

EVENT FLASH REPORT SUMMARY

Event: IHSA Competitive Dance Finals
Date: 1/27 and 1/28, 2017
Time(s): 10:00 AM
VENUE: U.S. Cellular Coliseum
CITY: Bloomington, IL
 RENTAL____ SELF PROMOTE__X__ CO-PROMOTE____

Gross Sales	\$ 69,150.00
Net After Amusement Tax	n/a
Tickets Sold:	6915
Comp Tickets:	203
Total Tickets:	7118
Actual Attendance (Drop):	7049



Net Estimated Profit / (Loss)	\$ 24,607.20
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Event Revenues

Event Rental & Net Co-Pro Profit	\$ 14,000.00	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ (2,368.60)	Per Cap
Net Food & Beverage Revenue	\$ 32,447.26	\$ 4.60
Reimbursed Event Expenses	\$ 31,083.71	
Net Merchandise Commissions	\$ 419.90	
Other Event Revenues	\$ -	
Total Event Revenues	\$ 75,582.27	

Executive Director Comments

What a great event to end the month on - the IHSA, the BN CVB and the Coliseum hosted over 7,000 competitive dance team families and friends for two days. Beautiful choreography, athleticism and grace on display as these finalists performed in front of the ISHA judges.

Event Expenses

Net Co-Pro Loss	\$ -
Amusement Taxes Paid	\$ -
Event Production Expense (stagehands/equip)	\$ 6,572.00
Event Staffing (ushers, security, ticket sellers)	\$ 13,328.75
Police/EMT/First Aid	\$ 3,019.25
Event Advertising & Promotions	\$ -
Catering Expense	\$ 8,163.71
Food & Beverage Expense*	\$ 19,468.36
Credit Card Fees	\$ 423.00
Other Event Expenses	
Total Event Expenses	\$ 50,975.07

Net Estimated Profit / (Loss)	\$ 24,607.20
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* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions