



Pacific Grove Farmers' Market: Annual Budget

AGENCY ANNUAL INCOME

Estimated One Fiscal Year

Agency Membership Dues (If applicable)	\$625
% of Agency Members that Contribute = 100%	
Vendor Fees (an average of 34 paid vendors for 9 months and 10 vendors for 3 months)	\$30,600
Fundraising Activities (Farmers' Market merchandise)	\$500
TOTAL ANNUAL INCOME	\$31,725

* In-kind Income Significant to Your Agency:

*Other Income:

1) In-Kind Advertising (Calendar listings, media coverage and newsletter articles)

AGENCY EXPENSES

**Estimated One
Fiscal Year**

Executive Director: Iris Diana Peppard for 6 hours a week at a rate of \$20 an hour	\$5,760
Market Manager: To be determined for 10 hours a week at a rate of \$15 an hour	\$7,200
Outreach Coordinator: to be determined for 8 hours a week at a rate of \$10 an hour	\$3,840
Benefits	\$0
Transportation	\$250
Advertising for the Farmers' Market	\$8,700
Market and Office Operations	\$850
Rental/Occupancy Costs	in-kind
Dues, Subscription, and Contributions	\$150
Equipment Rental for the market (Storage and Port-a-Potties)	\$2,700
City, County, and State Fees and Permits	\$1,200
Insurance for the Farmers' Market	\$1,000
TOTAL ANNUAL EXPENSES	\$31,650

NET ANNUAL INCOME/(LOSS)	\$75
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1) 7 CSUMB Service Learners each for 30hrs in a 32 week period at \$8/hr = \$1680