

EVENT FLASH REPORT SUMMARY

Event: Bloomington Bacon & Beer Fest by 805 Brewing
Date: Saturday, March 2, 2019
Time(s): 12:00 p.m.
VENUE: Grossinger Motors Arena
CITY: Bloomington, IL
 RENTAL_____ SELF PROMOTE_____ CO-PROMOTE__X__

Gross Sales	\$ 46,690.00
Net Sales	\$ 44,981.92
Tickets Sold:	1140
Comp Tickets:	116
Total Tickets:	1256
Actual Attendance (Drop):	1166



Net Estimated Profit / (Loss)	\$ 8,037.07
--------------------------------------	--------------------

Event Revenues

Event Rental & Net Co-Pro Total	\$ 38,743.26
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 2,460.60
Net Food & Beverage Revenue	\$ 1,218.50
Reimbursed Event Expenses	\$ -
Net Merchandise Commissions	\$ -
Other Event Revenues	\$ -
Total Event Revenues	\$ 42,422.36

Event Expenses

Amusement Taxes Paid	\$ 1,708.08
Event Labor	\$ 7,199.38
Event Related Expenses	\$ 22,537.79
Food & Beverage Expense*	\$ 2,546.24
Credit Card Fees	\$ 393.80
Other Event Expenses	\$ -
Total Event Expenses	\$ 34,385.29

Net Estimated Profit / (Loss)	\$ 8,037.07
--------------------------------------	--------------------

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

Executive Director Comments

Last year's event was a tremendous success and this year was certainly another one. Using feedback from our vendors, the time of the event was moved up to noon which gave more restaurants the leeway to staff this event. However, we saw a slight decline in ticket sales and we will review all feedback from both vendors and fans before deciding where to land this event next year. We definitely had a far better event for the guests with more space and freedom of movement. We will continue to improve and seek more of these types of events for the community.