QUARTERLY REPORT TO COUNCIL

Meeting Date:May 7, 2025Prepared by:Gloria ButsDepartment:FinanceDivision:AdministraReporting Period:3rd QuarterCC:City Admin





1. Tourism Fund

Attached is the Income Statement for the Tourism Fund for FY2025 as of March 31, 2025.

A. The Income Statement is for the Visitor Tourism Fund and is for all activities from July 1, 2024, through March 31, 2025. It includes all transactions related to tourism and events, including contract-managed events.

Contracted Event Revenue is net of merchant fees, which are broken out in the attached Profit and Loss Detail Statements.

Event Revenue of \$30,325 is for 13 Nights for Summer 2024.

The transfers of \$200,000 is the interfund loan from the Community Development Fund used for start up of the Wauna account.

Professional services are primarily attorneys' fees related to the prior event contractor.

Aside from Spirit of Halloweentown and Holiday in the Plaza, Projects & Programs includes the repayment of the interfund loan used for start up of the Wauna account and 13 Nights for Summer 2024.

B. The attached Profit and Loss Detail Statements for Spirit of Halloweentown and Holiday in the Plaza are a reconciliation of the events' activity in the Wauna Credit Union account.

Per the contract with Treadway, the city shares 5% of net profit with the contractor as an incentive.

C. All contracted event receipts are deposited in the Wauna account and all expenditures related to contracted events are paid from the Wauna account.

All receipts, including Lodging Taxes and expenditures that are not related to the contracted events are recorded in the city's Wells Fargo account.

As of March 31, 2025 the Wauna account balance was \$269,321.25 and the amount allocated to the Visitor Tourism Fund from the Wells Fargo account was \$21,466.91.

- Income Statement Visitor Tourism Fund for FY2025 as of March 31, 2025
- Spirit of Halloweentown Profit and Loss Detail for FY2025
- Holiday in the Plaza Profit and Loss Detail for FY2025

Income Statement



St. Helens, OR

FY2025 as of Mar 31, 2025

Fund: 201 - VISITOR TOURISM

Revenue		
<u>201-000-32002</u>	Motel Hotel Tax	112,839.93
<u>201-000-37001</u>	Interest	7,971.29
201-000-37004	Tourism Miscellaneous	-
<u>201-000-37015</u>	Event Revenue	30,325.00
<u>201-000-37016</u>	Contracted Events Revenue	1,132,441.78
201-000-38002	Transfers	 200,000.00
	Revenue Total:	\$ 1,483,578.00
Expense		
<u>201-000-52019</u>	Professional Services	65,704.35
201-000-52025	GFSS	75,000.00
<u>201-000-52028</u>	Projects & Programs	682,923.67
<u>201-000-52039</u>	Contracted Events-Professional Services	385,231.97
<u>201-000-52130</u>	Building Lease & Utilities	1,864.95
<u>201-000-52131</u>	Contracted Building Lease & Utilities	57,944.63
<u>201-000-58001</u>	Contingency	 -
	Expense Total:	\$ 1,268,669.57
	Fund: 201 - VISITOR TOURISM Surplus (Deficit):	\$ 214,908.43

Spirit of Halloweentown

Profit and Loss Detail

January - December 2024

Amount

Balance

Ordinary Income/Expenses

Income

Ticket Sales	\$ 1,028,004.45	
Refunds/Chargebacks - Ticket Sales	 (11,427.33)	
Total Ticket Sales	\$ 1,016,577.12	
Vendor Registration - Booth Fees	70,500.00	
Event Sponsors	8,300.00	
Parking Revenue	43,920.88	
Portland Spirit Event Tickets	4,520.00	
Alcohol Sales Revenue	38,474.75	
Gift Shop Sales	23,337.03	
Total Income		\$ 1,205,629.78
Cost of Goods Sold		
EVENT EXPENSES		
Event Permits & Fees	1,000.03	
Build & Production Supplies	4,492.32	
Equipment & Event Rentals	108,645.25	
Props & Décor	4,118.46	
Job Supplies	3,091.45	
Restrooms & Sanitation	17,200.00	
Film Licensing Fees	5,000.00	
Trash Disposal & Janitorial	5,554.27	
Photo Op Supplies	2,269.00	
Neighbors on 4th Street	 2,211.58	
TOTAL EVENT EXPENSES		\$ 153,582.36
EVENT ADVERTISING & MARKETING		
Signage & Printing	7,813.68	
Billboard Advertising	12,525.00	
Radio Advertising	11,650.00	
Social Media & Digital Advertising	 30,353.66	
TOTAL EVENT ADVERTISING & MARKETING		\$ 62,342.34

CONTRACT EVENT SERVICES **Event Planning Services** Treadway Events & Entertainment 38,320.00 Treadway Events & Entertainment 38,320.00 Treadway Events & Entertainment 38,320.00 **Total Event Planning Services** 114,960.00 **Contract Event Labor** 45,789.34 **Talent & Performer Fees** 119,056.10 Website Design & Management 2,000.00 Audio/Video Services 22,625.00 Photography & Videography 8,450.00 4,960.00 Lighting 46,056.00 Security & Staffing 22,820.45 **Transportation Services** 1,950.20 **Graphic Design** TOTAL CONTRACT EVENT SERVICES 388,667.09 **Total for Cost of Goods Sold** \$ 604,591.79 **Gross Profit** 601,037.99 \$ Expenses ADMINISTRATIVE EXPENSES Software & Apps 826.75 TOTAL ADMINISTRATIVE EXPENSES \$ 826.75 **ADVERTISING & MARKETING** Advertising & Marketing - Ops 7.00 **TOTAL ADVERTISING & MARKETING** \$ 7.00 OTHER BUSINESS EXPENSES Small Tools or Equipment 2,219.97 **Cast/Talent Meals & Expenses** 1,160.30 TOTAL OTHER BUSINESS EXPENSES \$ 3,380.27 **FACILITY EXPENSES** Rent & Lease 09/23/2024 Check 106 Masonic Hall St Helens 16,500.00 **Total Rent & Lease** 16,500.00 Internet & Wi-Fi services 165.30 **Building Utilities (Masonic)** 2,097.45 TOTAL FACILITY EXPENSES \$ 18,762.75

AUTO EXPENSE			
Fuel		 277.68	
TOTAL AUTO EXPENSE		\$ 277.68	
TRAVEL EXPENSES			
Airfare		6,950.21	
Hotels & Lodging		5,852.83	
Mileage Reimbursement		 26.80	
TOTAL TRAVEL EXPENSES		\$ 12,829.84	
BANK & MERCHANT FEES			
Shopify Merchant Fees		2,815.04	
Stripe Merchant Fees		27,059.12	
Afton Fees		46,048.76	
Merchant Charges		 39.00	
TOTAL BANK & MERCHANT FEES		\$ 75,961.92	
Total for Expenses			\$ 112,046.21
Net Ordinary Income			\$ 488,991.78
Other Income/Expense			
Other Income			
Interest earned		 161.18	
Net Other Income		 161.18	
Net Income			\$ 489,152.96
	5% Profit Share	24,457.65	
	City of St. Helens	\$ 464,695.31	

Holiday in the Plaza Profit and Loss Detail

January - December 2024

Ordinary Income/Expenses Income Income Merchandise Sales \$ 697.00 Total Income \$ 697.00 Cost of Goods Sold \$ 697.00 EVENT EXPENSES \$ 14,064.56 Equipment & Event Rentals 9,374.23 Props & Décor 14,064.56 Job Supplies 356.63 Restrooms & Sanitation 1,350.00 TOTAL EVENT EXPENSES \$ 25,145.42 EVENT ADVERTISING & MARKETING \$ 25,145.42 EVENT ADVERTISING & MARKETING \$ 3,199.44 Social Media & Dígital Advertising 1,805.82 Social Media & Dígital Advertising 1,805.82 Social Media & Dígital Advertising 1,805.82 CONTRACT EVENT SERVICES \$ 3,199.44 Event Planning Services 38,320.00 Talent & Performer Fees 1,803.00 Audio/Video Services 3,622.50 Photography & Videography 1,200.00 Audio/Video Services 3,622.50 TOTAL CONTRACT EVENT SERVICES \$ 8,5092.50 TOTAL CONTRACT EVENT SERVICES \$ 8,5092.50 Tot					 Amount	Balance
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