

Lights on the Lake: Financial Update

	2006	2007	2008	2009	2010	2011
Beginning Balance	\$10,973	\$126,068	\$45,742	\$6,035	\$73,632	\$118,633
Base Expenses						
Operations	\$166,092	\$262,925	\$256,919	\$216,379	\$225,930	\$234,967
Storage	\$24,800	\$25,764	\$25,509	\$25,544	\$25,075	\$25,827
Advertising						
Rehab, Infrastructure	\$7,913	\$100,185	\$46,500	\$1,450	\$24,223	\$25,000*
Base Expenses Total	\$198,805	\$388,874	\$328,928	\$243,373	\$275,228	\$275,228
Revenue						
Sponsorships	\$81,167.00	\$68,417.00	\$65,317.00	\$62,497.00	\$0.00	\$0
Tickets	\$262,387	\$262,291	\$254,989	\$279,098	\$15,229	\$15,000
Guaranteed Contract	\$0	\$0	\$0	\$0	\$305,000	\$315,228
Revenue Total	\$343,554	\$330,708	\$320,306	\$341,595	\$320,229	\$330,228
Gross Revenue	\$144,749	\$58,166	\$8,622	\$98,222	\$45,000	\$55,000
Capital Expenses						
New Displays	\$29,054	\$22,760	\$22,555	\$18,555	TBD*	TBD*
Capital Expenses Total	\$29,054	\$22,760	\$22,555	\$18,555	TBD*	TBD*
Transfer to Capital						
Discretionary Rev. Transfer		\$20,000				
Single Year Net Revenue	\$115,695	\$80,926	\$51,377	\$79,667	\$45,000	\$55,000
Average 2006-2009 Net Revenue	\$15,815					
Ending Bal/Reserve for Future Invest	\$126,068	\$45,742	\$6,035	\$73,632	\$118,633	\$173,633
* Subject to Special Event Revenue Allocation						

Wegmans Lights on the Lake • November 24, 2010 - January 9, 2011

The 21st edition of Central New York's top holiday tradition, Wegmans Lights on the Lake, was a record setting year...

- Before the show even officially opened, the Lights on the Lake Stroll and Dog Walk had over 11,500 visitors and raised \$11,129 to benefit the Rescue Mission and the Humane Association of CNY.

- Advanced ticket sales at Wegmans increased over 600%; 928 were sold last year...6,570 this year.

- The official Lights program, published on Sunday, November 21 by The Post-Standard, reached over 200,000 readers.

- Over \$500,000 of auditable expenses in promotional activity disseminated throughout Central New York included print, radio, television and billboard advertising.

- The 3,000,000th visitor was welcomed to Lights on Tuesday, December 21 and went home with a 40" HDTV provided by Ultimate Electronics.

- Over 7,000 visitors attended First Night CNY, a family-friendly New Year's Eve celebration and Lights Walk-Thru, which featured a night full of live music with local legends, national class entertainment, a giant orange ball drop set in motion by SU icon Gerry McNamara, and a spectacular fireworks display over Onondaga Lake.

- The official website, www.LightsOnTheLake.com, saw an increase in traffic of over 16% with nearly 62,000 pageviews during the run of the show.

- Agreement with community partner, Galaxy Communications, insured no taxpayer dollars were at risk as all operating expenses were covered.

- A record number of vehicles, 38,554, drove through the show passing the previous record of 36,922.

Total number of visitors to the 21st Annual Wegmans Lights on the Lake...192,143

Over 40% of the county population!

(2009-10 attendance - 178,933)