

## Outfitter and Guide Estimated Income and Expenditures for a Day Float Trip

<i>**50% of outfitters outfit 25 trips or less/year; most of those single boat outfitters</i>	Outfitter –Shop/Lodge/Multi-Boat	Outfitter – Small Outfitter <i>** outfitter is generally the guide/some marketing</i>	Outfitter – Single Boat <i>** outfitter is the guide (difficult to generate more than 20 trips/year on only word of mouth/zero marketing).</i>	Guide
<b>INCOME</b>				
Float Trip (2 anglers)	\$625 (\$600-\$650/ float trip)	\$625 (\$600-\$650/float trip)	\$625 (\$600-\$650/float trip)	\$400-450 (\$425)
Tip	N/A	\$100 (\$50-\$200)	\$100 (\$50-\$200)	\$100 (\$50-\$200)
<b>TOTAL:</b>	<b>\$625</b>	<b>\$725</b>	<b>\$725</b>	<b>\$525</b>
<b>PER TRIP EXPENSES</b>				
Guide Fee	\$425	n/a	n/a	n/a
Shuttle Service	<i>Some outfitters may pay this for guides, but then fee lower</i>	\$40	\$40	\$40
Lunch/Beverages	<i>Some outfitters may pay this for guides</i>	\$36-48 (\$42)	\$36-48 (\$42)	\$36-48 (\$42)
Mileage (gas/vehicle @.585/mile)	N/A	\$23.4-\$93.6 (\$58)	\$23.4-\$93.6 (\$58)	\$23.4-\$93.6 (\$58)
Flies and tackle (most guides provide)	N/A	\$20-\$50 (\$30)	\$20-\$50 (\$30)	\$20-\$50 (\$30)
<b>SRP 3% Fee</b>	\$19 (\$18-20)	\$19 (\$18-20)	\$19 (\$18-20)	n/a
Credit Card Fees (2.5%)	\$16	\$16	\$16	n/a
<b>Total Per Trip Expenditures:</b>	<b>\$460</b>	<b>\$205</b>	<b>\$205</b>	<b>\$170</b>
<b>Gross Profit:</b>	<b>\$165</b>	<b>\$520</b>	<b>\$520</b>	<b>\$355</b>
<b>Per Trip Net Profit:</b> <i>Varies per outfitter or guide as annual costs and average number trips vary from outfitter to outfitter and guides – see estimates on next page</i>				

<b>ANNUAL COSTS Guides/Small Use Outfitters (less than 15% of trips on Madison)</b>	Small Outfitter w/some outfitting	Single Boat Outfitter	Guide
Outfitter License Renewal	\$210 <i>** Initial one-time fee: \$1800</i>	\$210 <i>** Initial one-time fee: \$1800</i>	n/a
Guide License Renewal	n/a	n/a	\$50 <i>*Initial one-time fee: \$125</i>
Insurance	\$350	\$350	\$350
SRP Permit	\$110	\$110	n/a
Independent Contractor Exemption Certificate	\$62.50	\$62.50	\$62.50
Administrative (office time, correspondence costs, quickbooks, accounting fees, etc)	\$1000-\$3000 (\$2000)	\$1000-\$3000 (\$2000)	n/a
Limited Marketing (pay per click, website, shows, etc), sometimes booking agent fee, etc	\$5000-\$15,000 (\$10,000)	n/a	n/a
Gear (loaner rods, tackle bags, foul weather gear, waders, broken rod repairs, etc)	\$1000	\$1000	\$1000
Boat/Trailer (annual depreciation)	\$2000	\$2000	\$2000
Commercial Auto Insurance	\$1500-\$2500 (\$2000)	\$1500-\$2500 (\$2000)	\$1500-\$2500 (\$2000)
<b>Annual Total</b>	\$17,732.50	\$7,732.50	\$5,462.50
<b>Per Trip Total (avg 100 trips/season)</b>	\$177	\$77	\$55

### Annual Costs for Fly Shops and Lodges

The majority of guided trips that occur on the Madison River are booked through outfitters that are associated with either Fly Shops, Local hotels and Fishing Lodges. Significant additional fixed costs are associated with these businesses including office staff, real estate (owned or leased), higher insurance costs, significant marketing costs (websites, signage, print advertising, web advertising), office management costs, etc. For some businesses the guide trip becomes a “loss leader”. Fixed costs will vary per business but often range from \$100-\$300 per trip.

