

Washington Beer Commission
Profit & Loss
December 2011

	Dec 11	Jan - Dec 11
Ordinary Income/Expense		
Income		
Advertising Sales	0.00	600.00
Event Registration		
Brewery Booth Fees	2,550.00	26,540.00
Craft Booth Fees	0.00	1,800.00
Exhibitor Booth Fee	100.00	300.00
Food Vendors	100.00	5,550.00
Non Beer Booth Fee	0.00	1,600.00
Total Event Registration	2,750.00	35,790.00
Event Sales		
Advanced	21,194.00	229,095.50
Beer Garden	0.00	0.00
Day of Event Admission	22,710.75	296,732.51
Extra Tastes/Tokens	0.00	18,203.55
Food Vendor Sales	0.00	3,895.29
Hospitality Tokens	0.00	959.00
Kids Area	0.00	1,189.20
Merchandise Sales	5,556.50	34,900.00
Total Event Sales	49,461.25	584,975.05
Parking	0.00	14,222.25
Program Income/Assessments		
Brewery Assessment Adjustment	0.00	-1.95
Brewery Assessments	0.00	15,655.76
Total Program Income/Assessments	0.00	15,653.81
Sponsors	0.00	21,150.00
Total Income	52,211.25	672,391.11
Cost of Goods Sold		
Beer	8,625.50	104,235.54
Beverages Other	0.00	250.50
Food from Commission	0.00	99.98
Merchandise	1,945.33	26,659.66
Wine	0.00	3,125.00
Total COGS	10,570.83	134,370.68
Gross Profit	41,640.42	538,020.43
Expense		
Admin/Operations		
Books, Subscriptions, Reference	88.23	778.80
Communications	0.00	2,437.03
Postage, Mailing Service	96.75	957.06
Printing and Copying	0.00	2,773.00
Rent	212.00	636.00
Supplies	143.04	6,539.25
Admin/Operations - Other	0.00	0.00
Total Admin/Operations	540.02	14,121.14
Advertising		
Banners	0.00	1,828.15
Billboard	0.00	1,000.00
Brand and logo	0.00	875.00
Festival Programs	0.00	2,823.83
Posters	257.05	5,048.60
Print Media	400.00	15,006.44
Promotional Booth	0.00	200.00
Radio	90.00	6,572.00
Total Advertising	747.05	33,354.02
Bad Debt	2,654.96	2,654.96
Banking and Interest Fees		
Bank Fees	0.00	302.64

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Credit Card Processing	290.01	3,464.14
Interest	0.00	-2.10
Total Banking and Interest Fees	290.01	3,764.68
Business Expenses		
Business Registration Fees	257.00	257.00
WaBL Exp	825.00	1,625.00
Total Business Expenses	1,082.00	1,882.00
Contract Services		
Accounting Fees	498.75	7,092.50
Contract Services - Other	1,752.50	10,692.26
Director of Operations	3,999.98	42,999.81
Event Staff	855.00	11,033.00
Executive Director	6,012.49	63,220.75
Legal Fees	0.00	1,058.04
Outside Contract Services	0.00	59,788.92
Security/Police	1,207.00	22,392.51
Total Contract Services	14,325.72	218,277.79
Entertainment/Music		
Entertainment	0.00	7,800.00
Total Entertainment/Music	0.00	7,800.00
Event Printing		
Coaster	0.00	5,143.00
Event Program	1,134.42	6,797.56
Flyers	0.00	567.75
Total Event Printing	1,134.42	12,508.31
Facilities and Equipment		
Equip Rental and Maintenance	2,574.10	66,811.62
Rent, Parking, Utilities	0.00	16,840.90
Site Rental	1,228.00	30,829.69
Total Facilities and Equipment	3,802.10	114,482.21
Festivals Materials		
Awards	0.00	89.74
Event Decorations	0.00	671.72
Event Food	439.25	1,053.02
Glassware	1,160.48	19,113.92
Hospitality Food and Beverage	0.00	1,362.57
Ice	424.90	5,333.56
Keg Delivery	0.00	251.55
wrist bands	68.74	1,388.92
Total Festivals Materials	2,093.37	29,265.00
Marketing / Promotion	17,537.25	40,002.69
Other Types of Expenses		
Insurance - Liability, D and O	0.00	500.00
Licenses/Permits	150.00	1,757.00
Misc	2,273.36	2,441.36
Shuttle Bus	0.00	11,151.69
Total Other Types of Expenses	2,423.36	15,850.05
Taxes		
Admissions	0.00	5,997.18
Total Taxes	0.00	5,997.18
Travel and Meetings		
Travel	0.00	2,052.91
Total Travel and Meetings	0.00	2,052.91
Web Site	0.00	48.68
Total Expense	46,630.26	502,061.62

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Accrual Basis

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	<u>Dec 11</u>	<u>Jan - Dec 11</u>
Net Ordinary Income	-4,989.84	35,958.81
Other Income/Expense		
Other Income		
Earned Income	4.24	31.46
Total Other Income	<u>4.24</u>	<u>31.46</u>
Net Other Income	<u>4.24</u>	<u>31.46</u>
Net Income	<u><u>-4,985.60</u></u>	<u><u>35,990.27</u></u>