

EVENT FLASH REPORT SUMMARY

Event: **George Thorogood**
 Date: Sunday, August 06, 2017
 Time(s): 7:30 PM
 VENUE: BCPA
 CITY: Bloomington, IL
 BCPA Presented

Gross Sales	\$34,850.00
Net After Amusement Tax	\$ 33,509.62
Tickets Sold:	940
Comp Tickets:	38
Total Tickets:	978
Actual Attendance (Drop):	0



Net Estimated Profit / (Loss)	\$ (6,823.59)
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Event Revenues

Event Rental & Net Co-Pro Profit	\$4,850.00	
Net Ticket Rebates, Facility Fees & Parking Fees	\$508.56	Per Cap
Net Food & Beverage Revenue	\$3,578.00	#DIV/0!
Reimbursed Event Expenses	\$ -	
Net Merchandise Commissions	\$951.72	
Other Event Revenues	\$0.00	
Total Event Revenues	\$9,888.28	

Event Expenses

Net Co-Pro Loss	\$ -
Taxes Paid	\$1,525.40
Event Production Expense (stagehands/equip)	\$6,950.00
Event Staffing (ushers, security, ticket sellers)	\$407.25
Police/EMT/First Aid	\$ -
Event Advertising & Promotions	\$3,563.00
Catering Expense	\$725.00
Food & Beverage Expense*	\$800.52
Credit Card Fees	\$1,800.70
Other Event Expenses	\$940.00
Total Event Expenses	\$ 16,711.87

Net Estimated Profit / (Loss)	\$ (6,823.59)
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* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions

Executive Director Comments

The George Thorogood concert was contracted by the former Director of the BCPA. Ticket prices were set on the assumption of a sell-out audience. Although attendance was high, reaching 978, and included many first time or infreq frequent patrons of the BCPA, the revenue from ticket slaes did not exceed the cost of producing the event. Non the less, the near capacity audience was enthusiastic and the event attracted many audinece members who do not typically attend BCPA events. The audience was notably intergenerational and ranged from young teens to active seniors. The enthusiastic crowd also took advantage of the available concessions and sales were robust, was was the revenue from merchandise that was sold, sold, helping to improve the overall botton line for the show.