



Mammoth Lakes
CALIFORNIA

2013 MEASURE U SPRING APPLICATION FORM

APPLICANT INFORMATION

Name of Organization: Mammoth lakes Chamber of Commerce

Type of Organization (Non-profit, HOA, Govt.): Non-profit

Contact Person: Brent Truax

Organization's Address: PO Box 3268, Mammoth Lakes

State / Zip: CA 93546

Office/Cell Phone Number: 760-934-6717

Email Address: info@mammothlakeschamber.org

Internet Address: www.mammothlakeschamber.org

PROJECT SUMMARY

1. Name of Project/Program/Event: Mammoth Lakes Chamber Presents Mammoth Rocks
2. Project Category (Recreation/Arts/Mobility):
3. Start / End Date: August 23-24, 2013
4. Measure U Funds Requested: \$ 15,000

SECTION A – PRELIMINARY QUALIFICATIONS

1. How does the project/program or event fit within the **Town's adopted plans**?

The 2007 TOML General Plan states (page 14) that "it is important that arts, culture, heritage and natural history are encouraged". The General Plan recognizes that vibrant resort towns offer a wide spectrum of artistic and cultural events, enhancing the overall visitor experience. Mammoth Rocks is in its fourth year of offering a "taste of the Sierra" and combining with a great venue to attract visitors to a destination resort community adding to the visitor experience and creating additional revenue for businesses and the town.

The RecStrats process in 2011 identified "Enhanced Programming" as one of the core linkages for community development. It was quoted in five community workshops, and received special emphasis in Arts and Culture and Special Events workshops. The MLCC is committed to creating an event that attracts thousands of visitors to the town creating additional revenue for the businesses in Mammoth.

2. How does the project/program or event align with **goals and priorities** established by the Town?

- "Economic Stimulus": One of the Mammoth Lakes Chamber of Commerce objectives is to create enhanced or additional opportunities for business growth in Mammoth Lakes. Over the last three years the Mammoth Rocks event has added over 3,500 room nights to visitors staying in Mammoth. These stays combined with food sales and other expenditures created almost \$875,000 of new business in town. This year we are anticipating 8-10,000 visitors over two days creating significant business for the community.
- "High Impact": The Mammoth lakes Chamber of Commerce is marketing this event to over 10 million people in not only the southern California area but throughout the United States.
- "Ready to Go": The Mammoth lakes Chamber has produced this event three years in a row and is staged to execute for 2013.
- "Leverage" : The Mammoth Lakes Chamber works with over 200 businesses in the community to promote collaborate and execute this event. The generous contribution by many of these businesses helps to make the event. By partnering with local and regional media we are able to extend every dollar spent and achieve a high return on every investment.
- "Plan for the Future": The event is in its fourth year. We see the event to be able to be self-sustaining by 2015 and continue to grow every year. The fact that the event is one of eight key events taking place in Mammoth during the summers and serves as the anchor for other activities like the Mammoth Mud Run, we can grow the event for many years to come.

5. Is this project/program or event funding request for:

Multiple years of funding, or

Single year of funding

6. Identify all principles involved in this project/program or event and their responsibilities.

a. Applicant

Mammoth Lakes Chamber of Commerce

1. Planning:

- Securing of site (The Village at Mammoth)
- Artist contracting
- Program development
- Public relations, marketing
- Fundraising

2. Implementation:

- Physical set-up (The Village at Mammoth)
- Logistics,
- Facility rental/maintenance

3. Administration:

- Volunteer effort coordination
- Housing and meals artists
- Insurance
- Scheduling
- Transportation

b. Affiliated parties/agencies

- MLEC
- MLT

c. Consultant or other support

70-100 - Volunteers

SECTION B – PROJECT DESCRIPTION

1. Project Location

A. What is the location(s) of your project/program or event?

The venue for Mammoth Rocks is The Village at Mammoth and Canyon Lodge

2. Do you have owner and/or jurisdictional approval to use the location identified in the application?

If Yes, please provide documentation of approval.

If No, describe how and when you will secure the approval.

Yes, please see attached documentation.

3. Based upon your project type, who is/will be (organization & person) responsible for maintenance and operation upon completion of the project/program? Please provide documentation of identified party's responsible for categories below. (NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

A. Ownership:

During event Mammoth Lakes Chamber in Conjunction with the Village Association and Mammoth Mountain

B. Maintenance:

During event Mammoth Lakes Chamber in Conjunction with the Village Association and Mammoth Mountain

C. Operation:

Mammoth Lakes Chamber of Commerce

D. Liability & Insurance:

Mammoth Lakes Chamber of Commerce

4. Will any Pre-Development/Design funds be required for your project/program?
If Yes, please describe what is required, when it's required, the timeline/schedule and cost.
(NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

No.

5. Will any Implementation/Construction funds be required for your project/program?
If Yes, please provide the scope of work, timeline and budget.
(NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

No.

6. Will this project or event involve the purchase of equipment?
If yes, who will own it? Who will be allowed to use it? Who will maintain it? How will it be stored?
What is the estimated replacement timeline and cost?

No.

7. Will any Maintenance funds be required for your project/program?
If Yes, please describe what is required, when it's required, the timeline/schedule and cost.
(NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

No.

8. Will any Operational funds be required for your project/program or event?
If Yes, please describe what is required, when it's required, the timeline/schedule and cost.

Project administration includes the below, estimated costs is \$15,000

- Plan and secure funding from a variety of sources
- Secure and contract artists
- Secure and contract equipment and facility related services
- Design and produce programming
- Prepare promotional material for day of signage
- Secure and facilitate housing for artists
- Recruit entertainers and transportation
- Mobilize, coordinate, and recognize volunteers
- Administrative processing of finances
- Insurance, liability, property,

9. Will any Replacement funds be required for your project/program?
If Yes, please describe what is required, when it's required, the timeline/schedule and cost.
(NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

NO.

10. Will there be Contractual Service hours used for any phase of your project/program or event?
If yes, please identify which task or phase, how many hours and the value of those hours.

Yes.

All performers will be contracted services in addition to some sound and stage setup. Music will be \$40,000 for performances and electrical/audio will be \$3,500.

11. Will there be volunteer hours used for any phase of your project/program or event?
If Yes, please identify which task or phase, how many hours and the value of those hours.

Yes.

The Chamber of commerce is a nonprofit volunteer board. All hours associated with preparing and planning for the event are volunteer hours and an estimated values are outlined below.

Fund raising- 300 hrs.	value: \$ 7,254
Event planning – 1000 hrs.	value: \$24,180
Band/VIP coordination- 80 hrs.	value: \$ 1,934
Merchandise sales- 80 hrs.	value: \$ 1,934
Refreshments – 176 hrs.	value: \$ 4,256
Information- 48 hrs.	value: \$ 1,161
Financial logistics- 48 hrs.	value: \$ 1,161

Total of, 1732 at a value of \$41,880. This does not calculate the value of many professionals at their current rate but the general value of support to the event.

12. Have any public (including Measure R and U) or private funds been previously committed, or is presently committed, to this project/program or event?

If Yes, please identify amount and year of funding or award.

Yes.

The chamber raised \$30,000 last year and is currently raising money for this year's event.

2012 the chamber was awarded \$15,000 as part of the MLEC joint application.

2010 \$10,000 from tour and recreation, \$2,000 from Mono County

2009 \$8,000 from TOML and \$2,000 from Mono County

13. Was public or private funding in place for this project/program or event before June 8, 2010?
If Yes, please describe how you are enhancing or improving the project/program or event.

Yes. The Chamber has solicited funding from a number of event sponsors over the last couple of years. This funding has allowed the event to reach an initial inertia and create a foundation for the event to grow. This year the Chamber is moving away from cover bands and has engaged entertainment services from well-known artist to broaden the attraction reach of the venue. A kid's venue will be added to make a more family friendly venue during the day. Broadcasting the Mammoth Mud run in the village "live" during the event will add entertainment and excitement during the event. The Taste of the Sierra will add a competitive component to showcase the talented food purveyors in the community. Combined with an enhanced Mammoth Mud Run and revised venue we will see participation grow from 6,000 visitors to 10,000 this year.

14. Identify your matching or leveraged resources, funds, volunteers, etc. Identify if Measure U is the only funding source for your project/program or event.

As identified above we will have almost \$40,000 of volunteer support combined with 30,000 of additional sponsorship. Some of the previous sponsors included:

The Village at Mammoth
The Mammoth Times
Baldwin Industrial Group
Mammoth Mountain Ski Area

Snowcreek resort
/. Creative
The Sheet
Tallus
Sierra Wave
KMMT and KRHV radio
Sudden Link
Britannia Pacific
The Westin Monache Resort
Coldwell Banker
101 great escapes
US Foods
Eastern Sierra Community Bank
The Tap
Holiday Haus
Mammoth Brewing
Austria Hof Lodge
Best Western Mammoth
Mammoth Hospital
Motel 6
Quality Inn

15. Is your project/program or event going to have an impact (positive or negative) on existing use in the residential neighborhood or business location you have identified? Please describe:

Yes. The project is designed to attract business and visitors to Mammoth. The impact of 7,000 visitors in the community will create additional spending within the community. These visitors will create an additional \$525,000 of additional expenditures combined with the event expenditures this will be in excess of \$590,000 of revenue for businesses. The venues are very well serviced by public transportation, readily available parking and are in areas that regularly have event activity.

SECTION C – PROJECT BENEFITS

1. Describe how the project/program or event provides a measurable community benefit (increased revenue, improved quality of life, etc.).

The TOML general plan recognizes two important ingredients, the need for economic growth and the need to enhance the benefits for residents of the town. The town is still faced with many economic challenges this year. We need to look at all of the economic avenues to promote the town as a tourist destination and by enhancing the Mammoth Rocks venue and performers we will see more visitors spending dollars in town for lodging, meals and other purchases. For residents this will offer a greater sense of place adding to the memories for everyone who participates.

With 8,000 visitors we could expect to see \$786,000 of expenditures within the community by visitors added to the \$100,000 of anticipated expenditures by the event will create almost \$900,000 of event expenditures.

2. What is your target market - residents or visitors or both? What is the estimated number of users/participants/attendees?

We are targeting both residents and visitors. The largest audience is visitors and should represent 3/5 of the event attendees. Total estimated visitors are 8-10,000 for the two days. Last year we had people interested in attending from:

Australia
Mexico
India
Canada
Italy
Los Angeles CA
Bishop CA
San Diego CA
Las Vegas NV
Huntington Beach CA
San Francisco CA
Great Britain
France
Turkey

30% were return visitors
Average age group was 40-59
54% have income over 75K

3. Is the project/program or event a one-time or recurring activity?

This is a yearly recurring activity currently in its third year

4. Please provide any additional information you would like the Measure U Committee to consider when reviewing your application.

Part of creating a venue for visitors to Mammoth Lakes is providing a memorable experience for visitors. Mammoth Rocks creates a take away for all. The Chamber of Commerce is working with many parties to create opportunities for increased business within the community. By focusing on activities that will have significant return on investment we can be an active force in driving new incremental revenue into the town.

The eventual goal is for the event to be self-sustaining. We will evaluate the financial results after the event to see how this may impact future requests and the need to have enough resources to start the process for the next year's events.

SECTION D – PROJECT FEASIBILITY

Feasibility studies will be required for 'top tier' projects or large special events in order to clearly identify the level of funding required for the life of a project/program or event. It is in the best interest of the applicant to complete the feasibility section of the application. For any clarification regarding the questions or degree of detail that needs to be provided, please contact Town Staff.

1. Competitive Supply Analysis
 - A. Provide a review of both direct and indirect competition and the strengths and weaknesses of the competition (SWOT) – identification of where the proposed project fits within the marketplace.

2. Identification of Market Opportunity
 - A. Identify the long-term opportunity that the project/program presents.

3. Describe the targeted users of your project/program (include the number of participants).

4. Projected Multi-Year Demand Analysis
 - A. Provide the projected demand with assumptions.

5. Projected Multi-Year Revenue Projections
 - A. Projected revenue with pricing assumptions.

6. Cost Analysis – Provide the estimated one time or annual costs for each phase of your project/program (where applicable):
 1. Land acquisition costs:
 2. Equipment acquisition:
 3. Site preparation/demolition and site prep costs:
 4. Entitlement costs:
 5. Architect and planning costs:
 6. Construction costs:
 7. Operational costs:
 8. Maintenance costs:

9. Programming costs:

10. Other:

Feasibility Analysis

1. Project and Financial Assumptions

A. Please state assumptions which are the basis of the pro forma development.

2. Multi-Scenario Pro Formas

A. Provide one or two pro forma scenarios to understand the project's/program's financial feasibility. Within this element it is recommended that a 5-year operating budget be developed.

3. Risk Analysis

A. Identify project/program risks.

4. Project Schedule

A. Identify the necessary implementation tasks required for your project/program.

5. Quality of Life Analysis

A. Identify positive and negative project/program effects on the quality of life for the community of Mammoth Lakes.

> On Jan 27, 2013, at 5:31 PM, "Cockroft, Bill" <bcockroft@mammoth-mtn.com<<mailto:bcockroft@mammoth-mtn.com>>> wrote:

> Rich,

>

> As I stated before to you, Mammoth Mountain Ski Area will be investing substantial capital dollars towards the improvement of the Slope side of Canyon Lodge with the end result of an events area that is inviting, beautiful and can host concerts and gatherings of more than 6,000 people at one time. Having an events site like Canyon Lodge will provide built in resources, because of the existing infrastructure and we will enhance this further with a comprehensive plan aimed at providing as many of the requirements ahead of time in this remodel, ie, electrical, sound cabling, stage foundations, irrigation, etc.

> We look forward to working with the Chamber to support the Mammoth Rocks 2013 event to be hosted at Canyon Lodge.

>

> Sincerely

>

>

> Bill Cockroft

> Senior Vice President

> Mammoth Mountain Ski Area LLC

> 1 Minaret Road, PO 24

> Mammoth Lakes, Ca. 93546

> Tel. 760-934-0751

> Cel. 760-914-0300

> email. cockroft@mammoth-mtn.com<<mailto:cockroft@mammoth-mtn.com>>

10/10/2013

Estimated Budget

Estimated Actual
\$102,800.00 \$0.00

	Estimated	Actual
Event site	\$0.00	
Site staff/AV	\$3,000.00	
Equipment	\$3,000.00	
Tables and chairs		
Totals	\$6,000.00	\$0.00

	Estimated	Actual
Food		
Drinks	\$1,000.00	
Linens		
Staff and gratuities		
Totals	\$1,000.00	\$0.00

Flowers	\$200.00	\$0.00
Candles		
Lighting		
Balloons		
Paper supplies		
Totals	\$200.00	\$0.00

Performers	\$50,000.00	
Consulting services	\$20,000.00	
Insurance	\$1,100.00	
Food / Band requests	\$0.00	
Other		
Totals	\$71,100.00	\$0.00

Graphics work	\$2,500.00	
Marketing	\$12,500.00	
Postage/supplies	\$0.00	
Totals	\$15,000.00	\$0.00

Clothing	\$9,000.00	
Totals	\$9,000.00	\$0.00

Telephone		
Transportation		
Stationery supplies	\$500.00	
Fax services		
Totals	\$500.00	\$0.00

Estimated	Actual
3667	0
0	0
0	0

Adults @	\$15.00
Children @	\$0.00
Other @	\$0.00

Estimated	Actual
\$55,005.00	\$0.00
\$0.00	\$0.00
\$0.00	\$0.00
\$55,005.00	\$0.00

7
9
14
1

Level 1	\$2,000.00
Level 2	\$1,000.00
Level 3	\$500.00
Measure U	\$15,000.00

\$14,000.00	\$0.00
\$9,000.00	\$0.00
\$7,000.00	\$0.00
\$15,000.00	\$0.00
\$45,000.00	\$0.00

15

10% of sales	\$10,000.00
15% of sales	\$5,000.00

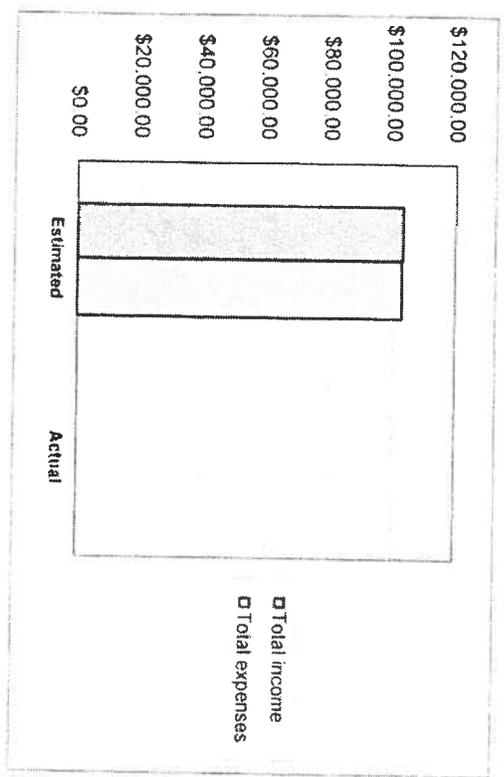
\$1,000.00	\$0.00
\$750.00	\$0.00
\$0.00	\$0.00
\$1,750.00	\$0.00

30
20

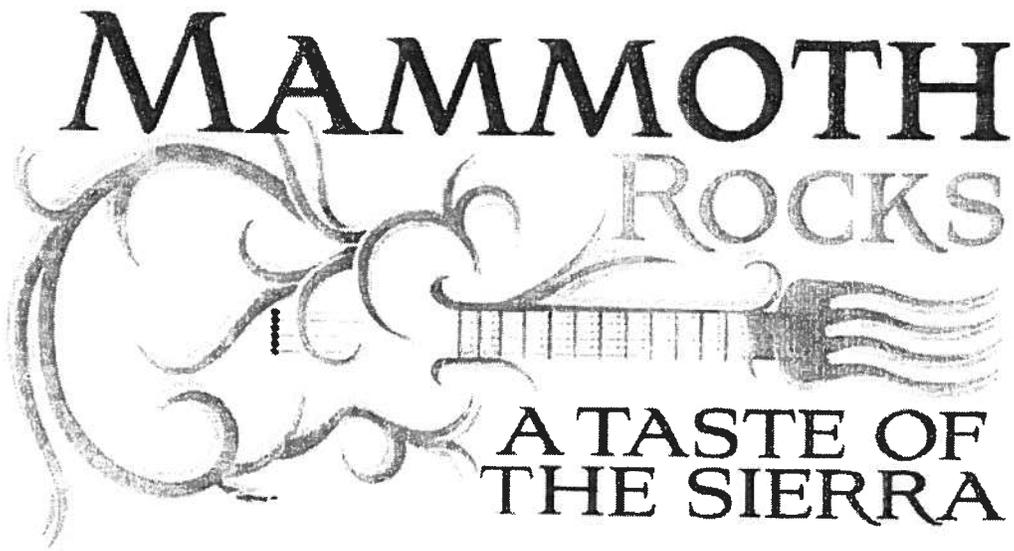
Items @	\$18.00
Items @	\$45.00
Items @	
Items @	

\$540.00	\$0.00
\$900.00	\$0.00
\$0.00	\$0.00
\$0.00	\$0.00
\$1,440.00	\$0.00

Total income	\$103,195.00	\$0.00
Total expenses	\$102,800.00	\$0.00



Mammoth Rocks



Mammoth Lakes Chamber of Commerce

760-937-6717

January 15, 2013

Purpose Statement

We are continuing to build on a successful event to create new business for Mammoth Lakes and enhance the sense of place for locals and visitors. We plan to produce Mammoth Rocks for a Fifth year.

Goals

- ◆ Book named entertainment acts by April 30, 2013
- ◆ Increase attendance to 10,000 for the event this year
- ◆ Create \$650,000 of business activity in the community from the event

To achieve these goals we will need to:

- Solicit \$30,000 of sponsorship from local businesses.
- Obtain Additional funding of \$15,000 from Measure U
- Create an event that creates additional revenue of \$60,000 from the event

Executive Summary

Early in the year 2009 the Mammoth Lakes Chamber of Commerce realized the struggles the Mammoth Lakes businesses were starting to experience so we held several business forums to ascertain what we could do to help augment business in the community. It was determined that there was no activity taking place on the last weekend in August that would generate business or inspire visitors. Plus we wanted to create activity, not only for our businesses, but our total community. As a result Matthew Lehman and Mark Deeds co-chaired the first Mammoth Rocks – A Taste of the Sierra. It was an instant success and is now the Mammoth Lakes Chamber of Commerce biggest event each year providing entertainment to our community residents and visitors. By modifying the venue and entertainment we will continue to grow the event by double digits over the next several years.

Business Information

The Mammoth Lakes Chamber of Commerce was created in the 1980's to:

- 1) To promote businesses and community growth and development by:
 - a. Supporting economic programs designed to strengthen and expand the economic potential of all businesses within the trade area while also preserving the environmental integrity of the Mammoth Lakes Region;
 - b. Specifically promoting the diversification of the area's recreation based economy.
- 2) To create a more informed and intelligent business and community opinion regarding the town, county, state, and national legislative and political affairs by:
 - a. Providing a forum to foster debate within the business community on issues of local and regional importance;
 - b. Forming recommendations on said issues for presentation to the appropriate legislative bodies and/or government agencies;
 - c. Actively lobbying the Chamber's Official positions to the appropriate town, county, state, and federal agencies and legislators.
- 3) To promote programs of civic, social and cultural nature that are designed to increase the functional and aesthetic values of the community.
- 4) To maintain and/or improve both the quality of life enjoyed by local residents and the recreational experience offered to the Mammoth Lakes Visitor.

Business Description

Over the last several years Mammoth Lakes Chamber of Commerce has assisted the local community by:

1. Working with the businesses in Mammoth we worked with a number of groups this winter to Provide Mammoth Value Cards for groups visiting Mammoth. These groups were able to take advantage of Food and service discounts for local businesses.
2. Over this last year we recognized over 20 individuals for service excellence as part of our Mammoth Ambassador Program (MAP). In addition we hired Redlands University to come to Mammoth and conduct training for over 40 businesses in Mammoth. Please see attached Redlands Information.
3. We produce a Monday Morning E-mail that incorporates press releases and website communication keeping business owners and residents informed on upcoming events, updates on ongoing projects and town activities.
4. The Chamber put on Mammoth Rocks and planning is well under way for the next Mammoth Rocks event.
5. The July 4, 2012 parade was a great success for attracting visitors to mammoth. Last year's theme was the Olympics.
6. We are preparing for the Town clean-up day in June.
7. A job fair was organized in the fall of 2012 with over 70 participants. Twenty one businesses were represented and this proved to be a valuable venue to find qualified applicants.
8. We have been involved with assisting a number of other non-profits throughout town. These efforts have helped these entities raise almost \$400,000 for their causes.

Personnel and Organization



Board of Directors

Charter President



Jack Copeland
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Vice President



Rick Phelps
 High Sierra Energy Foundation -
 CEO
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Past President



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 Island Jones - Financial
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President Elect



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Board Member

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Rich Bocchia
Mammoth Unified School
District - Superintendent
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Fax 760-934-6803
rbocchia@mammothunified.org

Financial Information

Profit and Loss Statement

Mammoth Rocks

Profit & Loss for 2012

	<u>Rocks</u>
Income	
Mammoth Rocks	17,707.20
Measure U Funding	15,000.00
Total Donations & Measure U Funds	\$32,707.20
Event Revenue	
Mammoth Rocks	27,548.06
Total Event Revenue	\$27,548.06
Primary Income	3,000.00
Sales of Product Income	30.00
Total Income	\$63,285.26
Gross Profit	\$63,285.26
Expenses	
Advertising/Marketing	2,787.68
Bank Service Charges	
Consulting Services	14,542.83
Credit card fees	
Retail Cost	7,128.96
Fees and Bands	29,670.32
Event Expenses	124.61
Total Event Expenses	\$36,923.89
Insurance	1,100.71
Meeting supplies/food	124.61
Office	4.05
Expenses	
Postage/Freight	27.86
Professional Fees	1,700.00
Reimbursement	3,648.78
Total Expenses	\$60,860.41
Net Operating Income	\$2,424.85

Financial Projections

Over the next couple of years it is the Chambers objective to have a self-sustaining event. We are probably two years from achieving this goal

Mammoth Rocks

Projected Profit & Loss for 2013

	Rocks
Income	
Mammoth Rocks	30,000.00
Measure U Funding	15,000.00
Total Donations & Measure U Funds	\$45,000.00
Event Revenue	
Mammoth Rocks	55,000.00
Total Event Revenue	\$55,000.00
Primary Income	3,000.00
Sales of Product Income	0.00
Total Income	\$103,000.00
Gross Profit	\$103,000.00
Expenses	
Advertising/Marketing	15,000.00
Bank Service Charges	
Consulting Services	20,000.00
Credit card fees	
Retail Cost	9,000.00
Fees and Bands	50,000.00
Event Expenses	3,000.00
Total Event Expenses	\$62,000.00
Insurance	1,100.71
Meeting supplies/food	1,000.00
Office	500.00
Office/General Administrative Expenses	
Postage/Freight	0.00
Professional Fees	3,000.00
Reimbursement	0.00
Total Expenses	\$102,600.71
Net Operating Income	\$399.29