

Country Music Foundation, Inc.
Operating Results: Revenues and Expenses
For the Twelve Months Ending December 31, 2010

	<u>2010 Actual</u>
REVENUES:	
Museum Revenue:	
Museum Admission	\$4,530,924
Museum Retail	<u>1,988,633</u>
Total Museum Revenue	6,519,557
E-Commerce Revenue	116,330
Event Revenue:	
Event Sales	570,433
Event Services	<u>523,903</u>
Total Event Revenue	1,094,336
Two Twenty Two Grill & Catering	
Grill Revenues	276,318
Catering Revenues	<u>1,603,631</u>
Total Two Twenty Two Grill & Catering	1,879,948
Museum Services & Programs Revenue:	
Special Projects Revenue	
Royalties-Records & Video	113,795
Royalties-Books	26,618
CMF Record Sales	40,812
CMF Video Sales	8,175
CMF Press & JCM	<u>35,844</u>
Subtotal Special Projects	225,243
Hatch Show Print Revenue	737,687
Library Services Revenue	22,709
School/Family/Public Programs	<u>32,291</u>
Total Museum Services & Programs Revenue	1,017,930
Museum Sponsorship	120,000
Flood Insurance Proceeds	589,102
Interest/Miscellaneous Income	<u>22,157</u>
Total Earned Revenues	11,359,360
Contributed/Designated/Restricted Revenue	
Contributed Revenue:	
Fundraising Events	902,267
Stewardship Events	111,455
Individual Giving	1,067,453
Institutional Giving	<u>659,578</u>
Subtotal Contributed Revenues	2,740,753
Designated/Restricted Revenue:	
Previously Restricted Gifts (timing)	160,000
Designated Purpose Revenue	792
In-Kind Donations	<u>193,057</u>
Subtotal Designated/Restricted	353,849
Total Contributed Revenue:	<u>3,094,603</u>
Total Revenues	<u>\$14,453,963</u>

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EXPENSES:	
Cost of Sales-Museum Site	
Visitor Services Cost of Sales	\$98,093
Museum Retail Costs of Sales	<u>901,632</u>
Total Cost of Sales-Museum Site	999,725
Cost of Sales-E-Commerce	20,355
Cost of Sales-Events & FCF	312,150
Cost of Sales-Two Twenty Two G&C	710,790
Museum Services & Programs Expense	
Special Projects Expense	
CMF Record Expense	25,358
CMF Video Expense	5,785
CMF Press/JCM Expense	<u>24,120</u>
Subtotal Special Projects Expense	55,263
Hatch Retail/Custom Expense	182,089
Curatorial Expense	10,419
Education/Public Programming	<u>61,288</u>
Total Museum Services & Programs Expense	309,059
Expense Related to Contributed Inc.	253,073
Museum Relations Expense	379,246
Designated Expense	28,426
Sponsorship Expense	6,189
Digital Operations & Content	30,771
Staffing Expense:	
Salaries	3,642,352
Hourly Wages	518,763
Two Twenty-Two Grill & Catering	721,784
Housekeeping Contract	126,192
Security Services	173,956
Payroll Taxes and Benefits	<u>682,398</u>
Total Staffing Expense	5,865,444
Occupancy Expense	838,648
Advertising & Marketing Expense:	
Advertising/Marketing	916,916
Web Marketing	32,088
Public Relations	2,187
Promotional Giveaway	<u>1,734</u>
Total Adv. & Mrkting Expense	952,924
Total Gen. & Admin. Expense	<u>1,031,458</u>
Total Expense before Debt & Depr.	<u>11,738,258</u>
Net Income <Loss> before Debt & Depreciation (EBITDA)	<u>2,715,706</u>