

EVENT FLASH REPORT SUMMARY

Event: Bloomington Bacon & Beer Fest
Date: Friday, February 16, 2018
Time(s): 6:00 PM
VENUE: Grossinger Motors Arena
CITY: Bloomington, IL
 RENTAL_____ SELF PROMOTE_____ CO-PROMOTE__X___

Gross Sales	\$ 48,695.00
Net Sales	\$ 46,921.81
Tickets Sold:	1396
Comp Tickets:	8
Total Tickets:	1404
Actual Attendance (Drop):	1319



Net Estimated Profit / (Loss)	\$ 12,230.53
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Event Revenues

Event Rental & Net Co-Pro Total	\$ 39,085.09	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 5,224.04	Per Cap
Net Food & Beverage Revenue	\$ 1,218.50	\$ 0.92
Reimbursed Event Expenses	\$ -	
Net Merchandise Commissions	\$ -	
Other Event Revenues	\$ -	
Total Event Revenues	\$ 45,527.63	

Event Expenses

	\$ -
Amusement Taxes Paid	\$ 1,773.19
Event Labor	\$ 11,781.48
Event Related Expenses	\$ 16,845.20
Catering Expense	\$ -
Food & Beverage Expense*	\$ 2,320.63
Credit Card Fees	\$ 576.60
Other Event Expenses	\$ -
Total Event Expenses	\$ 33,297.10

Net Estimated Profit / (Loss)	\$ 12,230.53
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* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions

Executive Director Comments

This event was a fantastic success and provided a wealth of information for our staff to be able to run similar events in the future. We have already discussed improvements that can be made for next year's event and solicited feedback from attendees and vendors to make the next Bacon & Beer Festival even better!