

## Huntsville Rotary Online Auction 2020

The screenshot shows the homepage of the Huntsville Rotary Online Auction 2020. At the top, the Rotary Club of Huntsville logo is on the left, followed by "ONLINE AUCTION" text. In the center, it says "LIVE ON: YourTV truly local" with a broadcast time of "December 6<sup>th</sup> 12-4:30pm". On the right, a red progress bar shows "\$45,478" raised. Below this is a navigation menu with links: HOME, REGISTER, ABOUT, DONATE, CONTACT US, and MY ACCOUNT. A search bar is also present. Under the navigation menu, there are tabs for "FEATURED" and "FAVOURITES", followed by a row of numbered buttons (1-15). Below the buttons, it says "Block 1 - Brought to you by Cayman Marshall". The main content area displays eight auction items, each with a "Like" button, item number, time, and a "BLOCK CLOSED" red banner. The items are:

- Item 1: Mill on Main GC. Final Bid: \$100.00, High Bidder: 83890, Retail Price: \$100.00 CDN.
- Item 2: Muskoka on the Rocks Gift cards. Final Bid: \$110.00, High Bidder: 17790, Retail Price: \$100.00 CDN.
- Item 3: That Little Place by the Lights GC. Final Bid: \$100.00, High Bidder: 75539, Retail Price: \$100.00 CDN.
- Item 4: 3 Guys and a Stove GC. Final Bid: \$110.00, High Bidder: 17790, Retail Price: \$100.00 CDN.
- Item 5: (Image of a house)
- Item 6: (Image of a house)
- Item 7: (Image of a house)
- Item 8: (Image of a house)

The club developed creative ideas for revamping their funds for this year's Xmas auction, with members working together to make (and fund) items for sale at "Santa's workshop".

The auction produced their best ever results.

After paying the Knights of Columbus \$4,500 and the Cadets \$900, for their items net auction revenue was in the \$41K range. Adding in block sponsor and sundry revenue and subtracting expenses (which have not all been identified) it looked like there would be a net profit of about \$42K. Not bad on an original budget of \$16K.

The auction was broadcast live on YourTV (Cogeco) on December 6, 2020 from 12:00 to 4:30 pm.

[For more info, contact President Ron Strickland](#)