

EVENT FLASH REPORT SUMMARY

Event: ISHA Cheer
Date: Saturday, February 3, 2024
Time(s): Sessions each day
VENUE: Arena
CITY: Bloomington, IL
 RENTAL SELF PROMOTE CO-PROMOTE X

Gross Sales	\$ 124,036.00
Net After Amusement Tax	\$ 119,074.56
Tickets Sold:	11,276
Comp Tickets:	324
Total Tickets:	11,600
Actual Attendance (Drop):	10,772



Event Revenues

Event Rental & Net Co-Pro Profit	\$ 14,000.00	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 12,158.46	Per Cap
Net Food & Beverage Revenue	\$ 66,079.50	\$ 6.13
Reimbursed Event Expenses	\$ 35,368.00	
Net Merchandise Commissions		
Other Event Revenues		
Total Event Revenues	\$ 127,605.96	

Executive Director Comments

Event Expenses

Net Co-Pro Loss	\$ -
Taxes Paid	\$ 4,961.44
Event Production Expense (stagehands/equip)	\$ 14,468.00
Event Staffing (ushers, security, ticket sellers)	\$ 9,234.50
Police/EMT/First Aid	
Event Advertising & Promotions	
Catering Expense	
Food & Beverage Expense*	\$ 23,127.83
Credit Card Fees	
Other Event Expenses	
Total Event Expenses	\$ 51,791.77

Net Estimated Profit / (Loss) \$ 75,814.20

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