

EVENT FLASH REPORT SUMMARY

Event: Cirque Dreams Holiday
Date: Thursday, December 14, 2017
Time(s): 7:30 PM
VENUE: U.S. Cellular Coliseum
CITY: Bloomington, IL
 RENTAL SELF PROMOTE CO-PROMOTE

Gross Sales	\$ 28,566.10
Net After Amusement Tax	\$ 27,467.40
Tickets Sold:	568
Comp Tickets:	354
Total Tickets:	922
Actual Attendance (Drop):	711



Net Estimated Profit / (Loss)	\$ (16,761.86)
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Event Revenues

Event Rental & Net Co-Pro Profit	\$ 22,827.97	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 1,180.50	Per Cap
Net Food & Beverage Revenue	\$ 3,335.05	\$ 4.69
Reimbursed Event Expenses	\$ -	
Net Merchandise Commissions	\$ -	
Other Event Revenues	\$ -	
Total Event Revenues	\$ 27,343.52	

Event Expenses

Net Co-Pro Loss	\$ -
Amusement Taxes Paid	\$ 1,098.70
Event Production Expense	\$ 24,668.31
Event Staffing	\$ 8,153.00
Event Advertising & Promotions	\$ 7,819.98
Catering Expense	\$ 164.74
Food & Beverage Expense*	\$ 2,001.03
Credit Card Fees	\$ 199.62
Other Event Expenses	
Total Event Expenses	\$ 44,105.38

Net Estimated Profit / (Loss)	\$ (16,761.86)
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Executive Director Comments

A very entertaining holiday event that showcases aerial artists, jugglers, comedy and music. The costumes and the set designs were amazing. Set up in the small theatre arrangement inside the arena, the show was intimate and exciting as the crowd was right in front of the action.

Despite a very low breakeven point, the show did not sell as many tickets as expected.

* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions