

EVENT FLASH REPORT SUMMARY

Event: Cole Swindell
Date: Saturday, March 17, 2018
Time(s): 7:00 PM
VENUE: Grossinger Motors Arena
CITY: Bloomington, IL
 RENTAL____ SELF PROMOTE____ CO-PROMOTE__X__

Gross Sales	\$	177,782.62
Net After Amusement Tax	\$	171,448.48
Tickets Sold:		4397
Comp Tickets:		506
Total Tickets:		4903
Actual Attendance (Drop):		4505



Net Estimated Profit / (Loss)	\$	18,662.50
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Event Revenues

Event Rental & Net Co-Pro Profit (Loss)	\$	32,753.48	
Net Ticket Rebates, Facility Fees & Parking Fees	\$	12,668.31	Per Cap
Net Food & Beverage Revenue	\$	64,933.14	\$ 14.41
Reimbursed Event Expenses	\$	-	
Net Merchandise Commissions	\$	2,088.50	
Other Event Revenues	\$	4,794.00	
Total Event Revenues	\$	117,237.43	

Event Expenses

Amusement Taxes Paid	\$	6,334.14
Event Production Expense (stagehands/equip)	\$	20,274.73
Event Staffing (ushers, security, ticket sellers)	\$	13,382.25
Police/EMT/First Aid	\$	2,250.00
Event Advertising & Promotions	\$	17,228.23
Catering Expense	\$	3,435.47
Food & Beverage Expense*	\$	35,319.72
Credit Card Fees	\$	315.39
Other Event Expenses	\$	35.00
Total Event Expenses	\$	98,574.93

Net Estimated Profit / (Loss)	\$	18,662.50
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* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions

Executive Director Comments

Great show by the guy who claims his career started out as the t-shirt guy for country star Luke Bryan. With openers Lauren Alaina and Chris Janson, this nearly four hour show packed in some awesome music and fun for all. Per caps were a solid \$14.41.