

The True Cost of Doing Shows: The Artist's Perspective

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NAIA Artist Member

March 20, 2006

Husband and Wife Exhibitors: Photography

- Average: 18 shows per year
- Highlighted show: A major show in Southeast Michigan
 - A home town show with no travel expenses

Husband and Wife Exhibitors: Photography

A major show in Southeast
Michigan

Gross Sales		\$ 5,700.00	
Sales taxes		\$ 323.00	
		\$ 5,377.00	
Expenses			
Direct Show Expenses			
Jury and booth fees for two		\$ 960.00	
Cost of materials		\$ 1,227.00	
Travel Expenses (Hometown show)		\$ -	
Credit Card processing fees		\$ 106.00	
Helpers at show		\$ 200.00	
Extra food costs		\$ 80.00	
Advertising and postage		\$ 150.00	
Total Direct Show Expenses		\$ 2,723.00	48%
Prorated Expenses (for 18 shows)			
Van expense, fuel and proportion of fixed expense		\$ 116.00	
Prorated annual expense of picture taking trips		\$ 277.00	
Proportion of annual fixed expenses (including studio costs, web site, utilities, business insurance, professional services, books and publications, workshops etc.)		\$ 502.00	
Total Prorated Expenses		\$ 895.00	16%
Total Expenses		\$ 3,618.00	63%
Pre-Tax Profit		\$ 1,759.00	
Self employment federal and state taxes (21%)		\$ 369.00	
AFTER TAX PROFIT:		\$ 1,390.00	24%

March 20, 2006

Husband and Wife Exhibitors: Photography

(Average 18 shows/year)

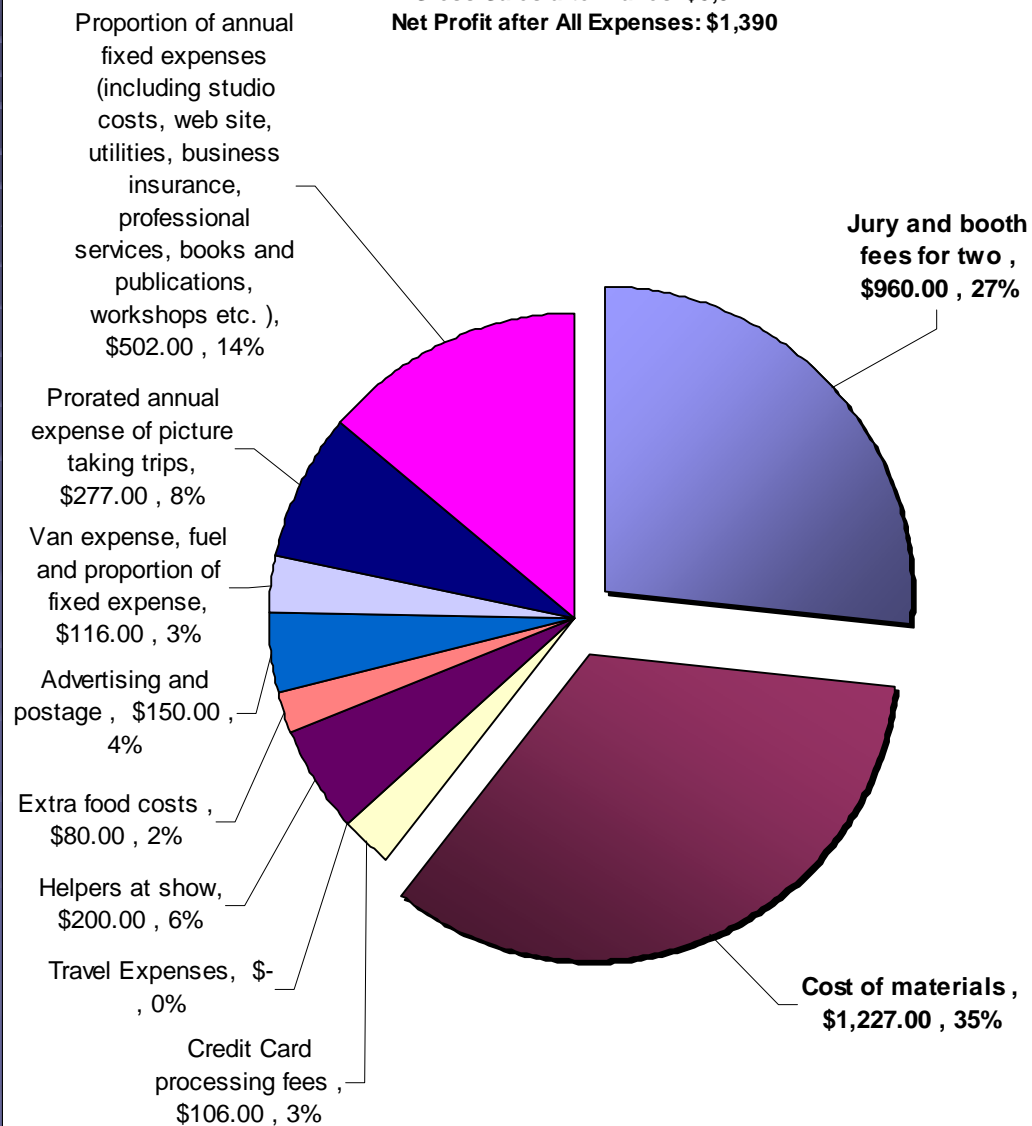
Show: A Major Show in Southeast Michigan (a hometown show)

Gross Sales: \$5,700

Sales Taxes: \$323

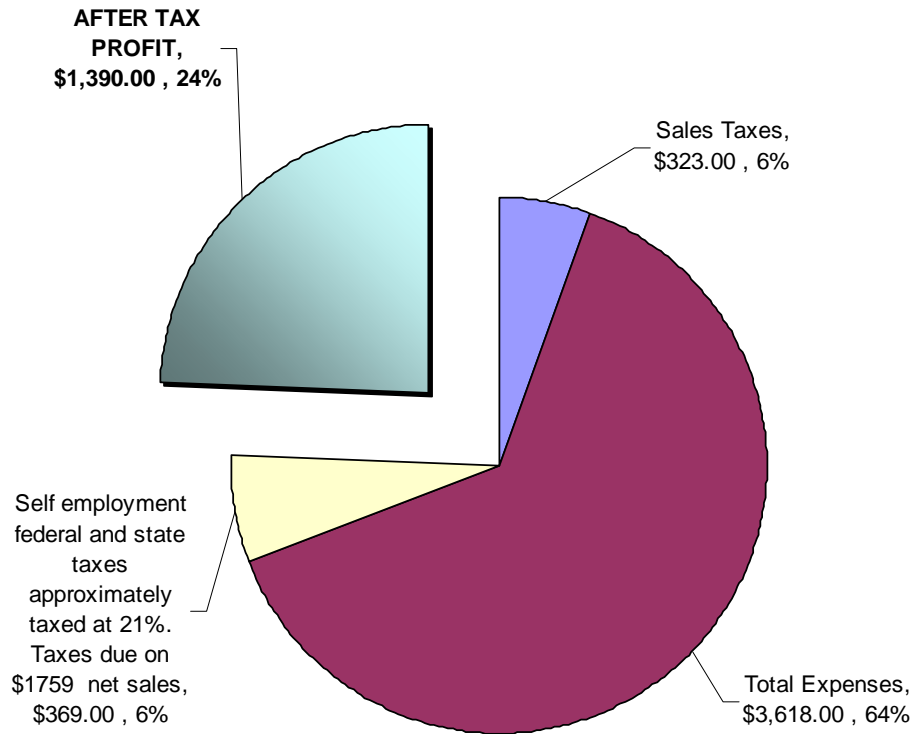
Gross Sales after Taxes: \$5,377

Net Profit after All Expenses: \$1,390



March 20, 2006

Husband and Wife Exhibitors: Photography
Show: A Major Show in Southeast Michigan (a hometown show)
Gross Sales: \$5,700
After Tax Profit: \$1,390



Photographer

- Average: 18 shows per year
- Highlighted show: A major show in Northeast Ohio

Photographer

A major show in
Northeast Ohio

Gross Sales (after sales tax)	\$7,186.00	
Costs:		
Direct Show Expenses		
Booth and Jury Fee	\$ 350.00	
Cost of Materials	\$1,640.00	
Motor Home expense (Fuel, tolls, wear and tear)	\$ 328.00	
Campground fees	\$ 137.00	
Credit card processing fees	\$ 154.00	
Advertising and Postage	\$ 75.00	
Total Direct Show Expenses:	\$2,684.00	37%
Prorated annual fixed expenses	\$ 895.00	12%
TOTAL EXPENSES:	\$3,579.00	50%
Pre-Tax Profit:	\$3,607.00	
Income Tax (21%)	\$ 757.00	
After Tax Profit:	\$2,850.00	40%

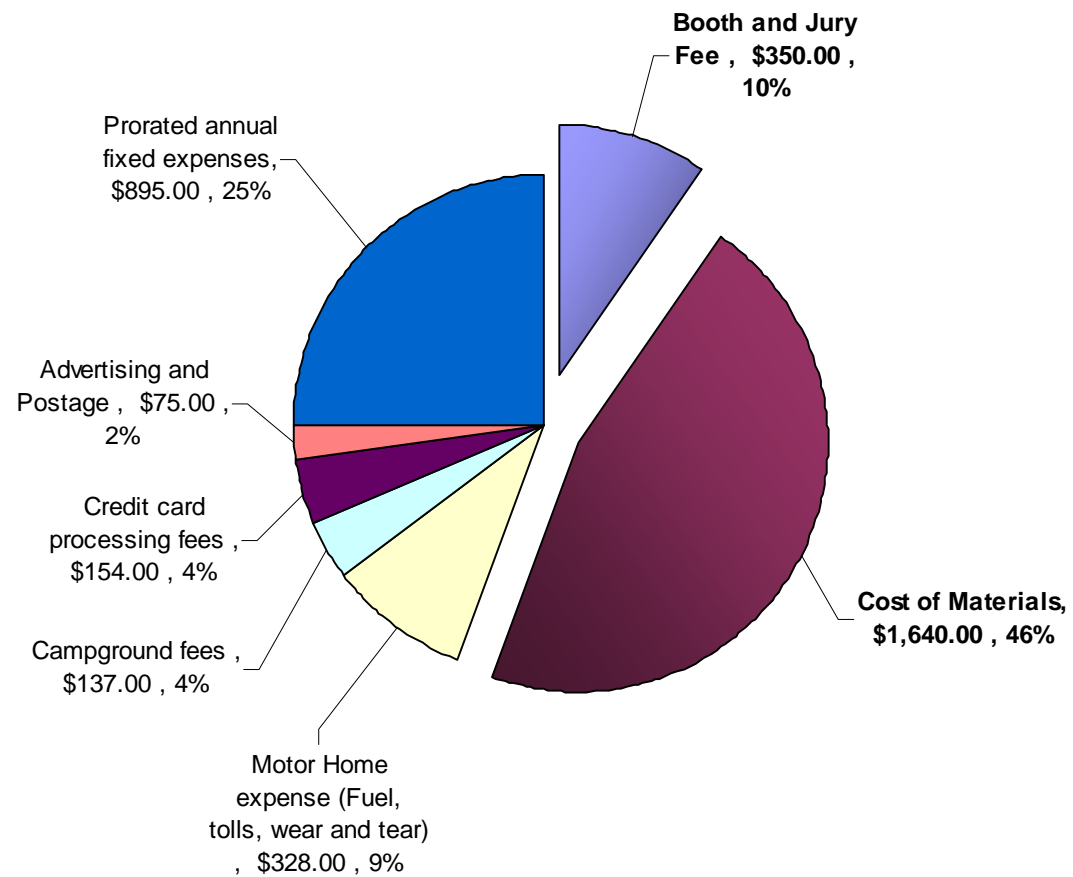
Photographer

Avg: 18 shows/yr

A Major Show in Northeast Ohio

Gross Sales (after sales taxes): \$7,186

Net Profit after all Expenses: \$2,850



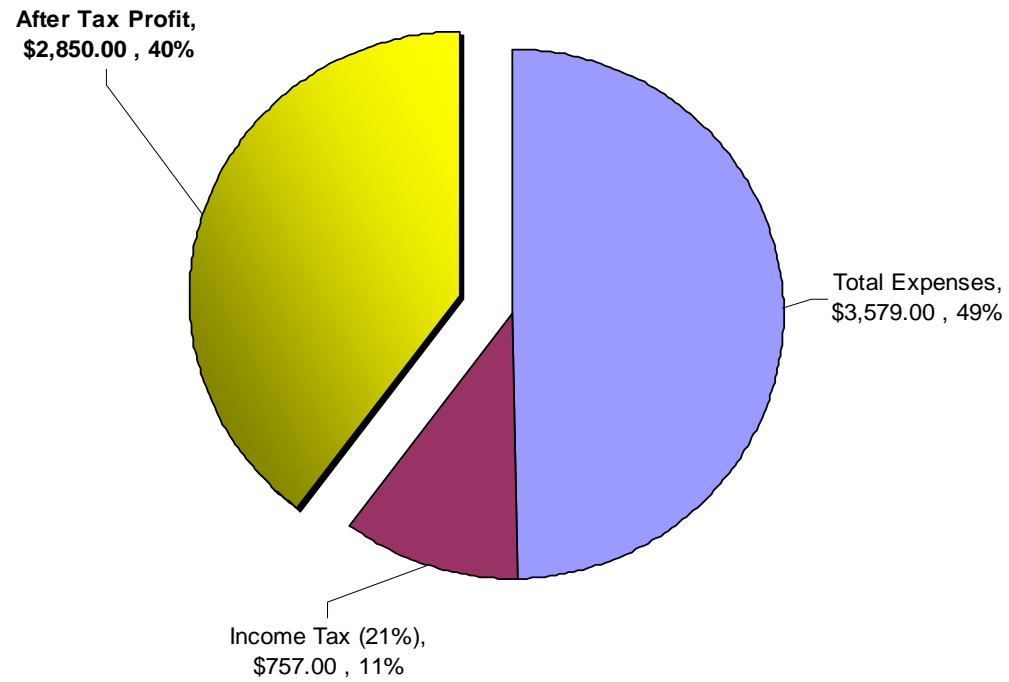
Photographer

Avg: 18 shows/yr

A Major Show in Northeast Ohio

Gross Sales (after sales taxes): \$7,186

After Tax Profit: \$2,850



Painter

- 18 shows in 2005
- Highlighted show: Chicago area show – one of this artist's “better shows’

Painter
Chicago Area Show

Gross Sales	\$4,650.00	
Costs:		
Direct Show Expenses		
Jury and Booth Fees ("This figure had been greater in past years but I dropped my usual corner space.")	\$ 705.00	
Credit card processing	\$ 106.00	
Material replacement costs	\$ 300.00	
Hotel and food	\$ 413.00	
Gas, tolls and wear (1795 miles)	\$ 376.00	
Mail List	\$ 71.00	
Total Direct Show Expenses:	\$1,971.00	42%
Prorated Business Expenses		
Slides and postage	\$ 16.00	
Truck replacement	\$ 112.00	
Auto Insurance	\$ 45.00	
Business Insurance (none)	\$ -	
Professional Fees	\$ 38.00	
Equipment purchased	\$ 33.00	
Professional Dues	\$ 77.00	
Books, workshops etc.	\$ 28.00	
Web Site, cell phone	\$ 103.00	
Studio Costs	\$ 42.00	
Total Prorated Business Expenses:	\$ 494.00	11%
TOTAL COMBINED EXPENSES	\$2,465.00	53%
PRE-TAX PROFIT	\$2,185.00	
Income Tax (Anticipated at 15%)	\$ 328.00	
AFTER TAX PROFIT	\$1,857.00	40%

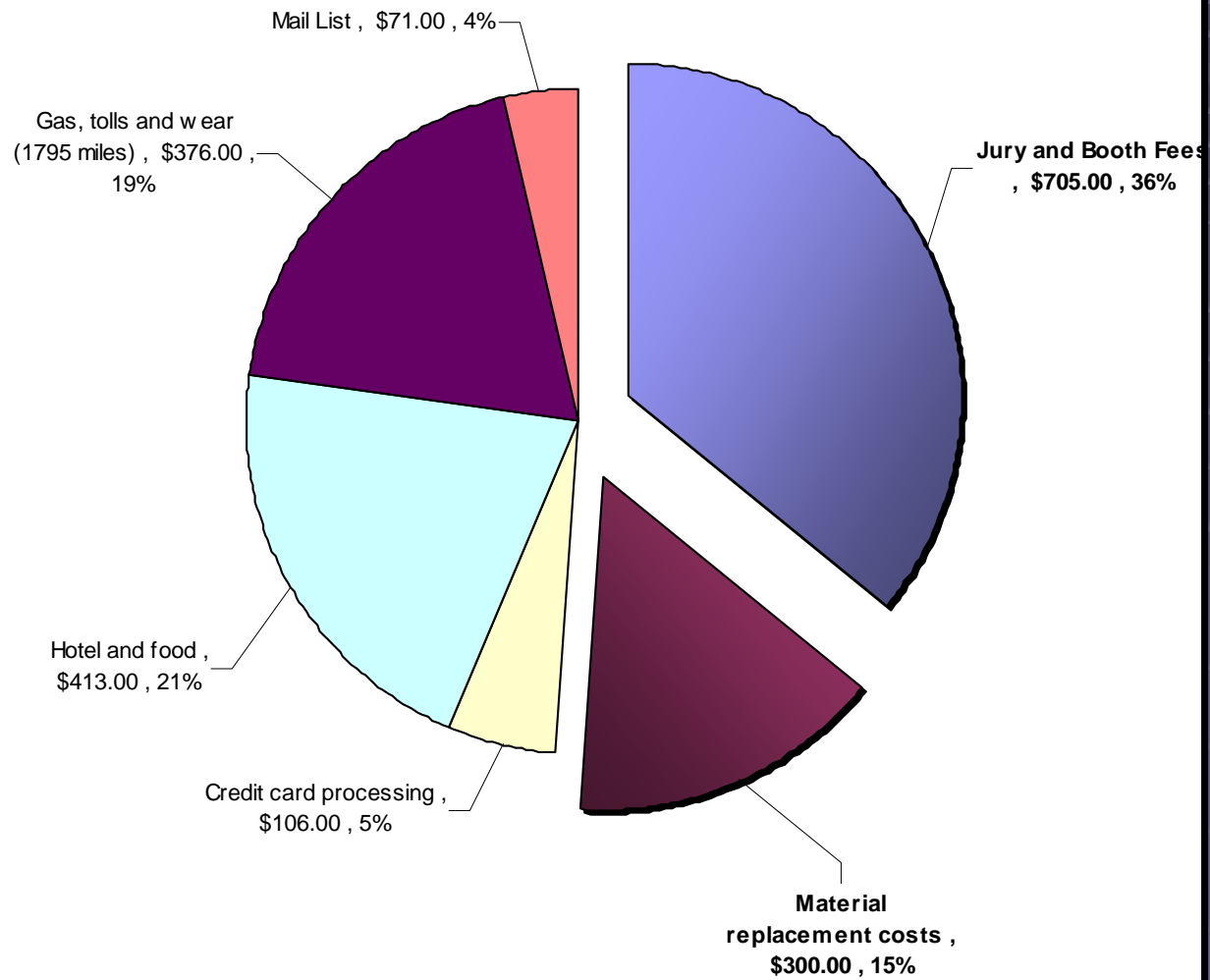
March 20, 2006

Painter

18 shows in 2005

Gross Sales: \$4,650

After Tax Profit: \$1,857

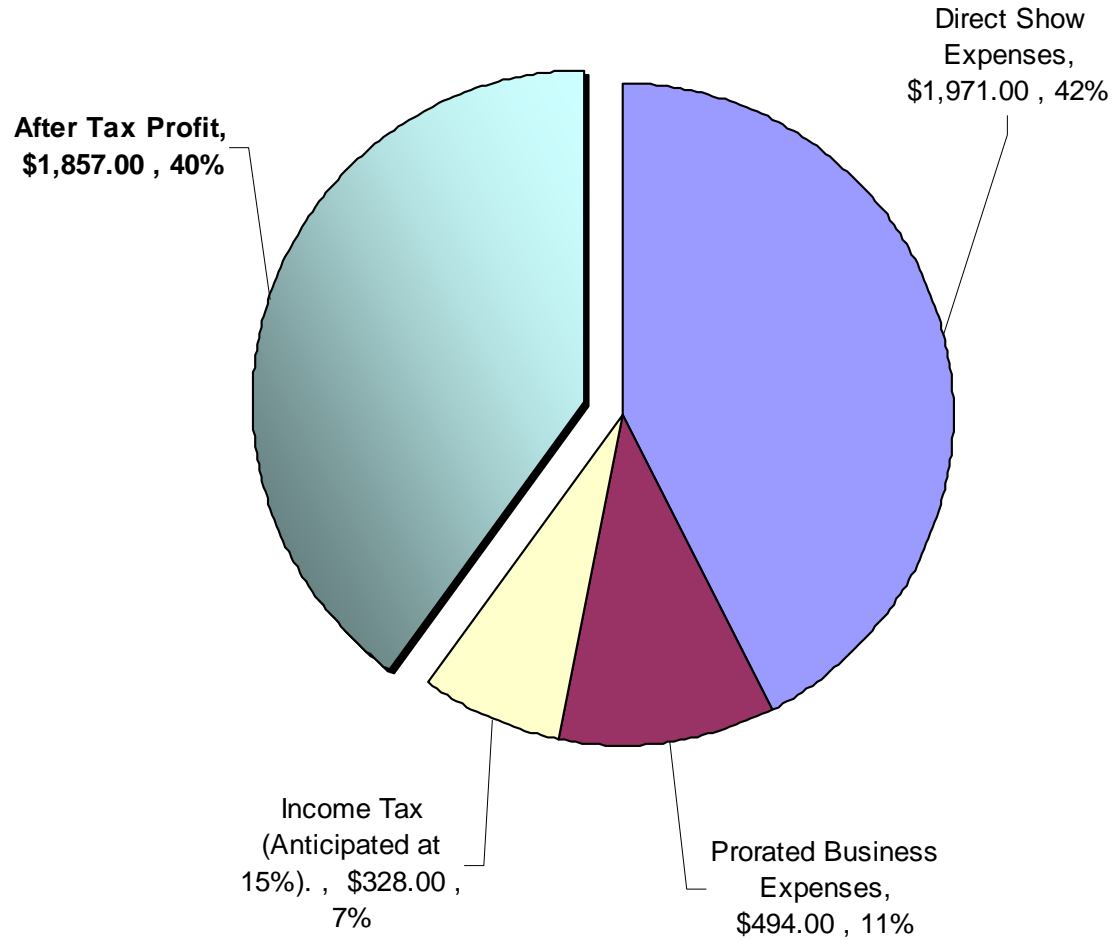


Painter

18 shows in 2005

Gross Sales: \$4,650

After Tax Profit: \$1,857



HOWEVER THERE IS MORE TO THIS STORY THAN THIS ONE SHOW

March 20, 2006

Painter: 18 shows in 2005

- 3 shows: Zero sales
 - 5 shows: Gross Sales under \$1,000
 - 5 shows: Gross Sales under \$2,000
 - 5 shows: Profitable
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- Average for all 18 shows: \$1,800 in gross sales

Painter: 18 shows in 2005

“I am spending tonight doing the figures for my meeting with my CPA. While my expenses were fairly steady from 2001 to 2004 at about \$30,000 per year, this year the figure was \$10,000 greater! Increased fuel costs, increased jury and booth fees, a professionally-designed web sit and increase travel expenses accounted for most of the increase.”

Potter

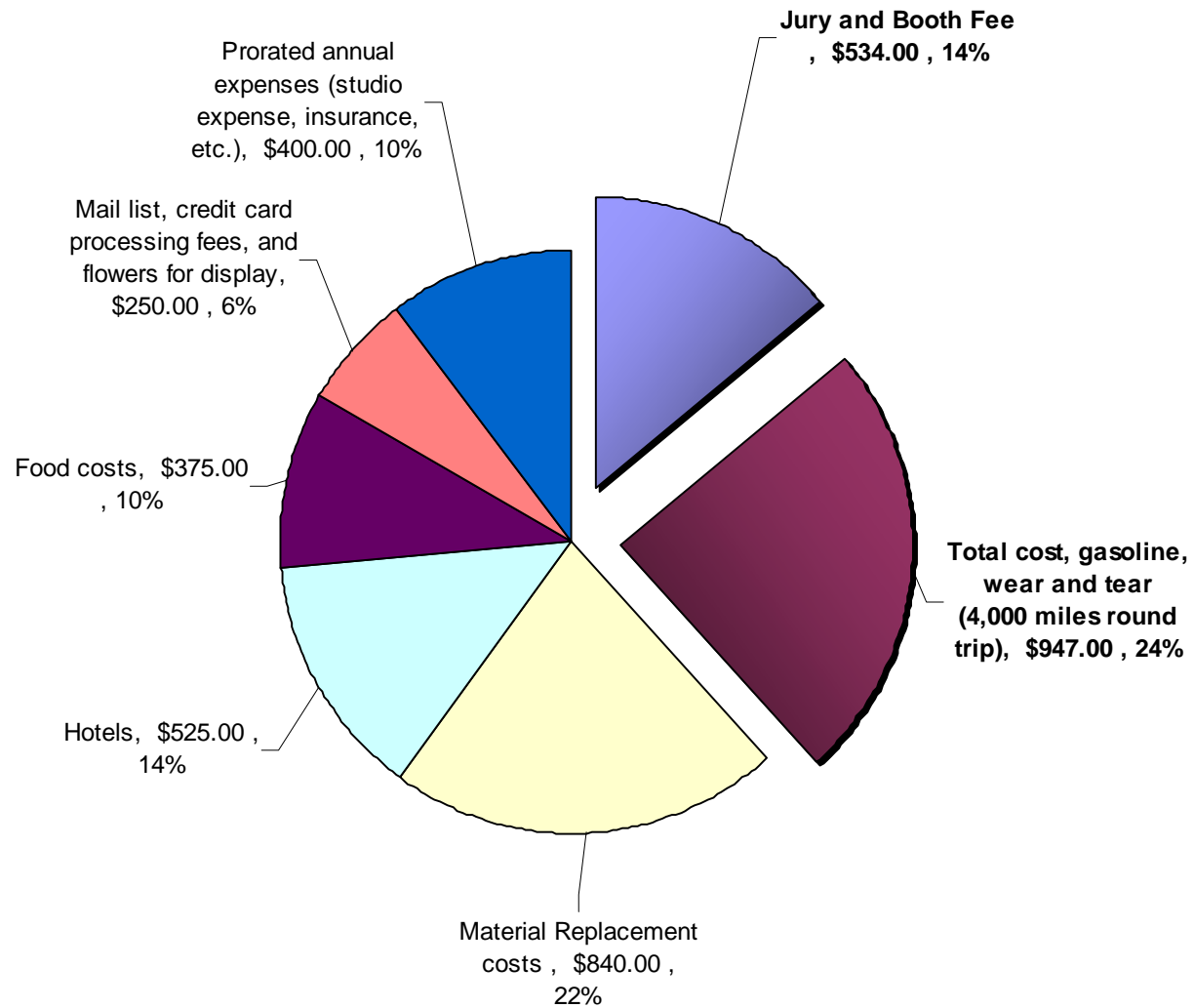
- Averages: 8 outdoor art shows per year, plus 5 indoor craft shows and 2 home studio tour shows
- Highlighted show: A major South Florida show

Potter

Show: A major South
Florida show

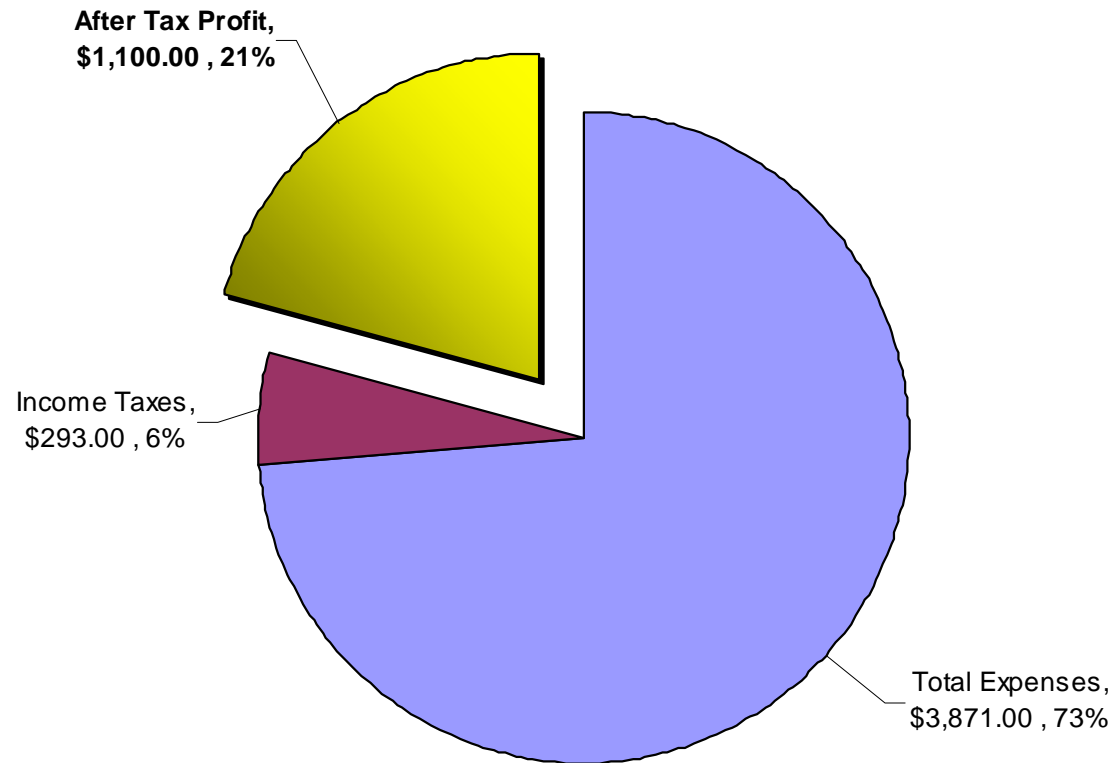
Gross Sales (after sales tax) [Note: average gross for artist at this show over the years]	\$5,264.00	
Costs		
Direct Show Expenses		
Jury and Booth Fee	\$ 534.00	
Material Replacement costs	\$ 840.00	
Total cost, gasoline, wear and tear (4,000 miles round trip)	\$ 947.00	
Hotels	\$ 525.00	
Food costs	\$ 375.00	
Mail list, credit card processing fees, and flowers for display	\$ 250.00	
Total Direct Show Expenses	\$3,471.00	66%
Prorated annual expenses (studio expense, insurance, etc.)	\$ 400.00	8%
Total Expenses	\$3,871.00	74%
Pre-Tax Profit	\$1,393.00	
Income Taxes (21%)	\$ 293.00	
After Tax Profit	\$1,100.00	21%

Potter
Show: Major South Florida Show
Gross Sales (after sales tax): \$5,264
Net Profit: \$1,100



Potter

Show: Major South Florida Show
Gross Sales (after sales tax): \$5,264
Net Profit: \$1,100



Jeweler

- Average: 10 shows per year
- Highlighted show: An Ohio show

Jeweler
 Show: An Ohio show

Gross Sales (after Sales Tax)	\$ 9,483.00	
Expenses		
Direct Show Expenses		
Jury and Booth Fees	\$ 485.00	
Hotel and Food (shared room)	\$ 500.00	
Credit Card Processing Fees	\$ 170.00	
Replacing Raw Materials (precious metals)	\$ 4,742.00	50%
Postcards and postage	\$ 244.00	
Flowers	\$ 25.00	
Travel: Gas, tolls, wear & tear	\$ 252.00	
Total Direct Show Expenses	\$ 6,418.00	68%
PRORATED EXPENSES (divided by 10 shows)		
Truck payment	\$ 475.00	
Auto Insurance	\$ 92.00	
Part time Labor	\$ 170.00	
Business Insurance	\$ 91.00	
Business equipment	\$ 150.00	
Professional photography (digital and slides)	\$ 95.00	
Workshops, books and business related publications \$36	\$ 36.00	
Professional memberships	\$ 62.00	
Display equipment	\$ 110.00	
Total Prorated Expenses	\$ 1,281.00	14%
TOTAL EXPENSES:	\$ 7,699.00	81%
Pre Tax Profit	\$ 1,784.00	
Income Tax (21%)	\$ 375.00	
After Tax Profit	\$ 1,409.00	15%

March 20, 2006

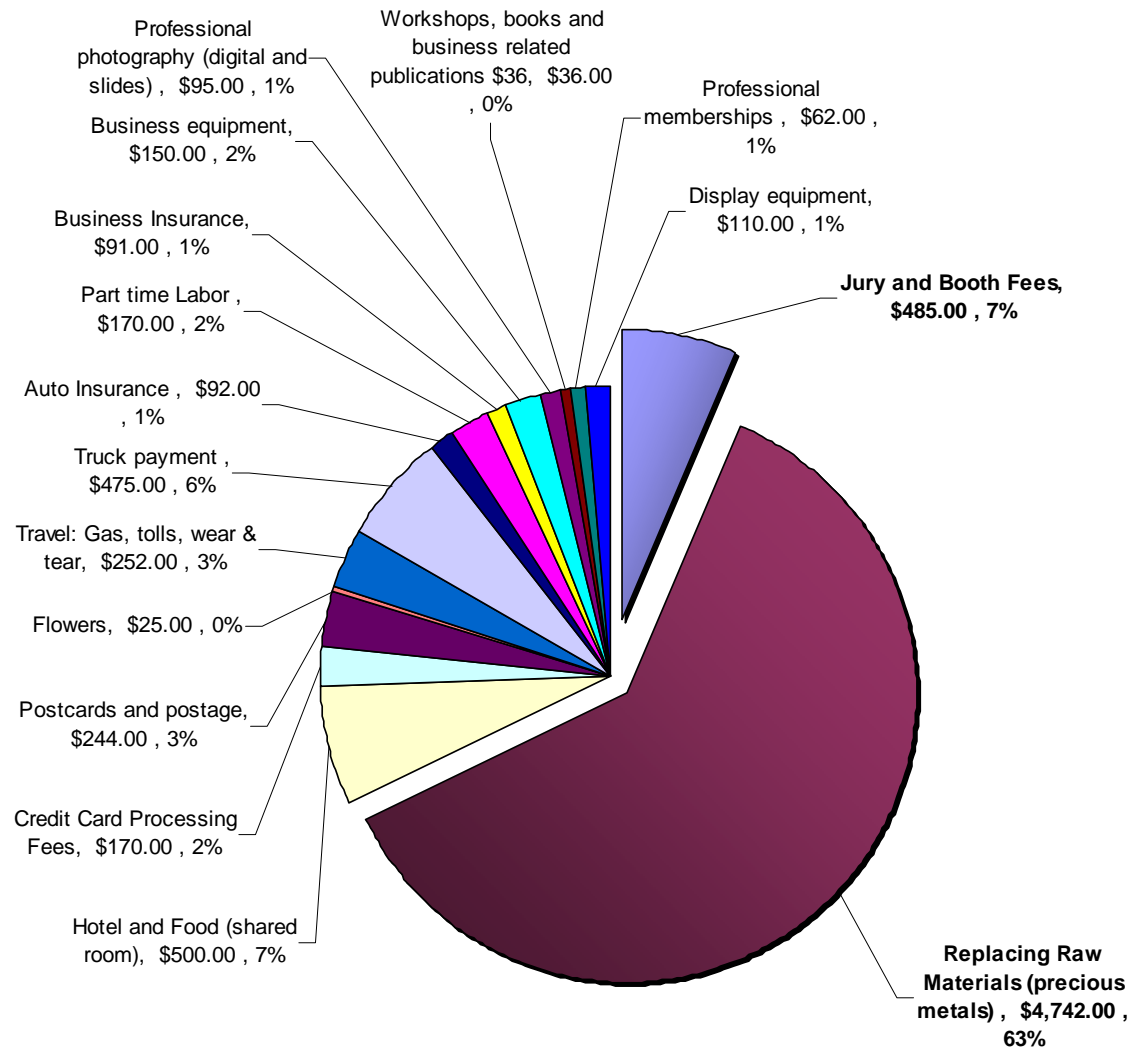
Jeweler

(Avg. 10 shows/year)

Show: An Ohio Show

Gross Sales (after sales tax): \$9,483

Net Profit after all Expenses: \$1,409



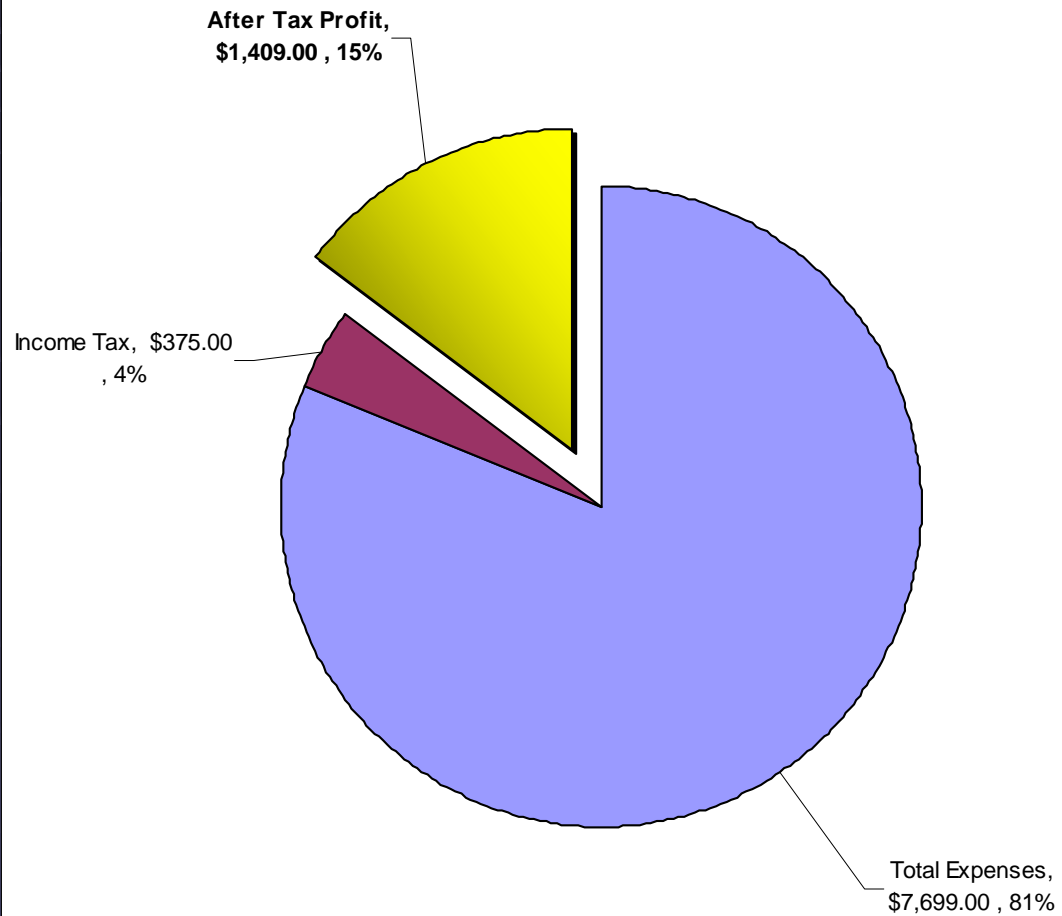
Jeweler

(Avg. 10 shows/year)

Show: An Ohio Show

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