

Rally Expenses

	2011	2012	2013	2014	2015	2016
Supplies, Materials & Food (all dept)	\$ (75,734)	\$ (25,439)	\$ (110,318)	\$ (137,680)	\$ (143,938)	\$ (128,761)
Insurance	\$ (14,246)	\$ (3,257)	\$ (4,679)	\$ (5,146)	\$ (7,000)	\$ (7,096)
Unemployment & Work Comp	\$ (8,418)	\$ (7,746)	\$ (7,366)	\$ (8,571)	\$ (8,822)	\$ (9,070)
Professional Fees (Motoring USA)	\$ (159,768)	\$ (163,056)	\$ (70,225)	\$ (22,344)	\$ -	\$ -
Professional Fees (Legends)	\$ -	\$ -	\$ (115,968)	\$ (133,889)	\$ (187,772)	\$ (182,273)
Professional Fees (Events)	\$ -	\$ (26,322)	\$ (33,700)	\$ (33,000)	\$ (36,694)	\$ (38,803)
Publishing - Rally	\$ (111,040)	\$ (145,485)	\$ (40,006)	\$ (77,221)	\$ (137,405)	\$ (122,883)
Rental & Lease Expenses	\$ (21,021)	\$ (19,017)	\$ (24,813)	\$ (30,217)	\$ (178,289)	\$ (385,912)
Repairs & Maintenance--Rally Related	\$ (8,445)	\$ (300)	\$ (6,432)	\$ (3,066)	\$ (1,881)	\$ (3,995)
Travel--Rally	\$ (9,042)	\$ (3,112)	\$ (15,618)	\$ (5,358)	\$ (7,935)	\$ (9,405)
Utilities--Rally	\$ (1,798)	\$ (1,786)	\$ (5,507)	\$ (4,168)	\$ (3,033)	\$ (2,188)
Housing & Other - (all departments)	\$ (75,927)	\$ (26,057)	\$ (31,366)	\$ (29,011)	\$ (31,382)	\$ (4,677)
Rally Pay Pal/Credit Card Fees	\$ (420)		\$ (3,172)	\$ (2,257)	\$ (1,797)	\$ (1,257)
Merchandise for Resale	\$ (8,586)	\$ (28,730)	\$ (16,844)	\$ (22,621)	\$ (23,470)	\$ (9,726)
City Promotion, & Receptions	\$ (31,238)	\$ (12,054)	\$ (9,685)	\$ (8,287)	\$ (31,790)	\$ (9,790)
Portapots & Tipping Fees	\$ (63,256)	\$ (69,557)	\$ (73,772)	\$ (73,426)	\$ (114,569)	\$ (69,561)
**Wages & Benefits	\$ (259,682)	\$ (344,273)	\$ (311,005)	\$ (339,129)	\$ (503,944)	\$ (460,344)
Bonus for Salaried Employees					\$ (49,481)	\$ (29,698)
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)
Total Expenses	\$ (904,452)	\$ (908,955)	\$ (906,910)	\$ (961,364)	\$ (1,519,484)	\$ (1,500,228)

	2011	2012	2013	2014	2015	2016
Total Income	\$ 1,141,705	\$ 1,232,153	\$ 1,451,898	\$ 1,596,794	\$ 2,325,253	\$ 2,028,184
Less Expenses	\$ (904,452)	\$ (908,955)	\$ (906,910)	\$ (961,364)	\$ (1,519,484)	\$ (1,500,228)
Net Revenue	\$ 237,253	\$ 323,198	\$ 544,988	\$ 635,430	\$ 805,769	\$ 527,956

Donations to Charities	2011	2012	2013	2014	2015	2016
Sturgis Rally Charities	\$ (25,146)	\$ (13,472)	\$ (12,074)	\$ (15,536)	\$ (24,072)	\$ (17,827)
Mayor's Ride-Fire Dept	\$ (11,000)	\$ (11,000)	\$ (10,000)	\$ (10,500)	\$ (20,500)	\$ (13,000)
Mayor's Ride Fire Station Lot						\$ (7,500)
Mayor's Ride-Police Reserves	\$ (3,000)	\$ (3,000)	\$ (10,000)	\$ (10,500)	\$ (4,500)	\$ (4,500)
Mayor's Ride-Sturgis Ambulance	\$ -	\$ -	\$ -	\$ (4,500)	\$ (4,500)	\$ (4,500)
MR-Deadwood VFW	\$ (1,000)	\$ (1,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)
Total Donations	\$ (40,146)	\$ (28,472)	\$ (34,074)	\$ (43,036)	\$ (55,572)	\$ (49,327)
***Sales Tax Generated	\$ 277,825	\$ 561,169	\$ 569,116	\$ 541,591	\$ 891,283	\$ 506,721
Additional Income for use by the City	\$ 474,932	\$ 855,896	\$ 1,080,030	\$ 1,133,985	\$ 1,641,480	\$ 985,350

Rally Related Income

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