

Grinagog

Project budget 2018 -2020

| Income | Source | 2017 | 2018 | 2019 | 2020 |
|---|---|-----------------|-----------------|-----------------|-----------------|
| | | Actual | draft | draft | draft |
| Grants/contributions | Arts Council | £15,000 | 49500 | 45000 | 40500 |
| | Coastal Communities Fund | £36,000 | 0 | 0 | 0 |
| | Torbay Council (MEF) | £33,300 | 20000 | 10000 | 5000 |
| | Culture Board | £7,000 | 20000 | 20000 | 18000 |
| | Continental Drifts - Global local PRS Youth Grants | 1500 | 6000 | 7000 | 7500 |
| Total grants | | £92,800 | £95,500 | £82,000 | £71,000 |
| Ticket income | 3315 ticket sold via Ticketsellers 2017 1st year. | | | | |
| Total tickets | Income after commission | 54656 | 70380 | 80000 | 88000 |
| Sponsorship | Brewery deal/other | 4000 | 8000 | 10000 | 12000 |
| | Crowd funding and local donations guest list charges | 0 | 3000 | 3000 | 4000 |
| Total sponsorship | | 4000 | 11000 | 13000 | 16000 |
| Trader income | Bars at Torre Abbey/RICC | 476 | 3000 | 3500 | 4000 |
| | Food trader | 750 | 4000 | 4000 | 5000 |
| | Ice-cream and fair ground rides | 100 | 1000 | 1400 | 1600 |
| | Merchandise | 0 | 1000 | 1000 | 2000 |
| | Crafts | | 500 | 600 | 700 |
| Total trader income | | 1326 | 9500 | 10500 | 13300 |
| Other | | | | | |
| Programmes | Programme income | 7372 | 8000 | 9000 | 10000 |
| Other contributions | Other traders i.e. One World Café | 500 | 1500 | 2000 | 2000 |
| Commission | Commission on hotel sales | | 400 | 1000 | 1600 |
| Camping | 100 x Camp Ticket at 20 for weekend (50% to rugby club) | 0 | 1000 | 2000 | 2500 |
| Total other | | 7872 | 10900 | 14000 | 16100 |
| Total income | | £160,654 | £197,280 | £199,500 | £204,400 |
| Expenditure | | | | | |
| Staff costs | | | | | |
| Project management | Continental Drifts | 12300 | 15000 | 15000 | 15000 |
| Production management | Continental Drifts to appoint | 5000 | 4000 | 4000 | 4000 |
| Health and safety | Health and safety management - Continental Drifts to appoint. | 4175 | 3000 | 3000 | 3000 |
| Programme Manager | Continental Drifts to appoint. Potentially - Chris H and Josh from Hit the Floor - Programme coordination , social media and some programming if fits | 3000 | 5000 | 5000 | 5000 |
| Evaluation staff | Torbay Council with Continental Drifts to appoint. Probably Natalie Palin. | 1500 | 1500 | 2000 | 2000 |
| Marketing coordinator/staff | Continental Drifts to appoint. Probably Rupert Davies | 6900 | 8000 | 9000 | 10000 |
| Music development coordinator/committee | Continental Drifts to appoint. Probably Alex Downey | 0 | 2500 | 2000 | 2000 |
| Total staff | | 32875 | 39000 | 40000 | 41000 |
| Marketing costs | | | | | |
| Strategy development and marketing plan | Wonder Associates | 7350 | 2000 | 2000 | 2000 |
| Social Media campaign costs | HTF and CD, Rupert | 2274 | 2000 | 2000 | 2000 |
| Artwork design | Lee Hodges | 2200 | 900 | 1000 | 1000 |
| Traditional media campaign costs | Herald, Primary Times etc, bus stio, leaflet delivery | 4396 | 3500 | 3500 | 3500 |
| Photography | | 200 | 200 | 200 | 200 |
| Printing | leaflets | 2742 | 2000 | 2000 | 2000 |
| Total marketing | | 19162 | 10600 | 10700 | 10700 |
| Production costs | | | | | |
| Workshops | Soundlaunch- Kate Graham, Eggshed and Art Trail | 2200 | 4000 | 4000 | 4000 |
| Stages, lighting, décor, PA, Barriers | | 32416 | 35000 | 35000 | 35000 |
| Accommodation | | 5991 | 4000 | 4000 | 4000 |
| Security | | 24936 | 15000 | 15000 | 15000 |
| Performers | | 53959 | 54000 | 54000 | 54000 |
| Production staffing | | 1508 | 2500 | 3000 | 3000 |
| Staff food | | 1650 | 1500 | 1500 | 1500 |
| Additional venue costs | Towels and sundries | 13 | 100 | 100 | 100 |
| Accreditation | | 1212 | 1200 | 1200 | 1200 |
| Ticket Sellers | | 700 | 700 | 700 | 700 |
| Infrastructure | bins, box office, wifi, flags, marquees, toilets, generators, | 5053.15 | 4000 | 5000 | 5000 |
| Waste | | 119 | 300 | 300 | 300 |
| Riders | REM and RICC - drinks vouchers and rider | 2106 | 1500 | 1500 | 1500 |
| Other refreshments (RICC) | Coffee (stewards, security and crew) | 408 | 200 | 200 | 200 |
| Uniform | | 242 | 300 | 300 | 300 |
| Other production incidentals | Travel costs and pre prod expenses | 1738 | 1700 | 2000 | 2000 |
| Total Production costs | | 134251 | 126000 | 127800 | 127800 |
| Venues | Torre Abbey % ticket sales | 0 | 5000 | 6000 | 8800 |
| | RICC covered by bar sales | 0 | 0 | 0 | 0 |
| | Other | 0 TBC | TBC | TBC | |
| Total venues | | 0 | 5000 | 6000 | 8800 |
| Contingency | | 0 | 15000 | 15000 | 15000 |
| Total Expenditure | | 186288 | 195600 | 199500 | 203300 |
| Income less expenditure | | -£25,634 | £1,680 | £0 | £1,100 |

Grinagog 2018 ticketing

| Scenario 1 | Targets | | | Estimated minimum | |
|---------------------------------|---------|-------|---------------|-------------------|--------------|
| | Target | Price | Income | Estimated | Income |
| General weekend ticket - Band A | 2500 | 30 | 75000 | 1500 | 45000 |
| General weekend ticket - Band B | 1000 | 35 | 35000 | 400 | 14000 |
| General weekend ticket - Band C | 1000 | 40 | 40000 | 0 | 0 |
| Day ticket Friday | 1000 | 20 | 20000 | 300 | 6000 |
| Day ticket Saturday | 1000 | 20 | 20000 | 400 | 8000 |
| Day ticket Sunday | 1000 | 20 | 20000 | 200 | 4000 |
| Child weekend ticket | 400 | 15 | 6000 | 80 | 1200 |
| Child day ticket Friday | 200 | 10 | 2000 | 20 | 200 |
| Child day ticket Saturday | 200 | 10 | 2000 | 30 | 300 |
| Child day ticket Sunday | 200 | 10 | 2000 | 20 | 200 |
| | | | <u>222000</u> | | <u>78900</u> |

| Scenario 2 | Targets | | | Estimated minimum | |
|---------------------------------|----------|-------|---------------|-------------------|--------------|
| | Quantity | Price | Income | Estimated | Income |
| General weekend ticket - Band A | 2500 | 35 | 87500 | 1300 | 45500 |
| General weekend ticket - Band B | 1000 | 40 | 40000 | 300 | 12000 |
| General weekend ticket - Band C | 1000 | 45 | 45000 | 0 | 0 |
| Day ticket Friday | 1000 | 25 | 25000 | 200 | 5000 |
| Day ticket Saturday | 1000 | 25 | 25000 | 250 | 6250 |
| Day ticket Sunday | 1000 | 25 | 25000 | 100 | 2500 |
| Child weekend ticket | 300 | 15 | 4500 | 80 | 1200 |
| | | | <u>252000</u> | | <u>72450</u> |

| Scenario 3 | Targets | | | Estimated minimum | |
|---------------------------------|----------|-------|---------------|-------------------|--------------|
| | Quantity | Price | Income | Estimated | Income |
| General weekend ticket - Band A | 2500 | 25 | 62500 | 1800 | 45000 |
| General weekend ticket - Band B | 1000 | 30 | 30000 | 400 | 12000 |
| General weekend ticket - Band C | 1000 | 35 | 35000 | 0 | 0 |
| Day ticket Friday | 1000 | 15 | 15000 | 300 | 4500 |
| Day ticket Saturday | 1000 | 15 | 15000 | 400 | 6000 |
| Day ticket Sunday | 1000 | 15 | 15000 | 200 | 3000 |
| Child weekend ticket | 100 | 15 | 1500 | 80 | 1200 |
| Child day ticket Friday | 100 | 10 | 1000 | 20 | 200 |
| Child day ticket Saturday | 100 | 10 | 1000 | 30 | 300 |
| Child day ticket Sunday | 100 | 10 | 1000 | 20 | 200 |
| | | | <u>177000</u> | | <u>72400</u> |

| Scenario 4 | Targets | | | Estimated minimum | |
|---------------------------------|----------|-------|--------------|-------------------|--------------|
| | Quantity | Price | Income | Estimated | Income |
| General weekend ticket - Band A | 1500 | 20 | 30000 | 1800 | 36000 |
| General weekend ticket - Band B | 500 | 25 | 12500 | 400 | 10000 |
| General weekend ticket - Band C | 500 | 35 | 17500 | 0 | 0 |
| Day ticket Friday | 500 | 15 | 7500 | 300 | 4500 |
| Day ticket Saturday | 500 | 15 | 7500 | 400 | 6000 |
| Day ticket Sunday | 300 | 15 | 4500 | 200 | 3000 |
| Child weekend ticket | 150 | 15 | 2250 | 80 | 1200 |
| Child day ticket Friday | 100 | 10 | 1000 | 20 | 200 |
| Child day ticket Saturday | 100 | 10 | 1000 | 30 | 300 |
| Child day ticket Sunday | 100 | 10 | 1000 | 20 | 200 |
| | | | <u>84750</u> | | <u>61400</u> |