

REVENUE	AMOUNT	
Drayage and Décor	\$	3,875.95
City of Fort Lauderdale	\$	60,000.00
Exhibitors	\$	7,950.00
Sponsors	\$	64,500.00
Ticket Sales	\$	26,286.97
Dine Around	\$	1,063.92
TOTAL REVENUE	\$	163,676.84

COGS	AMOUNT	
Entertainment	\$	2,600.00
Ticketing Expense (Deal Sites)	\$	4,499.97
Drayage	\$	800.00
Chef Expense - Dennis Ortiz Parking	\$	52.00
Technical Support (A/V)	\$	21,000.00
Charitable Donation (Recoup)	\$	24.00
EFE License	\$	100.00
Chefs - Allen, Alex, Dennis	\$	16,996.00
- Design - Joe Cerutti	\$	25,837.00
MF Petty Cash	\$	461.83
Signage	\$	1,275.00
T-Shirts & Polos	\$	2,165.00
Linen Rental	\$	1,444.45
Staff - Robert Pease	\$	500.00
Event Furnishing & Décor	\$	3,144.00
Event Staff (Temps)	\$	2,262.00
Furnishings & Party Rental Missing Items - Tentlogix	\$	9,541.83
On-Site Restrooms	\$	11,820.00
Production Trailer	\$	1,768.32
Bimini Boatyard (Dine Around Sales)	\$	945.00
Via Luna (Dine Around Sales)	\$	396.00
Travelhost Ad	\$	900.00
Photography	\$	1,200.00
Around Town Ad	\$	500.00
Security	\$	19,515.22
Adelfi Group Expenses thru 3/1/12	\$	655.21
Lori Lyons Expenses	\$	7,133.81
Lisa Munjack Expenses	\$	30.48
Maura Curtin Retainer	\$	8,400.00
Lisa Munjack Retainer	\$	12,000.00

Lori Lyons Commission - Restaurants	\$	3,000.00
Al Liberty Commission	\$	1,050.00
JMC Marketing - Stella Commission	\$	1,500.00
Site Decorating	\$	21,815.38
Tenting	\$	41,924.36
Waste Management	\$	4,643.40
Permits/Lot Rental	\$	34,617.07
Professional Services - Florida Sales Tax Reg & Filing	\$	925.00
Insurance	\$	520.00
Bank Charges - Maintenance Fees	\$	425.68
Athena e-Services East Social Media	\$	750.00
Public Relations	\$	58,998.15
Pre-Event Photography (for Chef Allen Events)	\$	728.03
Radio Advertisements	\$	7,769.88
Television Advertisements	\$	70,493.75
Print Advertisements	\$	19,246.38
Online Advertisement - Sun Sentinel	\$	7,500.00
BizBash E-mail Blast	\$	1,500.00
Greater Fort Lauderdale CVB Membership	\$	395.00
Lori Lyons - Palm Beach F&W Festival	\$	51.62
Lori Lyons - Las Olas F&W Show	\$	100.00
TOTAL COGS	\$	435,920.82
NET INCOME	\$	(272,243.98)