

CITY OF MARSHALL
AGENDA MEMO

PROJECT: 2015 Wonderland of Lights Funding Request

MEETING DATE: July 29th, 2015

DESCRIPTION: Plans are well underway for the 2015 Wonderland of Lights presented by the City of Marshall and the Marshall Downtown Development Corporation. Staff has developed a draft budget and is busy soliciting donations and sponsorships for this year's event. Unfortunately staff has determined a need to request additional funds to ensure the continued financial growth of the festival. The equipment that is currently being utilized to manufacture ice for the outdoor ice skating rink is 64 years old and is in need of upgrading. Last year the Ice Skating Rink brought in approximately \$79,087.29 and is the largest single source of income for the Festival. In order to ensure continuous operation and maximize revenue for 2015 a new chiller and addition equipment needs to be acquired for the rink. The total estimated cost to upgrade the ice skating rink is \$114,000.00. In order to continue to expand on Wonderland of Lights and create additional revenue streams staff is also interested in purchasing a carousel as an added attraction to the Festival. The carousel would enhance the festival by creating an additional activity for families to participate in. Staff has located an outdoor industrial carousel that seats approximately 34 individuals. Total costs including shipping for the Carousel are \$68,000. Anticipated income on the carousel is approximately \$23,000 annually. We are asking the Commission to consider funding capital expenses in the amount of \$182,000. The draft budget for this year's Wonderland of Lights anticipates that a debt service payment of \$50,000 could be made annually, in anticipation of paying off both items in 2018.

COST: \$182,000

FUNDING:

RECOMMENDED
ACTION:

Consider approval of expenditures

CITY CONTACT:

Sarah E. O'Brien, Tourism & Promotions Director
Obrien.sarah@marshalltexas.net 903-702-9500

ATTACHMENTS:

Proposed 2015 Wonderland of Lights Budget
Projected Carousel Revenue
Carousel Specs

2015 DRAFT BUDGET

Income

Donations	\$	55,000.00
HOT	\$	50,000.00
5K Run	\$	7,500.00
Parade	\$	1,000.00
Concert Donations	\$	2,000.00
Carraige Rides	\$	35,000.00
Ice Rink	\$	80,000.00
Train	\$	10,000.00
Wagonette	\$	8,000.00
Santa's Workshop	\$	10,000.00
Carosuel Rides	\$	23,250.00

Projected Total \$ **281,750.00**

Expenses

Advertising	\$	20,000.00
Carraige Rides	\$	16,000.00
Entertainment	\$	15,000.00
Fun Run	\$	1,500.00
Supplies	\$	2,000.00
Lighting	\$	75,000.00
Misc	\$	15,000.00
Skating Rink Operations	\$	28,000.00
Parade	\$	750.00
Sales Tax	\$	10,000.00
Santa's Workshop	\$	10,000.00
Skating Rink Supplies	\$	10,000.00
Ticket Booth	\$	2,000.00
Train	\$	15,000.00
Carousel	\$	5,000.00

Expenses Total \$ **225,250.00**

Net \$ **56,500.00**

Possible Debt Service Items

	\$	114,000.00
	\$	68,000.00

CA1303

Carousel



Please see page 2 for additional pictures

Manufacturer	Allen Herschell
Year	1948
Model	Ground Mount
Notes	40' diameter, Bradley & Kaye horses, completely redone in 2012
Price	\$85,000 USD



IRG
Intermark Ride Group

1613 Otter Creek Road Nashville, TN 37215 USA
Phone: 615.370.9625 Fax: 615.370.8852
sales@intermarkridegroup.com www.intermarkridegroup.com

2015 Carousel Projections

Capacity:

30 Horses, 2 Chariots = Total # of riders per spin is 34

Potential spins per night:

15 min rides, 15 rides per night, 465 rides during the season

Total Number of Riders anticipated if each ride has 25 riders:

11,625 Total Rides, at \$2 a piece

2015 Projected Revenue: \$23,250

Dates

Wednesday, November 25th, 2015

Thursday, November 26, 2015

Friday, November 27, 2015

Saturday, November 28, 2015

Sunday, November 29, 2015

Tuesday, December 01, 2015

Wednesday, December 02, 2015

Thursday, December 03, 2015

Friday, December 04, 2015

Saturday, December 05, 2015

Sunday, December 06, 2015

Tuesday, December 08, 2015

Wednesday, December 09, 2015

Thursday, December 10, 2015

Friday, December 11, 2015

Saturday, December 12, 2015

Sunday, December 13, 2015

Tuesday, December 15, 2015

Wednesday, December 16, 2015

Thursday, December 17, 2015

Friday, December 18, 2015

Saturday, December 19, 2015

Sunday, December 20, 2015

Tuesday, December 22, 2015

Wednesday, December 23, 2015

Friday, December 25, 2015

Saturday, December 26, 2015

Sunday, December 27, 2015

Tuesday, December 29, 2015

Wednesday, December 30, 2015

Thursday, December 31, 2015