

**EVENT FLASH REPORT SUMMARY**

Event: Chris Stapleton  
 Date: Saturday, April 29, 2017  
 Time(s): 7:00 PM  
 VENUE: U.S. Cellular Coliseum  
 CITY: Bloomington, IL  
 RENTAL\_\_\_\_ SELF PROMOTE\_\_\_\_ CO-PROMOTE\_\_X\_\_

Gross Sales	\$ 424,277.00
Net After Amusement Tax	\$ 407,958.65
Tickets Sold:	7462
Comp Tickets:	213
Total Tickets:	7675
Actual Attendance (Drop):	7028



<b>Net Estimated Profit / (Loss)</b>	<b>\$ 48,040.18</b>
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**Event Revenues**

Event Rental & Net Co-Pro Profit	\$ (9,345.28)	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 23,569.00	<b>Per Cap</b>
Net Food & Beverage Revenue	\$ 89,537.43	\$ 12.74
Reimbursed Event Expenses	\$ 64,084.05	
Net Merchandise Commissions	\$ 4,499.28	
Other Event Revenues	\$ -	
<b>Total Event Revenues</b>	<b>\$ 172,344.48</b>	

**Event Expenses**

Net Co-Pro Loss	\$ -
Amusement Taxes Paid	\$ 16,318.35
Event Production Expense (stagehands/equip)	\$ 26,833.31
Event Staffing (ushers, security, ticket sellers)	\$ 11,642.00
Police/EMT/First Aid	\$ 3,309.82
Event Advertising & Promotions	\$ 10,497.92
Catering Expense	\$ 10,787.81
Food & Beverage Expense*	\$ 43,901.90
Credit Card Fees	\$ 1,013.19
Other Event Expenses	
<b>Total Event Expenses</b>	<b>\$ 124,304.29</b>

<b>Net Estimated Profit / (Loss)</b>	<b>\$ 48,040.18</b>
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\* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions

**Executive Director Comments**

This was a great night - fans were great, music was great, operations went smoothly. Couldn't ask for a better crowd - although it rained on many of them on the way in the door, it didn't stop everyone from having a fun night. The addition of two bars on the arena floor along with additional seat vendors helped take some of the pressure off of the concession stand lines.