

2022 EDA Business Expo Budget

EXPENSES	Details	2021 Actual	2022 Projected	2022 Actual	
Adrenaline Sports Ctr		\$ (800.00)	\$ (1,000.00)	\$ (1,000.00)	
Electrical booth	\$75/booth (max \$500)	\$ (500.00)	\$ (500.00)	\$ (500.00)	
*Cenaiko: Booths Pipe/Draping, tables/chairs, set up, take down	Includes 2 pin boards (29"x 66" on wheels \$25/ea)	\$ (2,117.00)	\$ (2,117.00)	\$ (2,397.00)	
Cenaiko: Pin boards (2)	29"x 66" on wheels (\$25/show)	\$ (50.00)	\$ (50.00)	Incl above	
Tote Bag giveaway at door	Ace Sales, TJ Associates (Qty 250)	\$ (924.50)	\$ (1,000.00)	\$ (877.86)	**Same price both Ace & TJ** Canvas Tote (Qty 300): \$2.39ea+\$50setup+\$100ship = \$867; Boat Tote (non-woven, Qty 400): \$1.79+\$50 setup+\$100ship = \$866
Express Signs	5 large black/bright signs	\$ (725.00)	\$ (725.00)	\$ (725.00)	
Inky Elf: Sandwich board signs	(8) 2x3 signs, reusable 2021; need 2 Loading Zone signs 2022 (\$25/ea -- > \$32.50)	\$ (192.00)	\$ (50.00)	\$ (65.00)	
ECM: Shopper Ad space + (NEW) flyer insert in Rum River Reserve Shopper flyer \$100	Front page "A" section	\$ (183.00)	\$ (300.00)	\$ (298.10)	Changed budget from \$200 to \$300
*A Touch of Magic: Balloon Artist Advertising	Balloon Art/Airbrush tattoo	\$ (1,235.00)	\$ (1,164.00)	\$ (1,164.00)	Down payment \$582 made, rest due after event
	Social media, AAC, Explore MN online advertising, flyer in utility bill? Facebook Ads \$10-150; Evtnt HometownSource.com \$45	\$ -	\$ (150.00)	\$ (155.00)	
Ace Sales	6 Shirts			\$ (266.80)	
Do All Printing	12 - 26"x26" event parking covers, reusable	\$ (288.00)	\$ -	\$ -	
Misc. Supplies	Candy, Water, sign strips	\$ (58.74)	\$ (100.00)	\$ (40.01)	
Total Expenses		\$ (7,073.24)	\$ (7,156.00)	\$ (7,488.77)	
REVENUES					
Applications		\$ 2,760.00	\$ 2,700.00	\$ 3,250.00	2022: 59 registrants, 9 waitlist, 2 cannot attend (Total 70 registered)
Electrical hookup		\$ 150.00	\$ 150.00	\$ 210.00	2022: 14 vendors @\$15 ea
EDA allocation		\$ 4,000.00	\$ 5,000.00	\$ 5,000.00	
Total Revenues		\$ 6,910.00	\$ 7,850.00	\$ 8,460.00	
*BALANCE:		\$ (163.24)	\$ 694.00	\$ 971.23	
	<i>Fees Charged</i>				
		<i>Ramsey</i>	\$50	\$50	\$50
		<i>Non-Ramsey</i>	\$75	\$75	\$75
Inputs/estimated		# Booths	50	59	
Public/Non Profit		No Fee Booths	5	5	
<u>Booth fees waived for:</u> City of Ramsey, Anoka Co Water Task Force, Rum River Art Center, Touch of Magic, Bob FM (free ad)					

Apply charges to account 9230-6246 (marketing), all others 9230-6249