

The background is a solid red color with numerous white stars of various sizes scattered across it. The stars are five-pointed and have a slightly irregular, hand-drawn appearance.

PARK CITY

CHILDREN'S THEATRE

ESTABLISHED 2021

"Creating the Stars of Tomorrow"

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ESTABLISHED 2021

EXECUTIVE SUMMARY

Park City Children's Theatre is a not-for-profit performing arts organization 501(c)(3) that strives to unite the community with the theatrical element of the arts. As the only children's theatre in Park City, our goal is to educate children who have a passion for the arts, and therefore creating exceptional leaders in the community and beyond.

In doing so, our theatre involves our students in all of the elements of the musical productions. As the only children's theatre in Park City, Park City Children's Theatre serves to share musical theatre with all ages. We make well-rounded performers that are not only pleasant to work alongside and are talented individuals. Each person involved in the production process is held accountable to their tasks which prepares children for countless careers in the real world.

Park City, Utah is a year-round tourist destination for families. Deer Valley and Park City Mountain Resort are the two winter resorts in the area. The nature in Park City is beautiful, and the state parks acknowledge this idea. Therefore, this town relies heavily on the tourists for their economy to thrive. There are several different neighborhoods in Park City that showcase all of the different aspects the town brings. As the school district is ranked #1 in the state, it is important to note how influential the town is on shaping a great educational basis to guide children in their future endeavors.

After being established for a couple of years, we will begin our summer camps which will be available for all children in the community. As the town is known for being a tourist destination, this will be a great way for the children to have fun while the parents pursue other extracurricular activities in the area. In addition, we will one day open our own theatre where we can train members of the community.

Our organization, being a not-for-profit, relies heavily on community involvement. Our board of directors helps facilitate decisions that the organization will make. Our organizational structure is composed of predominantly Park City residents, along with a few who reside in neighboring towns. The experiences and education that Park City Children's Theatre gives to children is of the utmost importance in shaping well-rounded performers.

In gaining financial resources as we are starting our organization, we will be providing membership and patronage to donors, small business contributions, and corporate business corporations. Also, we will be appreciative of any in-kind resources, like lighting equipment, microphones, and other supplies.

Our marketing strategy will consist of many community outreach attempts. Park City Children's Theatre will also incorporate various social media strategies for the organization to appeal to all people no matter their background or upbringing. It is important for Park City Children's Theatre to always monitor and evaluate the aftermath of a production, camp, event, or tactics that have been established to determine whether it can be used in the future.

PLANNING AND THE ARTS

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PLANNING AND THE ARTS

OUR MISSION

Park City Children's Theatre is a not-for-profit organization providing a safe and educational space for children creating growth opportunities in performance which develops excellent character.

OUR VISION

Park City Children's Theatre produces several musical productions each year. Each musical production values every child's involvement in order to have a successful show. After our first two years being established, Park City Children's Theatre will initiate summer camps. These summer camps will be available to all children who are in the area for this season. We will have annual Galas after being established for 5 years that will showcase our young performers to highlight how we appreciate the generous contributions of our donors. As the only children's theatre in Park City, Park City Children's Theatre will become accessible to children of all backgrounds in order for all children to shoot for the stars.

VALUES

- Imagination
- Expression
- Community
- Accountability
- Creativity
- Collaboration
- Communication
- Respect

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GOALS YEAR 1-5

Year 1

1. Reaching out with members of the community as we start establishing our presence.
2. Finding an artistic staff to employ.
3. Establishing a fundraising plan.
4. Developing a marketing plan.
5. Evaluate Year

Year 2

1. Incorporating the marketing plan.
2. Producing musical productions and summer camps that the audience members enjoy, along with each of the participants in the show.
3. Activating one of the fundraisers that we came up with in Year 1.
4. Develop a way to thank the donors, like handwritten letters.
5. Evaluate Year

Year 3

1. Apply for production and marketing grants in hopes of receiving them.
2. Strengthen involvement of the donors.
3. Refine marketing plan to stay up to date with advancements in society.
4. Quarterly dinner events at different local restaurants.
5. Evaluate Year

Year 4

1. Finding a building for our theatre.
2. Providing opportunities for donors to find sponsorship of different elements in the theatre once we find our space, like signs and seats.
3. Open Mic Night Fundraiser for the donors to sing with one of the children.
4. Incorporating another fundraiser for purchasing a billboard.
5. Evaluate Year

Year 5

1. Organizing a Gala for all donors to acknowledge how much they are appreciated to the theatre's success.
2. Having multiple summer camps going on along with a summer musical.
3. Distributing an annual brochure to all of the donors to show them the creations that are happening at Park City Children's Theatre.
4. Evaluate Year

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COMMUNITY ENGAGEMENT

MUSICAL PRODUCTIONS

There will be several musical productions throughout the year that is an option for all age ranges. Some shows will be strictly for grade school and higher, and others will include the elementary school students. At the beginning, we will combine our productions with K-12 students until we have enough participants to split it up. Each show will be an enjoyable experience for all audience members. We aim to produce at least 3 musical productions from years 3 and on. The first year will only have one musical production, and the second will have two musical productions. Each musical production will be different from the past, that way the audience will be able to experience different environments and the children will be able to perform in numerous ways.

SUMMER CAMPS

Each summer after the first year of establishment, there will be a summer camp suitable for all ranges. Children enrolled in these summer camps will learn all the essential elements in performing, and will put on a showcase for family and friends when the camp ends. We will start off with 3 summer camps in the second year and then 6 summer camps in the third year. Each summer camp will focus on all aspects of the performing arts, but will include different subject matter so that way if a parent wants their child to do multiple, it won't be repetitious material for the child.

QUARTERLY DINNER EVENTS

Every three months Park City Children's Theatre will partner with various local restaurants in the Park City area where patrons and members have the opportunity to purchase a ticket for an evening with the "Stars of Tomorrow". Each of these dinners will appeal to everyone in different ways, trying to get the most community involvement. In doing so, this will be an event where family members and friends can see the progress their children are making in the performing arts industry.

STATEMENT ON ENHANCING THE QUALITY OF LIFE

Park City Children's Theatre will produce productions that all members of the community will enjoy. No matter you age, we will always present something that will engage every audience member. Our children will find ways to express themselves and gain knowledge on how important the arts are. Park City Children's Theatre wants the children in the community to learn etiquette, which is incorporated in every rehearsal, musical production, and summer camp that we offer.

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SWOT ANALYSIS

INTERNAL STRENGTHS

- Loyal donors, members, and audiences
- Only children's theatre located in the town
- Strong community involvement
- Depth knowledge of social media
- Committee for community outreach

INTERNAL WEAKNESSES

- Working solely with children as performers
- Shows must appeal to community standards
- Relying heavily on donations and community support for financial support.
- Not offering private lessons or dance classes - something to see if it can be implemented in the future to create well-rounded performers.

EXTERNAL OPPORTUNITIES

- Growing community outreach
- Partnership with local businesses
- Opportunities for children who aspire to be artists to perform on stage

EXTERNAL THREATS

- 2 local theaters in the community
- The community traveling to Salt Lake City for watching a show or enrolling their children in one of their shows.

MARKETING PLAN

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MARKETING PLAN

AUDIENCE PROFILE

Park City Children's Theatre's audience is primarily composed of family members and friends of the children involved in the productions. This includes both the community members and tourists. As a destination town, it is important to have compelling productions to draw in all kinds of people no matter their background. Park City is composed of 81% white. The estimated population is 8,504. The median household income is \$105,263. It is important that Park City Children's Theatre focuses both on the residential community and the tourist community. The Board of Directors will analyze the demographics of Park City annually in order to provide the community with the best productions suited for their background and beliefs. The productions that Park City Children's Theatre will produce will be family-oriented and kid friendly.

MARKETING OBJECTIVES

- Reach out to as many community members as possible.
- Create many advertisements with the logo and slogan.
- Distribute the advertisements all around the local community - both tangible and electronic.

MARKETING PROCESS

- Incorporate the marketing plans from Year 1 in Year 2 and so on with evaluating the success of each year.
- Focus on word-of-mouth advertising.
- Develop unique advertisements for each production.
- Use social media as another platform.
- Look at trends in society to see what the community wants.



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LOGO

The logo for Park City Children's Theatre is a ticket stub. This resembles the idea that we will put on memorable productions for everyone. After the show ends, the audience members will still be able to hold on to the memory of the show along with the tangible ticket that they purchased.



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SLOGAN - "CREATING THE STARS OF TOMORROW"

Our slogan focuses on enhancing a quality education for children yearning to pursue the arts as a career. We want all participants to have the opportunity to grow and learn in a safe place while developing a passion for the arts. Each child will have exceptional access to the various elements of the performing arts industry. If the child decides that they want to pursue a career in the performing arts, Park City Children's Theatre will provide exceptional training in order for them to learn everything they will need to know before becoming a professional.

PROMOTIONAL ACTIVITIES

Park City Children's Theatre will hang posters in various different locations, which will include local restaurants and shops. In addition to having posters hung around the community, Park City Children's Theatre will have a steady social media presence, as being active on Instagram, Facebook, and Twitter. Professional photography of the productions put on by this organization will be available to the public and used for various advertisements.

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POSTER EXAMPLES

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CHILD TODAY!

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Stars of
Tomorrow

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SUMMER CAMPS

FOR ALL AGES

SINGING

ACTING

DANCING

& MORE

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OPERATIONS PLAN

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OPERATIONS PLAN

There is an office space located in Park City that we will rent out annually for our daily operations. There are cubicles for each of our board members along with a long table for our monthly board meetings. In addition, other employees and volunteers will be able to have their own space as well. The day-to-day operations of Park City Children's Theatre will focus on 3 categories- fundraising, artistic development, and community outreach. Each day our employees will hone in on enhancing the quality of life in Park City with musical theatre. The fundraising category will focus on the financial aspect of finding donors and funds to keep the theatre alive. The artistic development will focus on all of the elements that go into producing a show. We want to make sure we have the best productions available to the committee, so this category is extremely important. Lastly, the community outreach category relies heavily on what would appeal best to the community. Marketing and special events will fit under this category. The Employee Handbook is located in Appendix D for current and future employees to look at before contacting us with any questions.

JOB DESCRIPTION OF STAFF MEMBERS

Director: The director is the person whose singular vision leads a particular show. The director interprets the production and stages the play; determines the style of production and the nature of the rehearsal process; casts and rehearses the show; meets with the designers to come up with a unified artistic vision for the show and approves all major aesthetic decisions; collaborates with all designers and production team members; and attends all production meetings.

Technical Director: The Technical Director is responsible for turning the set design and technical drawings into a completed set, while ensuring a safe acting/working space for actors onstage. The Technical Director plans the build schedule; obtains the construction materials; supervises student labor during the preparation and build time; assigns individual and group tasks; coordinates with Lighting Designers and crew; coordinates with the Scenic Designer and paint crew; determines the means by which scenic and lighting elements of a production are executed; creates working drawings from designer plans when required; supervises the operation of the scenic shop and all technical equipment; and attends all production meetings.

Stage Manager: The role of the Stage Manager is a serious commitment demanding a great deal of time and dedication and bringing with it great responsibility. The Stage Manager is a liaison among the director and all departments of a production. The Stage Manager works with the director to establish and maintain the rehearsal schedule; ensures that actors are at rehearsals; attends all rehearsals; writes down line and blocking notes given by the director; is available for line cueing; calls the show during its run; prepares the rehearsal space, setting up rehearsal props, furniture, and costumes and returning rehearsal materials following each rehearsal.

Scenic Designer: The Scenic Designer works with the director to create the physical space of the play. The Scenic Designer draws up the ground plans and elevations to be executed by the Technical Director and build crew; creates a white or color scale model of the set; creates color elevations for the paint crew; is responsible for the creation or locating of furniture, props, and set decorations; collaborates with the costume, lighting, props, and sound designers; and attends all technical rehearsals, work calls, and production meetings.

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Costume Designer: The Costume Designer works with the director to determine costume needs and requirements, and is then responsible for actualizing them by purchasing the materials for construction, assembling, building, renting, pulling, or borrowing them so they are ready for the first technical rehearsal. The Costume Designer also schedules measurements, fittings, and alterations sessions; collaborates with the scenic, lighting, and props designers; and attends all technical rehearsals, work calls, and production meetings.

Lighting Designer: The Lighting Designer, in cooperation with the director, decides on exactly how a production should be lit, using natural or artificial light sources. The Lighting Designer is responsible for figuring out the specifications of the particular theatre; works within the physical space and inventory; draws up the light plot and dimmer plot; supervises the focus; writes the light cues; collaborates with the scenic, costume, and props designers; and attends all technical rehearsals, work calls, and production meetings.

Master Electrician: The master electrician is responsible for taking the light plot and making sure all lighting instruments on the plot are hung in the correct locations and are in working condition. The master electrician coordinates the number of instruments and circuits and allocates cabling, gels, and other accessories required in the plot; assists with organizing the lighting crew to complete the hang and focus on time; works with the Lighting Designer to fix notes and make changes during the tech rehearsals.

Sound Designer: The Sound Designer works with the director to establish a soundscape for the production. The Sound Designer works with the Technical Director to create, find, and modify all of the sound effects and music; records the shows on the appropriate media; prepares the cues for the sound operator; works with a composer or sound technician to mix or create particular effects or songs; implements any mic'ing or reinforcement for the show; collaborates with all parties involved in putting on the show.

House Manager: The house manager is responsible for the smooth operation of the audience areas for all performances; is responsible for the comfort and safety of the audience; distributes programs to ushers and/or patrons; is responsible for getting and training ushers for the audience; prepares the coffee and tea refreshment counter during intermission; oversees cleanup of the lobby and theatre; and secures doors to lobby and theatre following performances.

Ticket Office: The ticket office is responsible for the efficient operation of ticket and reservations sales for theatre productions; maintains accurate records of daily sales; balances daily cash, credit card, and check accounts; prepares nightly deposits; schedules box office staff; and distributes will-call and reserved tickets.

Promotions Committee: The promotions committee is in charge of disseminating information to the community and general public concerning upcoming and ongoing productions and events representing the arts at Park City Children's Theatre.

Choreographer: Choreographers design the dance and/or movement in productions, working with the director; attends selected rehearsals; and attends all technical rehearsals, and production meetings.

Music Director: The music director is the coordinator of all musical elements of a production; involved in the development and rehearsal of the music ensemble.

Volunteers: Volunteers will fill a majority of the job positions in the first couple of years of the business. They will partake in attendance in the shows, sell tickets, make costumes and props, and community outreach.

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WORKING TIMELINE PROPOSED FOR YEAR 3

WORKING TIMELINE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
GENERAL ADMINISTRATION:												
FINANCE:												
Earned Income												
Merchandise												
Ticket Sales												
Tuition												
Contributed Income												
Membership/Patronage												
Grants												
Donations												
Special Events					X							X
MARKETING/PR:												
PRODUCTIONS:												
Show(s)			X		X						X	
Camps						XXX	XXX					
PROGRAMMING:												
Community Outreach										X		

KEY

Expenses

Income

X

Expenses

Income

Single Event

FINANCIAL PLAN

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FINANCIAL PLAN

DESCRIPTION OF REVENUE

The main sources of earned revenue for Park City Children's Theatre will come from the ticket sales of the multiple productions put on each year. We will be having concessions at each production for every patrons. The concessions will include sweets, chips, and beverages. Also, the summer camps will be another source of revenue with having a flat tuition rate for each of the campers. We will have our own branding on multiple types of merchandise, like shirts, cups, signs, etc. These will be sold at every show and during our daily office hours. In addition to the earned revenue, we will be grateful for donations from fellow community members. Our Board of Directors will be making donations, small-business companies and large-business companies, and government funding will help Park City Children's Theatre showcase their mission to the community.

DESCRIPTION OF EXPENSES

Our staff will be given wages annually, and there are certain taxes that must be paid in order to do this, the FICA Tax, Social Security Tax, Worker's Compensation, and Medicare. We are renting both an office space and the theatre space. In addition, we will have to purchase our own lighting and sound equipment which fall into the expense category. We will be both renting and designing our own costumes for each of the shows. We will seek out clothes at Goodwill along with other affordable places in the Park City area. There are multiple advertising expenses, displays and signage, and programming. For our Special Events that we will put on for fundraising, there are multiple expenses on the budget. These expenses include the food and beverages for the donors, the tables, chairs, and tablecloths for the venue, the venue rental cost, decorations, and truck costs.

SUMMARY OF FINANCIALS

The budget, seen on the next few pages, is a proposed budget of Year 3. Park City Children's Theatre created the budget by looking at the Year 2 financial statements. As shown in the proposed budget, Park City Children's Theatre plans on continuing to flourish financially with the help of numerous community members. With the increase in productions and summer camps each year, both the income and expenses will increase. Park City Children's Theatre relies more heavily on contributions from community members more than government funding. Also, there is a sample letter of another not-for-profit in Utah gaining approval in Tax-Exempt Status found in Appendix F.

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Summary Budget	Park City Children's Theatre			
EARNED INCOME	Current Year Budget (2022)	Proposed Budget 2023	\$ Change	% Change
Ticket Sales				
Show 1 (5 shows, \$25, 225 seats)	25,000	25,000	0	0%
Show 2 (5 shows, \$25, 225 seats)	25,000	25,000	0	0%
Show 3 (5 shows, \$25, 225 seats)	0	25,000	25,000	2500000%
Leftover Income from Previous Year	100	5,796	5,696	569600%
Advertising	20,000	40,000	20,000	100%
Concessions	5,000	10,000	5,000	100%
Gift Shop Income	8,000	16,000	8,000	100%
Merchandise Income	4,000	8,000	4,000	100%
Tuition for Musicals				
Show 1 (25 kids, \$500)	12,500	12,500	0	0%
Show 2 (25 kids, \$500)	12,500	12,500	0	0%
Show 3 (25 kids, \$500)	0	12,500	12,500	1250000%
Tuition for Summer Camps				
Camp 1 (25 kids, \$250)	6,250	6,250	0	0%
Camp 2 (25 kids, \$250)	6,250	6,250	0	0%
Camp 3 (25 kids, \$250)	6,250	6,250	0	0%
Camp 4 (25 kids, \$250)	0	6,250	6,250	625000%
Camp 5 (25 kids, \$250)	0	6,250	6,250	625000%
Camp 6 (25 kids, \$250)	0	6,250	6,250	625000%
Program Advertisements	4,000	6,000	2,000	50%
Membership/Patronage	20,000	30,000	10,000	50%
Miscellaneous	20,000	40,000	20,000	100%
TOTAL EARNED INCOME	174,850	305,796	130,946	75%
DONATED INCOME	Current Year Budget (2022)	Proposed Budget 2023	\$ Change	% Change
Individuals	2,000	3,000	1,000	50%
Small Business Corporations	30,000	50,000	20,000	67%
Large Business Corporations	300,000	600,000	300,000	100%
Foundations	12,500	25,000	12,500	100%
Co-producers	1,500	1,500	0	0%
Board of Directors	24,000	24,000	0	0%
Special Events	10,000	20,000	10,000	100%
Matching Contributions	15,000	30,000	15,000	100%
TOTAL DONATED INCOME	395,000	753,500	358,500	91%
GOVERNMENT FUNDING	Current Year Budget (2022)	Proposed Budget 2023	\$ Change	% Change
State Grants	0	500	500	500%
City/County Grants	0	500	500	500%
Federal Grants	0	500	500	500%
TOTAL GOVT FUNDING	0	1,500	1,500	1500%
TOTAL INCOME	569,850	1,060,796	490,946	86%

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GENERAL EXPENSES	Current Year Budget (2022)	Proposed Budget 2023	\$ Change	% Change
Artistic Staff Wages	55,000	110,000	55,000	100%
Artistic Staff Wages - OT	15,000	30,000	15,000	100%
Technical Wages	35,000	70,000	35,000	100%
Technical Wages - OT	13,000	26,000	13,000	100%
Production Cost	3,000	6,000	3,000	100%
Musical Licensing	200	300	100	50%
Technology Expense	6,000	12,000	6,000	100%
Internet Access Expense	1,500	1,500	0	0%
Worker's Liability Insurance	10,000	10,000	0	0%
Gift Shop Expense	5,000	10,000	5,000	100%
Worker's Compensation	79,060	158,120	79,060	100%
Social Security	7,316	14,632	7,316	100%
Bank Account	600	600	0	0%
FICA Tax	9,204	16,992	7,788	85%
Medicare	1,711	3,422	1,711	100%
Sales Tax Expense	188	376	188	100%
Taxes Expense	10,000	10,000	0	0%
Utilities	5,000	7,500	2,500	50%
Office Space Rental	50,350	50,350	0	0%
TOTAL GENERAL EXPENSES	307,129	537,792	230,663	75%
THEATRE EXPENSE	Current Year Budget (2022)	Proposed Budget 2023	\$ Change	% Change
Rental Space Expense	10,000	25,000	15,000	150%
Lighting Equipment Expense	750	1,500	750	100%
Sound Equipment Expense	625	1,250	625	100%
Costume Expense	500	1,000	500	100%
Set Expense	7,500	15,000	7,500	100%
Ticketing Expense	2,000	3,000	1,000	50%
Ticketing Service Expense	7,500	11,250	3,750	50%
Concession Expense	2,000	4,000	2,000	100%
TOTAL THEATRE EXPENSE	30875	62000	31,125	101%

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MARKETING EXPENSE	Current Year Budget (2022)	Proposed Budget 2023	\$ Change	% Change
Wages	20,000	40,000	20,000	100%
Payroll Taxes	10,000	15,000	5,000	50%
General Advertising	1,500	3,000	1,500	100%
Newspaper Advertising	300	600	300	100%
Broadcast Advertising	2,000	4,000	2,000	100%
General Printing	5,000	10,000	5,000	100%
Production Program Printing	3,000	6,000	3,000	100%
Seasonal Program Printing	2,000	4,000	2,000	100%
Displays and Signage	125,000	250,000	125,000	100%
Photography	10,000	20,000	10,000	100%
Postage	1,000	2,000	1,000	100%
Poster Expense	2,500	5,000	2,500	100%
Brochures	750	1,500	750	100%
Distribution of Brochures	500	1,500	1,000	200%
Website Domain	1,000	2,000	1,000	100%
Merchandise Expense	3,000	6,000	3,000	100%
Materials and Supplies	4,000	8,000	4,000	100%
TOTAL MARKETING EXPENSE	191,550	378,600	187,050	98%
SPECIAL EVENTS EXPENSE	Current Year Budget (2022)	Proposed Budget 2023	\$ Change	% Change
Supplies	3,000	6,000	3,000	100%
Venue Cost	5,000	5,000	0	0%
Costumes	2,000	4,000	2,000	100%
Food	1,500	3,000	1,500	100%
Beverages	1,500	3,000	1,500	100%
Tables	500	1,000	500	100%
Chairs	500	1,000	500	100%
Tablecloths	500	1,000	500	100%
Decorations	5,000	10,000	5,000	100%
Lighting	3,000	6,000	3,000	100%
Sound	3,000	6,000	3,000	100%
Stage	2,000	2,000	0	0%
Transporation	3,000	3,000	0	0%
Mileage Expense	500	750	250	50%
Truck Rental Insurance	1,500	1,500	0	0%
Truck Rental	2,000	2,000	0	0%
TOTAL SPEC. EVENT EXPENSE	34,500	55,250	20,750	60%
TOTAL EXPENSES	564,054	1,033,642	469,588	83%
VARIANCE - Surplus or Deficit	5,796	27,154	21,358	368%