

## Rally Expenses

	2011	2012	2013	2014	2015	2016	2017
Supplies, Materials & Food (all dept)	\$ (75,734)	\$ (25,439)	\$ (110,318)	\$ (137,680)	\$ (143,938)	\$ (128,761)	\$ (56,184)
Insurance	\$ (14,246)	\$ (3,257)	\$ (4,679)	\$ (5,146)	\$ (7,000)	\$ (7,096)	\$ (5,747)
Unemployment & Work Comp	\$ (8,418)	\$ (7,746)	\$ (7,366)	\$ (8,571)	\$ (8,822)	\$ (9,070)	\$ (8,280)
Professional Fees (Motoring USA)	\$ (159,768)	\$ (163,056)	\$ (70,225)	\$ (22,344)	\$ -	\$ -	\$ -
Professional Fees (Legends)	\$ -	\$ -	\$ (115,968)	\$ (133,889)	\$ (187,772)	\$ (182,273)	\$ (33,474)
Professional Fees (Events)	\$ -	\$ (26,322)	\$ (33,700)	\$ (33,000)	\$ (36,694)	\$ (38,803)	\$ (33,621)
Publishing - Rally	\$ (111,040)	\$ (145,485)	\$ (40,006)	\$ (77,221)	\$ (137,405)	\$ (122,883)	\$ (147,335)
Rental & Lease Expenses	\$ (21,021)	\$ (19,017)	\$ (24,813)	\$ (30,217)	\$ (178,289)	\$ (385,912)	\$ (301,720)
Repairs & Maintenance--Rally Related	\$ (8,445)	\$ (300)	\$ (6,432)	\$ (3,066)	\$ (1,881)	\$ (3,995)	\$ (930)
Travel--Rally	\$ (9,042)	\$ (3,112)	\$ (15,618)	\$ (5,358)	\$ (7,935)	\$ (9,405)	\$ (8,617)
Utilities--Rally	\$ (1,798)	\$ (1,786)	\$ (5,507)	\$ (4,168)	\$ (3,033)	\$ (2,188)	\$ (3,531)
Housing & Other - (all departments)	\$ (75,927)	\$ (26,057)	\$ (31,366)	\$ (29,011)	\$ (31,382)	\$ (4,677)	\$ (9,364)
Rally Pay Pal/Credit Card Fees	\$ (420)	\$ -	\$ (3,172)	\$ (2,257)	\$ (1,797)	\$ (1,257)	\$ (4,054)
Merchandise for Resale	\$ (8,586)	\$ (28,730)	\$ (16,844)	\$ (22,621)	\$ (23,470)	\$ (9,726)	\$ (7,180)
City Promotion, & Receptions	\$ (31,238)	\$ (12,054)	\$ (9,685)	\$ (8,287)	\$ (31,790)	\$ (9,790)	\$ (56,184)
Portapots & Tipping Fees	\$ (63,256)	\$ (69,557)	\$ (73,772)	\$ (73,426)	\$ (114,569)	\$ (69,561)	\$ (78,236)
**Wages & Benefits	\$ (259,682)	\$ (344,273)	\$ (311,005)	\$ (339,129)	\$ (553,425)	\$ (490,042)	\$ (468,481)
State Inspection Fees	\$ (5,540)	\$ (5,820)	\$ (2,290)	\$ (1,985)	\$ -	\$ -	\$ -
SMRI Royalty Payment for use of marks	\$ (50,292)	\$ (26,944)	\$ (24,147)	\$ (23,991)	\$ (50,280)	\$ (24,790)	\$ (50,000)
<b>Total Expenses</b>	<b>\$ (904,452)</b>	<b>\$ (908,955)</b>	<b>\$ (906,910)</b>	<b>\$ (961,364)</b>	<b>\$ (1,519,484)</b>	<b>\$ (1,500,228)</b>	<b>\$ (1,272,936)</b>

	2011	2012	2013	2014	2015	2016	2017
Total Income	\$ 1,141,705	\$ 1,232,153	\$ 1,451,898	\$ 1,596,794	\$ 2,325,253	\$ 2,028,184	\$ 1,865,150
Less Expenses	\$ (904,452)	\$ (908,955)	\$ (906,910)	\$ (961,364)	\$ (1,519,484)	\$ (1,500,228)	\$ (1,272,936)
<b>Net Revenue</b>	<b>\$ 237,253</b>	<b>\$ 323,198</b>	<b>\$ 544,988</b>	<b>\$ 635,430</b>	<b>\$ 805,768</b>	<b>\$ 527,956</b>	<b>\$ 592,214</b>

<b>Donations to Charities</b>	2011	2012	2013	2014	2015	2016	2017
Sturgis Rally Charities	\$ (25,146)	\$ (13,472)	\$ (12,074)	\$ (15,536)	\$ (24,072)	\$ (17,827)	\$ (18,287)
Mayor's Ride-Fire Dept	\$ (11,000)	\$ (11,000)	\$ (10,000)	\$ (10,500)	\$ (20,500)	\$ (13,000)	\$ (7,500)
Mayor's Ride Fire Station Lot						\$ (7,500)	\$ (7,500)
Mayor's Ride-Police Reserves	\$ (3,000)	\$ (3,000)	\$ (10,000)	\$ (10,500)	\$ (4,500)	\$ (4,500)	\$ (5,000)
Mayor's Ride-Sturgis Ambulance	\$ -	\$ -	\$ -	\$ (4,500)	\$ (4,500)	\$ (4,500)	\$ (7,500)
MR-Deadwood VFW	\$ (1,000)	\$ (1,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)
MR-United Way Employee Match	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (2,000)
<b>Total Donations</b>	<b>\$ (40,146)</b>	<b>\$ (28,472)</b>	<b>\$ (34,074)</b>	<b>\$ (43,036)</b>	<b>\$ (55,572)</b>	<b>\$ (49,327)</b>	<b>\$ (49,787)</b>
***Sales Tax Generated	\$ 277,825	\$ 561,169	\$ 569,116	\$ 541,591	\$ 891,283	\$ 442,247	\$ 590,408
<b>Additional Income for use by the City</b>	<b>\$ 474,932</b>	<b>\$ 855,896</b>	<b>\$ 1,080,030</b>	<b>\$ 1,133,985</b>	<b>\$ 1,641,480</b>	<b>\$ 920,877</b>	<b>\$ 1,132,836</b>

\*2017 is preliminary as of Oct. 16, 2017

## Rally Related Income

	2011	2012	2013	2014	2015	2016	2017
Vendor Fees, Tattoo License	\$ 243,600	\$ 250,335	\$ 318,600	\$ 410,279	\$ 536,005	\$ 389,206	\$ 381,039
Vendor Fines, Insp. Fees / Relocations	\$ 3,370	\$ 3,075	\$ 4,228	\$ 13,331	\$ 15,275	\$ 18,814	\$ 250
Property Rentals	\$ 226,412	\$ 274,344	\$ 316,616	\$ 284,936	\$ 582,909	\$ 761,806	\$ 554,620
Sponsorship Program	\$ 327,636	\$ 294,227	\$ 243,653	\$ 299,656	\$ 481,433	\$ 356,533	\$ 373,786
Advertising Revenue	\$ 142,097	\$ 147,094	\$ 171,120	\$ 248,590	\$ 270,939	\$ 192,873	\$ 190,458
Photo Towers	\$ 16,524	\$ 19,102	\$ 16,800	\$ 10,895	\$ 34,727	\$ 15,225	\$ 21,890
Website Ad Sales	\$ 5,400	\$ 5,400	\$ 3,155	\$ 12,385	\$ 44,833		\$ 20,305
Goods sold at Information Booths	\$ 9,724	\$ 9,995	\$ 7,708	\$ 5,977	\$ 8,130	\$ 4,525	\$ 5,885
Parking	\$ 4,693	\$ 5,938	\$ 5,456	\$ 6,749	\$ 1,116	\$ 450	\$ 410
Comm Center & Misc. Revenues	\$ 2,836	\$ 19,215	\$ 24,909	\$ 30,257	\$ 15,350	\$ 16,353	\$ 9,298
Mayor's Ride	\$ 34,822	\$ 28,000	\$ 68,293	\$ 56,216	\$ 74,070	\$ 76,025	\$ 70,020
Brick Project	\$ 13,985	\$ 13,985	\$ 53,257	\$ 40,312	\$ -		\$ 10,976
Rally - other	\$ 1,789	\$ 1,789	\$ 11,009	\$ 8,785	\$ 314	\$ 6,407	\$ 81
ATM Machine Revenues	\$ -	\$ -	\$ 2,340	\$ 2,282	\$ 3,970	\$ 2,060	\$ 2,310
*Special Sanitation Fees	\$ 108,817	\$ 159,654	\$ 178,722	\$ 143,080	\$ 223,744	\$ 164,239	\$ 190,439
VIP Hospitality	\$ -	\$ -	\$ 26,031	\$ 23,063	\$ 32,438	\$ 23,669	\$ 33,383
<b>Total Income</b>	<b>\$ 1,141,705</b>	<b>\$ 1,232,153</b>	<b>\$ 1,451,898</b>	<b>\$ 1,596,794</b>	<b>\$ 2,325,253</b>	<b>\$ 2,028,184</b>	<b>\$ 1,865,150</b>

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