

Karen Ellis

From: "Rick Bellwood" <buck@elisa.com>
To: "Ed Field" <edf@elisa.com> "Huw S. Williams" <hswilliams@afk.net>
 <WNGGA@elisa.com> "John S. Ellis" <ellisjs@u...>
Sent: Monday, April 19, 2004 10:20 AM
Subject: Figures for budget

Good Morning Ed,

I received your email with the latest budget attached, but could not open the files.

However, I have spent some time going over my files and comparing the information with that on the last budget copy you sent me a few weeks ago.

So, here's what I have, listed by function. I have based some of my projections on the Richmond figures.

Registration. The form says we are charging \$30, but \$5 of that goes to the WNGGA right off the top. So \$25 is the right amount to budget on. The only charge outside of what IHQ incurs, that I can think of, would be for ribbons denoting how many "Nationals" someone has attended. I have a preliminary quote of \$400 for 1,000 ribbons (\$500 Cdn).

Hotel. Last time I checked, (Feb. 21) the room pickup was 477, or 38% which doesn't give us any reduction in the daily rental cost. I will check again this week. We (or WNGGA) will also have to pay for some room nights for Lynn, Myfanwy and John Ellis which are outside the free comped suites. I'm trying to get a figure on them also.

Program Booklet. No figures as yet, but the goal is to make money.

Marketplace. If the hotel charges us for tables they would be about \$25 each. I guesstimate we need 40 tables = \$1,000
 I think there are 5 free tables to be given, and the rest would be charged \$100 or \$75 to vendors. Let's assume \$3,000 revenue for a profit of \$2,000.

Tea Room. I anticipate charging \$2 per cup of tea and Welshcakes. The Welshcakes will be donated, thus no cost. My PTO projections would be for 600, 800 and 1,000 people, giving us incomes of \$1,200, \$1,600 and \$2,000 less the costs of \$900, \$1,200 and \$1,500.

Tours. We have scheduled 12 tours, and we do not incur any costs. We have added approximately \$3 to the price charged for each tour, which will be refunded to us by the tour company, like a commission. In Richmond, 600 attendees averaged 40 people per tour. My guess is that 40 people per tour x 12 tours x \$3 per tour commission gives us \$1,440 profit. If we have 800 attendees we would make about \$1,908 (53 people x 12 x \$3). If we get 1,000 attendees (my optimistic figure) we could make \$2,340 (65 people x 12 x \$3).

Seminars. We have 21 seminars lined up. I believe Berwyn has offered each presenter \$200, which gives us a maximum cost of \$4,200. Some may not be charging. In addition, he offered, with my blessing, an extra \$1,000 to Henry Jones Davies who is coming from Wales. Henry will be our MC for some events and not be paid extra for that work. We may need to rent some AV equipment, so let's allow \$1,000 for that. As for income, again I based my projections on Richmond with 600 attendees. They averaged 25 attendees per seminar (they had 26). So with 25 attendees per seminar x 21 seminars x \$15 cost per person/per seminar I get \$7,875 income. If we get 800 attendees, attendance could go to 32 per seminar giving us \$10,080 income (32 x 21 x \$15). 1,000 attendees could give us 40 people per seminar or \$12,600 income (40 x 21 x \$15).

Opening Ceremony and Concert. Crasdan will cost us \$10,000. We will need sound and light but I don't have a cost on that yet. Let's assume \$2,000 for now. I can't think of any further expenses at this time. In Richmond with 600 attendees, about 400 went to the Mabon show. At \$25 per ticket that would give us an income of \$10,000.

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Noson Lawen. There isn't one as we're having the Crasdant Folk concert instead.

Goat Island. We have decided not to charge registered attendees as we want them all to go. We added \$5 to the Registration fee to cover these expenses. Insurance Rider \$50. Plaque = No figures as yet. Piano, sound etc. = no information at this time. buses from hotel to Goat Island and back. The tour company recommends using 13 buses (one for handicapped) which would accommodate 600. Buses cost \$150 each = \$1,950. For 800 we need 17 buses \$2,554 and for 1,000 people we need 21 buses \$3,150. In addition we have to pay to have the buses parked at Goat Island, which would be a maximum of \$25 per bus, could be less. That would be \$325, \$425 or \$525. Chairs have to be brought in and set up and taken down. They cost \$1.09 each (.89 rental and .20 setup and take down.) That would be \$654, \$872 or \$1,090 for 600, 800 or 1,000 chairs.

Banquet. The dinner is costing us \$37.80 per plate. We are charging \$47 per ticket. In Richmond with 600 attendees, about 400 attended the dinner. Costs are for Gwyn Hughes Jones (approx \$3,200), Alan Thomas to accompany (\$300) and sound and light (maybe \$1,000).

Child and Youth. I suggested getting \$1,000 from the WAY account to cover the cost of craft supplies and supervisors for the children, e.g. lifeguard for the pool party. I'm guessing \$500 costs. I would also like to subsidize the cost for children on the Zoo tour, but it may be too late for that.

Pool and Pizza party. Costs and income should offset one another. I suggest \$30 income, \$30 costs, increasing if attendance increases from 600 total.

Eisteddfod. You have figures from Alison.

Grand Concert. TWMVC \$9,000. Sandra Stringer, not settled yet, approx. \$1,000. Alan Thomas to accompany \$300. Robin Huw Bowen = I have included his cost in that of Crasdant for the Folk Concert, but you may want to split it up. Sound and light to be determined, maybe \$2000?

Church Service. Roses (could be a WNGGA cost) I guess we'll need 6 dozen at about \$20 per dozen.

Gymanfa Ganu. Meirwyn Walters \$2,000. Alan Thomas \$1,710. Organ rental \$2,500.

Intersession Meal. Our cost \$23.30 per person. We are selling at \$25. More of a convenience than a money maker.

Closing Tea, if we have it. No income. cost per cup \$1.50

TWRIO. I understand there is no cost to us. we are talking of charging an admission of \$50 per person. I hope for 300 attendees. We are also taking of charging \$3 per item for appraisal. Again at 300 we could bring in \$900. There is also a suggestion of holding an auction of items during the intermission of the Crasdant concert. That could bring in another \$1,000, as a guess.

Publicity. Sadly lacking. No coordinator, thus no plan. so far I've arranged free or reciprocal ads, but we need to spend some money, so I suggest \$5,000 be budgeted.

Sponsorship. So far, I only know of one from the Wales Tourist Board for 5,000 pounds sterling which exchanges to about \$9,000 US. Berwyn is trying to get some sponsors for his seminar speakers but I haven't heard of any success there yet.

Committee Expenses. Not many that I know of. I have receipts for \$264.56 CDN mainly for photocopies, ink cartridges for my printer, the breakfast in my room in Buffalo last January. I'm sure I've spent a lot more, but don't have receipts and we said we'd see if we made a profit before submitting expenses.

BOT Breakfasts Friday and Sunday. I assume this is a WNGGA expense, but I guess 30 people at \$15 per head.

Miscellaneous. If we need an extra piano, the cost would be about \$500. The hotel has 3, but they haven't been checked out properly yet.

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Nelson Llewellyn. Again I think this may be a WNGGA expense as he is to be their guest. I believe his hotel, registration and events would be covered, at a cost of about \$600.

Ninnau Breakfast would be between Arturo and the hotel.

Film Festival. I understand from Berwyn that Catrin Brace will arrange this and pay any costs.

NAFOW Meeting and Reception. I have offered them free meeting space and Olwen is prepared to deal with the hotel on the refreshments for her reception.

I'm sure you'll have lots of questions, so feel free to contact me. I've put you at the end of the agenda so you'll have as much information as possible by the time you get to speak. Obviously you won't be able to alter the budget on site, but I think we would have a better picture by then. If you'd rather go first I'd be glad to change the agenda.

Myfanwy

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Notes: NAFOW 2004 BUDGET

04-04-18

1. The basic budget was the one dated 03-08-21 presented at Richmond, which was based on info available from different sources, and was a simple "target scenario" budget.
 2. This budget is the downloaded budget from Richmond and updated and changed to meet NAFOW 2004. All the formulae in the cells have been changed to work with this 2004 budget. There are no drill-down facilities in this version to breakdowns of individual cell amounts as was available in the Richmond budget. Whether or not this can be done on the facilities available to me remains to be seen.
 3. The budget has been updated to show contractual liabilities, eg hotel, as actual expenses and to incorporate estimates of expenses to date from sub-committees and others. If showing contractual liabilities as paid expenses is not acceptable they can easily be removed and added when actually paid.
 4. The notes below also include in the estimates feedback from 1999,2000,2002 as well as Richmond
 5. Notes on the line items.
 - 01 The hotel will charge \$9,000/day for 6 days if there is 59% or lower total sleep rooms.

\$6,000/day for 6 days	60%-69% total sleep rooms.
\$3,000/day for 6 days	70%-79% total sleep rooms.
- The meeting space is complimentary if we reach 80% or over. The \$3,000/day figure is used as the "target" figure. The \$9,000/day is the "pessimistic" figure. The actual expenses is the pessimistic expense less the \$2,000 deposit.
- 02 The "pessimistic"/ "target" / "optimistic" ,PTO, figures are 500/700/800 tickets.
 - 03 PTO figures are 800/1000/1200 visits to the tea room. We will charge or request a "donation" of \$2.00/plate. The hotel charges \$1.50/cup, tea or coffee, and we are assuming the welsh cakes are free but if there are ingredient costs they will have to be added with a possible increase in the plate "charge".
 - 04 The cost of the use of the pool is to be negotiated but the expenses are what would be presumed if we do not get complimentary rooms. PTO figures 6/10/12
 - 05 This item is up for discussion as to whether or not this is a NAFOW 2004 item.
 - 07 PTO figure are 500/700/800.
 - 08 Contracted expense for the TWMVC.
 - 09 The expense costs include \$2500 of the fee for Robin Huw Bowen and Crasdant plus extras in the P and T scenarios.
 - 11 PTO figures are 300/500/600. Expenses include \$7500 of the above fee plus extras in the P and T scenarios.
 - 12-16 Estimates from the sub-committee.
 - 18 The income figures have been revised downwards and are based on PTO figures of 5/8/10 per seminar @ \$15/attendee. and 20 seminars.
 - 19 Estimates based on Richmond.
 - 20 Revenues based on "at door" fees-
PTO 200/300/400 @\$10/fee. Expenses include Gymanfa Conductor and Organist plus extras.
 - 21 PTO figures 300/400/500 @ \$25/meal. Hotel charge, estimate, \$25/meal.
 - 22 No info available.
 - 23 Covered in Registration Expenses are estimated.
 - 24 Estimates based on Richmond
 - 27 Registration fee amount defined. PTO figures are 500/750/1000.
 - 28 Registration fee amount defined. PTO figures are 200/250/300.
 - 29 No information available. Revenues estimated.
 - 31 This is an item from Richmond. It may or may not apply to Buffalo.
 - 32 Estimates based on Richmond. Will apply to Buffalo from separate bank account if opened.
 - 33 Estimates.
 - 34 This assumes \$5000 will be lent to Buffalo ie transferred to the Buffalo bank account if account opened.
 - 37 This assumes that there will expenses of the Buffalo Committee, personal or otherwise, which will

be allowed. The type and amount of expenses must be defined asap.

38 This expense covers Flyers, Programmes, Advertising, Promotion. Actual expense is for brochures and inserts already produced,

39 This is a catch-all for telephone, computer services at Buffalo, postage, supplies, stationery, Memorial Gifts, flowers etc. The expenses have been considerably increased in this revision as it seems that in the past the production of registration forms etc. and the mailing was absorbed by IHQ but this should be related to the specific NAFOW.

40 Estimates

41 Estimates. Covers smaller items that do not fall into any other category.

42 The loan, Item 34, is shown as an expense as it is due to be paid at the completion of NAFOW 2004 and it is shown as paid like the other contractual liabilities.

43 Estimates. Query-Who is responsible for getting this-IHQ??

44 Need info on this from Treasurer/IHQ

Ed Field,
Treasurer NAFOW 2004