

**EVENT FLASH REPORT SUMMARY**

Event: **Hank Williams, Jr**  
 Date: **Thursday, September 28, 2017**  
 Time(s): **7:00 PM**  
 VENUE: **U.S. Cellular Coliseum**  
 CITY: **Bloomington, IL**  
 RENTAL\_\_\_\_ SELF PROMOTE\_\_\_\_ CO-PROMOTE\_\_X\_\_

Gross Sales	\$ 67,203.36
Net After Amusement Tax	\$ 64,618.62
Tickets Sold:	1072
Comp Tickets:	1848
Total Tickets:	2920
Actual Attendance (Drop):	1485



<b>Net Estimated Profit / (Loss)</b>	<b>\$ (76,730.12)</b>
--------------------------------------	-----------------------

**Event Revenues**

Event Rental & Net Co-Pro Profit	\$ (44,685.26)	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 2,680.00	<b>Per Cap</b>
Net Food & Beverage Revenue	\$ 18,091.64	<b>\$ 12.18</b>
Reimbursed Event Expenses	\$ -	
Net Merchandise Commissions	\$ 1,926.00	
Other Event Revenues	\$ -	
<b>Total Event Revenues</b>	<b>\$ (21,987.62)</b>	

**Event Expenses**

Net Co-Pro Loss	\$ -
Amusement Taxes Paid	\$ 2,584.74
Event Production Expense (stagehands/equip)	\$ 20,058.86
Event Staffing (ushers, security, ticket sellers)	\$ 3,642.50
Police/EMT/First Aid	\$ 1,400.00
Event Advertising & Promotions	\$ 14,726.18
Catering Expense	\$ 3,923.25
Food & Beverage Expense*	\$ 8,179.00
Credit Card Fees	\$ 227.96
Other Event Expenses	
<b>Total Event Expenses</b>	<b>\$ 54,742.50</b>

<b>Net Estimated Profit / (Loss)</b>	<b>\$ (76,730.12)</b>
--------------------------------------	-----------------------

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

**Executive Director Comments**

Hank Williams Jr played a great show - despite the low attendance, those fans who came out were treated to a good time. Opening act Black Stone Cherry ran through a rousing set list for the first hour before Hank took the stage and wowed the crowd with fan favorites.

In the last two weeks, to try to boost attendance, we partnered with Grossinger Motors to distribute tickets to everyone who came in for a test drive, we provided complimentary tickets to the Air National Guard base and we gave tickets to the Red Cross for blood donors.