

# Operational Budget Worksheet

	Recipient Dollars/In-Kind
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	
25.	
26.	
27.	
28.	

**TOTAL OPERATIONAL BUDGET**

**\$**

\* JEM dollars can not be used for non-promotional operational budget items.

# Income/Revenue Statement Worksheet

Cash balance from year 1 or year 2, if applicable: \$ \_\_\_\_\_

## Sponsorship Listing (cash donations):

1.	
2.	
3.	
4.	

## Contribution Listing (in-kind services, goods):

1.	
2.	
3.	
4.	

<b>Total Revenue (Cash Balance, Sponsorship, Contribution):</b>	
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## Anticipated Event/Project Income: (i.e., food/beverage sales, ticket./admission charges, booth/space rental, membership fees)

Sales (1):	
Sales (2):	
Sales (3):	

<b>Total Income:</b>	
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<b>Total Revenue and Income:</b>	
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## Expenses:

Promotional (from page 16)	
Operational (from page 17)	

<b>Total Expense (promotional and operational):</b>	
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<b>Net Income (Loss):</b>	
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# Sample Budget Format (New Event, Year 1:75% covered by JEM)

**JEM Request: \$17,763**

## Promotional Budget

	JEM Dollars	Recipient Dollars/In-Kind	Total Dollars
<b>Print Media:</b>			
Print ad design	\$0	\$1,000.00	\$1,000.00
Milwaukee Journal, 3/9 & 16, 10ci	\$1,500.00	\$640.00	\$2,140.00
Wisconsin State Journal, 3/9 & 16, 10ci	\$952.00	\$0	\$952.00
Chicago Tribune, 3/9 & 16, 10ci	<u>\$4,811.00</u>	<u>\$0</u>	<u>\$4,811.00</u>
<b>TOTAL</b>	<b>\$7,263.00</b>	<b>\$1,640.00</b>	<b>\$8,903.00</b>
<b>Internet:</b>			
E-mail marketing campaign	<u>\$2,000.00</u>	<u>\$500.00</u>	<u>\$2,500.00</u>
<b>TOTAL</b>	<b>\$2,000.00</b>	<b>\$500.00</b>	<b>\$2,500.00</b>
<b>Radio:</b>			
XQXZ, Madison, 2/1 – 3/15, 10 30 sec. spots	\$250.00	\$597.50	\$847.50
WWXL, Milwaukee, 2/1 – 3/15, 30 30 sec. spots	1,000.00	1,000.00	2,000.00
<b>TOTAL</b>	<b>\$1,250.00</b>	<b>\$1,597.50</b>	<b>\$2,847.50</b>
<b>Direct Mail:</b>			
Brochure design	\$0	\$1,000.00	\$1,000.00
Mailing list, Department of Tourism	\$250.00	\$0	\$250.00
Printing for 25,000 brochures	\$3,000.00	\$1,250.50	\$4,250.50
Postage & handling	<u>\$4,000.00</u>	<u>\$1,000.00</u>	<u>\$5,000.00</u>
<b>TOTAL</b>	<b>\$7,250.00</b>	<b>\$3,250.00</b>	<b>\$10,500.50</b>
<b>Tracking:</b>	\$0	\$600.00	\$600.00
<b>TOTAL PROMOTIONAL BUDGET</b>	<b><u>A</u> \$17,763.00</b>	<b><u>B</u> \$7,587.50</b>	<b>\$25,350.50</b>

## Operational Budget

	Recipient Dollars/In-Kind
Telephone system	\$550.00
Project coordination	\$400.00
Marketing coordinator staff	\$5,500.00
Office equipment	\$100.00
Office rent	\$1,750.00
Postage	\$500.00
Office supplies	\$100.00
Printing supplies	\$100.00
Meeting space rental	\$500.00
County Gazette-printing of Festival brochures	\$750.00
<b>TOTAL OPERATIONAL BUDGET</b>	<b><u>C</u> \$10,300.00</b>
<b>TOTAL BUDGET (PROMOTIONAL &amp; OPERATIONAL):</b>	<b>\$35,851.00</b>

**IMPORTANT:**  
The total of line **B**  
plus line **C** cannot be  
less than line **A**.