

# Mckinney Wine & Music Festival 2020

Event Labor & Logistics	Estimated	Actual
College Guys	\$1,580.00	
Glen (labor)	\$480.00	
Josh (labor)	\$480.00	
Event Southwest labor	\$3,236.00	
Kevin Morgan	\$210.00	
VIP Captain	\$200.00	
Uhaul Rental/Gas	\$302.00	
Bartenders	\$3,109.00	
Parking Coordinators	\$750.00	
Reddy Ice	\$1,062.00	
Police	\$1,050.00	
Overnight Security	\$275.00	
Shuttle Services	\$1,500.00	
<b>Total</b>	<b>\$14,234.00</b>	<b>\$0.00</b>

Onsite Event Services	Estimated	Actual
Restrooms	\$1,635.00	
Stage/Tables/Linens, etc	\$6,227.00	
Balloons	\$379.00	
Wine Wall (VIP Tent)	\$409.00	
Towing	\$100.00	
Water Barrels Filled	\$300.00	
Pressure Washing	\$271.00	
Barricades	\$1,000.00	
Decorative Lighting (VIP Tent)	\$477.00	
Generator Rental	\$104.00	
Permit Fees	\$200.00	
<b>Total</b>	<b>\$11,102.00</b>	<b>\$0.00</b>

Musicians/Entertainment/Sound	Estimated	Actual
Musicians	\$9,000.00	
2 Stages	\$4,000.00	
Photobooth	\$1,000.00	
Stage Management/ Sound	\$2,000.00	
Emcee	\$300.00	
<b>Total</b>	<b>\$16,300.00</b>	<b>\$0.00</b>

Misc. Event Costs & Supplies	Estimated	Actual
Kickoff Party	\$632.00	
Grapes for Grape Stomp	\$416.00	
Wristbands	\$200.00	
Wine Glasses & Cups	\$5,968.00	
Swag Bags	\$281.00	
T-Shirts	\$388.00	
Lanyards	\$260.00	

Total	<b>\$8,145.00</b>	<b>\$0.00</b>
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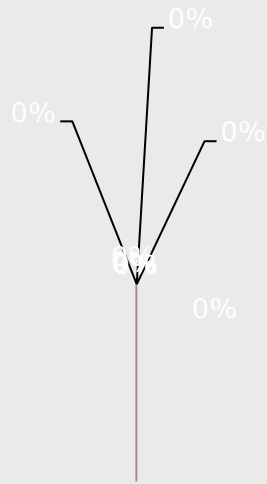
<b>Marketing &amp; Advertising</b>	<b>Estimated</b>	<b>Actual</b>
Facebook	\$5,000.00	
Videographer	\$1,200.00	
Photographer	\$400.00	
Influencer/Bloggers	\$1,500.00	
Graphic Design (Upwork)	\$500.00	
Signage (Neighborhood Reach)	\$3,629.00	
Signage (Fastsigns)	\$632.00	
Misc. Advertising & Marketing	\$6,403.00	
Flyers	\$72.00	
<b>Total</b>	<b>\$19,336.00</b>	<b>\$0.00</b>

<b>Cost of Goods</b>	<b>Estimated</b>	<b>Actual</b>
Wine	\$15,480.00	
Beer	\$1,024.00	
Non profit 1	\$1,000.00	
Non profit 2	\$2,300.00	
<b>Total</b>	<b>\$19,804.00</b>	<b>\$0.00</b>

<b>Insurance</b>	<b>Estimated</b>	<b>Actual</b>
Insurance	\$1,686.00	
<b>Total</b>	<b>\$1,686.00</b>	<b>\$0.00</b>

<b>Total Expenses</b>	<b>Estimated</b>	<b>Actual</b>
	<b>\$90,607.00</b>	<b>\$0.00</b>

## Actual Cost Breakdown



- Event Labor & Logistics
- Onsite Event Services
- Musicians/Entertainment/Sound
- Misc. Event Costs & Supplies
- Marketing & Advertising
- Cost of Goods
- Insurance

## Estimated vs. Actual

