



EVENT FLASH REPORT SUMMARY

Event: Keith Urban

Date: Saturday, November 12, 2016

Time(s): TBA

VENUE: US Cellular Coliseum

CITY: Bloomington, IL

RENTAL____ SELF PROMOTE____ CO-PROMOTE__X__

Tickets Sold:	6,391
Comp Tickets:	347
Total Tickets:	6,738
Actual Attendance (Drop):	6,295

Event Revenues

Event Rental & Net Co-Pro Profit	\$ 6,259.40
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 23,397.41
Net Food & Beverage Revenue*	\$ 16,323.85
Reimbursed Event Expenses	\$ 58,516.69
Net Merchandise Commissions	\$ 3,359.54
Other Event Revenues	\$ 12,192.25
Total Event Revenues	\$ 120,049.14

Event Expenses

Net Co-Pro Loss	\$ -
Event Production Expense	\$ 7,748.67
Event Staffing	\$ 42,073.82
Event Advertising & Promotions	\$ 6,524.70
Catering Expense	\$ -
Credit Card Fees	\$ 2,169.50
Other Event Expenses	
Total Event Expenses	\$ 58,516.69

Net Estimated Profit / (Loss)	\$ 61,532.45
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* Based on Estimated Cost of Goods Sold for Product & Labor