

April 15, 1966

Memo to: Mayor Allen
Ann Moses
Susan Lowance
Curtis Driskell

From: Peggy Baker

Subject: April 12 Dinner

The following analysis is based on information furnished,

Paid tickets, cash receipts, accts. rec.
from Curtis

Complimentary tickets, all expenses (some estimated)
from Susan

Ticket sales information should be practically final, unless problems develop in accts. rec. Since portion of expenses are based on estimates, there may be some slight change in these, but the big amounts (Marriott) are final, subject to receipt of actual bill (there is a \$50 error here).

After each of you has had an opportunity to study the above, please discuss any variances with me as quickly as possible.

Thanks

NOTE TO IA Jr. ONLY:

The attached is budget sheet which was given to you by Goodwin four weeks ago -- figures at far right are mine, updating, based on info from Susan. Deficit is about \$1,000 over this budget, which is still very indefinite.

ANALYSIS OF TICKET DISTRIBUTION, APRIL 11 DINNER

Complimentary tickets:

Braves, players and wives	49
Braves, front office and wives	35
Braves, owners and wives	20
Reynolds party	40
Bartholomay party	45
Pirates owners and wives	20
Aldermen and wives	26
Fulton County Leg. Del. and wives	38
Dinner committee and wives and husbands	42
County comm. and wives	6
Congressmen, Senators and wives	6
Governor, Mayors of Louisville, Columbia	3
Mayor's Staff	8
Bell & Stanton	8
Special guests	28
Press	72
Georgia Mayors, est.	93
Total	<u>533</u>

Paid tickets @ \$15.00 ea.:

Firms, 900, approx.	
Ind., 145, approx.	
Total	<u>1,045</u>

Total cash sales from above

\$15,675

Cash receipts on hand	\$10,155
Accts. Rec.	<u>5,520</u>
	\$15,675

Total tickets in circulation	1,578
Total tickets used	<u>1,442</u>
Difference not used	136

ESTIMATE OF EXPENSES, APRIL 11 DINNER

Marriott:

1,442 dinners @ \$6.75 ea.	\$ 9,733.50	
Gratuity, 15%	1,460.00	
Sales tax, 3%	292.00	
	<u>\$11,485.50</u>	\$11,485.50
150 bottles wine @ \$8.00 ea.	\$ 1,200.00	
1 bottle champagne @ \$10.00 ea.	10.00	
Gratuity, 15%	180.50	
Sales tax, 3%	36.30	
	<u>\$ 1,426.80</u>	<u>\$ 1,426.80</u>
Total food and wine service or approximately \$8.92 per place	\$12,912.30
Bar for 30 minute Reception	\$ 1,148.00	
Gratuity, 15%	173.20	
Sales tax, 3%	34.44	
Bartenders	66.00	
	<u>\$ 1,421.64</u>	\$ 1,421.64
Valet parking	\$ 100.00	
Check room	150.00	
Spotlights and operators	50.00	
	<u>\$ 300.00*</u>	<u>\$ 300.00</u>
Total of all Marriott expenses	\$14,633.94*

*There is \$50 difference between this and your figures.

Other expenses:

Music, estimated	\$ 185.00	
Decorations, estimated	25.00	
Programs/Menus and tickets, estimated	758.00	
Invitations and postage	475.00	
Flowers for lapels	25.00	
Telegrams and ticket deliveries by Western Union, estimated	450.00	
	<u>\$ 1,918.00</u>	<u>\$ 1,918.00</u>
TOTAL OF ALL DINNER EXPENSES	\$16,551.94*

BRAVES OPENING GAME CELEBRATION

Estimated Budget

I. <u>Personnel: extra staff, Bell & Stanton</u>			\$ 3,900	\$3,900
Alan Bell & Extra staff	2,000	ok		
S. Lowance	1,200	ok		
extra secretary	700	ok		
II. <u>Press</u>			2,500	1,500
Entertainment	1,000	none		
Press kits (500 @ \$3)	1,500	ok	1,500	
III. <u>Decorations and Specialty Items</u>			2,875	3,500
25 M metal lapel buttons	375			
5 M table tents	300			
overprinting window str.				
less than -	300			
Shepard Decorating Co.	700			
posters	1,200			
IV. <u>Mayor's Dinner at Marriott</u>			12,670	\$16,602
Food & service	10,800			
invitations, postage	500			
program/menu	350			
entertainment	500			
decorations	70			
sales tax on each ticket				
sold	450			
V. <u>Georgia Assn. of Broadcasters</u>			1,000	XXXXXXXX
radio/TV production materials	1,000	none		
VI. <u>Other</u>			2,000	500
Today Show cut-ins		none		
Parade		\$500		
ESTIMATED TOTAL BUDGET			\$ 24,945	\$26,002

BRAVES OPENING GAME CELEBRATION

Estimated Income

From paying guests to Mayor's Dinner	\$ 15,000
From Atlanta Chamber of Commerce	5,000
From Atlanta Braves	<u>5,000</u>
Total	\$ 25,000