

EVENT FLASH REPORT SUMMARY

Event: **Bloomington Edge vs. Western Michigan Ironmen**
 Date: Saturday, March 04, 2017
 Time(s): 7:00 PM
 VENUE: U.S. Cellular Coliseum
 CITY: Bloomington, IL
 RENTAL__X__ SELF PROMOTE____ CO-PROMOTE____

Gross Sales	\$ 5,339.85
Net After Amusement Tax	\$ 5,134.47
Tickets Sold:	701
Comp Tickets:	521
Total Tickets:	1222
Actual Attendance (Drop):	829



Net Estimated Profit / (Loss)	\$ 3,876.39
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Event Revenues

Event Rental & Net Co-Pro Profit	\$ 2,500.00	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 581.50	Per Cap
Net Food & Beverage Revenue	\$ 9,937.24	\$ 11.99
Reimbursed Event Expenses	\$ 1,123.00	
Net Merchandise Commissions	\$ -	
Other Event Revenues	\$ -	
Total Event Revenues	\$ 14,141.74	

Event Expenses

Net Co-Pro Loss	\$ -
Amusement Taxes Paid	\$ 205.38
Event Production Expense (stagehands/equip)	\$ 180.00
Event Staffing (ushers, security, ticket sellers)	\$ 2,750.00
Police/EMT/First Aid	\$ 1,123.00
Event Advertising & Promotions	\$ -
Catering Expense	\$ -
Food & Beverage Expense*	\$ 5,962.34
Credit Card Fees	\$ 44.63
Other Event Expenses	\$ -
Total Event Expenses	\$ 10,265.35

Net Estimated Profit / (Loss)	\$ 3,876.39
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* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions

Executive Director Comments

Season opener for the Edge and the final score was a huge win for the home team. Excited crowd of fans eager to see the team do well. Reasonable ticket prices and fun entertainment on the field should encourage fans to return and bring friends!