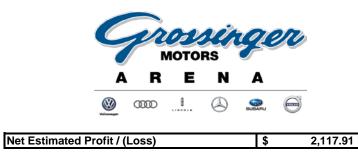
## **EVENT FLASH REPORT SUMMARY**

Event: I.C.E. Racing	Gross Sales	\$ 27,101.50
Date: Saturday, January 6, 2018	Net After Amusement Tax	\$ 26,059.13
Time(s): 7:00 PM	Tickets Sold:	1534
VENUE: U.S. Cellular Coliseum	Comp Tickets:	145
CITY: Bloomington, IL	Total Tickets:	1679
RENTALX SELF PROMOTE CO-PROMOTE	Actual Attendance (Drop):	1590



## **Event Revenues**

Event Rental & Net Co-Pro Profit	\$ 3,035.77	1	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 3,865.00		Per Cap
Net Food & Beverage Revenue	\$ 16,378.82	\$	10.30
Reimbursed Event Expenses	\$ 10,810.10		
Net Merchandise Commissions	\$ 467.63		
Other Event Revenues	\$ -		
Total Event Revenues	\$ 34,557.32		

## **Executive Director Comments**

Kenny Rogers and Linda Davis on his final professional tour entertained a small crowd with songs and stories from his long career. The University High School Choir joined them on stage to perform some holiday songs and did an outstanding job. No opening act so there was no intermission and low food and beverage sales.

## **Event Expenses**

Total Event Expenses	\$ 32,439.41
Other Event Expenses	
Credit Card Fees	\$ 391.96
Food & Beverage Expense*	\$ 9,799.57
Catering Expense	\$ -
Event Advertising & Promotions	\$ 9,740.50
Event Staffing	\$ 9,807.10
Event Production Expense	\$ 1,816.06
Amusement Taxes Paid	\$ 884.22
Net Co-Pro Loss	\$ -

Net Estimated Profit / (Loss)

\$ 2,117.91

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