

EVENT FLASH REPORT SUMMARY

Event: Hot Wheels Monster Trucks
Date: 2/8-2/10/2019
Time(s): 7:30; 1:30; 7:30; 1:30 Four Shows
VENUE: Grossinger Motors Arena-VenuWorks
CITY: Bloomington, IL
 RENTAL__X__ SELF PROMOTE_____ CO-PROMOTE_____

| | |
|---------------------------|---------------|
| Gross Sales | \$ 170,705.00 |
| Net After Amusement Tax | \$ 165,000.69 |
| Tickets Sold: | 8831 |
| Comp Tickets: | 281 |
| Total Tickets: | 9112 |
| Actual Attendance (Drop): | 8544 |



| | |
|--------------------------------------|---------------------|
| Net Estimated Profit / (Loss) | \$ 31,757.73 |
|--------------------------------------|---------------------|

Event Revenues

| | | |
|-----------------------------|----------------------|----------------|
| Event Revenues | \$ 42,442.00 | Per Cap |
| Net Food & Beverage Revenue | \$ 48,794.55 | \$ 5.71 |
| Reimbursed Event Expenses | \$ 36,380.18 | |
| Net Merchandise Commissions | \$ 8,652.25 | |
| Other Event Revenues | \$ 800.00 | |
| Total Event Revenues | \$ 137,068.98 | |

Event Expenses

| | |
|--------------------------------|----------------------|
| Amusement Taxes Paid | \$ 5,704.31 |
| Event Expenses | \$ 48,930.39 |
| Police/EMT/First Aid | \$ 4,150.00 |
| Event Advertising & Promotions | \$ 16,831.75 |
| Food & Beverage Expense* | \$ 27,858.32 |
| Credit Card Fees | \$ 1,836.48 |
| Total Event Expenses | \$ 105,311.25 |

| | |
|--------------------------------------|---------------------|
| Net Estimated Profit / (Loss) | \$ 31,757.73 |
|--------------------------------------|---------------------|

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

Executive Director Comments

This is a brand new tour and VenuWorks is very excited to be a part of the initial run of shows. Partnering with Hot Wheels, this Monster Truck show brings all of the classic monster truck tricks with fun BMX Motor Bikes and a car crushing Mega-Saurus transforming tank that breathes fire and rips a car in two! Audiences were thrilled and kid's ticket prices were kept low. The added bonus before three of the shows was the "Crash Zone Party" that allowed early entry on the floor to see the trucks up close and meet the drivers - all at no additional fee!