

**Avondale Estates Operatioal Expenses
2026 Shakespeare Events at the Town Green**

Task	Unit	Unit Cost	City of Avondale Estates In-Kind Contribution	Out of Pocket Costs
Town Green Stage & Amphitheater rental fee	6	\$1,500	\$9,000	
Sanitation	6	\$200	\$800	
Bathroom service	6	\$250	\$1,500	
AE Print Magazine articles	4	\$400	\$1,600	
AE Weekly Email newsletters	12	\$500	\$6,000	
AE Social Media Posts	12	\$500	\$6,000	
City Website - News release	1	\$400	\$400	

City Website – add to calendar	6	\$200	\$1,200	
AE Admin time for paying vendors (performers, sound, security)	6	\$200	\$1,200	
AE Admin time for event coordination with Sage PR	6	\$200	\$1,200	
Staff installation of up to 3 street banner	6	\$40	\$240	
Service for Security (AE Police Officer)	6	\$260		1,560.00
Sound (AV) Vendor	6	\$3,000		\$18,000
Atlanta Shakespeare Co. performers fees	6	\$2,000		\$12,000
Promotional Material 6'x3' banners	4	\$67		\$268.00
Promtional Material: flyers	200	\$0.60		\$120.00

Promtional Material: postcards	2,000	\$0.42		\$840.00
Promtional Material: posters	200	\$0.95		\$190.00
TOTAL			\$29,140	\$32,978.00

Date: 2/25/26