

EVENT FLASH REPORT SUMMARY

Event: Sesame Street Live 10:30 am & 6:30 pm
 Date: Wednesday, March 01, 2017
 Time(s): 10:30 a.m. and 6:30 p.m.
 VENUE: U.S. Cellular Coliseum
 CITY: Bloomington, IL
 RENTAL____ SELF PROMOTE__X__ CO-PROMOTE_____

Gross Sales	\$ 34,721.00
Net After Amusement Tax	\$ 33,385.58
Tickets Sold:	1333
Comp Tickets:	131
Total Tickets:	1464
Actual Attendance (Drop):	1408



Net Estimated Profit / (Loss)	\$ 3,308.76
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Event Revenues

Event Rental & Net Co-Pro Profit	\$ 12,000.00	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 4,665.50	Per Cap
Net Food & Beverage Revenue	\$ 3,837.71	\$ 2.73
Reimbursed Event Expenses	\$ -	
Net Merchandise Commissions	\$ -	
Other Event Revenues	\$ -	
Total Event Revenues	\$ 20,503.21	

Executive Director Comments

Fun family show that the young kids and young at heart can enjoy. Per caps are down drastically as there are no alcoholic beverages sold and the show sells its own merchandise.

*Note: these totals are for the two shows combined

Event Expenses

Net Co-Pro Loss	\$ -
Taxes	\$ 1,335.42
Event Production Expense (stagehands/equip)	\$ 8,526.25
Event Staffing (ushers, security, ticket sellers)	\$ 4,500.00
Police/EMT/First Aid	\$ 380.00
Event Advertising & Promotions	\$ -
Catering Expense	\$ -
Food & Beverage Expense*	\$ 2,302.63
Credit Card Fees	\$ 150.15
Other Event Expenses	\$ -
Total Event Expenses	\$ 17,194.45

Net Estimated Profit / (Loss)	\$ 3,308.76
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*Based on Estimated Cost of Goods Sold for Product, Labor and Commissions