup 9:30am	1 hr	\$0		cxld
19-Jun	YMCA Zumba 6pm	1 hr	\$0		7
23-Jun	Art in Park	Set Apart Art	\$0		cxld
29-Jun	Hope Church		\$450	Glenns Catered	200
29-Jun	Kids Time in the Park	1 hr 7th Day Adventist	\$0		12
9-Jul	YMCA Pound class 9am	1 hr	\$0		10

9-Jul	YMCA Pound class 6pm	1 hr	\$0		16
12-Jul	Share the Love	1st Baptist Church Outreach	\$130		80
17-Jul	YMCA Pop UP	Sharon's Events	\$0		12
17-Jul	Sweet Stop	Sweet Talking Treats	\$0		10
19-Jul	Share the Love Movie Night	River Valley Alliance	\$130		140
25-Jul	Terrarium Class	Wilders	\$50	during TNM	13
26-Jul	Share the Love	Christian Life family church	\$130		100
28-Jul	Sunflower Board Day	Set Apart Art	\$0		20
2-Aug	Share the Love Movie Night	River Valley Alliance	\$130		148
3-Aug	WRMC	Breast Feeding Coalition	\$180		cxld
11-Aug	Community Worship Service	Immanuel Evangelical Luther Church	\$130		175
14-Aug	YMCA Body Combat	1 hr	\$0		8
16-Aug	Share the Love	River Valley Alliance	\$130		100
18-Aug	Art in Park - Suzanne	Lake Street Ave	\$0		cxld
21-Aug	YMCA Pop Up		\$0		2
22-Aug	Versiti Blood Drive	During TNM	\$0		11
22-Aug	Pop in & Paint	Set Apart Art - During TNM	\$0		14
23-Aug	Share the Love Movie Night	River Valley Alliance	\$130		110
25-Aug	Koine Concert	St Lukes Lutheran	\$210	Quacky Jacks, Big Daddy Dawgs, Little Sister Cookie	350
27-Aug	YMCA Body Balnace		\$0		9
31-Aug	Fiesta Cultural		\$270		cxld
15-Sep	Outdoor Pumpkin Light Event	Suzanne	\$0		cxld
18-Sep	Urban Poling		\$10		10
29-Sep	Calvary Orchestra		\$210		250
19-Oct	Hope Church		\$305		150
7-Dec	JBOTR	partner with Main Street Program	\$350	Nut guy, sugar spun, Ben's Pretzels, Sarahs sweet treats, vendor fair	200

Dec 14-15	Stuff the Bus	partnered with WUSD			75
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**Total**

**\$2,975**

**2464**

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## Notes

### Great turnout

We had approximately 120 people between 6 to 8:30 pm.

We had some people that had never been down to the square, especially some of our older members of the congregation. It is a beautiful location and I think it was a success as we will plan to do it again next year. With the bridge being out, there was little foot traffic or vehicle traffic that passed by. It will be nice when the bridge is completed and make the downtown even better.

We kept the fountains on. There were families that came for that purpose.

We tried to pick up everything.

low registrations

no new members-rain before class-they did not advertise well

low registrations and poor weather

Thank you so much for all of your help in making this weekend's event a success! We had about 200 people in attendance based on those pre-registered and those who registered on-site.

Our team feels it was 100% a success—our goal was for people to connect and meet each other while creating excitement about our next location. We feel like both objectives were met. The space is absolutely beautiful and conducive to big groups.

The splash pad was a hit! I don't think I have anything we would change. Again, appreciate all your help to make the space welcoming with lots of places where people could hang out (picnic tables, high top tables, benches, etc.)

We had a handful of visitors, beyond the people that came from the church. It didn't turn out quite as we had planned, but I think we had some nice connections.

Thanks so much for letting us use the upper area until the next group needed it for set up. It was much more visible being there and cooler also in the shade. The lower area probably would not have worked so well, but we have wisdom for next time. Since I hadn't seen the area previously, it was hard to know what to expect, but all turned out fine.

Thanks for working with us to provide this event!

all Y members

2 non- Y members
Felt it was a success!
Was a win!
Not great. 9:30-1pm
Happy with turnout--
\$50 was shared registration fees--went great
very happy
successful
Cancelled - did not ask for refund as of 8/14/24
Happy-loved having restrooms from library-people did nto come due to lack of parking due to bridge. Handicapped signs were never elivered to them.
8 regulars - no public members
facebook hacked and could not do registrations
Very happy - 11 units
Went ok - 14 ppl \$140 per person
Very Happy-food trucks did well. Wants to book next year.
9 members-0 from public--back to school time expected lower numbers
cancelled for family medical reasons - did not ask for refund as of 8/14/24
huge success-6 people bought poles
very successful
very happy
not well attended - will decide March 2025 if doing again

Bus was donated from DTC and only expense was \$20 boost on FB - city paid - very successful. Emptied bus 2.5 times



# Boo Bash October 26, 2024

<b>Costs</b>	
Watertown Players	\$250
Extreme Sound	\$400
Face Painter	\$375
Sugar Llamas	\$300
Geraldo Balloon Twister	\$50
<b>total</b>	<b>\$1,375</b>

<b>Revenue</b>	
Concessions 2ct on other form	
Ixonia Bank	\$1,000
Dave Yelk	\$250
<b>total</b>	<b>\$1,250</b>

pd august  
pd sept 4

<b>Attendance</b>	<b>1000</b>
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**NET (\$125)**

# Kids Fest July 14, 2024

<b>Costs</b>	
Electro Dj's	\$325
Jester Fun	\$600
<b>Total</b>	<b>\$925</b>

<b>Revenue</b>	
ITW Shakeproof Sponsorship	\$1,000
vendor	\$25
<b>Total</b>	<b>\$1,025</b>

Does not include:  
labor, concessions in  
parks or everyday  
costs such as water,  
theder, etc.

<b>Attendance</b>	<b>250</b>
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**NET \$100**

# Tree Lighting (& MBS) November 16, 2024

<b>Expenses (Estimates)</b>	<b>\$</b>	<b>Notes</b>
Portos ( used library)	\$ -	
Z Farms 18ct Trees	\$ (1,336.50)	
build octagon seats for around tree and new orange boad style tables	\$ (1,057.82)	parks crew will make
3 new cone trees	\$ (66.33)	Parks Crew built
lights purchased - Farm & Fleet	\$ (488.30)	purchase amount
extension cords, timers, floor covers	\$ (762.90)	
snowflake replacements	\$ (90.98)	
rental of archway from Aaron Zimmerman	\$ -	
risers rental for carolers Dave Zimmerman	\$ -	
Gas for heaters	\$ (107.66)	
table cloths, misc supplies	\$ (22.35)	
Trophy for MBS winner	\$ (50.00)	
Proline Entertainment sound and lights	\$ (4,375.00)	
Bronners 4' Star to use each year	\$ (1,400.00)	\$ (235.42)

<b>Total Expenses</b>	<b>\$ (9,993.26)</b>	
<b>Beltz Grant</b>	<b>\$ 10,000.00</b>	

attendance

750

Make Your Business Sparkle Sponsors	\$ 3,600.00	\$200 ea
		portion of donation-not included above
Farm & Fleet Donation of partial lights	\$ 275.88	
Refreshments	\$ -	all donated

# Holiday Train December 8th

<b>Expenses (Estimates)</b>	<b>\$</b>
Portos	\$ 346.00
Kwik Trip Brownies & water	\$ 264.33
Light up toys	\$ 500.00
Gas for heaters	\$ 74.23
<b>Total Expenses</b>	<b>\$ 1,184.56</b>
Refreshments and toys sold	\$ 1,093.00
Coffee Truck Food Permit	\$ 75.00
Donations Box	\$ 136.00
<b>Total Income</b>	<b>\$ 1,304.00</b>

## Concert Series Summary

Band	(\$31,900.00)	
Audio	(\$1,959.00)	
Lighting and Power	(\$2,500.00)	
Management (Essential Details)	(\$550.00)	
Marketing (Essential Details)	(\$1,400.00)	\$100, per band x 11 Bands. \$300 Season Flyer
Hospitality	(\$250.00)	estimate
<b>Total</b>	<b>(\$38,559.00)</b>	
Budget	\$28,700.00	
<b>Over Budget</b>	<b>(\$9,859.00)</b>	
tourism grant	\$5,000.00	
Chamber of Commerce	\$1,200.00	
Beltz Grant	\$10,000.00	
RDA Gift	\$3,000.00	
<b>Under Budget</b>	<b>\$9,341.00</b>	





























































































# Beer Sales Reporting

Year	# Concerts	Bar Revenue	Tips	Fees Paid to P&R ONLY (\$250 per event)	Profit after P&R cost	Avg Bar Revenue & Tips
2023	7	\$13,595.25	\$1,537.75	\$0.00	\$15,133.00	\$2,161.86
2024	11	\$9,726.84	\$866.00	\$2,750.00	\$7,842.84	\$712.99

Additional expenses for beer vendor per event		
Refrid trailer	\$225	
Temp B Permit	\$10	
Rolling Coolers	?	
Ice	\$25	
Insurance	\$700-\$1000	
cost of product	?	
<b>Total</b>	<b>\$960 approx</b>	

# Birthday Bash May 18th, 2024

<b>Costs</b>	
11 One Louder	\$1,750
Glen Gerard Magician	\$750
Ezra Suhr	\$200
Extreme Sound	\$375
Radiant Smiles	\$1,000
General Rental: Bounce House	\$310
Essential Details Marketing	\$100
Green Room refreshments for band	\$87
<b>total</b>	<b>\$4,572</b>

<b>Revenue</b>	
RDA Donation	\$3,000
Tourism Grant	\$5,000
Watertown Rotary	\$250
Chamber Grant	\$1,200
<b>total</b>	<b>\$9,450</b>

Does not include: labor, concessions in parks or everyday costs such as water, theater, etc.

<b>Bar Revenue</b>	<b>\$1,339</b>
<b>Bar Tips</b>	<b>\$245</b>

<b>Attendance</b>	<b>500</b>
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**NET \$4,878**



# Boy Band Night June 8, 2024

<b>Costs</b>	
Right Stuff	\$5,000
Essential Details	\$550
AG Entertainment	\$1,959
Pro-Line Entertainment	\$2,500
<b>Total</b>	<b>\$10,009</b>

<b>Revenue</b>	
Watertown main Street / YES!	\$250
Beltz Grant (using a portion of \$10,000)	\$9,759
<b>Total</b>	<b>\$10,009</b>

Does not include: labor, concessions in parks or everyday costs such as water, theder, etc.

<b>Attendance</b>	<b>400</b>
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Bar Revenue	\$2,700
Bar Tips	\$300

**NET \$0**

# Conscious Pilot June 15, 2024

Costs	
Conscious Pilot	\$2,500
Green Room Refreshments	\$87
<b>Total</b>	<b>\$2,587</b>

Revenue	
Tavern League	\$250
Beltz Grant (using remainder of \$10,000)	\$211
<b>Total</b>	<b>\$461</b>

Does not include:  
labor, concessions in  
parks or everyday costs  
such as water, theder,  
etc.

<b>Attendance</b>	<b>200</b>
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Bar Revenue	\$297
Bar Tips	?

requested 3x for stats

**NET (\$2,126)**

# Mallrats June 21, 2024

Costs	
Mallrats	\$5,000
Green Room Refreshments	\$45
FB Boost	\$10
<b>Total</b>	<b>\$5,055</b>

Revenue	
Rotary	\$250
<b>Total</b>	<b>\$250</b>

Does not include:  
labor,  
concessions in  
parks or everyday  
costs such as  
water, theder,  
etc.

<b>Attendance</b>	<b>0</b>
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<b>Bar Revenue</b>	<b>\$0</b>
<b>Bar Tips</b>	<b>\$0</b>

**NET (\$4,805)**

# NEW Dueling Pianos June 29, 2024

<b>Costs</b>	
NEW Dueling Pianos	\$4,200
Green Room Refreshments/Water	\$45
<b>Total</b>	<b>\$4,245</b>

<b>Revenue</b>	
Sam	\$250
<b>Total</b>	<b>\$250</b>

Does not include: labor, concessions in parks or everyday costs such as water, theder, etc.

<b>Attendance</b>	<b>450</b>
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<b>Bar Revenue</b>	<b>\$1,400</b>
<b>Bar Tips</b>	

**NET (\$3,995)**

# Panchromatic Steel July 13, 2024

<b>Costs</b>	
PanChromatic Steel	\$2,000
Green Room Refreshments/Water	\$25
<b>Total</b>	<b>\$2,025</b>

Concert Ended at 8pm due to weather

<b>Revenue</b>	
Rotary	\$250
<b>Total</b>	<b>\$250</b>

Does not include: labor, concessions in parks or everyday costs such as water, theeder, etc.

<b>Attendance</b>	<b>300</b>
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<b>Bar Revenue</b>	<b>\$300</b>
<b>Bar Tips</b>	

only because they did not have to do insurance  
People were not buying alcohol at this event

**NET (\$1,775)**

# 33 RPM July 19, 2024

<b>Costs</b>	
33 RPM	\$4,000
Green Room Refreshments/Water	\$47
<b>Total</b>	<b>\$4,047</b>

<b>Revenue</b>	
Rotary	\$250
<b>Total</b>	<b>\$250</b>

Does not include: labor, concessions in parks or everyday costs such as water, theater, etc.

<b>Attendance</b>	<b>500</b>
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<b>Bar Revenue (profit)</b>	<b>\$594</b>
<b>Bar Tips</b>	

**NET (\$3,797)**

Rotary net income for this event is \$1,712.58

Expenses – Total = \$1074.87

Park & Rec Fee - \$250

Trailer - \$225

Coolers \$6.33

Cost of beer sold - \$593.54

# Ask Your Mother August 17, 2024

Costs	
Ask Your Mother	\$3,000
Green Room Refreshments/Water	\$25
<b>Total</b>	<b>\$3,025</b>

Revenue	
White Tails Unlimited	\$250
<b>Total</b>	<b>\$250</b>

Does not include: labor, concessions in parks or everyday costs such as water, theeder, etc.

<b>Attendance</b>	<b>300</b>
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Bar Revenue (profit)	\$1,338
Bar Tips	\$112

\$644.11 after all acceptable returns

**Our net income for this event is**

**NET**

**(\$2,775)**

Expenses – Total =

Park & Rec Fee - \$250

Trailer - 0

Coolers

Cost of beer sold -

# Bootjack Road August 24, 2024

Costs	
Bootjack Road	\$2,400
Green Room Refreshments/Water	\$25
<b>Total</b>	<b>\$2,425</b>

Revenue	
White Tails Unlimited	\$250
<b>Total</b>	<b>\$250</b>

Does not include: labor, concessions in parks or everyday costs such as water, theeder, etc.

<b>Attendance</b>	<b>250</b>
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Bar Revenue (profit)	\$1,412
Bar Tips	\$119

\$612.42 after all acceptable returns

**Our net income for this event is**

fewer cutomers but higher per customer sales

**NET**

**(\$2,175)**

Expenses – Total =

Park & Rec Fee - \$250

Trailer - 0

Coolers

Cost of beer sold -



# Last Bees September 7, 2024

Costs	
The Last Bees	\$800
Green Room Refreshments/Water	\$25
<b>Total</b>	<b>\$825</b>

Revenue	
Rotary	\$250
<b>Total</b>	<b>\$250</b>

Does not include: labor, concessions in parks or everyday costs such as water, theeder, etc.

<b>Attendance</b>	<b>100</b>
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<b>Bar Revenue (profit)</b>	<b>\$0</b>
<b>Bar Tips</b>	<b>\$0</b>

broke even

Park & Rec Fee - \$250

**NET**

**(\$575)**

Expenses – Total =

Trailer - 0

Coolers

Cost of beer sold -

# Back Bay Band September 14, 2024

Costs	
Back Bay Band	\$2,400
Green Room Refreshments/Water	\$25
<b>Total</b>	<b>\$2,425</b>

Revenue	
WHS Booster Club	\$250
<b>Total</b>	<b>\$250</b>

Does not include: labor, concessions in parks or everyday costs such as water, theeder, etc.

<b>Attendance</b>	<b>250</b>
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<b>Bar Revenue (profit)</b>	<b>\$347</b>
<b>Bar Tips</b>	<b>\$90</b>

**NET**

**(\$2,175)**

Expenses – Total =  
 Park & Rec Fee - \$250  
 Trailer - 0  
 Coolers  
 Cost of beer sold -