

## Portland Farmers' Market Association 2012 Proposed Budget

### INCOME

#### ***Carry over from 2011***

convenience charges and voluntary dues paid by members 2011	\$1,000.00
Donated to PFMA by city of portland in gratitude for Jaime's hard work with EBT	\$1,000.00
<b><i>Total carry over from 2011</i></b>	<b>\$2,000.00</b>

***Projected dues income (37 vendors \$50/vendor /location)*** **\$3,100.00**

**Subtotal income** **\$5,100.00**

#### ***Projected income from bumper stickers and hats***

Hats (500 count x \$12.00)	\$6,000.00
Bumper stickers (1000count x \$2)	\$2,000.00
<b>total bumpersticker and hat income</b>	<b>\$8,000.00</b>

***Projected income total*** **\$13,100.00**

### EXPENSEES

#### ***Operating Expenses***

Liability Insurance	\$250.00
EBT supplies (tent weights, office supplies, etc)	\$600.00
Register as a market with Portland buy loca	\$100.00
Pledge of support MFFM	\$250.00
Website/domain name	\$20.00
Postage	\$75.00
<b><i>total operating expenses</i></b>	<b>\$1,295.00</b>

#### ***Proposed Promotional Expenses***

Brochures (1000 printed locally)	\$660.00
Arrow signs (\$6 each x 20 purchase as group with other markets)	\$120.00
Logo (local professional artist)	\$250.00
advertising (posters, Portland press herald, and/ or google add words)	\$375.00
<b><i>total promotional expenses</i></b>	<b>\$1,405.00</b>

#### ***Items to sell at Information Booth***

Hats (\$4 each x 500 count ) printed locally	\$2,000.00
Bumper stickers (\$.60 x 1000 count) two colors printed locally	\$600.00
<b><i>total expense for hats and bumper stickers</i></b>	<b>\$2,600.00</b>

**Total expenses** **\$5,300.00**

#### ***Extra promotional items (as funds allow; i.e. if hat and bumpers sticker sales are successful)***

Promotion - sandwich boards for maps of market at the market	\$390.00
More market products (examples: tote bages, or t-shirts)	\$5,500.00

**Carry over to 2013** **\$1,910.00**