

2012 Trail of Lights Revenue and Expense Report

Revenue

	Actual (Cash Sponsorships and Donations)
Total Revenue (including approved budget, cash sponsorships, and donations)	\$22,404.99

	City Budget	Donations
General Fund Budget	\$35,000	
HOT Fund Budget for Advertising	\$5,000	
		December 13 - \$22.40
		December 14 - \$422.38
		December 15 - \$408.80
		December 16 - \$333.51
		December 17 - \$208.02
		December 18 - \$224.28
		December 19 - \$257.53
		December 20 - \$191.99
		December 21 - \$336.57
		December 22 - \$499.51
Totals	\$40,000	\$2,904.99

	Cash	In-Kind (value of donation)
Sponsorships		
US Foods	\$5,000	
Lockwood, Andrews & Newnam	\$1,000	
Denton, Navarro, Rocha & Bernal	\$250	
Concentra Urgent Care	\$1,000	
Capital City Steel	\$1,000	
EDC	\$10,000.00	
Meritage Homes	\$1,250.00	
Creekside Villas Senior Living		Two senior buses - \$500
Hunington Senior Apartments		One senior bus - \$250
Murphy USA		Gas/diesel and candy - \$1,000
Golf Cars of Austin		Four golf cars - \$1,000
Volvo Rents		Generator/light towers - \$750
TDS		15 Polycarts - \$250
United Site Services		Port-a-lets - \$250
Totals	\$19,500	\$4,000 (In-Kind)

Expenses

	Actual
Total Expenses	\$34,817.87

Administrative		
Staff Overtime	Parks, Public Works, Police	\$1,000.00
Postage/Copies Mail Insert	CSG Systems	\$360.00
Printing Flyers	Office Depot	\$500.00
Totals		\$1,860.00

Transportation		
Shuttle Buses	Hays CISD	\$8,000.00
Parking Attendants-Cabela's	Vocational Ag-Hays CISD	\$3,000.00
Golf Cars	Golf Cars of Austin	\$250.00
Totals		\$11,250.00

Decorations/Décor		
Replacement Lights for Park	Arnett Marketing	\$958.62
Totals		\$958.62

Rentals		
Lights and Generators	Volovo Rents	\$1,105.13
Port-a-Lets	United Site Services	\$557.00
Boom Lift	Volovo Rents	\$1,198.89
Totals		\$2,861.02

Advertising (From General Fund)		
Signs/Banners	A and E Signs and Graphics	\$350.00
Totals		\$350.00

Entertainment		
Gift Card for Santa	Home Depot	\$250.00
Purchase Santa Suit		\$99.99
Totals		\$349.99

Electrical		
Electrical Work (Contractor)	Bryan Higgenbotham	\$10,982.25
Electrical Cords & Supplies	Home Depot	\$2,090.32
Totals		\$13,072.57

Christmas Tree		
60' Tall Pole	PEC	\$795.75
LED Lights and Wire	Dealers Electrical Supply	\$3,319.92
Totals		\$4,115.67

Total impact to the General Fund was: \$ 34,817.87 (Expenses) less \$22,404.99 (Revenue) = \$12,412.88