

EVENT FLASH REPORT SUMMARY

Event: Justin Moore/Lee Brice/WM Morgan
 Date: Saturday, February 11, 2017
 Time(s): 7:00 PM
 VENUE: U.S. Cellular Coliseum
 CITY: Bloomington, IL
 RENTAL_X SELF PROMOTE CO-PROMOTE

Gross Sales	\$ 124,509.75
Net After Amusement Tax	\$ 119,720.91
Tickets Sold:	3524
Comp Tickets:	715
Total Tickets:	4239
Actual Attendance (Drop):	3839



Net Estimated Profit / (Loss)	\$ 24,037.05
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Event Revenues

Event Rental & Net Co-Pro Profit	\$ 7,000.00	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ (5,286.00)	Per Cap
Net Food & Beverage Revenue	\$ 59,839.50	\$ 15.59
Reimbursed Event Expenses	\$ 37,719.43	
Net Merchandise Commissions	\$ 3,176.09	
Other Event Revenues	\$ -	
Total Event Revenues	\$ 102,449.02	

Event Expenses

Net Co-Pro Loss	\$ -
Amusement Taxes Paid	\$ 4,788.84
Event Production Expense (stagehands/equip)	\$ 11,635.11
Event Staffing (ushers, security, ticket sellers)	\$ 5,995.50
Police/EMT/First Aid	\$ 2,000.00
Event Advertising & Promotions	\$ 12,685.52
Catering Expense	\$ 4,877.64
Food & Beverage Expense*	\$ 35,903.70
Credit Card Fees	\$ 525.66
Other Event Expenses	
Total Event Expenses	\$ 78,411.97

Net Estimated Profit / (Loss)	\$ 24,037.05
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* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions

Executive Director Comments

Great show with three popular country stars bringing in a fun crowd of fans. Concession/beer lines were still difficult to navigate and we are going to address these concerns with our next big event by moving some of the portable bars and increasing our sales presence in the seating area. Per caps were great.