

Gran Fondo 2018 Final Budget

EXPENSES	Actual 2017-2018	Budget 2018-2019	Actual 2018	NOTES
Registration	\$ 30,883.33	\$ 40,000.00	\$ 41,927.07	Jerseys (36000\$), swag bags & swag bag content
Logistics	\$ 20,522.30	\$ 25,000.00	\$ 17,088.93	Chip timing (transponders, bibs), rest station food and supplies, portable toilet rentals, fencing rental, parking assistance, moving road closure assistance
Administration	\$ 5,032.17	\$ 5,000.00	\$ 8,534.53	Banners, adobe software, jersey display cases *includes merchandise purchased for sale (cycling caps) \$2800
Hospitality	\$ 28,896.90	\$ 34,000.00	\$ 37,568.36	Social evening, post-event meals, prizes, tent & tables rental, musicians, medals
Safety	\$ 2,305.09	\$ 3,000.00	\$ 3,218.89	first aid services (Ski Patrol), traffic safety equipment (vests), security company for select intersections
Volunteer	\$ 5,011.06	\$ 6,670.00	\$ 4,849.24	Volunteer training/information session, volunteer t-shirts, volunteer local, thank you items and letters
Marketing	\$ 28,179.71	\$ 39,180.00	\$ 31,666.47	Online & print advertising, website maintenance, photographers/videographers, mailouts to residents, map brochures, survey monkey EXCLUDES: Mascot expenses: \$5800.86 and winter marketing for 2019 GF
Learn to Fondo	\$ 648.00	\$ 650.00	\$ 263.67	"Learn to Fondo" program (instructors' expenses, prizes for participants) funding received from CHB Wellness funds 297.00 towards instructor expenses
TOTAL EXPENSES	\$121,478.56	\$153,500.00	\$ 145,117.16	
REVENUES				
Registrations	\$ 95,248.78	\$ 100,500.00	\$ 104,248.37	Gran Fondo, mini fondo and learn to fondo registrations
Sponsorships	\$ 11,700.00	\$ 17,000.00	\$ 21,352.01	
Municipality of Clare	\$ 15,000.00	\$ 15,000.00		
Festival and Community Event Dev. Program (anticipated)		\$ 20,000.00	\$ 4,199.14	Received 10,000.00 total (remaining 5800.86 went towards mascot)
Extra sales	\$ 1,665.10	\$ 1,000.00	\$ 4,080.00	Extra meal tickets, extra jerseys sales, merchandise sales (cycling caps)
TOTAL REVENUES	\$123,613.88	\$153,500.00	\$ 133,879.52	
NET (revenues less expenses)	\$2,135.32	0	-\$ 11,237.64	

plus municipal contribution: \$ 15,000.00
\$ 3,762.36 surplus