

FINANCIAL REPORT ON THE SECOND ANNUAL ART BEAL FOUNDATION FUND-RAISER

The event consisted of a raffle (begun in January), an all-day musical and comedy event at the Network to publicize Nitwit Ridge, a "Junk into Beauty" recycled art contest, a whale-watching trip at Morro Bay, a film about Nitwit Ridge and minor events such as a kissing booth.

FM radio station KZOZ and The Network (a shopping mall made up of 16 shops) agreed to co-sponsor the event. In return, KZOZ ran 282 free 30-second radio ads about the various events, and The Network shops agreed to open on Sunday, February 20, from 12 to 5, and to give the Art Beal Foundation 10% of their gross sales.

EVENTS

	GROSS	NET
1. Raffle. 5,000 tickets were printed free; about 4,800 were sold, @ 50¢ each or 3/\$1. All 66 prizes awarded were donated.	\$1,605.22	\$1,493.77
2. Whale trip. 31 people were taken out to see the whales move south. They were provided with hot drinks and entertainment on the 2½-hour trip.	310.	185.00
3. Network stores. 10% of gross sales, in return for the 2-month publicity campaign they received as co-sponsors. Besides 282 radio ads in which they were mentioned, we put up 1,000 large posters and 250 small posters about the event. There was also numerous amounts of free coverage in the Telegram-Tribune and other newspapers in the area.	300.79	300.79
4. T-shirt sales. We had 48 t-shirts printed with special logos @ \$4 each.	168.	-24.00
5. Film: A 13-minute color and sound videotape film about Nitwit Ridge was donated to the Art Beal Foundation. We showed it every half-hour, 5-6 times:	17.34	17.34
6. Donations. General donations made the day of the event in The Network.	100.10	100.10
7. Other non-revenue-producing events were the "Junk into Beauty" recycled art contest, for which the Art Beal Foundation solicited four major prizes as donations. A number of bands and a comedian also entertained Feb. 20; all performed gratis.		

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\$2,501.45    \$2,073.00

TOTAL EXPENSES:    \$428.45