

EVENT FLASH REPORT SUMMARY

Event: **AAU Cheerleading Competition**
 Date: Sunday, May 21, 2017
 Time(s): 8:00 AM
 VENUE: U.S. Cellular Coliseum
 CITY: Bloomington, IL
 RENTAL_X__ SELF PROMOTE_____ CO-PROMOTE_____

Gross Sales	\$ 16,172.00
Net After Amusement Tax	\$ 15,550.00
Tickets Sold:	1175
Comp Tickets:	0
Total Tickets:	1175
Actual Attendance (Drop):	800



Net Estimated Profit / (Loss)	\$ 2,439.37
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Event Revenues

Event Rental & Net Co-Pro Profit	\$ 2,500.00	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 1,762.50	Per Cap
Net Food & Beverage Revenue	\$ 11,082.01	\$ 13.85
Reimbursed Event Expenses	\$ 495.04	
Net Merchandise Commissions	\$ -	
Other Event Revenues	\$ -	
Total Event Revenues	\$ 15,839.55	

Event Expenses

Net Co-Pro Loss	\$ -
Amusement Taxes Paid	\$ 622.00
Event Production Expense (stagehands/equip)	\$ 1,149.00
Event Staffing (ushers, security, ticket sellers)	\$ 4,484.93
Police/EMT/First Aid	\$ 450.00
Event Advertising & Promotions	\$ -
Catering Expense	\$ -
Food & Beverage Expense*	\$ 6,649.21
Credit Card Fees	\$ 45.04
Other Event Expenses	\$ -
Total Event Expenses	\$ 13,400.18

Net Estimated Profit / (Loss)	\$ 2,439.37
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** Based on Estimated Cost of Goods Sold for Product, Labor and Commissions*

Executive Director Comments

A new event for the Coliseum, the AAU cheerleading squads ranged in age from 5 through 13 and performed beginning at 8:00 a.m. through 7:00 p.m. on Sunday. Long competition, but fans from all over the state drove in for this weekend and enjoyed local restaurants, hotels and the fun atmosphere at the building.