

**Hock, Jim**

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**From:** Mel P. Thillens [mpthillens@thillens.com]

**Sent:** Thursday, December 29, 2011 3:14 PM

**To:** Hock, Jim

**Subject:** RE: bid

Jim,

Sounds like you are diving right in. That's great.

ToPR was hoping to add \$20,000 to the perpetuation fund specifically from the 2012 event. For 2012, we increased our revenue projections on both the retained ticket sales (+\$15,000) and sponsorship (+\$10,000). So to answer your question, should our conservative projections be accurate, revenue over expenses and perpetuation should be close to zero. If we do better than expected in keeping our expenses down or in increasing our revenue, there would be a surplus that ToPR would be happy to split with the city 50/50.

The perpetuation fund has just shy of \$80,000 in it today. Our goal is to bring that to one-year's expenses, to protect against a weather or other occurrence that eliminates revenue for a year (three badly timed rain days would do it). As an NFP our only need for revenue over expenses is to maintain the organization during revenue fluctuations.

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**From:** Hock, Jim [mailto:jhock@parkridge.us]

**Sent:** Thursday, December 29, 2011 2:53 PM

**To:** Mel Thillens

**Subject:** bid

Mel:

I have set up a committee to review the three proposals we received and I want them prepared as possible.

Your Business Plan says that ToPR hopes to have a \$20,000 event perpetuation fund.

Then you provided 2010 revenue over expenses total of \$8,398. Is there any financial information about your 2011 event? What I am asking is are you any closer to the \$20,000 reserve you want to build?

Thank you,

Jim