

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
Income							
1 Assessment							\$0.00
Net Assessment	126,000.00						\$126,000.00
Total 1 Assessment	126,000.00						\$126,000.00
2 Event Income							\$0.00
Ticket Sales			81,000.00	56,000.00	60,000.00	88,500.00	\$285,500.00
Total 2 Event Income			81,000.00	56,000.00	60,000.00	88,500.00	\$285,500.00
3 Event Income - Ancillary							\$0.00
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
Total 3 Event Income - Ancillary		5,000.00			15,500.00	29,400.00	\$49,900.00
4 Amador Counsel of Tourism							\$0.00
Cooperative Advertising		32,514.00					\$32,514.00
Rent		1,620.00					\$1,620.00
Total 4 Amador Counsel of Tourism		34,134.00					\$34,134.00
Total Income	\$126,000.00	\$39,134.00	\$81,000.00	\$56,000.00	\$75,500.00	\$117,900.00	\$495,534.00
Cost of Goods Sold							
100 Infrastructure							\$0.00
Facility Rental					3,660.00	9,900.00	\$13,560.00
Total 100 Infrastructure					3,660.00	9,900.00	\$13,560.00
Equipment Rental							\$0.00
Other Rentals					6,100.00	6,617.00	\$12,717.00
Tent Rentals						10,000.00	\$10,000.00
Total Equipment Rental					6,100.00	16,617.00	\$22,717.00
Food, Beverage & Deliverables							\$0.00
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
Total Food, Beverage & Deliverables			3,500.00	2,700.00	22,950.00	36,000.00	\$65,150.00
Total Cost of Goods Sold	\$0.00	\$0.00	\$3,500.00	\$2,700.00	\$32,710.00	\$62,517.00	\$101,427.00
GROSS PROFIT	\$126,000.00	\$39,134.00	\$77,500.00	\$53,300.00	\$42,790.00	\$55,383.00	\$394,107.00
Expenses							
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
Marketing Consulting Services		9,000.00			6,000.00	6,000.00	\$21,000.00
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

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Trade Org. Membership		2,000.00					\$2,000.00
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
Total 101 Marketing	83,160.00	48,423.52	7,099.20	4,749.20	13,749.20	13,949.20	\$171,130.32
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
Total 102 Licenses & Permits		125.00			550.00	1,350.00	\$2,025.00
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
Total 201 Physical Plant	5,214.68	17,044.72				500.00	\$22,759.40
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
Total 204 Professional Services	3,461.00	10,200.00			1,000.00	1,800.00	\$16,461.00
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
Total 205 Supplies	1,675.00	3,175.00	925.00	700.00	825.00	2,450.00	\$9,750.00
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
Total 206 Personnel & Wages	4,500.00	89,768.00					\$94,268.00
207 Payroll Expense							\$0.00
ADP Expense		3,047.88					\$3,047.88
ADP Payroll Tax		18,363.00					\$18,363.00
Total 207 Payroll Expense		21,410.88					\$21,410.88
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
Total 208 Insurance		4,392.00	300.00	300.00	300.00	300.00	\$5,592.00
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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Music-Perf. - Event					2,500.00	1,400.00	\$3,900.00
Organization Events		1,600.00					\$1,600.00
Total 209 Travel/Entertainment		4,400.00	550.00	250.00	3,050.00	2,250.00	\$10,500.00
210 Education							\$0.00
Assessee Seminars	7,560.00						\$7,560.00
Total 210 Education	7,560.00						\$7,560.00
Donations		1,000.00				2,500.00	\$3,500.00
HDL Fees	12,000.00						\$12,000.00
Total Expenses	\$119,700.00	\$208,658.84	\$8,874.20	\$5,999.20	\$19,474.20	\$25,099.20	\$387,805.64
NET OPERATING INCOME	\$6,300.00	\$ -169,524.84	\$68,625.80	\$47,300.80	\$23,315.80	\$30,283.80	\$6,301.36
Other Expenses							
Contingency/Reserve	6,300.00						\$6,300.00
Total Other Expenses	\$6,300.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$6,300.00
NET OTHER INCOME	\$ -6,300.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$ -6,300.00
NET INCOME	\$0.00	\$ -169,524.84	\$68,625.80	\$47,300.80	\$23,315.80	\$30,283.80	\$1.36