

CHRISTMAS IN DOWNTOWN 2021				
REVENUE	2019	2021	IN KIND:	HOT FUNDS:
SPONSORSHIP:	\$11,000.00	\$15,450		
HOT Funds	\$25,000.00	\$35,000.00		
Merchandise Vendors	\$2,120.00	\$2,070		
Food Vendors	\$475.00	\$475		
Ticket Sales	\$27,656.00	\$26,342		
Total Revenue EXCLUDING HOT FUNDS	\$41,251.00	\$44,337.00		
INCLUDING HOT FUNDS	\$66,251.00	\$79,337.00		
EXPENSES:				
	2019	2021		
Attractions, Tent and Entertainment	\$46,205.00	\$50,917.20		
Advertising	\$4,476.10	\$5,759.00		
Event Printing	\$1,900.19	\$1,191.00		
Event Signage	\$2,316.44	\$2,120.14		
Decorations and Miscellaneous Supply Items	\$3,929.12	\$7,173.63		
Final Totals	\$58,827.78	\$67,160.97		
Net Profit/Loss	\$7,423.22	\$12,176.03		

(2019 figures below):

Revenue Breakdown: SPONSORSHIP	ACTUAL:	IN KIND:
A Plus Party Rentals - Tent	\$0	XX
Building Brands Marketing	\$100	
Cuero National Bank	\$250	
Cuero Chamber of Commerce - Advertising		XX
Edwards Jones Investments – Tyler McClellan	\$100	
Energy Waste- Restrooms - (Port-o-potties) and Lighting		XX
Fisher Heck Inc., Architects	\$500	
Frank and Martha Burns	\$400	
Ful-O-Pep Feeds Inc.	\$500	
GVEC - Reindeer	\$1,250	
GVEC - Company Tent		XX
HEB – Christmas Tree	\$5,000	
James Teleco Telephone Systems - Sound System		XX
McMahan Welding Service, LTD – Santa’s Workshop	\$1,250	
Millie's on Main – Non-Profit and Kid’s Craft space		XX
Paradigm Wealth Partners	\$800	XX
Partners Chevrolet, Busick, GMC - Horse & Carriage Rides	\$1,000	
Security Storage	\$100	
Thomas Surveyors	\$150	
Trust Texas Bank	\$500	
Victoria Connections Magazine - Advertising		XX
Victoria Television Group - Ice Skating Rink/Advertising		XX
Walmart Discount City	\$1,000	
Weber Motor Company – Carousel	\$1,000	

Whataburger - Snowzilla Slide		\$1,250	
Ander's Auto Supply		\$300	
TOTAL:		\$15,450	-

EXPENSES:	DESCRIPTION:	ACTUAL:	HOT FUNDS:
A Plus Party Rental	Tent, stage, steel barricades	\$934.37	
Artificial Ice Events	Ice skating rink, Snowmazing and Snowzilla Jr. (\$17,200 + shift meals \$24.84 The Texan)	\$17,224.84	Hot Funds
HOTEL: Fairfield Inn & Suites Cuero	Artificial Ice Events: Dec. 9-11 x 2 rooms	\$381.18	
DJ Tony in the Mix	DJ, entertainment announcements	\$1,000.00	Hot Funds
Chamber of Commerce	CMS Christmas Bucks for Santa Shuffle promotion	\$500.00	
Cuero Police Department	Security for pedestrians from E. to W. Main over Esplanade	\$948.73	
The Rusty Steins	Live entertainment Dec. 10 8-10PM (\$300 to play, \$140.72 for meals at Mom's Tamales)	\$440.72	Hot Funds
Lifeway Train Station	Children's entertainment	\$300.00	Hot Funds
Rocky Arrell	Santa Claus Dec. 11 4-8PM	\$400.00	Hot Funds
B3 Entertainment	Live reindeer Dec. 10 6-9PM (paid in May 2021)	\$3,300.00	Hot Funds
Camels and Critters-Jessica Meade	Petting zoo & photo-op sleigh	\$3,100.00	Hot Funds
D & C Pride of Texas Shows Inc.	Carousel Attraction	\$5,750.00	Hot Funds
HOTEL: Fairfield Inn & Suites Cuero	D & C Pride of Texas: Dec. 9-11 x 2 rooms	\$381.18	
Showcase Entertainment	Trackless train, rock climbing wall, kiddie ferris wheel	\$9,000.00	Hot Funds
HOTEL: Fairfield Inn & Suites Cuero	Showcase Entertainment: Dec. 10-12 x 2 rooms	\$381.18	
White Horse and Carriage Company	Saturday only 6-9PM	\$6,875.00	Hot Funds
TOTAL:		\$50,917.20	\$47,390.56

EVENT ADVERTISING:		ACTUAL:	HOT FUNDS:
Building Brands Marketing	Digital marketing campaign	\$2,250.00	Hot Funds
Building Brands Marketing	Event Video	\$500.00	Hot Funds
Lamar	Digital sign marketing - 6 locations, Victoria	\$1,500.00	Hot Funds
The Cuero Record	6 x7 color ad Cuero and Yorktown	\$499.00	Hot Funds
John Hudgeons Photography	Event Photography	\$600.00	Hot Funds
The Victoria Television Group	Production Sponsorship advertising	\$250.00	Hot Funds
Facebook.com	Events plus sponsorships over \$1,000	\$110.00	Hot Funds
Texas Co-op Power website	Online Magazine ad	\$50.00	Hot Funds
TOTAL:		\$5,759.00	\$5,759.00

EVENT SIGNAGE:		ACTUAL:	HOT FUNDS:
Exibix, Inc.	Deck the Downtown sign	\$345.00	Hot Funds
Outburst Advertising	Attraction and parking signs	\$263.50	Hot Funds
Outburst Advertising	Lease information sign and Historic Restoration sign for vacant buildings	\$100.00	Hot Funds
Lamar Billboards	CID billboard wrap	\$500.00	Hot Funds
Vistaprint	Stand-up signs - Tickets and Library Movie Day	\$331.23	Hot Funds
Vistaprint	Retractable advertising banner for CID awards	\$148.28	Hot Funds
Esigns	4' x 20' over the street CID mesh banner	\$432.13	Hot Funds
TOTAL:		\$2,120.14	\$2,120.14

EVENT PRINTING:		ACTUAL:	HOT FUNDS:
A Special Stitch	CID t-shirts co-sponsorship	\$266.00	
Standard Printing	Event emergency tickets	\$85.00	
Standard Printing	Last SHOT Shopping 11x17 Downtown businesses posters	\$37.50	
Standard Printing	Poster flyers for Deck the Downtown contest	\$20.00	
Standard Printing	(750) CID 6x9 promotional cards	\$344.00	
Standard Printing	(600 total) CID Community Sponsorshp flyer sheets	\$386.00	
Standard Printing	(35) 11x17 CID Downtown businesses posters	\$52.50	
TOTAL:		\$1,191.00	
EVENT DECORATIONS AND MISCELLANEOUS ITEMS:		ACTUAL:	HOT FUNDS:
December Events Committee	Lighted box, shared expense	\$2,971.21	
Cuero Quality Cleaners	Costume dry cleaning	\$63.52	
Cuero Pecan House	Thank you gifts for city staff setting up event	\$190.36	
Alamo Lumber	Snap links for over E. Main banner	\$47.94	
Walmart	Assorted decorations	\$173.80	
La Bella Tavola	Deck the Downtown judging dinner w/Goliad Main Street Director	\$50.01	
Friends	Promotions Committee gifts	\$16.85	
Walmart	Rug for Santa's Workshop	\$18.88	
AmazonSmile	(5) Christmas tree storage bags	\$216.45	
Alamo Lumber	Candle light poles spray paint	\$22.67	
Alamo Lumber	Candle light poles spray paint and other supplies	\$99.46	
AmazonSmile	Planter containers for lighted Christmas poles + spray paint for light poles	\$162.22	
Independence Bunting	(50) Christmas bunting for storefronts decoration	\$595.89	
HEB	Movie day at the Library snacks	\$55.82	
AmazonSmile	(150) Childrens masks for Library Movie Day	\$45.27	
AmazonSmile	(4) 7.5' Lighted Christmas trees	\$606.16	
Walmart	Storage container, assorted decorations	\$304.89	
AmazonSmile	(1) 4' flocked Christmas tree for Santa's Workshop	\$86.59	
AmazonSmile	(4) Jumbo A-Fram signboards for parking & paramedic station 22" x 28"	\$476.24	
AmazonSmile	(150) Adult face masks	\$59.48	
AmazonSmile	(2) Santa bearded face masks	\$21.62	
AmazonSmile	Santa and Rudolph yard decoration - Library	\$64.30	
Card Service Center #3	(6) lamp posts	\$774.00	
Melvin Haley	Window cleaning downtown	\$50.00	
TOTAL:		\$7,173.63	
Total All Expenses:		\$67,160.97	\$55,269.70

