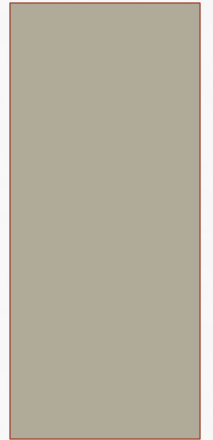


# COWBOY POETRY DONATION

DIANE HULT



2021 - 2022

**HEBER VALLEY**

**WESTERN MUSIC  
& COWBOY POETRY**

**GATHERING**

# Summary

- 2021 proved more successful than anticipated. We expected continued risk from the Covid Virus. And a drop in Ticket Revenue coming off our 25th year celebration in 2019. A budgeted loss was our forecast.
- We generated a small gain!
- We believe the announcement by the Bar J Wranglers that this was their final year did help drive ticket revenue.
- Shenandoah did not meet expected ticket sales
- 2022 will be a different Gathering without the Bar J's
  - Bar J's were 33% of our Ticket Revenue
  - And 13% of Entertainer Expense
- 2022 Gathering
  - This will be a transitional year without the Bar J's
  - To help offset the Bar J's revenue. We are bringing in several Big names to generate excitement including Sawyer Brown, Ned Ledoux, Paul Overstreet and Corb Lund.
- We believe with your continued support, we have adequate financial reserves to cover a sizable loss

# 2021 Financial Summary

- The Gathering had a gain of \$3,700, down from \$13,300 in 2019
- NI decrease attributed to reduction in Ticket Revenue offset by expense reduction
- Ticket Revenue was down 9% (\$22,000) from 2019
- The revenue loss can be contributed to Shenandoah vs Diamond Rio in 2019 ( \$29,000) offset by Bar J sales gains.
  - Diamond Rio \$58,300
  - Shenandoah \$29,500
- Managed expenses to help offset expected revenue loss (Covid). Expenses down \$10,000 from 2019

# Financial Summary

		2018	2019	2021	2022
<b>Revenue</b>					
	Total Ticket Sales	\$208,376	\$266,355	\$229,441	\$230,619
	<b>CP Ticket Revenue</b>	<b>\$192,428</b>	<b>\$248,105</b>	<b>\$224,214</b>	<b>\$225,315</b>
	Grants / Sponsorships	78034	90029	93555	108815
	Other	22402	23958	\$19,079	\$18,725
	<b>Total Revenue</b>	<b>\$292,864</b>	<b>\$362,092</b>	<b>\$336,848</b>	<b>\$352,855</b>
<b>Expenses</b>					
	<b>Entertainers</b>	<b>\$109,406</b>	<b>\$149,824</b>	<b>\$134,648</b>	<b>\$154,100</b>
	Hotel Room rental	14352	21133	16064	21000
	Marketing/Advertising	54901	56609	53253	79650
	Sound/Lighting / Pipe& Drape	32500	34000	36305	38700
	School	16780	16875	18530	18560
	all Other	60025	64977	\$74,337	\$70,572
	<b>Total Expenses</b>	<b>\$287,964</b>	<b>\$343,418</b>	<b>\$333,137</b>	<b>\$382,582</b>
<b>Income / Loss</b>		<b>\$10,290</b>	<b>\$13,284</b>	<b>\$3,711</b>	<b>(\$29,727)</b>

# 2022 Gathering

Your continued support will allow us to continue the tradition of bringing the Western Heritage to the Heber Valley

