



Taste of Park Ridge

43 S. Prospect Ave.

Park Ridge, IL 60068

708-822-1028

www.tasteofparkridge.com

Business Plan

As a not-for-profit, we are excellent and responsible stewards of our resources. Also, as an NFP, we consider the bottom line, but our first consideration is to focus on the best interests of the community.

The Taste of Park Ridge has produced this event for several years and has accurate historical data on which it can base the 2012 Business Plan. Attached you will find the completed data for our 2010 event. Our plan is to offset inflation by making decisions that reduce costs, therefore our expenses are projected to be similar for 2012. In addition we plan to increase the percentage of food vendor sales retained by increasing the surcharge ToPR places on each ticket sold. This will add a projected \$15,000 to our revenue. We also project an additional \$10,000 in sponsorship revenue due to renewed efforts and mild changes in the local economic climate.

In 2012 ToPR projects an added expense in the form of a full reimbursement to the City of Park Ridge for city services.

Taste of Park Ridge hopes each year to save \$20,000 in an event perpetuation fund. This is available to fund future events and to ensure corporate stability in the event of a revenue reducing occurrence (such as a rain out). After event perpetuation has been funded, ToPR plans to share with the City of Park Ridge 50% of any Revenue over Expenses.