



Swift: A Tribute to Taylor Swift

EVENT INFORMATION	
Event Name	Swift: A Tribute to Taylor Swift
Date of Event	Saturday, October 26, 2024
Producer of Event	Taylorville, LLC
Notes	

Tickets	
Tickets Sold	1,086
Comps	40
Tickets Distributed	1,126
Attendance	980

Key Performance Metrics	
Total Revenue Per Attendee	\$49.04
Average Ticket Price	\$37.85
Concessions & Merch Per Attendee	\$3.76
Marketing Expense Per Attendee	\$0.56
Total Labor Expense Per Attendee	\$3.32
Parking Revenue Per Attendee	\$0.00
Food & Beverage Sales % of Revenue	7.68%
F&B + Merch % of Revenue	7.68%
Ticket Sales % of Revenue	85.53%
F&B Labor % of F&B Sales	12.81%
Total Expense Per Attendee	\$29.57
Concessions Per Attendee	\$3.76
Concession Units Per Attendee	0.87
Royalties & Fees % of Total Revenue	3.19%
Total Net Revenue Per Attendee	\$19.47

REVENUE	
Total Ticket Sales	\$41,102.00
Revenue Share TM	\$2,406.24
Total TM Facility Fee	\$861.00
Other Revenue	\$0.00
Food & Beverage Revenues	\$3,689.00
Merchandise Revenues	\$0.00
Parking Revenues	\$0.00
Rents & Fees	\$0.00
TOTAL REVENUES	\$48,058.24

EXPENSES	
Artist Expense	\$20,701.41
Entertainment Tax	\$1,582.43
Marketing & Advertising	\$549.95
Production Labor	\$1,879.90
Box Office Labor	\$256.00
Custodial / Operations Labor	\$225.00
Security Labor	\$423.00
Usher Labor	\$0.00
Runner Labor	\$0.00
Misc Labor	\$0.00
Food & Beverage Costs	\$1,106.70
Bartender Labor	\$472.50
Production Expenses	\$146.20
Production Equipment Expense	\$0.00
Volunteer Group Payouts	\$0.00
Merchandise Artist Share	\$0.00
Royalties & Fees (SESAC, ASCAP, BMI)	\$1,312.69
Guarantees	\$0.00
Catering	\$0.00
Hotel Buyout	\$0.00
Production Buyout	\$0.00
Police	\$0.00
Ambulance / EMT	\$0.00
Insurance	\$0.00
Misc Expenses	\$0.00
Misc Expenses	\$0.00
Credit Card B.O. Fee	\$326.65
Misc Expenses	\$0.00
TOTAL EXPENSES	\$28,982.43

Complete Yes

Net Income / Loss	\$19,075.81
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