

EVENT FLASH REPORT SUMMARY

Event: Summer Solstice Concert
 Date: Saturday, June 17, 2017
 Time(s): noon-10pm
 VENUE: BCPA
 CITY: Bloomington, IL
 BCPA produced event

Gross Sales	\$7,807.00
Net After Amusement Tax	\$ 7,506.73
Tickets Sold:	517
Comp Tickets:	158
Total Tickets:	675
Actual Attendance (Drop):	675



Net Estimated Profit / (Loss)	\$ (3,561.42)
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Event Revenues

Event Rental & Net Co-Pro Profit	\$1,157.00	
Net Ticket Rebates, Facility Fees & Parking Fees	(\$324.00)	Per Cap
Net Food & Beverage Revenue	\$6,544.00	\$ 9.69
Reimbursed Event Expenses	\$ -	
Net Merchandise Commissions	\$0.00	
Other Event Revenues	\$150.00	
Total Event Revenues	\$7,527.00	

Event Expenses

Net Co-Pro Loss	\$ -
Taxes Paid	\$312.28
Event Production Expense (stagehands/equip)	\$4,072.00
Event Staffing (ushers, security, ticket sellers)	\$1,826.32
Police/EMT/First Aid	\$ -
Event Advertising & Promotions	\$457.00
Catering Expense	\$697.67
Food & Beverage Expense*	\$3,694.30
Credit Card Fees	\$28.85
Other Event Expenses	\$0.00
Total Event Expenses	\$ 11,088.42

Net Estimated Profit / (Loss)	\$ (3,561.42)
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* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions

Executive Director Comments

The BCPA traditionally presents at least two outdoor concerts each summer, in part due to the sponsorship agreement with CEFCU regarding use of the outdoor stage. The set up and dismantling of outdoor events at the BCPA require significant personnel hours. As Beer Fest had proven to be unprofitable, a new event was devised for this season in the same time slot that Beer Fest had occupied for the past two years. This was in part to capitalize on the audience expectation of an outdoor event taking place at the BCPA during Father's Day Weekend. The focus this year was on showcasing a variety of local Bloomington area musicians and providing a variety of popular craft beer and food truck fare not typically provided at BCPA events, for the patrons to enjoy along with the concert. A concert of this type draws an audience demographic to the BCPA that does not often attend events here. The audience for this outdoor event was primarily in the 20-40 year-old range. By featuring Bloomington area musicians, the Summer Solstice Concert provided an opportunity for local artists who do not typically perform at this venue to perform locally. The concert was comprised of two elements, the main stage, which featured rock music, and a second stage that featured short, acoustic sets. The two stage arrangement allowed for non-stop music throughout the event. It also allowed us to accommodate a number of artists who had originally been scheduled for a two day Beer Fest event into a one day Summer Solstice event.

Due to unexpected personnel losses this spring, it was determined that the BCPA did not have the staff needed to produce a two day event. However, we did not want to disappoint our audience that had previously enjoyed attending an outdoor event here during the Fathers' Day Weekend. After cutting the originally projected artists' fees by \$2,000 and eliminating the great overhead in beer purchases that was required of Beer Fest, the Summer Solstice Concert had been projected to break even, in spite of the high personnel hours needed to produce an outdoor event. However, the last-minute changes in treating weather conditions led to lower than expected attendance. In fact, the final act of the musical lineup had to be cancelled due to sudden lightning danger. Concession sales were very strong due to the wide variety of craft beers that were offered, resulting in a more positive revenue picture.

Overall the event was successful in bringing people together to enjoy local music and locally produced craft beer and food. The Summer Solstice Concert provided an opportunity for patrons to enjoy many of the best musicians, food and beer from the region.