

# Amador County Wine Heritage District

## Budget Overview: Budget\_FY25\_P&L - FY25 P&L Classes

January - December 2025

	ACWHD	AMADOR WINE	BC	BCD	BF	FF	TOTAL
<b>Income</b>							
1 Assessment							\$0.00
Net Assessment	126,000.00						\$126,000.00
<b>Total 1 Assessment</b>	<b>126,000.00</b>						<b>\$126,000.00</b>
<b>2 Event Income</b>							
Ticket Sales			81,000.00	56,000.00	60,000.00	88,500.00	\$285,500.00
<b>Total 2 Event Income</b>			<b>81,000.00</b>	<b>56,000.00</b>	<b>60,000.00</b>	<b>88,500.00</b>	<b>\$285,500.00</b>
<b>3 Event Income - Ancillary</b>							
Auction Sales					6,000.00	8,000.00	\$14,000.00
Beer Sales						800.00	\$800.00
Sponsorship		5,000.00			8,000.00	19,000.00	\$32,000.00
Vendor Income					1,000.00	1,000.00	\$2,000.00
Wine Sales					500.00	600.00	\$1,100.00
<b>Total 3 Event Income - Ancillary</b>		<b>5,000.00</b>			<b>15,500.00</b>	<b>29,400.00</b>	<b>\$49,900.00</b>
<b>4 Amador Counsel of Tourism</b>							
Cooperative Advertising		32,514.00					\$32,514.00
Rent		1,620.00					\$1,620.00
<b>Total 4 Amador Counsel of Tourism</b>		<b>34,134.00</b>					<b>\$34,134.00</b>
<b>Total Income</b>	<b>\$126,000.00</b>	<b>\$39,134.00</b>	<b>\$81,000.00</b>	<b>\$56,000.00</b>	<b>\$75,500.00</b>	<b>\$117,900.00</b>	<b>\$495,534.00</b>
<b>Cost of Goods Sold</b>							
<b>100 Infrastructure</b>							
Facility Rental					3,660.00	9,900.00	\$13,560.00
<b>Total 100 Infrastructure</b>					<b>3,660.00</b>	<b>9,900.00</b>	<b>\$13,560.00</b>
<b>Equipment Rental</b>							
Other Rentals					6,100.00	6,617.00	\$12,717.00
Tent Rentals						10,000.00	\$10,000.00
<b>Total Equipment Rental</b>					<b>6,100.00</b>	<b>16,617.00</b>	<b>\$22,717.00</b>
<b>Food, Beverage &amp; Deliverables</b>							
Auction					1,000.00	1,000.00	\$2,000.00
Beer Purchase						450.00	\$450.00
Catering					12,000.00	30,000.00	\$42,000.00
Glasswear			3,500.00	2,700.00	3,700.00	1,750.00	\$11,650.00
Swag Bag & Items					6,000.00	2,500.00	\$8,500.00
Wine Purchase					250.00	300.00	\$550.00
<b>Total Food, Beverage &amp; Deliverables</b>			<b>3,500.00</b>	<b>2,700.00</b>	<b>22,950.00</b>	<b>36,000.00</b>	<b>\$65,150.00</b>
<b>Total Cost of Goods Sold</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$3,500.00</b>	<b>\$2,700.00</b>	<b>\$32,710.00</b>	<b>\$62,517.00</b>	<b>\$101,427.00</b>
<b>GROSS PROFIT</b>	<b>\$126,000.00</b>	<b>\$39,134.00</b>	<b>\$77,500.00</b>	<b>\$53,300.00</b>	<b>\$42,790.00</b>	<b>\$55,383.00</b>	<b>\$394,107.00</b>
<b>Expenses</b>							
101 Marketing	25,573.00						\$25,573.00
Audio Streaming	3,600.00	1,000.00	500.00	500.00	500.00	500.00	\$6,600.00
Broadcast	12,280.00	5,080.00	670.00	670.00	670.00	670.00	\$20,040.00
CTV/OTT	4,320.00	4,320.00	1,080.00	1,080.00	1,080.00	1,080.00	\$12,960.00
Day of Broc. - Event			1,000.00		1,000.00	1,200.00	\$3,200.00
Design/Artwork	500.00	500.00	500.00		500.00	500.00	\$2,500.00
Event Decor					1,000.00	1,000.00	\$2,000.00
Event Show		6,457.00					\$6,457.00
Event Signage			350.00				\$350.00
Flyer - Event			350.00	350.00	250.00	350.00	\$1,300.00
Media Relations	1,400.00	1,400.00	400.00	400.00	400.00	400.00	\$4,400.00
Photography/Videography			500.00		500.00	500.00	\$1,500.00
Postcard/Poster - Event			250.00	250.00	350.00	250.00	\$1,100.00
PR Specialist		1,000.00					\$1,000.00
SEM	3,800.00	4,000.00	400.00	400.00	400.00	400.00	\$9,400.00
Social Media	6,000.00	3,000.00	900.00	900.00	900.00	900.00	\$12,600.00
Trade Org. Membership		2,000.00					\$2,000.00

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	ACWHD	AMADOR WINE	BC	BCD	BF	FF	TOTAL
Virtual & Video Media	21,687.00	4,567.32					\$26,254.32
Visitor Guide		3,500.00					\$3,500.00
Website Hosting/Plug Ins		599.20	199.20	199.20	199.20	199.20	\$1,396.00
YouTube	4,000.00	2,000.00					\$6,000.00
<b>Total 101 Marketing</b>	<b>83,160.00</b>	<b>39,423.52</b>	<b>7,099.20</b>	<b>4,749.20</b>	<b>7,749.20</b>	<b>7,949.20</b>	<b>\$150,130.32</b>
102 Licenses & Permits							\$0.00
ABC License					150.00	150.00	\$300.00
BMI License					400.00	400.00	\$800.00
Business License		125.00					\$125.00
Fire Inspec & Permit						800.00	\$800.00
<b>Total 102 Licenses &amp; Permits</b>		<b>125.00</b>			<b>550.00</b>	<b>1,350.00</b>	<b>\$2,025.00</b>
201 Physical Plant							\$0.00
Garbage		1,099.20				500.00	\$1,599.20
Gas & Electric	1,188.00	1,980.00					\$3,168.00
Office Rent	2,945.00	7,255.00					\$10,200.00
Phone & Internet	1,081.68	1,682.52					\$2,764.20
Repair & Maint.		300.00					\$300.00
Storage Rent		2,580.00					\$2,580.00
Water		2,148.00					\$2,148.00
<b>Total 201 Physical Plant</b>	<b>5,214.68</b>	<b>17,044.72</b>				<b>500.00</b>	<b>\$22,759.40</b>
202 Information Technology	2,129.32	8,719.72					\$10,849.04
204 Professional Services							\$0.00
Bookkeeper	3,461.00	2,300.00					\$5,761.00
Janitorial Service		900.00			1,000.00	1,800.00	\$3,700.00
Landscaping		1,500.00					\$1,500.00
Legal & Professional Services		5,500.00					\$5,500.00
Marketing Consulting Services		9,000.00			6,000.00	6,000.00	\$21,000.00
<b>Total 204 Professional Services</b>	<b>3,461.00</b>	<b>19,200.00</b>			<b>7,000.00</b>	<b>7,800.00</b>	<b>\$37,461.00</b>
205 Supplies							\$0.00
Freight			300.00	300.00	300.00	300.00	\$1,200.00
Material & Supplies	675.00	2,175.00	500.00	400.00	400.00	2,000.00	\$6,150.00
Postage	1,000.00	1,000.00	125.00		125.00	150.00	\$2,400.00
<b>Total 205 Supplies</b>	<b>1,675.00</b>	<b>3,175.00</b>	<b>925.00</b>	<b>700.00</b>	<b>825.00</b>	<b>2,450.00</b>	<b>\$9,750.00</b>
206 Personnel & Wages							\$0.00
Executive Director	4,500.00	67,048.00					\$71,548.00
Executive Director Bonus		0.00					\$0.00
Healthcare		0.00					\$0.00
IRA Account		0.00					\$0.00
Support Staff		22,720.00					\$22,720.00
<b>Total 206 Personnel &amp; Wages</b>	<b>4,500.00</b>	<b>89,768.00</b>					<b>\$94,268.00</b>
207 Payroll Expense							\$0.00
ADP Expense		3,047.88					\$3,047.88
ADP Payroll Tax		18,363.00					\$18,363.00
<b>Total 207 Payroll Expense</b>		<b>21,410.88</b>					<b>\$21,410.88</b>
208 Insurance							\$0.00
Employment Practices		713.00					\$713.00
Event General Liability			300.00	300.00	300.00	300.00	\$1,200.00
General Liability		1,735.00					\$1,735.00
Officers & Directors		1,116.00					\$1,116.00
Property		228.00					\$228.00
Workers Comp		600.00					\$600.00
<b>Total 208 Insurance</b>		<b>4,392.00</b>	<b>300.00</b>	<b>300.00</b>	<b>300.00</b>	<b>300.00</b>	<b>\$5,592.00</b>
209 Travel/Entertainment							\$0.00
Meals		900.00	300.00		300.00	500.00	\$2,000.00
Mileage		1,900.00	250.00	250.00	250.00	350.00	\$3,000.00

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January - December 2025

	ACWHD	AMADOR WINE	BC	BCD	BF	FF	TOTAL
Music-Perf. - Event					2,500.00	1,400.00	\$3,900.00
Organization Events		1,600.00					\$1,600.00
<b>Total 209 Travel/Entertainment</b>		<b>4,400.00</b>	<b>550.00</b>	<b>250.00</b>	<b>3,050.00</b>	<b>2,250.00</b>	<b>\$10,500.00</b>
210 Education							\$0.00
Assessee Seminars	7,560.00						\$7,560.00
<b>Total 210 Education</b>	<b>7,560.00</b>						<b>\$7,560.00</b>
Donations		1,000.00				2,500.00	\$3,500.00
HDL Fees	12,000.00						\$12,000.00
<b>Total Expenses</b>	<b>\$119,700.00</b>	<b>\$208,658.84</b>	<b>\$8,874.20</b>	<b>\$5,999.20</b>	<b>\$19,474.20</b>	<b>\$25,099.20</b>	<b>\$387,805.64</b>
NET OPERATING INCOME	<b>\$6,300.00</b>	<b>\$ -169,524.84</b>	<b>\$68,625.80</b>	<b>\$47,300.80</b>	<b>\$23,315.80</b>	<b>\$30,283.80</b>	<b>\$6,301.36</b>
Other Expenses							
Contingency/Reserve	6,300.00						\$6,300.00
<b>Total Other Expenses</b>	<b>\$6,300.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$6,300.00</b>
NET OTHER INCOME	<b>\$ -6,300.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$ -6,300.00</b>
NET INCOME	<b>\$0.00</b>	<b>\$ -169,524.84</b>	<b>\$68,625.80</b>	<b>\$47,300.80</b>	<b>\$23,315.80</b>	<b>\$30,283.80</b>	<b>\$1.36</b>