

Festival de la Cultura

Projected Statement of Sources & Uses of Funds





Festival de la Cultura
Projected Statement of Sources & Uses
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Fiesta De Nuestra Gente
Projected Statement of Sources & Uses
Summary



	2023				2024				Total
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
<u>Sources</u>									
Sponsors	-	-	50,000	10,000	10,000	10,000	10,000	-	90,000
Tickets	-	-	-	-	-	-	-	90,000	90,000
Vendor booth rentals	-	-	-	-	-	-	12,000	-	12,000
Alcohol	-	-	-	-	-	-	-	42,000	42,000
Other	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-
	-	-	50,000	10,000	10,000	10,000	22,000	132,000	234,000
<u>Uses</u>									
Accounting	-	-	150	150	200	200	500	1,000	2,200
After-event analysis	-	-	-	-	-	-	-	50	50
Health & wellness	-	-	-	-	-	-	-	4,500	4,500
Legal & insurance	-	-	-	-	-	-	-	6,000	6,000
Logistics & infrastructure	-	-	-	-	-	-	-	7,000	7,000
Marketing & promotion	-	-	-	-	-	-	-	23,000	23,000
Program & entertainment	-	-	45,150	7,500	1,300	-	-	61,950	115,900
Project management	-	-	100	100	100	100	100	100	600
Registration & ticketing	-	-	-	-	-	-	-	5,000	5,000
Security & safety	-	-	-	-	-	-	-	6,000	6,000
Sponsorship & fundraising	-	-	500	500	-	-	-	-	1,000
Technology	-	-	-	-	-	-	-	500	500
Vendors & food	-	-	-	-	-	-	-	11,300	11,300
Venue, transportaton & parking	-	-	-	-	-	-	-	9,400	9,400
Other - contingency	-	-	-	-	8,000	8,000	8,000	8,000	32,000
	-	-	45,900	8,250	9,600	8,300	8,600	143,800	224,450
Cash flow for the period	-	-	4,100	1,750	400	1,700	13,400	(11,800)	9,550
Cash balance from last period	-	-	-	4,100	5,850	6,250	7,950	21,350	-
Cash end of this period	-	-	4,100	5,850	6,250	7,950	21,350	9,550	9,550

**Fiesta De Nuestra Gente
Projected Statement of Sources
Detail**



	2023				2024				Total
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
Sponsors									
Chair - TBD									
Other sponsors to be identified. Recommended that we ask each sponsor to add a person to the committee. We need to determine all advertising points for sponsors before we approach them. For example, the main stage should be the prime ad space. We can also use cups, koozies, wrist bands, signage, a large prominently placed sponsor sign... Need to think of more. it might make sense to auction the main stage sponsorship to the highest bidder and possibly a couple of the similar opportunities.									
Visit Bastrop			20,000	-	-	-	-	-	20,000
City of Bastrop			20,000	-	-	-	-	-	20,000
Five to ten larger companies		-	5,000	5,000	5,000	5,000	5,000	-	25,000
Small companies		-	5,000	5,000	5,000	5,000	5,000	-	25,000
Other		-	-	-	-	-	-	-	-
		<u>-</u>	<u>50,000</u>	<u>10,000</u>	<u>10,000</u>	<u>10,000</u>	<u>10,000</u>	<u>-</u>	<u>90,000</u>

VERY IMPORTANT - The numbers in this draft forecast are for placeholders only. No one has agreed to sponsor any events at this time.

Ticket Revenue

Chair - TBD

Saturday Only Ticket Sales

Tickets sold	-	-	-	-	-	-	-	4,000	4,000
Rate per ticket	<u>15.00</u>	<u>15.00</u>	<u>15.00</u>	<u>15.00</u>	<u>15.00</u>	<u>15.00</u>	<u>15.00</u>	<u>15.00</u>	-
Total ticket sales	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>60,000</u>	<u>60,000</u>

Sunday Only Ticket Sales

Tickets sold	-	-	-	-	-	-	-	1,000	1,000
Rate per ticket	<u>10.00</u>	<u>10.00</u>	<u>10.00</u>	<u>10.00</u>	<u>10.00</u>	<u>10.00</u>	<u>10.00</u>	<u>10.00</u>	-
Total ticket sales	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>10,000</u>	<u>10,000</u>

**Fiesta De Nuestra Gente
Projected Statement of Sources
Detail**



	2023				2024				Total
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
Two Day Ticket Sales									
Tickets sold	-	-	-	-	-	-	-	1,000	1,000
Rate per ticket	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	-
Total ticket sales	-	-	-	-	-	-	-	20,000	20,000
Total attendance	-	-	-	-	-	-	-	6,000	6,000
Total Ticket Sales	-	-	-	-	-	-	-	90,000	90,000
Vendor Space Rentals									
	Chair - TBD Need to determine which vendors, how many spaces...								
Spaces sold	-	-	-	-	-	-	30	-	30
Rate per space	400	400	400	400	400	400	400	400	-
Total space sales revenue	-	-	-	-	-	-	12,000	-	12,000
Alcohol Sales									
	Chair - TBD Price TBD.								
Beer & wine tickets sold	-	-	-	-	-	-	-	6,000	6,000
Rate per ticket	7	7	7	7	7	7	7	7	-
Total ticket sales	-	-	-	-	-	-	-	42,000	42,000

**Fiesta De Nuestra Gente
Statement of Uses
Detail**



	2023				2024				
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
<u>Accounting</u>	Chair - TBD								
	Opens checking accounts, deposits funds, issues checks, prepares monthly financials, maintains projected sources and uses								
Monthly fee	-	-	150	150	200	200	500	1,000	2,200
	-	-	150	150	200	200	500	1,000	2,200
<u>After-event analysis</u>	Chair - TBD								
	Consists of a meeting of committee chairs discussion what went right, what went wrong, what could be better, and preparing a report and how to improve at the next event. Date for next event chosen and process started again.								
Volunteers	-	-	-	-	-	-	-	50	50
	-	-	-	-	-	-	-	50	50
<u>Health & wellness</u>	Chair - Priscilla Ruiz								
	Provides medical and first aid services, as well as arranging wellness activities for attendees.								
	<u>Medical station</u> includes a qualified professional who can treat small issues, cuts, bruises, heat exhaustion, etc.								
	<u>Emergency services</u> will be provided by a local ambulance service who will have technicians to provide onsite services as well as transportation to local hospitals								
Medical station	-	-	-	-	-	-	-	2,000	2,000
Emergency services	-	-	-	-	-	-	-	2,000	2,000
Other	-	-	-	-	-	-	-	500	500
	-	-	-	-	-	-	-	4,500	4,500

**Fiesta De Nuestra Gente
Statement of Uses
Detail**



	2023				2024				Total
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
<u>Legal & insurance</u>	Chair - Rebecca Moseley/Noe Reyes								
	Legal fees for setting up event structure, reviewing contracts with entertainment, preparing contracts for vendor, etc.								
Organizational structure	-	-	-	-	-	-	-	1,000	1,000
Other	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	1,000	1,000
	Event insurance including general liability and event interruption. Event interruption is insurance in case of unforeseen natural disasters such as a storm or rain.								
General liability	-	-	-	-	-	-	-	4,000	4,000
Event interruption	-	-	-	-	-	-	-	1,000	1,000
Other	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	5,000	5,000
	-	-	-	-	-	-	-	6,000	6,000
<u>Logistics & infrastructure</u>	Chair - TBD								
	Handles setup, layout, signage, stage sourcing & setup, and other physical infrastructure needs for the festival grounds. This includes arranging for the movement of performers and vendors into and out of the the venue, installing and removing signage for stages, parking lot, road signage, etc.								
Other	-	-	-	-	-	-	-	7,000	7,000
Other	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	7,000	7,000

**Fiesta De Nuestra Gente
Statement of Uses
Detail**



	2023				2024				Total
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
<u>Marketing & promotion</u>	<p><u>Chair</u> - Michael Durant Handles the promotion of the festival through various channels, including social media, traditional media, and online advertising, develops web site. <u>Brand identify</u> - creative fees for development of logo and marketing materials, including materials to post to social media. <u>Radio advertising</u> - fees to promote the event via radio <u>Newspaper</u> - ads <u>Yard signs</u> - cost to print 50 yard signs to place around the county by volunteers. <u>Social media</u> - postings to be done for no cost by volunteers.</p>								
Brand identity & management	-	-	-	-	-	-	-	5,000	5,000
Radio advertising	-	-	-	-	-	-	-	5,000	5,000
Newspaper & press releases	-	-	-	-	-	-	-	2,500	2,500
Television	-	-	-	-	-	-	-	5,000	5,000
Social media	-	-	-	-	-	-	-	2,500	2,500
Brochure printing	-	-	-	-	-	-	-	500	500
Promotions collateral & signage	-	-	-	-	-	-	-	2,500	2,500
	-	-	-	-	-	-	-	23,000	23,000

Program & entertainment

Chair - Danny Oviedo
In charge of selecting and scheduling performers, speakers, and activities to ensure an engaging and entertaining experience for attendees.

Following are entertainment ideas that will not cost money. In some cases, we may charge the groups to attend.
Tequila manufacturer - Casa Chapala knows Tequila manufacturers from Mexico that can give demonstrations.
Kid events - TBD
Games - hatchet throwing, horse shoes, corn hole
Educational - TBD
Jalapeno eating contest - that says it all
Dancers - from Mexico
Cage fighters in masks - from Mexico

Fiesta De Nuestra Gente
Statement of Uses
Detail



	2023				2024				Total
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
<u>Program & entertainment</u>									
Day 1									
Local musician	-	-	-	-	400	-	-	400	800
Local musician	-	-	-	-	400	-	-	400	800
Touring act	-	-	-	1,000	-	-	-	1,000	2,000
Touring act	-	-	-	6,000	-	-	-	6,000	12,000
Headliner	-	-	15,000	-	-	-	-	15,000	30,000
Contingency for artist additions	-	-	1,250	-	-	-	-	1,250	2,500
Day 2									
Local musician	-	-	-	-	500	-	-	500	1,000
Local musician	-	-	-	500	-	-	-	500	1,000
Touring act	-	-	3,750	-	-	-	-	3,750	7,500
Contingency for artist additions	-	-	1,250	-	-	-	-	1,250	2,500
Two Day Costs									
<u>Stage 1</u>									
Stage rental	-	-	1,250	-	-	-	-	1,250	2,500
Sound system	-	-	3,750	-	-	-	-	3,750	7,500
Lighting	-	-	500	-	-	-	-	500	1,000
Staffing	-	-	-	-	-	-	-	2,500	2,500
<u>Stage 2</u>									
Stage rental	-	-	3,400	-	-	-	-	3,400	6,800
Sound system	-	-	10,000	-	-	-	-	10,000	20,000
Lighting	-	-	5,000	-	-	-	-	5,000	10,000
Staffing	-	-	-	-	-	-	-	5,500	5,500
Other	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-
	-	-	45,150	7,500	1,300	-	-	61,950	115,900

**Fiesta De Nuestra Gente
Statement of Uses
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	2023				2024				
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
<u>Project management</u>	<p>Chair - Jaime Astorga Responsible for overall event planning, scheduling, and coordination of various committees. This person checks in on each Committee regularly to ensure deliverables and timelines are being met. Typically this involves holding a Committee Chair meeting regularly to share status and best practices. Committee Chair meetings will be more frequent as the event approaches. Projectged cost is minimal for this Committee, only for project management software subscription. Probably the best resource will be a person from one of the committee members organizations, as the can devote the time.</p>								
Event	-	-	100	100	100	100	100	100	600
Other	-	-	-	-	-	-	-	-	-
	<u>-</u>	<u>-</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>600</u>
<u>Registration & ticketing</u>	<p>Chair - TBD Manages ticket sales, registration processes, and attendee check-in during the festival. Software will be provided by the Technology team to track attendees as they come in. Tickets and wrist bands will be printed by the Marketing & Promotion team. Cost for this team are for miscellaneous items, voluteer expenses... Will need to rent ticket booths, air conditioned.</p>								
Event	-	-	-	-	-	-	-	5,000	5,000
Other	-	-	-	-	-	-	-	-	-
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>5,000</u>	<u>5,000</u>
<u>Security & safety</u>	<p>Chair - TBD Ensures the safety and security of attendees by coordinating with local authorities, hiring security personnel, and implementing emergency response plans.</p>								
Police for safety	-	-	-	-	-	-	-	5,000	5,000
Police for traffic control	-	-	-	-	-	-	-	1,000	1,000
Other	-	-	-	-	-	-	-	-	-
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>6,000</u>	<u>6,000</u>

**Fiesta De Nuestra Gente
Statement of Uses
Detail**



	2023				2024				Total
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
<u>Sponsorship & fundraising</u>	Focuses on securing sponsorships, partnerships, and fundraising efforts to cover event costs and potentially enhance the festival experience. Objective is to obtain adequate sponsor donations to cover fixed costs of the festival such as entertainment, stage, infrastructure. Sources will be inside and outside the County.								
Event	-	-	500	500	-	-	-	-	1,000
Other	-	-	-	-	-	-	-	-	-
	-	-	500	500	-	-	-	-	1,000
<u>Technology</u>	Chair - Jaime Saldivar Ensures the availability of necessary technological infrastructure, such as Wi-Fi, charging stations, and app integration. This team also provides website, email and ticketing software for use by the other committees.								
Event	-	-	-	-	-	-	-	500	500
Other	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	500	500
<u>Vendors & food</u>	Chair - Sylvia Barragon Manages vendor applications, selection, and logistics, including food trucks and merchandise stalls. Notes from meeting – schools have various groups who would like to have booths.								
Event	-	-	-	-	-	-	-	500	500
Beer & wine cost of sales	-	-	-	-	-	-	-	7,800	7,800
Other	-	-	-	-	-	-	-	3,000	3,000
	-	-	-	-	-	-	-	11,300	11,300
Beer & wine tickets sold	-	-	-	-	-	-	-	6,000	6,000
Cost per drink	1.30	1.30	1.30	1.30	1.30	1.30	1.30	1.30	
Total cost	-	-	-	-	-	-	-	7,800	7,800

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	2023				2024				Total
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
<u>Venue, Transportaton & Parking</u>									
Chair - TBD									
Sources and secures contract with venue, coordinates transportation options for attendees and manages parking logistics, policemen for traffic, Tx DOT permits.									
Venue rental	-	-	-	-	-	-	-	-	-
Venue utilities	-	-	-	-	-	-	-	1,000	1,000
Portable restrooms	-	-	-	-	-	-	-	4,500	4,500
Transportation - carts	-	-	-	-	-	-	-	2,400	2,400
Transportation - cart drivers	-	-	-	-	-	-	-	1,500	1,500
Misc	-	-	-	-	-	-	-	1,000	1,000
Total venue expenses	-	-	-	-	-	-	-	9,400	9,400
<u>Venue rental</u>	-	-	-	-	-	-	-	-	-
It is anticipated that the event will take place at the City of Bastrop rodeo arena.									
<u>Venue utilities</u>	-	-	-	-	-	-	-	1,000	1,000
Expense for water and electricity									
<u>Portable restrooms</u>									
Number	-	-	-	-	-	-	-	30	30
Rate for two days	150	150	150	150	150	150	150	150	-
Cost	-	-	-	-	-	-	-	4,500	4,500
<u>Transportation - carts</u>									
Number	-	-	-	-	-	-	-	3	3
Rate for two days	800	800	800	800	800	800	800	800	-
Cost	-	-	-	-	-	-	-	2,400	2,400

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	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
<u>Transportation - cart drivers</u>									
Number	-	-	-	-	-	-	-	3	3
Rate for two days	500	500	500	500	500	500	500	500	-
Cost	-	-	-	-	-	-	-	1,500	1,500
<u>Miscellaneous</u>	-	-	-	-	-	-	-	1,000	1,000
ropes, parking signs, flags, trash cans									
<u>Other - contingency</u>	This is roughly a 15% contingency for covering lower than expected revenues and unanticipated costs.								
Contingency	-	-	-	-	8,000	8,000	8,000	8,000	32,000
Other	-	-	-	-	-	-	-	-	-
	-	-	-	-	8,000	8,000	8,000	8,000	32,000