

Parade Costs

Expenses= \$23,265

Venue Expenses= \$11,857

City Permits= \$3,000

Safety= \$1,832

Police Barriers= \$3,825

Utilities

Electric= \$2,500

Gas= \$700

Advertisement Expenses= \$1,908

Instagram Sponsored Ad=\$30

Facebook Sponsor Ad= \$8

Lakeland Social Online Ad= \$270

Flyers= \$100

Radio Ad= \$1,000

Polk theatre advertisement ad= \$500

Food/items for sale Expenses= \$4,500

Food/beverages for volunteers: \$1,000

Volunteer t-shirts: \$500

Raffle Items/prizes: \$3,000

Liabilities= \$5,000

Insurance: \$5,000

Revenue Statement

Total Revenue= \$64,900

Parade Entry Fees= \$42,500

25* Balloon Entry= \$500

60* Float Entry=\$500

T-shirt sales= \$6,000

300* T-shirt= \$20

Food Trucks= \$7,500

15* Food trucks= \$500

Vendors= \$8,900

Concord= \$15,000(.15)= \$2,250

Born & bread= \$12,000 (.10)= \$1,200

Chick-fil a= \$25,000 (.15)= \$3,750

Palace pizza=\$17,000(.10)= \$1,700