

**Tierrasanta Concert in the Park Budget
Multiple Year Review
Per Concert**

Information for Item 5

	2018	2019	2020	2021	2022	2023	2024 Proposed (by Sperrazzo)
Permit	\$300	\$323		\$317	\$377	\$291	\$450
Bands	\$1,000	\$1,500		\$1,500	\$1,500	\$2,000	\$2,500
Sound	\$500	\$0		\$0	\$0	\$0	\$0
Advertising							
Banner Overlays	\$153	\$153		\$160	\$160	*	
Misc. Advertising	\$0	\$0		\$0	\$0	\$242	\$100
Children Entertainment							
Jumper		\$225		\$0	\$0	\$225	\$350
Face Painting/Balloon		\$295		\$375	\$0	\$253	\$250
Art Supplies							\$50
Storybook Characters		\$0		\$0	\$400	\$0	\$0
Giveaways		\$0		\$0	\$50	\$0	\$0
Miscellaneous	\$0	\$0				\$59	\$50
trash bags, toilet paper, trash cans, vests, traffic control devices, etc.							
Producer Fee							\$500
Awards						\$154	\$0
Total	\$1,953	\$2,496	\$0	\$2,352	\$2,487	\$3,225	\$4,250
Total Concerts	4	4		2	3	6	6
	\$7,812	\$9,984	\$0	\$4,704	\$7,462	\$19,348	\$25,500

*included in Misc. Advertising



TCC CONCERTS IN THE PARK

2023 SUMMARY – P&L

\$31,421.26 – FUNDS RAISED

\$19,386.47 – EXPENSES

\$12,034.80 – PROFIT

2023 SUMMARY – BUDGET FORECAST vs ACTUAL (6 CONCERTS)

\$21,000.00 – BUDGETED (\$3,500 per Concert)

\$19,386.47 – EXPENSES (\$3,231.08 per Concert)

\$ 1,613.53 – UNDER BUDGET

2024 PROPOSED BUDGET

<u>ITEM</u>	<u>PER CONCERT</u>
Permits	\$450.00
Bands & Sound Equipment	\$2,500.00
Jumper	\$350.00
Face Painting	\$250.00
Art Supplies	\$50.00
Posters / Banners	\$100.00
Other Supplies	\$50.00
Event Producer Fee*	\$500.00
TOTAL	\$4,250.00

* See Job Description Below

EVENT PRODUCER – JOB DESCRIPTION

- Acquire and Negotiate Entertainment with Bands
- Manage Food Vendors & Secure Proper Documentation
- Apply for Grants and Manage Relationship with County/City Reps
- Secure Corporate Sponsorships & Manage Relationships
- Secure Permits with City of San Diego / Park & Rec
- Create Disseminate Marketing Materials to Public Chair CIP Committee
- Manage Social Media Strategy and Updates
- Manage Onsite Set-up, Break Down & Clean-up
- Manage Event Budget & Coordinate with TCC President & Treasurer

This job description was done in 2023 at no charge while raising \$11,900 of incremental new corporate sponsorships totaling over \$31,000, while spending below the \$21,000 budget.



JOHN SPERRAZZO (SAN DIEGO) – With more than 30 years of executive marketing and event management experience, Mr. Sperrazzo has held positions in product management, product marketing, business development, sales and communications. As Partner, he is responsible for managing client relations, business development, event management, media outreach, spokesperson training and corporate/product messaging. Mr. Sperrazzo has planned and executed client press tours nationally and has forged strong relationships with the media and analyst community. He has developed key messaging and media relations/PR campaigns for more than 100 companies in the technology, medical, healthcare, loyalty, travel, distribution, imaging, non-profit and consumer product sectors – including venture-backed, private and publicly held companies.

Prior to joining Eye-To-Eye Communications in 1999, Mr. Sperrazzo served as Co-Founder and Senior Business Development Manager for Iomega Corporation’s “Beyond PC” business. In this role, Mr. Sperrazzo successfully extended the Zip drive product line into non-PC product categories such as printers, scanners, set-top boxes and audio devices which earned the Company national recognition in *BusinessWeek* and the *Wall Street Journal*. He also served as worldwide product manager of Zip drives where he managed Iomega’s \$600 million aftermarket Zip drive product line, as well as, the product strategies of current and future Zip products. He successfully launched Iomega’s premium Zip drive, *ZipPlus*, and the *Zip Starter Kit* into the retail, catalog and distribution channels. Prior to Iomega, Mr. Sperrazzo worked in product management at Dell Computer Corporation and as Manager of Internal Communications for international distributor Merisel, Inc. He also held several sales roles within Merisel’s Retail and VAR divisions.

Mr. Sperrazzo holds a Bachelor of Arts degree in International Relations from the University of San Diego and an M.B.A. from the University of North Carolina at Chapel Hill. He has received awards from the Publicity Club of Los Angeles and the Public Relations Society of America. Mr. Sperrazzo founded the *Merisel Foundation*, which began serving the Los Angeles area in 1993.

John Sperrazzo
Managing Partner
Eye-To-Eye Communications, Inc.
A TOP 25 SDBJ Public Relations Firm
Marketing / Event Management
(858) 361-4495



*Eye-To-Eye Communications Inc. is an eighteen-time recipient of the San Diego Business Journal’s **Top 25 Public Relations Agencies** Ranking 2000, 2001, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023 (2024 expected)*