

# WINTER COMES TO THE BEACH 2024

City Council Meeting  
January 15, 2025  
Item # 11.b

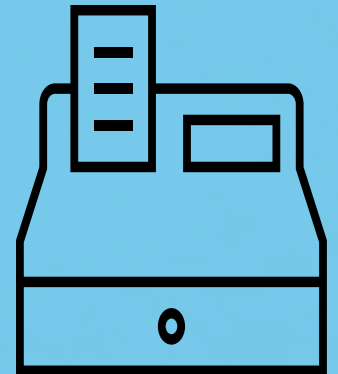


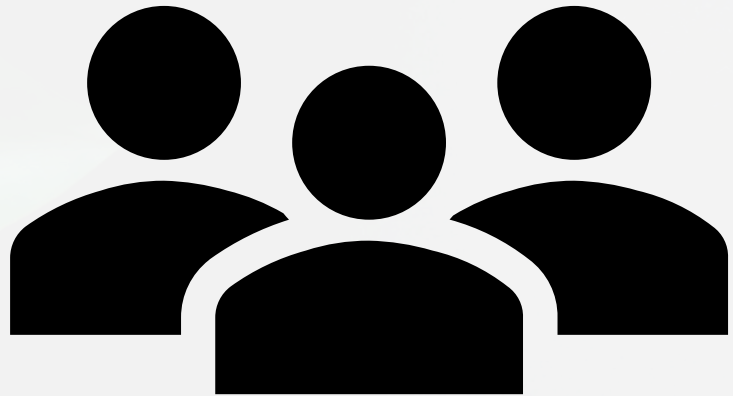
## INFORMATION

- Attendance: 734
- Estimated Local Attendance: 500
- Benefits to the Community:
  - Brought 700 plus people to the beach
  - Local businesses saw a significant uptick in business that day (Per conversations)
- Normal Day Revenue for the Plank 24, Inc on a Saturday is \$8000 a day, brought in \$13350 that day. After added expenses, made a profit of \$2407.44 which we gave to Plank Employees for Christmas Bonus
- Positive reviews and minimum complaints.
- Event ended up at 6:00 PM, everything was cleaned up by 7:00 PM.
- IBAC assisted and made the event fun!

# COST OF PLANK SUMMER KICK-OFF PARTY/CHANGING OF THE GUARD

WINTER COMES TO THE BEACH 2024			
EVENT	COST	COMPANY	PAID
FENCING	900	ALL AROUND FENCE	PAID
PORTA POTTY	282.56	DIAMOND ENVIRONMENTAL	PAID
TABLES	650	LARA RENTALS	PAID
CITY PERMIT	2183	CITY PERMIT	PAID
SECURITY	800	CITY WIDE SECURITY	PAID
LIQUOR LICENSE	75	ABC	PAID
ALCOHOL COST	2185	CREST/AB/SOUTHERN/RNDC	PAID
LABOR COST	1680	PAID OUT OF PAYROLL	PAID
SUPPLIES	750	HAD SOME FROM LAST PARTY	PAID
MUSIC	800	IMPERIAL BEACH MUSIC COLLECTIVE	PAID
INSURANCE	464	PAID TO THE CITY	PAID
FIRE INSPECTION	173	PAID TO THE CITY	
	<b>\$10,942.56</b>		
	13350	TOTAL FROM THE DAY SALES	
	-10942.56	COST OF GOODS	
	2407.44	OVERALL PROFIT	





QUESTIONS?

I'm here to answer any questions!

# Thank you

Martin R. Mattes

PLANK 24, INC

DbA YE OLDE PLANK INN

[martin@yeoldeplankinn.com](mailto:martin@yeoldeplankinn.com)

619-392-9811