

ANNUAL BUDGET - YEAR ENDING 12/31/08

Museum Revenue:	
Museum Attendance	\$5,042,050
Museum Retail	<u>\$3,201,717</u>
Total Museum Revenue	<u>\$8,243,767</u>
Event Revenue	<u>\$1,420,407</u>
Museum Services Revenue	\$1,218,223
Sponsorship Revenue	\$380,000
Other Miscellaneous Revenue	\$45,000
Total Earned Revenue	<u>\$11,307,397</u>
Contributed Revenue	<u>\$2,393,825</u>
Total Revenues	<u>\$13,701,222</u>
EXPENSES:	
Staffing Expenses	\$4,783,159
Cost of Sales - Museum Store	\$1,774,796
Cost of Sales - Museum Services	<u>\$335,677</u>
Total Cost of Sales - Product	<u>\$1,416,500</u>
Programming, Curatorial, Development, and Events Expenses	\$1,446,128
Occupancy Expenses	\$1,088,900
Advertising, Marketing and PR	\$1,258,666
Administrative/All Other Expenses	\$1,974,613
Total Operating Expenses	<u>\$11,967,966</u>
Interest and Financing Costs	<u>\$1,288,500</u>
Net Income after Operating and Interest Expenses	<u>\$444,756</u>