

SUMMARY OF FINANCIAL RESULTS

	No. Served	Income	Expenses	Net Profit
1974	apx. 2700	\$	\$	apx. \$ 7,400
1975	3000	18,781	11,685	7,095
1976	4076	26,153	14,139	12,014
1977	3300	26,768	15,910	10,858
1978	3581	36,489	20,301	16,188

I. Publicity Committee - The committee, chaired by John Brinkman, did an excellent job which certainly was proven by the overall results. The gate ticket sales in particular went up from \$1203 to \$3363 (180%), in spite of threatening weather, probably because of the radio and TV publicity. The bank stuffer door prize situation should be reviewed. It caused some confusion at the food window (some people thought they had tickets). The special door prizes may not be of any real advantage. I would also recommend that the committee publish a schedule of our newspaper ads so that auction solicitation results can be coordinated a little better. The publicity expenses went up about 17% from 1977 (\$1822 vs \$1556). While the overall results probably justified the increase, the expenses should be monitored closely.

II. Ticket Sales Committee - This committee, chaired by Dave Sincox, also did an outstanding job supported, of course, by all Rotarians. The income was up 33% (\$18,230 vs \$13,759). About \$2000 would be attributed to the 50¢/ticket price increase, but the balance (\$2476) must be attributed to excellent salesmen and good publicity. The ticket committee also took the responsibility of handling the tickets after collection, delivering them to the auction stand for the door prizes, and counting them afterwards. This seemed to work well and resulted in an accurate measure of people served (3581). The food serving committee still recommend 3-part tickets. I would recommend that the overall Chairman, Ticket Chairman and Food Service Chairman discuss this again in 1979. I do not see any real advantage to 3-part tickets. The expenses went up 41% (\$310 vs \$226) partly as a result of the award to the two best ticket salesmen.

III. Auction Committee - This committee, chaired by Jim Hargrove, did an outstanding job with a 44% increase in income \$12,498 vs \$8707). The emphasis this year was advance solicitation of major givers to obtain larger valued auction items. This effort certainly paid off as evidenced by the results. The cash donations increased from \$128 to \$1225, much of which was cash in lieu of an auction item, as well as donations by professionals. The only recommendation I would make is to consider whether we should continue the policy of the 50% rebate to artists. In light of the time limitations of the auction and the quantity of other gifts, do we need the added attraction and income from the works of art? The expenses went up 46% (\$943 vs \$646) as a result of artists' rebates. We had over 350 auctions items vs 250 in 1977. The committee had two auctioneers in attendance. I highly recommend that this practice be continued since it is such a critical position.

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