

Wolfville Magic Winery Bus

2014 Budget - Revenue and Expenditures

NOTE: 1/2 HST included in expenditures

24-Mar-14

		Actual 2013	Budget 2014
REVENUE			
Ticket Sales	\$20/ticket plus fees		
	July 18-19		175
	July 25-27		175
	August 1-3	147	175
	August 8-10	167	185
	August 15-17	263	240
	August 22-24	297	270
	August 29-31	243	260
	September 5-7	281	310
	September 12-14	319	310
	September 19-21	387	340
	September 26-28	361	340
	October 3-5	396	370
	October 10-12	380	370
	October 17-19		370
	Charter Seat Sales		200
	Charter: Armour Transportation	58	
	Charter: Assoc of NS Land Surveyors	48	
		3,347	4,090
Ticket Sales	TicketPro (2,777 - net of \$2 service fee)	\$ 45,863.15	
	Ticket Sales - 10:30am and 12:30pm		\$ 61,200.00
	Ticket Sales - 1:30pm		12,450.00
	Walk Ups (461)	8,775.00	
	WBDC Direct Sales (NSLC & Kings Phy)	300.00	
	Total Ticket Sales	54,938.15	73,650.00
Partner Investments	Wineries	2,000.00	
Bus Advertising	Interior Bus Ads (2014 - \$275 per)	3,825.00	6,050.00
Destination SWN	Marketing Program Assistance	800.00	500.00
NS Dept ERD&T	Marketing Assistance		8,000.00
Message Advertising	Lightfoot & Wolfville Vineyards	250.00	
Charter Sales	2014 - \$40 per guest	4,280.00	8,000.00
Total Revenue		\$ 66,093.15	\$ 96,200.00
EXPENDITURES			
Double Decker Bus	Ambassatours \$3,300/3 days x 14	34,703.15	46,200.00
	Bus Wrap Advertising Fee \$2K/month	6,450.00	6,450.00
	Tour Guide	3,500.00	4,600.00
	Wrap Graphics - production & install	827.75	6,450.00
	Red Bus Painting	-	900.00
	Interior Bus Signage (production)	436.46	350.00
Charter Costs	Bus Rental (\$1,500 per day)	2,962.70	6,000.00
	Guide Service	300.00	600.00
Advance Ticket Service	TicketPro (\$2/ticket)		
Bus Stop	Wolfville Tourist Bureau Staff	2,711.68	3,450.00
	Signage	241.88	500.00
	Equipment		-
Marketing	Graphic Design - Bus Wrap	96.75	3,850.00
	Merchant Posters	94.07	200.00
	Wofville Merchant Incentive		
	Hop On Hop Off Stickers	1,166.38	
	Rack Card - Design & Printing	3,365.98	3,600.00
	Other Advertising		2,000.00
	Website - Design & Uploading	376.25	6,600.00
Customer Experience	Wine Bags & Collateral		1,200.00
Insurance	Liability Policy		2,500.00
Other	Contingency	42.98	500.00
Total Expenditures		\$ 57,276.03	\$ 95,950.00
REVENUE OVER EXPENDITURES		\$ 8,817.12	\$ 250.00