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San Marcos Sights and Sounds of Christmas

Request for Funding

November 4, 2020

ID#20-764

sanmarcostx.gov

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Agenda Item #26

ID#20-764

Receive an update from staff and hold discussion on Sights and Sounds holiday lights funding request in Plaza Park and downtown square, and provide direction to Staff.



New Funding Process

City Council adopted a Support of Public Events Policy in 2019

This Policy is to provide support to deserving events, which provide a public purpose in the following ways:

- Providing cultural and educational enrichment
- Celebrating our unique diversity, history and heritage
- Enhancing pride and a sense of community
- Promoting a positive image of the City of San Marcos
- Endorsing economic vitality



New Funding Process

Community Events

- Non-profit 501 (c)(3) organizations
- Responsible for obtaining all permits and licenses
- Responsible for all costs incurred unless the event partners with the City of San Marcos
- Applicants must furnish the City a fully paid certificate of insurance
- Each applicant must provide all event emergency plans
- Applicants are eligible for up to 30% of total expense budget
- Each recipient will require a contract with the right to audit financial statements



Funding Source

FY 2021 Budget - Council approved allocated funds of \$80,000

Support approved by City Council during annual budget process

- FY 2016-2020 \$80,000
- FY 2015 \$85,900
- FY 2014 and prior \$35,900 with SMEU staff support of installation and removal of lights
- Prior to FY 2011 funds were allocated through the Parks and Recreation Department



Sights and Sounds of Christmas

Sights and Sounds of Christmas traditionally attracts more than 50,000 visitors from the surrounding communities and beyond. The family targeted event began as a COSM organized event with carolers of local school children and vendors on the lawn of the Hays County Courthouse. Due to its popularity and growth, a group of volunteers created a board of directors supported by city staff from various city departments.



The 34th year of Sights and Sounds of Christmas, will not be the traditional event, but will still be a magical sight of lights throughout the park. A new addition will be the placing of children's artwork on banners and placed in areas within Plaza Park and City Park. Although there is a possibility of a smaller event to include Crabtree Amusements, entertainers, and food vendors, the Sights and Sounds organization remains committed to providing our traditional lighting throughout San Marcos Plaza Park & City Park. Any such event would only be possible if local ordinances related to COVID allowed for this type of gathering.



Budget

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INCOME	
Fundraising	\$172,500
Trade/in-kind	<u>\$57,500</u>
Total Income	\$230,000
EXPENSES	
Admin/Legal/Professional	\$14,769
Insurance	\$6,000
Advertising & Marketing	\$25,000
Printing	\$5,000
Parks -Christmas Light Set-Up	\$74,999
CM Allen, Downtown & more Lights/Décor	\$25,000
Electrical Set-Up	\$22,000
Event Attractions	\$55,570
Supplies/Labor/Signage	11,500
SMCISD Kid's Artwork Displays	\$7,000
Static Music	<u>\$6,000</u>
Total Expenses	\$246,838

NET INCOME

-\$16,838



Proposed Downtown Lights & Decor

- Trees wrapped with LED lighting around the courthouse square, LBJ Dr to Hutchison St to CM Allen Pkwy

- Garland on 101 green light poles – around the square, N. LBJ Dr, CM Allen Pkwy. Hutchison St and University Dr.
- Wreathes on 60 green light poles
- Type of wreathes to be determined if electrical is accessible and cost effective.



Downtown Lights and Décor

2020 Main Street Décor

- Activate the mobility hub with holiday decor
- Garland on 24 green light poles (8ft garland) around the square
- Accent pole with red bow
- Place holiday banners on 41 lamp poles



Questions?

- Rebecca Ybarra, Staff
- David Case, SNS President

Direction to Staff