

**Historic District Business Association
Christmas Festival Income Statement
Period: 01/01/2020 to 12/31/2020**

| | ACTUALS | ACTUALS |
|-------------------------------------|---------------------|----------------|
| | Amount | Ratio |
| Christmas Festival Revenues: | | |
| Gate Receipts- Festival Day | \$180,264.00 | 43.61% |
| Sponsors-Corporate | \$15,000.00 | 3.63% |
| Other Grants & Sponsorship | \$23,500.00 | 5.68% |
| Patrons Drive | \$75.00 | 0.02% |
| Merchandise | \$23,887.95 | 5.78% |
| Port-a-Potties Reimbursement | \$5,000.00 | 1.21% |
| Cookies with Santa | \$2,500.00 | 0.60% |
| Advertising Split Money | \$1,500.00 | 0.36% |
| Festival Tickets Sold | \$151,040.00 | 36.54% |
| Vendor Income | \$9,100.00 | 2.20% |
| Miscellaneous | \$220.00 | 0.05% |
| Interest Income | \$1,303.86 | 0.32% |
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| TOTAL REVENUES: | \$413,390.81 | 100.00% |
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| EXPENSES: | | |
| Postage | \$7.75 | 0.00% |
| Advertising | \$22,800.81 | 5.52% |
| Miscellaneous | \$5.00 | 0.00% |
| Utilities - Float Barn | \$185.46 | 0.04% |
| Parade | \$4,015.64 | 0.97% |
| Gate Management - Festival Day | \$17,254.98 | 4.17% |
| Fireworks Display -All Weekends | \$115,000.00 | 27.82% |
| Entertainment | \$28,116.46 | 6.80% |
| Entertainment Licensing | \$2,820.92 | 0.68% |
| Corporate Sponsors Support | \$0.00 | 0.00% |
| Christmas Festival Supplies | \$425.00 | 0.10% |
| Festival Insurance | \$13,306.25 | 3.22% |
| Merchandise Purchases | \$12,874.75 | 3.11% |
| City of Natchitoches- per CEA | \$0.00 | 0.00% |
| Port-a-Potties | \$11,058.72 | 2.68% |
| Sound Systems | \$15,000.00 | 3.63% |
| Tent Rental | \$2,526.00 | 0.61% |
| Festival Administration | \$50,000.00 | 12.10% |
| Festival Ticket Redemptions | \$127,310.72 | 30.80% |
| Festival Ticket Supplies | \$1,129.50 | 0.27% |
| Website Enhancement | \$185.79 | 0.04% |
| Festival Security | \$1,050.00 | 0.25% |
| Contract labor | \$540.00 | 0.13% |
| Cookies With Santa | \$1,688.02 | 0.41% |
| Traffic Control Signage | \$7,700.00 | 1.86% |
| Bathroom Maintenance | \$6,768.00 | 1.64% |

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| EMS Services on Riverbank | \$240.00 | 0.06% |
| Music on Front Street | \$125.82 | 0.03% |

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| TOTAL EXPENSES | \$442,135.59 | 106.95% |
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| NET INCOME (LOSS) | (\$28,744.78) | -6.95% |
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| Last Year's Reserves Ending 2019 | \$200,000.00 |
| 2020 Losses | (\$28,744.78) |
| 2019 Money for Improvements | \$1,493.48 |

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| Cash Reserves beginning 2021 | \$172,748.70 |
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CEA = Cooperative Endeavor Agreement