

Mark-up Attachment

Admin & Creative

Function	Actual	Estimate	Billed	Mark-up (Estimate)	Mark-up (Actual)	Event
Assoc Producer Days #	0.00	300.00	429.00	43.00%	N/A	5 - Year Marketing Plan Board Presentation 5/05
Assoc Producer Days	900.00	2,000.00	2,857.00	42.85%	217.44%	LVCVA Playboy Jazz Fest '05 Event Production
Associate Producer #	0.00	300.00	428.55	42.85%	N/A	LVCVA Centennial Red Hot Chili Peppers
Creative Dir Days #	0.00	800.00	1,142.80	42.85%	N/A	LVCVA Centennial Red Hot Chili Peppers
Producer Days	3,000.00	4,200.00	6,006.00	43.00%	100.20%	5 - Year Marketing Plan Board Presentation 5/05
Producer Days	1,740.00	2,100.00	2,999.85	42.85%	72.41%	LVCVA Centennial Red Hot Chili Peppers
Producer Days	9,350.00	9,000.00	12,856.50	42.85%	37.50%	LVCVA Playboy Jazz Fest '05 Event Production

Equipment

Function	Actual	Estimate	Billed	Mark-up (Estimate)	Mark-up (Actual)	Event
Audio Equipment	2,607.50	3,600.00	5,148.00	43.00%	97.43%	5 - Year Marketing Plan Board Presentation 5/05
Sets & Scenery	2,182.50	2,500.00	3,571.25	42.85%	63.63%	LVCVA Centennial Red Hot Chili Peppers
Sets & Scenery	6,604.31	5,416.00	6,371.92	17.65%	-3.52%	LVCVA Playboy Jazz Fest '05 Event Production

Labor

Function	Actual	Estimate	Billed	Mark-up (Estimate)	Mark-up (Actual)	Event
Projection Technician	17,325.00	17,330.00	20,388.75	17.65%	17.68%	LVCVA Playboy Jazz Fest '05 Event Production
Show Control Programmer #	0.00	1,200.00	1,716.00	43.00%	N/A	5 - Year Marketing Plan Board Presentation 5/05

Media-Crew

Function	Actual	Estimate	Billed	Mark-up (Estimate)	Mark-up (Actual)	Event
3D Graphics Producer	194.00	2,180.00	3,114.13	42.85%	1505.22%	LVCVA Centennial Red Hot Chili Peppers
Media - Crew	940.00	1,100.00	1,573.00	43.00%	67.34%	5 - Year Marketing Plan Board Presentation 5/05

Misc. Expenses

Function	Actual	Estimate	Billed	Mark-up (Estimate)	Mark-up (Actual)	Event
Misc. Expenses	218.31	1,200.00	1,411.80	17.65%	546.70%	LVCVA Playboy Jazz Fest '05 Event Production

Talent / Headliner

Function	Actual	Estimate	Billed	Mark-up (Estimate)	Mark-up (Actual)	Event
Costume	742.31	1,400.00	1,647.10	17.65%	121.89%	LVCVA Playboy Jazz Fest '05 Event Production
Model	2,340.00	2,700.00	3,176.55	17.65%	35.75%	LVCVA Playboy Jazz Fest '05 Event Production
Model (Showgirls (2))	1,500.00	1,500.00	1,764.75	17.65%	17.65%	LVCVA Brand Week Meet & Greet
Model (Showgirls (2))	700.00	700.00	823.55	17.65%	17.65%	LVCVA Centennial Red Hot Chili Peppers
Security	1,478.77	1,925.00	2,264.76	17.65%	53.15%	LVCVA Playboy Jazz Fest '05 Event Production
Talent (Elvis)	3,000.00	2,000.00	3,600.00	80.00%	20.00%	LVCVA Playboy Jazz Fest '05 Event Production

Travel

Function	Actual	Estimate	Billed	Mark-up (Estimate)	Mark-up (Actual)	Event
Accommodations	829.07	548.00	644.72	17.65%	-22.24%	LVCVA Brand Week Meet & Greet
Accommodation	703.04	294.12	294.12	0.00%	-58.16%	LVCVA Playboy Jazz Fest '05 Event Production
Airfare	216.80	246.00	289.42	17.65%	33.50%	LVCVA Playboy Jazz Fest '05 Event Production
Airfare *	673.20	703.20	827.31	17.65%	22.89%	LVCVA Brand Week Meet & Greet
Auto Rental	1,303.64	332.00	390.60	17.65%	-70.04%	LVCVA Playboy Jazz Fest '05 Event Production
Auto Rental *	116.95	120.30	141.53	17.65%	21.02%	LVCVA Brand Week Meet & Greet
Per Diem # *	0.00	236.28	277.98	17.65%	N/A	LVCVA Brand Week Meet & Greet
Per Diem	850.00	500.00	588.25	17.65%	-30.79%	LVCVA Playboy Jazz Fest '05 Event Production

# - According to R&R Live Management, the items with an actual cost of \$0.00 are for functions performed by R&R Live employees. The hard costs associated with using R&R Live employees is not reflected on the Billing Status Report as they are when using an outside contractor.

\* - Julie Gilday-Shaffer is included in the Accommodations, Airfare, Per Diem, and Auto Rental functions for the LVCVA Brand Week Meet & Greet. A 17.65% mark-up was added on top of the estimated cost for her charges.