

CLARIFICATION MEMO TO PUBLIC COMMENT



For City Council Meetings held on May 7, 2025

1. Rules on posting No Loitering signs

A No Loitering sign may be posted on private property as long as it is not erected in a vision clearance area and does not exceed eight square feet in area and six feet in height. This type of sign is exempt from sign permit rules ([SHMC 17.88.040\(10\)](#)).

2. Tourism Fund to Date

The St. Helens tourism fund income statement as of March 31, 2025, is attached. It is accompanied by a summary report from Finance Director Gloria Butsch and profit/loss summary reports for Spirit of Halloweentown 2024 and Holiday in the Plaza 2024.

QUARTERLY REPORT TO COUNCIL



Meeting Date: May 7, 2025
Prepared by: Gloria Butsch
Department: Finance
Division: Administration
Reporting Period: 3rd Quarter FY2025
CC: City Administrator John Walsh

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

201-000-32002	Motel Hotel Tax	112,839.93
201-000-37001	Interest	7,971.29
201-000-37004	Tourism Miscellaneous	-
201-000-37015	Event Revenue	30,325.00
201-000-37016	Contracted Events Revenue	1,132,441.78
201-000-38002	Transfers	200,000.00
Revenue Total:		\$ 1,483,578.00

Expense

201-000-52019	Professional Services	65,704.35
201-000-52025	GFSS	75,000.00
201-000-52028	Projects & Programs	682,923.67
201-000-52039	Contracted Events-Professional Services	385,231.97
201-000-52130	Building Lease & Utilities	1,864.95
201-000-52131	Contracted Building Lease & Utilities	57,944.63
201-000-58001	Contingency	-
Expense Total:		\$ 1,268,669.57

Fund: 201 - VISITOR TOURISM Surplus (Deficit):	\$ 214,908.43
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Spirit of Halloweentown
Profit and Loss Detail
January - December 2024

	Amount	Balance
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Ordinary Income/Expenses		
Income		
Ticket Sales	\$ 1,028,004.45	
Refunds/Chargebacks - Ticket Sales	<u>(11,427.33)</u>	
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	<u>2,211.58</u>	
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	<u>30,353.66</u>	
TOTAL EVENT ADVERTISING & MARKETING		\$ 62,342.34

CONTRACT EVENT SERVICES**Event Planning Services**

Treadway Events & Entertainment 38,320.00

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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

Lighting 4,960.00

Security & Staffing 46,056.00

Transportation Services 22,820.45

Graphic Design 1,950.20

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	<u>277.68</u>	
TOTAL AUTO EXPENSE	\$ 277.68	
TRAVEL EXPENSES		
Airfare	6,950.21	
Hotels & Lodging	5,852.83	
Mileage Reimbursement	<u>26.80</u>	
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	<u>39.00</u>	
TOTAL BANK & MERCHANT FEES	\$ 75,961.92	
Total for Expenses		<u>\$ 112,046.21</u>
Net Ordinary Income		\$ 488,991.78
Other Income/Expense		
Other Income		
Interest earned	<u>161.18</u>	
Net Other Income	<u>161.18</u>	
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

	Amount	Balance
Ordinary Income/Expenses		
Income		
Merchandise Sales		
Total Merchandise Sales	\$ 697.00	
Total Income		\$ 697.00
Cost of Goods Sold		
EVENT EXPENSES		
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		
Signage & Printing	1,805.82	
Social Media & Digital Advertising	1,394.12	
TOTAL EVENT ADVERTISING & MARKETING		\$ 3,199.94
CONTRACT EVENT SERVICES		
Event Planning Services		
11/01/2024 Bill 1637 Treadway Events & Entertainment	38,320.00	
12/01/2024 Bill 1638 Treadway Events & Entertainment	38,320.00	
Event Planning Services	76,640.00	
Talent & Performer Fees	1,803.00	
Audio/Video Services	3,622.50	
Photography & Videography	1,200.00	
Catering & Food Service	1,827.00	
TOTAL CONTRACT EVENT SERVICES		\$ 85,092.50
Total Cost of Goods Sold		\$ 113,437.86
Gross Profit (Loss)		\$ (112,740.86)
Expenses		
Software & Apps	437.50	
Shopify Merchant Fees	29.03	
Total Expenses		\$ 466.53
Net Income		\$ (113,207.39)