

EVENT FLASH REPORT SUMMARY

Event: **WWE Live**
 Date: **Monday, March 06, 2017**
 Time(s): **7:00 PM**
 VENUE: **U.S. Cellular Coliseum**
 CITY: **Bloomington, IL**
 RENTAL__X__ SELF PROMOTE_____ CO-PROMOTE_____

Gross Sales	\$ 124,509.75
Net After Amusement Tax	\$ 119,720.91
Tickets Sold:	2728
Comp Tickets:	384
Total Tickets:	3112
Actual Attendance (Drop):	3003



Net Estimated Profit / (Loss)	\$ 18,298.23
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Event Revenues

Event Rental & Net Co-Pro Profit	\$ 11,908.85	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 6,303.00	Per Cap
Net Food & Beverage Revenue	\$ 22,020.75	\$ 7.33
Reimbursed Event Expenses	\$ 22,439.41	
Net Merchandise Commissions	\$ 3,720.41	
Other Event Revenues	\$ -	
Total Event Revenues	\$ 66,392.42	

Event Expenses

Net Co-Pro Loss	\$ -
Amusement Taxes Paid	\$ 4,788.84
Event Production Expense (stagehands/equip)	\$ 6,790.90
Event Staffing (ushers, security, ticket sellers)	\$ 7,653.49
Police/EMT/First Aid	\$ 524.00
Event Advertising & Promotions	\$ 14,010.15
Catering Expense	\$ 320.26
Food & Beverage Expense*	\$ 13,212.45
Credit Card Fees	\$ 794.10
Other Event Expenses	
Total Event Expenses	\$ 48,094.19

Net Estimated Profit / (Loss)	\$ 18,298.23
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** Based on Estimated Cost of Goods Sold for Product, Labor and Commissions*

Executive Director Comments

This event was so much fun and the crowd was filled with absolutely rabid fans of WWE. They came in ready to cheer on their favorite wrestlers and boo the bad guys - loud and proud group of fans. On a Monday night the crowd was a bit late in arriving and many brought their kids so beer and alcohol sales were not as robust as some shows. Overall it was a fantastic event that we hope to bring back again.