

2024

NHCASA SPEARFISH CANYON HALF MARATHON & 5K RUN/WALK

Northern Hills Area CASA Program

Annual Operating Income and Expense Summary

INCOME	2024	2023	2022	2021	2020
Event					
Online Sales (2024: 258 Half, 159 5K, 38 DNF = 455, less \$2,447.28 fees; 2023 Totals: 1 Wheelchair, 311 Half, 190 5K, 3 virtual = 505, less \$2,528.20 IYR fees)	\$ 27,316.72	\$ 28,607.96			
Early Registration Half Marathon			\$ 17,850.00	\$ 18,300.00	\$ 6,000.00
Early Registration 5K Walk/Run			\$ 3,345.00	\$ 3,900.00	\$ 840.00
Virtual Half Marathon	\$ -		\$ 280.00	\$ 660.00	
Virtual 5K	\$ -		\$ 105.00	\$ 120.00	
Late Registration Half Marathon			\$ 240.00	\$ 2,935.00	\$ -
Virtual Half Marathon Late	\$ -			\$ 240.00	
Virtual 5K Late	\$ -		\$ 70.00	\$ 1,045.00	
Entry Fee Half Marathon at Event			\$ 760.00	\$ -	\$ -
Late Registration 5K Walk/Run			\$ 660.00	\$ -	\$ -
Team Registrations			\$ 850.00	\$ 600.00	\$ -
Team Registrations Late				\$ 400.00	
Day prior/day of Registrations & Donations 2024: 151.90 manual sales IYR 7/12 + 350 + 50 less 1.90 Square fees 7/13) (2023 Donations= \$825.85-49.62 IYR fees=\$776.23)	\$ 550.00	\$ 870.00	\$ 260.00	\$ 1,217.00	\$ 196.47

PAST PROFIT: Kate's number include GIK Donations

2019	\$ 24,550.69
2018	\$ 22,905.80
2017	\$ 21,039.87
2016	\$ 17,228.51
2015	\$ 19,235.71
2014	\$ 21,520.25
2013	\$ 21,443.00
2012	\$ 14,192.75
2011	\$ 18,361.51
2010	\$ 18,544.56
2009	\$ 15,854.12
2008	\$ 14,096.00
2007	\$ 10,872.11

Online donations (970.36 less 58.28 IYR fees taken out above)	\$ 970.36								
T-shirt Sales (Day prior and day of event: 260 + 340 less 13.70 Square fees + 200)	\$ 786.30	\$ 985.00	\$ 60.00	\$ 185.00	\$ 45.00				
Refunded Registrations	\$ (105.00)		\$ -	\$ -	\$ (780.00)				
Spectator fees only (2024: Included in IYR registration totals; 2023: \$20 x 5 = \$100 included in IYR deposits)									
Half in 50 States 10% Promo Code (2023 = \$63 x 1 Half)									
Comp Reg. (2024: 23 16=under 11, 7=comp; 2023:15 1 half, 1 5K, 13 youth under 11)									
Total Event Registrations, Shirts, & Donations (less fees)	\$ 29,518.38	\$ 30,462.96	\$ 24,480.00	\$ 29,602.00	\$ 6,301.47				

2006	\$	9,144.00
2005	\$	4,836.00
2004	\$	4,535.00
2003	\$	4,560.00
2002	\$	4,235.00
2001	\$	4,488.89

Cash Sponsors									
Bear Country USA				\$ 200.00	\$ -				
Black Hills Energy	\$ 500.00	\$ 500.00	\$ 500.00	\$ -	\$ -				
Black Hills FCU		\$ 750.00	\$ 100.00	\$ 100.00	\$ -				
Buffalo Jump					\$ 750.00				
Coeur Wharf	\$ 1,500.00	\$ 1,500.00	\$ 3,000.00						
Dakota Title			\$ 100.00	\$ 100.00	\$ -				
Dana Dental Arts			\$ -	\$ -	\$ -				
Family Optical	\$ 100.00								
First Interstate Bank	\$ 100.00	\$ 100.00	\$ 100.00	\$ 500.00	\$ 100.00				
Good Earth Natural Foods				\$ 100.00					
Guadalajara's			\$ -	\$ -	\$ -				
Isburg Funeral Chapels		\$ 100.00							
Ketel Thorstenson	\$ 500.00	\$ 500.00		\$ 100.00	\$ -				
Knecht Home Center		\$ 100.00	\$ 250.00	\$ 100.00					
Lantis Enterprises				\$ 100.00	\$ -				
Leavitt Heartland Insurance		\$ 100.00	\$ -	\$ -	\$ -				
Legacy Financial Partners				\$ 100.00					

Lueders Food Center		\$ 500.00										
Lynn's Dakota Mart	\$ 833.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 334.00		
Marco Technologies						\$ 250.00	\$					
Meyer Dana Ortho				\$ 500.00								
Monument Health	\$ 500.00	\$ 750.00										
NHFCU					\$ 100.00	\$ 100.00	\$ 100.00	\$				
Party Time & Queen City Liquor					\$ 100.00							
Peak Motion Physical Therapy					\$ 100.00							
Platinum Car Brokers		\$ 1,500.00				\$ 1,000.00						
Prestige Auto Sales					\$	-	\$	-	\$			
RCS Construction	\$ 1,500.00	\$ 1,500.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 375.00		
Real Estate Center, Spearfish	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00		
Redwater Eye Care										\$ 100.00		
Rim Rock Lodge					\$	-	\$	-	\$			
Roughlock Auto	\$ 750.00	\$ 750.00	\$ 4,000.00									
Sabers Agency	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$		
Signature Auto Sales					\$	-	\$	-	\$			
SoDak Title	\$ 100.00	\$ 100.00										
Spearfish Community Coalition										\$ 100.00		
Spearfish Economic Dev. (Vivi Bene)	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00			
Spearfish Family Dentistry	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$		
Spearfish Forest Products	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00						\$ 250.00		
Stadium Sports Grill	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$		
Sundance State Bank			\$	-	\$	-	\$	-	\$			
The Blind Guy of the BH			\$	-	\$	-	\$	-	\$			
Visit Spearfish	\$ 625.00	\$ 750.00				\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00	\$		
Total Cash Sponsorships	\$ 8,008.00	\$ 11,000.00	\$ 11,000.00	\$ 11,000.00	\$ 11,000.00	\$ 5,275.00	\$ 5,275.00	\$ 5,275.00	\$ 5,275.00	\$ 2,109.00		
TOTAL ACTUAL CASH INCOME	\$ 37,526.38	\$ 41,462.96	\$ 35,480.00	\$ 34,877.00	\$ 8,410.47							

Gift-In-Kind												
Alpine Impressions	\$	500.00	\$	500.00	\$	500.00	\$	500.00	\$	250.00	\$	250
605 Media (event sound system)	\$	500.00	\$	250.00						\$150 (2 cases fruit and 1 case muffins)	\$	-
Aviands	\$	-	\$	-	\$	-					\$	-
Belle Fourche Chamber Ad	\$	-	\$	-	\$	200.00						
Black Hills Pioneer Ads	\$	2,393.60	\$	2,336.00	\$	2,272.00	\$	2,144.00	\$	2,144.00	\$	2,144.00
Black Hills TV	\$	-	\$	1,000.00	\$	500.00	\$	500.00	\$	500.00		
Chamois Butter--Aaron Apel	\$	-	\$	200.00								
Coca Cola (water)	\$	-	\$	60.00					\$	-	\$	-
Dakota Gold (canyon patrol/take-down)	\$	500.00	\$	499.00								
Health Source Chiropractic (rock taping)	\$	664.63	\$	267.00	\$	200.00	\$	200.00	\$	200 (Taping runners)	\$	-
Holiday Inn (42 rooms with \$100 discount + \$199 comp room)	\$	4,399.00	\$	2,679.50	\$	1,500.00	\$	1,500.00	\$	Comp room/discout		
Home Slice Group/Hot 93.1			\$	-					\$	-	\$	-
KOTA Territory	\$	1,500.00	\$	750.00	\$	750.00	\$	750.00	\$	1,500.00	\$	-
Lawrence County Sheriff's Dept. (safety patrol--didn't include in previous years)	\$	250.00										
Master Blaster Black Hills (finish line services)	\$	500.00										
Monument Health Orthopedics & Sports Medicine (event services)	\$	250.00	\$	250.00	\$	1,500.00	\$	1,500.00	\$	1,500.00	\$	-
Rapid City Journal	\$	-	\$	-					\$	-	\$	-
Spearfish Ambulance Service (medical patrol)	\$	500.00	\$	500.00	\$	200.00	\$	180.00	\$	180.00	\$	-
Superior Sanitation (porta-potties)	\$	750.00	\$	750.00	\$	750.00	\$	800.00	\$	800.00	\$	-
Visit Spearfish (tourist packets)	\$	125.00	\$	150.00								
Total Gift-In-Kind	\$	12,832.23	\$	10,191.50	\$	8,372.00	\$	7,224.00	\$	7,224.00	\$	2,394.00
GROSS INCOME	\$	50,358.61	\$	51,654.46	\$	43,852.00	\$	42,101.00	\$	42,101.00	\$	10,804.47

EXPENSES									
Advertising (Chamber news, event business cards)	\$ 149.99	\$ 158.68			\$ 20.39	\$ 20.40			
Liability Insurance	\$ 250.00	\$ 350.00	\$ 300.00	\$ 325.00	\$ 32.01	\$ -			
Facebook Ads	\$ -	\$ -	\$ 63.83	\$ 32.01	\$ -	\$ -			
Go Daddy	\$ 23.54	\$ 21.48	\$ 20.42	\$ 19.35	\$ 183.05				
Shirts - Alpine (Free to runners if meet early bird registration deadline; Ordered 40 to sell, plus team, Karen, bike leaders, crossing guards.)	\$ 3,129.80	\$ 3,379.68	\$ 2,321.00	\$ 3,430.90	\$ 697.85				
Chip Timing	\$ 2,887.50	\$ 2,612.50	\$ 2,147.50	\$ 1,961.00	\$ 400.00				
Awards	\$ 180.10	\$ 445.89	\$ 362.50	\$ 2,472.38	\$ 232.00				
Dakota Bus Service: Original fees \$1375; RECEIVED REFUND OF \$275 = \$1100 total expense	\$ 1,100.00	\$ 1,250.00	\$ 750.00	\$ 750.00	\$ -				
Prairie Hills Transit Bus	\$ -	\$ -	\$ -	\$ 50.00	\$ -				
Milk-fruit-muffins (Lueder's: 2022 No charge)	\$ 362.28	\$ 245.57	\$ 200.00	\$ 139.40	\$ -				
Mailing t-shirts/medals (virtual racers)	\$ -	\$ 16.25		\$ 151.65	\$ 364.80				
Supplies (cowbells,water,gatorade, water stops/aid stations supplies,clear bags, wood circles,sandwich board, cups)	\$ 404.47	\$ 395.15							
Refunded Registrations (Included in event totals)	\$ -	\$ -		\$ -	\$ (120.00)				
Miscellaneous (Committee mtg. lunch)	\$ 59.35	\$ -	\$ 219.38	\$ 180.10	\$ -				
TOTAL EXPENSES	\$ 8,547.03	\$ 8,875.20	\$ 6,184.63	\$ 9,532.18	\$ 1,778.10				
CASH PROFIT	\$ 28,979.35	\$ 32,587.76	\$ 29,295.37	\$ 25,344.82	\$ 6,632.37				