

**EVENT FLASH REPORT SUMMARY**

Event: **Cornerstones of Rock**  
 Date: Saturday, July 15, 2017  
 Time(s): 7:30 PM  
 VENUE: BCPA Lawn  
 CITY: Bloomington, IL  
 BCPA Presented

Gross Sales	\$16,875.00
Net After Amusement Tax	\$ 16,225.96
Tickets Sold:	1125
Comp Tickets:	40
Total Tickets:	1165
Actual Attendance (Drop):	1165



Net Estimated Profit / (Loss)	\$ (18,723.06)
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**Event Revenues**

Event Rental & Net Co-Pro Profit	(\$13,125.00)	
Net Ticket Rebates, Facility Fees & Parking Fees	\$0.00	Per Cap
Net Food & Beverage Revenue	\$5,343.00	\$ 4.59
Reimbursed Event Expenses	\$ -	
Net Merchandise Commissions	\$95.63	
Other Event Revenues	\$100.00	
<b>Total Event Revenues</b>	<b>(\$7,586.37)</b>	

**Event Expenses**

Net Co-Pro Loss	\$ -
Taxes Paid	\$0.00
Event Production Expense (stagehands/equip)	\$4,398.00
Event Staffing (ushers, security, ticket sellers)	\$284.25
Police/EMT/First Aid	\$ -
Event Advertising & Promotions	\$3,268.00
Catering Expense	\$500.00
Food & Beverage Expense*	\$2,686.44
Credit Card Fees	\$0.00
Other Event Expenses	\$0.00
<b>Total Event Expenses</b>	<b>\$ 11,136.69</b>

<b>Net Estimated Profit / (Loss)</b>	<b>\$ (18,723.06)</b>
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\* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions

**Executive Director Comments**

The Cornerstones of Rock concert at the BCPA was conceived by the former Director to be part of the Lincoln Fest/ Cruisin' with Lincoln on Rt. 66 weekend of events held July 15-16. The event was to provide an evening concert that would encourage people to remain in Bloomington, particularly the Downtown area, after the other activities had ended. The standard BCPA gate fee of \$15 had been contracted for the event with the goal of making the event appealing and accessible to a wide audience. It was not expected that the proceed of the event would cover the costs of producing it, especially since labor costs for outdoor events are significantly higher than most indoor events at the BCPA. The Cornerstones of Rock concert was designed to be a significant contribution that the City of Bloomington would make to augment the weekend of events for the festival. The focus was on providing a significant attraction to be part of the community wide festival with an event that would encourage tourism in Bloomington, especially the Downtown area.

The attendance for the Cornerstones of Rock concert exceeded all previous attendance for an outdoor show at the BCPA, with paid attendance of 1125 and total attendance of 1165. Had the show been held in the auditorium the attendance would have been a near sell-out audience. Advanced ticket sales for the event also surpassed past outdoor shows, with 735 tickets sold in advance.

Consession sales were a robust \$5,343 with additional revenue from vendor's premiums of \$195, which further bolstered the revenue from this BCPA record breaking outdoor attendance. Temperate and clear summer weather also contributed to the success of this event.