



Central Wasatch Symposium Budget Memo

MEMO

To: Executive/Budget/Audit Committee
Chair: Jeff Silvestrini, Co-Chair: Erin Mendenhall, Treasurer and Secretary: Christopher F. Robinson

CC: Laura Briefer, Salt Lake City Public Utilities

From: Sam Kilpack, Director of Operations
Lindsey Nielsen, Executive Director
Mia McNeil, Community Engagement Coordinator

Subject: Central Wasatch Symposium Budget

Date: November 15, 2024

The attached spreadsheet (partly shown in the image below) illustrates our current financial position regarding the Central Wasatch Symposium.

Spending Estimate	Amount	
This fiscal year budget	\$ 20,000	
Event Planning (1/2 of contract)	\$ 2,450	
Venue	\$ -	
Catering / food	\$ 8,000	
Terry Tempest Williams	\$ 12,000	
Estimated supplies / advertising*	\$ 4,523	See breakdown ->
Total	\$ 26,973	
Remaining (over)	\$ (6,973)	
Outreach budget allocation**	\$ 1,800	**Currently about
Supplies budget allocation**	\$ 1,800	\$2,100 left in each
Total overrun incl. above budgets	\$ (3,373)	budget item
Income Estimate	Amount	Est. Qty Total
Budgeted Income	\$5,000	
Ticket Price	\$ 50	75 \$ 3,750
Ticket Price	\$ 10	125 \$ 1,250
Tabling Fee	\$ 25	9 \$ 225
Total estimated income	\$5,225	
Estimated income above budget	\$ 225	
Total overrun incl. extra income	\$ (3,148)	

- Our event contracts (keynote speaker, catering/food, and event planning) will put us over budget by about **\$2,500**.
- Factoring in estimated expenses that staff are still pricing (supplies, advertising), but including \$1,800 allocated from Outreach & Communications and \$1,800 from Supplies, we will be over budget by an estimated **\$3,400** (which includes the \$2,500 mentioned above).
- Depending on ticket sales (conservative estimate in table shown), we may offset some of this overrun.

Including current spending and ticket sale estimates, we will likely end up over budget between **\$3,000-\$3,500**. We have a contingency budget of **\$60,000** and don't anticipate needing a budget amendment.

SYMPOSIUM BUDGET ESTIMATE

Spending Estimate	Amount	
This fiscal year budget	\$ 20,000	
Event Planning (1/2 of contract)	\$ 2,450	
Venue	\$ -	
Catering / food	\$ 8,000	
Terry Tempest Williams	\$ 12,000	
Estimated supplies / advertising*	\$ 4,523	See breakdown ->
Total	\$ 26,973	
Remaining (over)	\$ (6,973)	
Outreach budget allocation**	\$ 1,800	**Currently about
Supplies budget allocation**	\$ 1,800	\$2,100 left in each
Total overrun incl. above budgets	\$ (3,373)	budget item
Income Estimate	Amount	Est. Qty Total
Budgeted Income	\$5,000	
Ticket Price	\$ 50	75 \$ 3,750
Ticket Price	\$ 10	125 \$ 1,250
Tabling Fee	\$ 25	9 \$ 225
Total estimated income	\$5,225	
Estimated income above budget	\$ 225	
Total overrun incl. extra income	\$ (3,148)	

Last fiscal year budget	\$ 14,750
Event Planning (1/2 of contract)	\$ 2,450
Unspent	\$ 12,300

*Estimated Supplies / Advertising:

Collateral:

Physical tickets / lanyards	\$ 57
Step & repeat banners	\$ 400
Printed programs	\$ -
Wayfinding signage (4 foam board)	\$ 150
Pamphlets (250)	\$ 150

Swag

Hats (50)	\$ 1,200
Pens (250)	\$ 100
Volunteer t-shirts (15)	\$ 400

Advertising

Meta ads (150/mo)	\$ 450
CityCast	\$ 750
KRCL	\$ 350

Supplies

Microphones	\$ 16
Portable printer	\$ 150
Linens (66" tables)	\$ 200
Centerpieces, runners	\$ 150

Total **\$ 4,523**