

# Amador County Wine Heritage District

## Profit and Loss

April 2025

	TOTAL
Income	
11 ACT Income	540.00
3 Event Income - Ancillary	
Vendor Income	1,050.00
<b>Total 3 Event Income - Ancillary</b>	<b>1,050.00</b>
<b>Total Income</b>	<b>\$1,590.00</b>
Cost of Goods Sold	
Equipment Rental	
Golf Cart	1,500.38
<b>Total Equipment Rental</b>	<b>1,500.38</b>
Food, Beverage & Deliverables	
Swag Bag & Items	1,996.25
<b>Total Food, Beverage &amp; Deliverables</b>	<b>1,996.25</b>
<b>Total Cost of Goods Sold</b>	<b>\$3,496.63</b>
<b>GROSS PROFIT</b>	<b>\$ -1,906.63</b>
Expenses	
101 Marketing	
Audio Streaming	500.00
CTV/OTT	1,080.00
Marketing Consulting Services	1,750.00
SEM	600.00
Social Media	900.00
YouTube	500.00
<b>Total 101 Marketing</b>	<b>5,330.00</b>
200 **Marketing	
Digital	1,670.00
<b>Total 200 **Marketing</b>	<b>1,670.00</b>
QuickBooks Payments Fees	1.50
<b>Total Expenses</b>	<b>\$7,001.50</b>
<b>NET OPERATING INCOME</b>	<b>\$ -8,908.13</b>
Other Income	
Credit Card Fees	4.48
<b>Total Other Income</b>	<b>\$4.48</b>
<b>NET OTHER INCOME</b>	<b>\$4.48</b>
<b>NET INCOME</b>	<b>\$ -8,903.65</b>