

**Historic District Business Association  
Christmas Festival Income Statement  
Period: 01/01/2022 to 12/31/2022**

	<b>ACTUALS Amount</b>	<b>ACTUALS Ratio</b>
<b>Christmas Festival Revenues:</b>		
Gate Receipts- Armbands	\$308,241.00	34.25%
Sponsors-Corporate	\$51,000.00	5.67%
Other Grants & Sponsorship	\$28,000.00	3.11%
Snowhill	\$8,264.00	0.92%
Merchandise	\$33,130.00	3.68%
Port-a-Potties Reimbursement	\$5,000.00	0.56%
Cookies with Santa	\$5,780.00	0.64%
Advertising Split Money	\$3,553.00	0.39%
Festival Tickets Sold	\$438,352.00	48.71%
Vendor Income	\$15,605.00	1.73%
Bus and RV Rental	\$1,810.00	0.20%
Miscellaneous		0.00%
Interest Income	\$1,110.00	0.12%
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<b>TOTAL REVENUES:</b>	<b>\$899,845.00</b>	<b>100.00%</b>
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<b>EXPENSES:</b>		
Music Service	\$33.00	0.00%
Advertising	\$39,084.00	4.34%
Miscellaneous	\$705.00	0.08%
Utilities - Float Barn	\$184.00	0.02%
Parade	\$10,424.00	1.16%
Gate Management	\$39,823.00	4.43%
Fireworks Display -All Weekends	\$140,000.00	15.56%
Entertainment	\$98,129.00	10.91%
Entertainment Licensing	\$3,035.00	0.34%
Corporate Sponsors Support	\$470.00	0.05%
Christmas Festival Supplies	\$1,279.00	0.14%
Festival Insurance	\$17,828.00	1.98%
Merchandise Purchases	\$16,252.00	1.81%
City of Natchitoches- per CEA	\$25,000.00	2.78%
Port-a-Potties	\$14,780.00	1.64%
Tent Rental	\$1,444.00	0.16%
Festival Administration	\$50,000.00	5.56%
Festival Ticket Redemptions	\$327,739.00	36.42%
Festival Ticket Supplies	\$6,764.00	0.75%
Website Enhancement	\$145.00	0.02%
Festival Security	\$10,870.00	1.21%
Contract labor	\$480.00	0.05%
Cookies With Santa	\$3,562.00	0.40%
Traffic Control Signage	\$8,700.00	0.97%

Bathroom Maintenance	\$8,190.00	0.91%
Add to Reserves	\$25,000.00	2.78%
2023 Festival Improvements	\$24,925.00	2.77%
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<b>TOTAL EXPENSES</b>	<b>\$874,845.00</b>	<b>97.22%</b>
<b>NET INCOME (LOSS)</b>	<b>\$25,000.00</b>	<b>2.78%</b>
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<b>Last Year's Reserves Ending 2022</b>	<b>\$225,000.00</b>
<b>Increase Reserve Fund Balance</b>	<b>\$25,000.00</b>
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**Cash Reserves beginning 2023** **\$250,000.00**

CEA = Cooperative Endeavor Agreement