

Virginia-Highland Civic Association

Profit and Loss

January - August, 2025

	TOTAL
Income	
Communication Income	261.93
Film Income	500.00
General Income	16,141.38
Historic Preservation Income	244.48
Parks Income	135.00
Summerfest Income	
Artist Market Revenue	84,585.01
Beverage Revenue	94,997.00
Food Revenue	18,286.00
KidsFest Revenue	125.00
Retail Sales	6,675.66
Road Races Income	26,519.41
Sponsorships	91,302.77
Total Summerfest Income	322,490.85
Total Income	\$339,773.64
GROSS PROFIT	\$339,773.64
Expenses	
Administration	543.42
Accounting	4,022.74
Insurance	6,813.00
Total Administration	11,379.16
Communications Committee	10,535.09
Parks Committee	
General	750.42
John Howell	97.97
N. Highland Park	4,561.36
Triangle Park	520.00
Total Parks Committee	5,929.75
Planning Committee	
Consulting & Research	2,000.00
Total Planning Committee	2,000.00
Summerfest Expenses	
Advertising & PR	16,478.31
Artist Market Expenses	
Artist Awards	1,077.64
Juror Fees	400.00
Total Artist Market Expenses	1,477.64
Food & Beverage Expense	38,787.62
KidsFest Expenses	760.00
Music	48,362.93

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	TOTAL
Operations	
Cleanup, Tents, Electrical & Other	35,204.74
Event Organizer Fee	57,994.55
Golf Carts	1,893.65
Insurance	4,124.64
Portalets	5,290.00
Staff T-shirts	1,216.12
Total Operations	105,723.70
Retail Expense	2,784.28
Road Races Expenses	
Contractor	2,545.00
Director	2,500.00
Road Race Operations	5,604.91
Supplies	3,997.81
Total Road Races Expenses	14,647.72
Security	57,034.50
Sponsorship Commission	17,050.00
Total Summerfest Expenses	303,106.70
Total Expenses	\$332,950.70
NET OPERATING INCOME	\$6,822.94
NET INCOME	\$6,822.94