

East Montgomery County Improvement District
Rock the Ranch Music Festival 2017
Profit and Loss Statement

	<u>Amount</u>
Revenue	
Liquor Sales	25,451.00
Merchandise Sales	4,627.00
Sponsorship	15,000.00
Ticket Sales	46,749.24
Total Revenue	<u>91,827.24</u>
Expense	
Advertising & Marketing	115,425.04
Alcohol	17,079.53
Catering	18,773.44
Cook Off	9,115.00
Emergency Services	4,300.00
Entertainment	695,372.02
Equipment	88,508.33
Event Production	138,000.34
Event Staff	21,154.00
Insurance	28,629.90
Labor	30,286.37
Legal	4,207.50
Lodging	38,132.49
Mass Gathering Permit	800.00
Merchandise	5,130.00
Miscellaneous	4,395.33
Photos	1,275.00
Power & Lighting	4,724.00
Seating	1,998.00
Security	14,847.75
Supplies	7,552.03
Talent Buying	35,000.00
Transportation	42,727.93
Travel	10,948.80
Venue	34,659.00
Total Expense	<u>1,407,200.86</u>
Net Income	<u><u>-1,315,373.62</u></u>