

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