

EVENT FLASH REPORT SUMMARY

Event: Silent Film: Hunchback
 Date: Tuesday, October 24, 2017
 Time(s): 7:00 PM
 VENUE: BCPA
 CITY: Bloomington, IL
 BCPA Presented

Gross Sales	\$2,000.00
Net After Amusement Tax	\$ 1,923.08
Tickets Sold:	160
Comp Tickets:	0
Total Tickets:	160
Actual Attendance (Drop):	160



Net Estimated Profit / (Loss)	\$ 395.20
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Event Revenues

Event Rental & Net Co-Pro Profit	\$1,250.00	
Net Ticket Rebates, Facility Fees & Parking Fees	\$160.00	Per Cap
Net Food & Beverage Revenue	\$223.00	\$ 1.39
Reimbursed Event Expenses	\$ -	
Net Merchandise Commissions	\$0.00	
Other Event Revenues	\$14.00	
Total Event Revenues	\$1,647.00	

Event Expenses

Net Co-Pro Loss	\$ -
Taxes Paid	\$80.00
Event Production Expense (stagehands/equip)	\$402.89
Event Staffing (ushers, security, ticket sellers)	\$355.00
Police/EMT/First Aid	\$ -
Event Advertising & Promotions	\$0.00
Catering Expense	\$60.20
Food & Beverage Expense*	\$266.84
Credit Card Fees	\$86.87
Other Event Expenses	\$0.00
Total Event Expenses	\$ 1,251.80

Net Estimated Profit / (Loss)	\$ 395.20
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* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions

Executive Director Comments

Thrills and Chills: A week prior to Halloween the presentation of the 1923 silent film classic, *The Hunchback of Notre Dame*, thrilled the audience at the BCPA. As is customary, the silent film was accompanied by live organ music played by critically acclaimed organist, Dennis Scott. The audience ranged in age from elementary school-aged children to seniors. Approximately 30% of the audience was in the 20-35 year age group, a notable increase in that demographic for the silent film series. Following the movie screening there was a brief Q&A about the film and organ for those who were interested. The weather was chilly and rainy, but that did not seem to significantly deter attendance. Pre-sales for this film were stronger than for any previous silent film, with over 75% of tickets being sold prior to the day of the event. Although concession sales were moderate, they showed a marked increase in sales compared to previous film presentations. Beer sales were especially robust in comparison to similar events.