

EVENT FLASH REPORT SUMMARY

Event: **Bloomington Edge Preseason**
 Date: Sunday, February 26, 2017
 Time(s): 5:00 PM
 VENUE: U.S. Cellular Coliseum
 CITY: Bloomington, IL
 RENTAL_X__ SELF PROMOTE____ CO-PROMOTE____

Gross Sales	\$ 4,917.00
Net After Amusement Tax	\$ 4,727.88
Tickets Sold:	726
Comp Tickets:	708
Total Tickets:	1434
Actual Attendance (Drop):	1133



Net Estimated Profit / (Loss)	\$ 2,109.00
--------------------------------------	--------------------

Event Revenues

Event Rental & Net Co-Pro Profit	\$ -	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 1,980.00	Per Cap
Net Food & Beverage Revenue	\$ 9,937.24	\$ 8.77
Reimbursed Event Expenses	\$ -	
Net Merchandise Commissions	\$ -	
Other Event Revenues	\$ -	
Total Event Revenues	\$ 11,917.24	

Executive Director Comments

Bloomington Edge Preseason event included noon and 3:00 p.m. exhibition games before their preseason game at 5:00 p.m. Approximately 483 fans came early for the afternoon events. It's not clear how many stayed through the end of the Edge game. Per contract this preseason event was rent free.

Event Expenses

Net Co-Pro Loss	\$ -
Amusement Taxes Paid	\$ 189.12
Event Production Expense (stagehands/equip)	\$ 180.00
Event Staffing (ushers, security, ticket sellers)	\$ 3,300.00
Police/EMT/First Aid	\$ 150.00
Event Advertising & Promotions	\$ -
Catering Expense	\$ -
Food & Beverage Expense*	\$ 5,962.34
Credit Card Fees	\$ 26.78
Other Event Expenses	\$ -
Total Event Expenses	\$ 9,808.24

Net Estimated Profit / (Loss)	\$ 2,109.00
--------------------------------------	--------------------

* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions