

Sights & Sounds of Christmas

San Marcos' Sights & Sounds of Christmas Festival

December 1-3 and December 8-10, 2022

The Sights & Sounds of Christmas celebrated its 36th year of holiday cheer from December 1-3 and December 8-10, 2022. The board appreciates the support of the City and looks forward to more growth in the years ahead.

The 2022 festival saw over 50,000 attendees over the two weeks, and increase from the previous year, with the highest attendance in the second week for the first time ever. Both weeks were met with excellent weather, and we were able to have no night cancellations for the second year in a row.

A major focus for Sights & Sounds is to provide other community organizations the opportunity to raise funds and awareness for their cause. We partnered with seven nonprofit organizations in 2022, who collectively generated \$50,076 in revenue for their organizations through operating concession booths.

As we grow, we are proud to continue offering affordable admission options for our attendees. Since 2012, general admission tickets have remained at an industry low of \$5 and a six-day pass was available for \$15, which equates to \$2.50 per day. Children ages 12 and under continue to receive free admission whereas children 8 and under tends to be the industry norm. Once inside, attendees will find many free, family-friendly attractions to enjoy, including: the petting zoo, Reindeer Games Kids Zone, photos with Santa, Whoville, live entertainment, scavenger hunt, crafts, the Little Town of Bethlehem, and more. Other paid attractions include the carnival, pony rides, mechanical bull, gift shopping, and concessions.

Our free entertainment included 53 performances from local schools, clubs, and other school organizations who performed their annual holiday programs for the community. We hosted a wide range of diverse and family-friendly entertainers, including choirs, dance acts, and professional bands from the region.

In addition to the festival, Sights & Sounds hosts the annual Santa's Jingle Bell Run 5k and 1K each year. This year's run welcomed over 1000 runners who enjoyed running, or walking, the course through our beautiful downtown San Marcos and the Historic District. The sounds of holiday music could be heard along the way, with many nearby residents cheering on the race participants.

From an operational standpoint, Sights & Sounds experienced one of the smoothest events in recent memory. From setup to execution, our team was on schedule and guest experience was at an all-time high.

From a financial standpoint, we were fortunate to break even in 2022. Even though seeing an increase in attendance, Sights & Sounds saw an increase in costs in all areas of operation and expenses rose to an all-time high. With the economy feeling crippled by higher inflation, we also saw less spending throughout the festival.

As Sights & Sounds continues to grow, we look forward to furthering our mission of spreading holiday cheer while giving back to our community.

We truly appreciate the support provided by the City of San Marcos, and we look forward to the future.

Sincerely,

A handwritten signature in black ink, appearing to read 'Elva Zdeb', written in a cursive style.

Elva Zdeb

President, San Marcos Sights & Sounds of Christmas Foundation

San Marcos Sights & Sounds of Christmas

April 2022 - March 2023

	<u>Total</u>
Revenue	
4000 Main Event Contributions	
4002 A La Cart Sponsor	2,000.00
4003 Grants	10,026.66
4005 Holly Sponsor \$1,200	12,000.00
4006 Silver Sponsor \$3,000	12,000.00
4007 Gold Sponsor - \$6,000	12,000.00
4008 Presenting Sponsor \$15,000	147,772.80
Total 4000 Main Event Contributions	\$ 195,799.46
4100 Main Event - Token Income	478,639.11
4300 Pre Paid Fees	
Food Vendor Insurance	1,100.00
Food Vendor Signage	225.00
Total 4300 Pre Paid Fees	\$ 1,325.00
4900 The Jingle Bell Run	
A LA CARTE	1,500.00
Delivered By Sponsor	5,000.00
Gold 5K Sponsor	11,000.00
Holly 5K Sponsor	1,700.00
Runner Entry Fee	26,151.89
Silver 5K Sponsor	8,250.00
Total 4900 The Jingle Bell Run	\$ 53,601.89
Sales	2,832.00
Uncategorized Income	2,354.34
Total Revenue	\$ 734,551.80
Gross Profit	\$ 734,551.80
Expenditures	
6000 Token Reimbursements	188,565.25
FP - Food Vendor	8,602.40
Total 6000 Token Reimbursements	\$ 197,167.65
6100 Bank Charges & Fees	
Bank Fees	75.25
QuickBooks Payments Fees	541.48
Total 6100 Bank Charges & Fees	\$ 616.73
6200 Administrative	
Bank Charges	60.00
Dues & subscriptions	1,794.99
Insurance	21,072.00
Interest Paid	2,575.34
Rent or Lease of Buildings	8,430.80

Supplies & Materials		3,468.09
Total 6200 Administrative	\$	37,401.22
6300 Logistics		
Equipment Rental		2,151.00
Fencing		20,920.52
Sanitation		11,932.32
Tents		19,730.90
Transportation		11,056.50
Total 6300 Logistics	\$	65,791.24
8000 Cost of Labor		
Contract		20,623.39
Food Vouchers		1,965.00
Security		71,383.00
Total 8000 Cost of Labor	\$	93,971.39
Admissions		881.67
Advertising & Marketing		20,442.07
Apparel		75.04
Christmas Light Set-Up		104,385.21
Contractors		160.00
Electrical Set-Up		88,436.00
Event Attractions		16,492.49
Lighting of the Park		3,919.70
Meals & Entertainment		7,192.68
Other Business Expenses		2.00
Purchases		4,499.30
Repairs & Maintenance		95.00
Signage		5,222.91
Sound Set-Up		26,831.37
Sponsor Expense		5,333.80
Supplies		39,190.31
Taxes & Licenses		
Sales Tax		52.00
Tax Preperation		2,500.00
Total Taxes & Licenses	\$	2,552.00
Travel		3,858.29
Unapplied Cash Bill Payment Expenditure		0.00
Volunteer		8,991.64
Total Expenditures	\$	733,509.71
Net Operating Revenue	\$	1,042.09
Net Revenue	\$	1,042.09