

## 2012 Frostburn Financial Report

### *Summary*

Frostburn had a banner year in 2012, selling 384 tickets and with 355 people in attendance. We started the year with a balance of nearly \$7,500 and ended the year with just over \$18,500. Over sixty percent of the increase in balance can be attributed to premium-priced ticket sales and unexpected reductions in cost to the venue, as detailed below. The remaining increase was due to a lack of snow and associated expenses (plowing, mainly), as well as dramatically exceeding our “break even” attendee level, a side effect of our base ticket price slightly exceeding our fixed costs per participant.

At this time, Frostburn has pending expenses in the form of taxes owed and fees associated with filing. It is unclear at this juncture what percentage of our balance will be required to address that issue, although it is potentially significant. This, combined with our move to a new venue – with the associated potential for unforeseen costs – has led the Organization to table questions related to our increased operating balance until further clarity on these issues has been achieved.

In closing, it has been the practice of the Organization to maintain very low ticket prices by minimizing expenses and overages. We have succeeded in that, and our excess funds have allowed us to reduce our initial ticket prices by \$10, from \$45 to \$35, and our “One Month Until the Event” ticket prices by \$5, from \$65 to \$60. We have also made a donation of \$1,236 – 10% of our net revenues – to Burners without Borders in accordance with our status as an official Burning Man regional event.

### *Breakdown of Balance Increase*

- People buying tickets after the early ticket sale cut-off or at the gate: 33%
- No-shows (we only have to pay the venue for the people that attend): 12%
- Venue once again not requiring us to pay for electricity costs: 18%
- Donations of materials for the effigy: less than 5%
- Remainder: reduced expenses and dramatically surpassing our “break even” attendance

### Summary Tables

<b>Frostburn Financial Summary for 2012</b>	
<b>2012 Beginning Balance</b>	<b>\$7,426.68</b>
2012 Expenses	(-\$13,685.78)
2012 Revenues	\$24,806.31
<b>2012 Ending Balance</b>	<b>\$18,547.21</b>
Pending Expenses	(see summary)
<b>Desired Carryover Balance</b>	<b>\$7,600.00</b>

<b>Event Revenue Breakdown</b>	
Ticket Sales	\$20,980.00
Wood Sales	\$2,170.00
Electrical Spot Sales	\$1,975.00
RV Pass Sales	\$140.00
<b>Revenue Sub-Total</b>	<b>\$25,265.00</b>
PayPal Fees	(-\$698.69)
Misc Gate Cash	\$240.00
<b>Total Event Revenue</b>	<b>\$24,806.31</b>

<b>Event Expense Breakdown</b>	
Venue	\$7,592.00
Heated Bathrooms	\$200.00
Portable Toilets	\$630.00
Radio Rental	\$571.84
Effigy (recycled materials)	\$18.94
Event Insurance	\$619.00
Firewood	\$2,470.00
Fire Safety / Fuel Dump	\$81.39
Gate Printing	\$120.83
Misc Under \$200	\$146.17
Non-Profit Donations	\$1,235.61
<b>Event Expense Sub-Total</b>	<b>\$13,685.78</b>

<b>Ticket Sale Breakdown</b>	
Initial Ticket Sales	239
“One Month to Go” Sales	105
Gate Sales	40
<b>Total Tickets Sold</b>	<b>384</b>
<b>No-Shows</b>	<b>29</b>
<b>Total Attendees</b>	<b>355</b>