

2021 Whittle the Wood Rendezvous

Preparing for this year's event there were so many unknowns and logistics to work through our team truly didn't know what to expect. That being said, we rolled up our sleeves and went straight to work trying to put on an event the community and visitors would enjoy. We incorporated community feedback by only charging for entertainment admission on Friday and Saturday. More activities were planned throughout the week, even adding a family night that included movie in the park and free root beer floats. Staff worked extremely hard soliciting various vendors as far away as Grand Junction and Fruita area. We took an aggressive approach on advertisement. Over 88,000 targeted email blasts were sent out in Eagle, Garfield and Mesa Counties.

Entertainment

James Williams was retained to facilitate all aspects of the entertainment. This was the first time that entertainment started later in the evening and had a light show.

Artwork & Merchandise

Worked with an artist to refresh the brand of Whittle the Wood. Also, incorporated other merchandise to sell along with t-shirts.

Charged Admission

Friday night was the first time ever admission was charged for entertainment. We also accepted the use of credit cards as a form of payment at the park.

Employee Overtime

In previous years, employee overtime was excluded from the Whittle the Wood budget. To alleviate employee overtime, staff set up what they could the week prior. They also took time off at the beginning of the week, which resulted in a void in our daily operations. We also solicited for community volunteers. The volunteers were great and made a huge impact on the overall event.



Chad Stratton's "CLINK"



Headliner EVERCLEAR taking the stage.

2021 Whittle the Wood Rendezvous Projected Expenses		2021 Whittle the Wood Rendezvous Actual Expenses	
Wood Carvers	Budget Amount	Actual Amount	
Per Diem (Carvers)	\$2,100	\$750	
Prize Money	\$2,250	\$2,250	
Carver's Meals	\$1,700	\$373	
Refreshments for Carvers	\$500	\$411	<i>Includes Entertainment</i>
Rooms for Carvers & Entertainment	\$5,000	\$4,993	
Subtotal	\$11,550	\$8,777	
Misc.	Budget Amount	Actual Amount	
Portable Toilets	\$2,700	\$2,100	
Event T-Shirts & Merch.	\$4,700	\$4,464	<i>Parrot Head T's Included</i>
Ice	\$300	\$335	
Security	\$1,300	\$5,840	<i>Thunder Run Security & Bear River YoungLife</i>
Lunches	\$600	\$1,643	<i>Volunteers & Staff</i>
Shuttle Driver	N/A	\$398	<i>Moffat County School District</i>
Varnish,Paint,Canopies,Radio, etc.,	N/A	\$2,678	
Ticket Spice App Fee	N/A	\$570	
Subtotal	\$9,600	\$18,028	
Entertainment	Budget Amount	Actual Amount	
Rhema Music & Clothing Co.	\$85,000	\$85,000	<i>Entertainment</i>
Subtotal	\$85,000	\$85,000	
Advertising	Budget Amount	Actual Amount	
Radio	\$2,600	\$3,800	
Newspaper	\$1,500	\$475	
Print	\$550	\$304	
Postage	\$200	N/A	
Digital	\$2,200	\$2,098	
Gateway Banner	N/A	\$474	
Subtotal	\$7,050	\$7,151	
Labor	Budget Amount	Actual Amount	
Employee Overtime	\$6,800	\$9,240 (Includes Full & Part -Time Employees)	
Subtotal	\$6,800	\$9,240	
GRAND TOTAL	\$120,000	\$128,196	

2021 Whittle the Wood Rendezvous

Projected Revenue

Description	Budget Amount	Notes
LMD	\$15,000	CONFIRMED
Platinum Sponsor	\$5,000	1 @ \$5,000
Gold Sponsor	\$2,500	1 @ \$2,500
Silver Sponsor	\$4,500	3 @ \$1,500
Bronze Sponsor	\$3,750	5 @\$750
Whittle Guys Sponsor	\$4,000	16 @ \$250
Food Vendors (Limited)	\$700	7 @ \$100
Food Vendor (Full Service)	\$2,000	10 @ \$200
Arts, Craft Vendor	\$1,875	25 @ \$75
Non-Profit Vendor	\$150	4 @ \$37.50
Silent Auction	\$1,800	
Quick Carve	\$1,800	
Shirts & Merchandise	\$3,425	Event & P.H. T-Shirts Included
Beer & Ice Sales	\$3,500	
FRIDAY - ADMISSION	\$15,000	Based on \$15 ticket @ 1,000
SATURDAY - ADMISSION	\$60,000	Based on \$25 @ 2,400
Subtotal	\$125,000	
Total	\$125,000	

2021 Whittle the Wood Rendezvous

Actual Revenue

Description	Actual Amount	Notes
LMD	\$15,000	CONFIRMED
Platinum Sponsor	\$5,000	1 @ \$5,000 (1) In-Kind
Gold Sponsor	\$5,000	2 @ \$2,500 (2) In -Kind
Silver Sponsor	\$1,500	1 @ \$1,500 (2) In-Kind
Bronze Sponsor	\$2,250	3 @\$750 (3) In-Kind
Whittle Guys Sponsor	\$3,750	15 @ \$250 (14) In-Kind
	\$500	1 @ \$500
Food Vendors (Limited)	\$400	4 @ \$100
Food Vendor (Full Service)	\$800	4 @ \$200
Arts, Craft Vendor	\$1,575	21 @ \$75
Non-Profit Vendor	\$160	4 @ \$40
Silent Auction	\$430	
Quick Carve	\$863	
Shirts & Merchandise	\$5,613	Event & P.H. T-Shirts Included
Partial Reimbursement (Friday Night)	\$7,500	
Beer & Ice Sales	\$4,168	
Admission	\$24,881	Friday & Saturday Admission at The Park
Admission	\$3,080	Parks & Recreation Office
Admission	\$12,510	Ticket Spice App
Subtotal	\$94,980	
Total	\$94,980	

