

EVENT FLASH REPORT SUMMARY

Event: I.C.E. Racing
Date: Saturday, January 6, 2018
Time(s): 7:00 PM
VENUE: U.S. Cellular Coliseum
CITY: Bloomington, IL
 RENTAL SELF PROMOTE CO-PROMOTE

Gross Sales	\$	27,101.50
Net After Amusement Tax	\$	26,059.13
Tickets Sold:		1534
Comp Tickets:		145
Total Tickets:		1679
Actual Attendance (Drop):		1590



Net Estimated Profit / (Loss)	\$	2,117.91
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Event Revenues

Event Rental & Net Co-Pro Profit	\$	3,035.77	
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	

Event Expenses

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

Net Estimated Profit / (Loss)	\$	2,117.91
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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.

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