



Agenda Information Sheet

June 11, 2018

Agenda Item

Report from Convention and Visitors Bureau regarding 2017 Wonderland of Lights. (Director of Community & Economic Development)

Background & Summary of Request:

Attached is a profit and loss summary for Wonderland of Lights activity as well as an info-graphic outlining visitor participation throughout the festival.

Staff will provide a brief overview of both documents at the meeting and be able to answer any questions.

Profit & Loss

January through December 2017

	Jan - Dec 17
Ordinary Income/Expense	
Income	
W O L Revenue	
Carousel	19,984.99
Carriage Rides	35,929.46
City of Marshall	50,000.00
Credit Card Fees Exp	-2,546.65
Donations	
\$100 Supporting Contribution	1,050.00
\$1000 Gold	4,500.00
\$2500 & Above Platinum	39,000.00
\$500 Silver	1,000.00
Courthouse	7,300.00
Other	35.00
Total Donations	52,885.00
Frosty	3,031.25
Fun Run Entry Fees	5,894.27
Ice Skating	61,555.42
Outdoor Christmas Market	1,548.38
Overage/Shortage	1,587.86
Parade Entry Fees	1,325.00
Sales Tax Collected	12,653.83
Souvenirs	3,226.83
Suspense	0.00
Train	28,702.18
Total W O L Revenue	275,777.82
Total Income	275,777.82
Gross Profit	275,777.82
Expense	
Wonderland of Lights	
Adv & Promotion	3,363.40
Bad Debt Expense	700.00
Carousel	16,786.35
Carriage Rides	27,364.71
Entertainment	4,467.21
Frosty	5,973.13
Fun Run	11.99
Lighting	86,018.46
Meals	171.77
Miscellaneous	4,817.31
Outside Christmas Market	0.00
Payroll	3,637.09
Sales Tax	12,653.83
Santa's Workshop	25,939.20
Skating Rink	57,781.82
Souvenir Shop	2,355.21
Supplies	19,602.58
Ticket Booth	618.90
Train	4,381.50
Total Wonderland of Lights	276,644.46
Total Expense	276,644.46
Net Ordinary Income	-866.64
Net Income	-866.64

2017 WONDERLAND OF LIGHTS

candy wonderland



270

Pounds of Icing



7,012

Ice Skaters



67

Outdoor Christmas Market Vendors



275

Jingle Bell Runners



523

Wassail Walk Votes Tallied



5,048

Toy Trains Built



27,139

Total Tickets Sold

Ice Skating, Horse Drawn Carriages and Wagonette Rides, Holly Trolley, Wonderland Express, Carousel, and Frosty's Wonderland Activity Area



23

178

49

71

Sponsors

Volunteers

Decorators

Employees