



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.