

2018 Master Gardener Conference Budget

> Expenses

Current as of 4/30/18

		Estimated	Actual
Total Expenses		\$84,491.23	\$2,325.38

Venue	Estimated	Actual
Room Rental Fees	\$17,875.00	
AV	\$2,490.90	
Other	\$3,035.33	
Food & Beverage	\$29,750.00	
Total	\$53,151.23	\$0.00

Speakers	Estimated	Actual
Keynote Speaker	\$4,500.00	
Speaker Fees	\$2,000.00	
Travel Re-imbursment	\$1,500.00	
Speaker Lodging	\$2,000.00	
Tours	\$5,000.00	\$754.97
Total	\$15,000.00	\$754.97

Publicity	Estimated	Actual
Website	\$200.00	\$112.12
Bookmarks (4000)	\$250.00	\$293.06
Posters (11x17) 20x30 laminated	\$25.00	\$50.77
Flyers (100)	\$100.00	\$9.21
FB Ads	\$100.00	\$4.50
Business cards	\$50.00	\$42.24
Banners	\$250.00	
T-Shirts (reimbursed by MGs)	\$0.00	\$76.06
Misc. (postage not reimbursed by TPA, etc)	\$275.00	\$183.21
Total	\$1,250.00	\$771.17

Sponsors, Vendors, Auction	Estimated	Actual
Printing pitch packet/exhibitor package	\$100.00	\$39.98
recognition banners	\$200.00	
Marketplace/exhibitor/	\$500.00	
banquet tickets for 30 folks @\$40 ea	\$1,200.00	
Auction	\$500.00	
Total	\$2,500.00	\$39.98

TPA Funding Request	Estimated	Actual
3500 Postcards @ \$.12/card	\$450.00	\$500.00
postage to 3500 invitees	\$1,160.00	\$1,514.80
Total	\$1,610.00	\$2,014.80

Registration/Bags & Giveaways	Estimated	Actual
Swag Bags 265 @ \$6.5	\$1,722.50	
Name Badges	\$500.00	
Gifts	\$1,500.00	
Other	\$750.00	
Reg. Fee Paid to Eventbrite (\$1 + 2.5-3%)	\$2,000.00	\$597.81
Total	\$6,472.50	\$597.81

Printed Materials	Estimated	Actual
photo contest	\$2,000.00	\$109.74
Flyers		
Programs 365 @ \$5.50	\$2,007.50	
Signage		
Other	\$500.00	\$51.71
Total	\$4,507.50	\$161.45

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> Income

Current as of 4/30/18

	Estimated	Actual
Total Income	\$104,388.00	\$32,101.00

Registration

Estimated	Actual	Description	Amount	Estimated	Actual
200		Early Bird Registration @	\$199.00	\$39,800.00	\$10,110.00
65		Regular Registration @	\$249.00	\$16,185.00	\$0.00
10		Early Bird Thurs. only (includes reception) @	\$79.00	\$790.00	\$158.00
5		Regular Thurs. only (includes reception) @	\$89.00	\$445.00	\$0.00
10		Early Bird Friday Only (includes meals) @	\$119.00	\$1,190.00	\$0.00
5		Regular Friday Only (includes meals)@	\$129.00	\$645.00	\$0.00
6		Early Bird Companion Meals (per day) (per meal)@	\$50.00	\$300.00	\$400.00
5		Regular Companion Meals (per day) (permeal)	\$60.00	\$300.00	\$0.00
				\$59,655.00	\$10,668.00

Sponsorships, Grants & Vendor/Exhibitor Tradeshow

Estimated	Actual	Description	Amount	Estimated	Actual
1	0	Grants @	\$6,000.00	\$6,000.00	\$0.00
1	1	TPA Funding	\$2,000.00	\$2,000.00	\$2,000.00
15	4	Vendors @	\$200.00	\$3,000.00	\$800.00
1	1	MGFWS @	\$6,000.00	\$6,000.00	\$6,000.00
1		Auction @	\$5,000.00	\$5,000.00	\$0.00
1	1	Platinum	\$3,000.00	\$3,000.00	\$3,000.00
4	3	Gold	\$1,500.00	\$6,000.00	\$4,500.00
7	5	Silver	\$500.00	\$3,500.00	\$2,500.00
12	5	Bronze	\$250.00	\$3,000.00	\$1,250.00
12	0	Program Ads @	\$100.00	\$1,200.00	\$0.00
5	6	Marketplace Registration @	\$25.00	\$125.00	\$150.00
				\$38,825.00	\$20,200.00

Tours & Intensives

Estimated	Actual	Description	Amount	Estimated	Actual
15	8	Thursday Tours & Class (Making Novelty Plant Stakes)	\$20.00	\$300.00	\$160.00
20	4	Thursday Tours & Class (Our Community Education Garden)	\$15.00	\$300.00	\$60.00
20	5	Thursday Tours & Class (SaddleRock Shrub-Steppe Ecosys)	\$15.00	\$300.00	\$75.00
20	4	Thursday Tours & Class (Waterfront Walking Tour)	\$15.00	\$300.00	\$60.00
22	7	Wednesday Tours (Hows & Why: The Apple Industry)	\$40.00	\$880.00	\$280.00
34	4	Wednesday Tours (Touring Three Public Gardens)	\$25.00	\$850.00	\$100.00
12	2	Wednesday Tours (Walk the Shrub-Steppe Foothill)	\$35.00	\$420.00	\$70.00
22	2	Wednesday Tours (Wildfire Recovery Tour)	\$39.00	\$858.00	\$78.00
34	7	Wednesday Tours (Winery Tour and Gourmet Lunch)	\$50.00	\$1,700.00	\$350.00
				\$5,908.00	\$1,233.00

2018 Master Gardener Conference Budget

> Profit - Loss Summary

	Estimated	Actual
Total income	\$104,388.00	\$32,101.00
Total expenses	\$84,491.23	\$2,325.38
Total profit (or loss)	\$19,896.77	\$29,775.62

