

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)