

EVENT FLASH REPORT SUMMARY

Event: B4: Bourbon, Brews, BBQ & Blues Fest
Date: Saturday, January 25, 2020
Time(s): 5:00 PM
VENUE: Grossinger Motors Arena
CITY: Bloomington, IL
 RENTAL ___ SELF PROMOTE ___ X ___ CO-PROMOTE ___

Gross Sales	\$ 31,100.00
Net Sales	\$ 30,196.92
Tickets Sold:	870
Comp Tickets:	118
Total Tickets:	988
Actual Attendance (Drop):	863



Net Estimated Profit / (Loss)	\$ 8,550.10
--------------------------------------	--------------------

Event Revenues

Event Sponsorships	\$ 5,750.00	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 809.50	Per Cap
Net Food & Beverage Revenue	\$ 500.68	\$ 0.58
Reimbursed Event Expenses	\$ -	
Net Merchandise Commissions	\$ -	
Other Event Revenues	\$ -	
Total Event Revenues	\$ 37,257.10	

Event Expenses

Net Co-Pro Loss	\$ -
Amusement Taxes Paid	\$ 903.08
Event Labor	\$ 5,114.05
Catering Expense	
Food & Beverage Expense*	\$ 2,375.07
Credit Card Fees	\$ 361.60
Other Event Expenses	\$ 19,953.20
Total Event Expenses	\$ 28,707.00

Net Estimated Profit / (Loss)	\$ 8,550.10
--------------------------------------	--------------------

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

Executive Director Comments

First year, self-promoted event brought many fans to the arena and the positive reviews will allow us to review, revise and bring this event back again down the road. Eight regional distilleries, 21 breweries and 9 local restaurants provided samples of their food and beverages all for one ticket price. A backstage VIP experience gave fans a chance to sample food and drinks in the dressing rooms the stars use on show nights as well as a private area overlooking the event floor. Local blues artist Dave Lumsden provided the music and WBNQ radio DJ John Davies hosted the event.