

**Historic District Business Association  
Christmas Festival Income Statement  
Period: 01/01/2021 to 12/31/2021**

	<b>ACTUALS Amount</b>	<b>ACTUALS Ratio</b>
<b>Christmas Festival Revenues:</b>		
Gate Receipts- Armbands	\$370,122.00	39.25%
Sponsors-Corporate	\$29,249.00	3.10%
Other Grants & Sponsorship	\$28,500.00	3.02%
Patrons Drive	\$0.00	0.00%
Merchandise	\$31,851.25	3.38%
Port-a-Potties Reimbursement	\$5,000.00	0.53%
Cookies with Santa	\$5,000.00	0.53%
Advertising Split Money	\$3,592.00	0.38%
Festival Tickets Sold	\$450,541.00	47.78%
Vendor Income	\$15,665.00	1.66%
Bus and RV Rental	\$2,055.00	0.22%
Miscellaneous	\$867.00	0.09%
Interest Income	\$600.49	0.06%
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<b>TOTAL REVENUES:</b>	<b>\$943,042.74</b>	<b>100.00%</b>
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<b>EXPENSES:</b>		
Postage	\$0.00	0.00%
Advertising	\$22,279.14	2.36%
Miscellaneous	\$3,747.70	0.40%
Utilities - Float Barn	\$184.16	0.02%
Parade	\$15,436.33	1.64%
Gate Management	\$37,732.17	4.00%
Fireworks Display -All Weekends	\$117,000.00	12.41%
Entertainment	\$44,210.07	4.69%
Entertainment Licensing	\$2,500.00	0.27%
Corporate Sponsors Support	\$941.20	0.10%
Christmas Festival Supplies	\$1,374.55	0.15%
Festival Insurance	\$13,712.28	1.45%
Merchandise Purchases	\$19,747.85	2.09%
City of Natchitoches- per CEA	\$50,000.00	5.30%
Port-a-Potties	\$13,170.00	1.40%
Sound Systems	\$15,000.00	1.59%
Tent Rental	\$0.00	0.00%
Festival Administration	\$50,000.00	5.30%
Festival Ticket Redemptions	\$372,531.84	39.50%
Festival Ticket Supplies	\$3,656.17	0.39%
Website Enhancement	\$1,095.04	0.12%
Festival Security	\$1,600.00	0.17%
Contract labor	\$715.00	0.08%
Cookies With Santa	\$2,512.72	0.27%

Traffic Control Signage	\$8,700.00	0.92%
Bathroom Maintenance	\$7,445.00	0.79%
EMS Services on Riverbank	\$400.00	0.04%
Music on Front Street	\$120.78	0.01%
2022 Festival Improvements	\$34,979.44	3.71%
Restore 2020 Losses	\$27,251.30	2.89%
Increase Cash Reserves	\$25,000.00	2.65%

<b>TOTAL EXPENSES</b>	<b>\$893,042.74</b>	<b>94.70%</b>
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<b>NET INCOME (LOSS)</b>	<b>\$50,000.00</b>	<b>5.30%</b>
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<b>Last Year's Reserves Ending 2021</b>	<b>\$172,748.70</b>
<b>Restore 2020 Losses</b>	<b>\$27,251.30</b>
<b>Increase Reserve Fund Balance</b>	<b>\$25,000.00</b>

<b>Cash Reserves beginning 2022</b>	<b>\$225,000.00</b>
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CEA = Cooperative Endeavor Agreement