

Income**Festival**

| | |
|--------------------|------------------|
| Sponsorships | \$109,628 |
| City of San Marcos | \$72,000 |
| | <u>\$181,628</u> |

Jingle Bell Run

| | |
|--------------|-----------------|
| Sponsorships | \$15,700 |
| Entry Fees | \$29,503 |
| | <u>\$45,203</u> |

Other Income **\$8,879****Token Income** **\$1,024,506****Total Income** **\$1,260,216****Expenses****Token Expense** **\$640,749****Financial Fees**

| | |
|--------------------------|-----------------|
| Merchant Processing Fees | \$19,309 |
| Bank Fees | \$394 |
| Interest Expense | \$2,235 |
| Taxes | \$3,788 |
| | <u>\$25,725</u> |

Administrative

| | |
|---------------------------|-----------------|
| Rent/Building Lease | \$7,442 |
| Legal & Professional Fees | \$1,700 |
| Dues & Subscriptions | \$1,067 |
| Meals | \$313 |
| | <u>\$10,522</u> |

Logistics

| | |
|-------------------------|------------------|
| Christmas Light Set-Up | \$120,892 |
| Electrical Set-Up | \$84,602 |
| Event Attractions | \$27,501 |
| Insurance | \$15,268 |
| Fencing | \$994 |
| Sanitation | \$32,374 |
| Tents | \$14,475 |
| Transportation | \$11,532 |
| Sounds Set-Up | \$15,800 |
| Advertising & Marketing | \$14,577 |
| | <u>\$338,015</u> |

Cost of Labor

| | |
|----------------------|-----------------|
| Event Contract Labor | \$14,077 |
| Event Security | \$40,666 |
| | <u>\$54,743</u> |

Other Expenses

| | |
|-------------------|-----------------|
| Apparel | \$11,610 |
| Equipment | \$5,793 |
| Signage | \$5,844 |
| Event Supplies | \$28,678 |
| Sponsor Expense | \$7,519 |
| Volunteer Expense | \$3,403 |
| Other Expenses | \$8,080 |
| | <u>\$70,927</u> |

Total Expenses **\$1,140,680****Net Income** **\$119,536**



 David Case, President
 San Marcos Sights & Sounds of Christmas, Inc