

2021 EDA Business Expo Budget

		Acct 9230-6249		-6246 Marketing	
EXPENSES	Details	2019 Actual	2021 Projected	2021 Actual	Notes:
Venue-Adrenaline Sports Ctr		\$ (800.00)	\$ (800.00)	\$ (800.00)	
Electricity / Venue	Venue Charge \$75/booth (max \$500)		\$ (500.00)	\$ (500.00)	
Booths: Pipe/Draping, Tables, Chairs, set up, take down	Cenaiko Expo w/\$175 weekend pick up	\$ (6,237.00)	\$ (2,335.00)	\$ (949.50)	Total for 2021 is \$2117 - \$1,167.50 (2020 credit) = \$949.50 Balance due
Giveaway at door	2020 - Ace Sales 400 bags x 1.72/bag + \$79 Shipping	\$ (787.50)	\$ (1,000.00)	\$ -	500 bags from 2020 so \$0 expense for 2021
Express Signs	5 signs	\$ (675.00)	\$ (725.00)	\$ (725.00)	
Inky Elf - 4 Sandwich board signs	8 - 2' x3' posters for 4 sandwich boards x \$24	\$ (192.00)	\$ (250.00)	\$ (180.00)	Used Inky Elf instead of Do All. Signs are reusable next year.
Shopper Ad space	Front page "A"section	\$ (150.00)	\$ (200.00)	\$ (183.00)	
Balloon Artist (A Touch of Magic)	Balloon Art/Airbrush tattoo	\$ (1,068.00)	\$ (964.00)	\$ (271.00)	Total for 2021 is \$1,235 - \$964 (2020 credit) = \$271 Balance due
Social media advertising	Facebook, Connexus, AAC, Explore MN online advertising	\$ -	\$ -	\$ -	
Do All - parking sign covers*	20 covers, rush 12	\$ (150.00)	\$ -	\$ (288.00)	Reuseable for future events
Pin boards (2)	29"x 66" on wheels (\$25/show)		\$ (50.00)	\$ -	Included in Cenaiko fees above
Misc. Supplies	Candy, Water, hand sanitizers	\$ (62.09)	\$ (100.00)	\$ (58.74)	
Total Expenses		\$ (10,121.59)	\$ (6,924.00)	\$ (3,955.24)	
REVENUES					
Applications		\$ 3,690.00	\$ 2,700.00	\$ 2,760.00	Based on 29 Ramsey businesses @\$50 fee, 15 Non-Ramsey Businesses @\$75
Electrical hookup	Based on 2019: 14 booths		\$ 210.00	\$ 150.00	\$15 elec fee x 10 booths
EDA allocation		\$ 7,000.00	\$ 4,000.00	\$ 4,000.00	
Total Revenues		\$ 10,690.00	\$ 6,910.00	\$ 6,910.00	
BALANCE:		\$ 568.41	\$ (14.00)	\$ 2,954.76	
	<i>Fees Charged</i>		<i>Ramsey</i>	\$60	\$50
			<i>Non-Ramsey</i>	\$75	\$75
Inputs/estimated		# Booths	61	54	
Public/Non Profit		No Fee Booths		5	

2021 Booth fees waived for: City of Ramsey, Anoka Co Water Task Force, Rum River Art Center, Touch of Magic, Bob FM (free ad)