

EXECUTIVE DIRECTOR REPORT
BLOOMINGTON COLISEUM
4TH QUARTER FY 2016-2017
FEBRUARY 1, 2017-APRIL 30, 2017



This manager's letter is an integral part of these statements. Those reviewing and evaluating the financial results shown in these statements should consider and understand the following:

1. The unaudited net income for the Coliseum for the 4th quarter of FY 2016-2017 was \$28,373.24.
2. A total of 61,689 guests attended events at the Coliseum during the months of February, March and April.
3. The 4th quarter featured six unticketed community relations events including monthly indoor Farmer's Markets. Bloomington Thunder continued throughout the quarter and the Bloomington Edge kicked off the first of four of their home games for the quarter on March 3. February was highlighted by a very popular Justin Moore/Lee Brice concert along with the IHSA Cheerleading Finals and the IHSA Dual Team Wrestling Finals, while April featured two great concerts, Brantley Gilbert on April 7 and a sold-out Chris Stapleton concert on April 29.
4. The unaudited net loss for the U.S. Cellular Coliseum year-to-date through the 4th quarter was \$668,308.13.
5. The estimated economic contribution to the local economy for the fourth quarter of 2016-2017 is approximately \$2,029,952 based on Bloomington-Normal Convention and Visitor's Bureau and the Illinois Office of Tourism standard formulas to measure economic impact from tourism. These formulas measure the total effects of direct and/or indirect recirculation of income. The year-to-date total is \$5,585,183.

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**4th Quarter Attendance Report
February – April, 2017**

FEBRUARY	Type	Date	Days	Attendance
IHSA Cheerleading Finals	Ticketed	2/3-2/4	2	13,603
Bloomington Thunder Hockey	Ticketed	2/9	1	851
Bloomington Thunder Hockey	Ticketed	2/10	1	1,280
Justin Moore/Lee Brice	Ticketed Concert	2/11	1	3,839
Farmer's Market	Non-Ticketed Community/Civic	2/18	1	800
IHSA Dual Team Wrestling Finals	Ticketed	2/25	1	2,730
Bloomington Edge Preseason	Ticketed	2/26	1	1,113
Pepsi Ice Center Rentals	Non-Ticketed Community	2/1-2/28	10	4,508
MARCH	Type	Date	Days	Attendance
Sesame Street Live	Ticketed Event	3/1	1 day / 2 shows	1,408
Bloomington Edge Football	Ticketed	3/3	1	829
Guns 'n Hoses	Ticketed Charity Events	3/4	1	842
Bloomington Thunder Hockey	Ticketed	3/4	1	1,738
WWE Live	Ticketed	3/6	1	3,003
Bloomington Thunder Hockey	Ticketed	3/12	1	1,047
Farmer's Market	Non-Ticketed Community/Civic	3/18	1	800

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Bloomington Edge Football	Ticketed	3/18	1	829
Bloomington Edge Football	Ticketed	3/25	1	686
Pepsi Ice Center Rentals	Non-Ticketed Community	3/1-3/31	8	1,224
APRIL	Type	Date	Days	Attendance
Bloomington Thunder Hockey	Ticketed	4/1	1	1,047
Bloomington Thunder Hockey	Ticketed	4/2	1	700
Bloomington Thunder Hockey	Ticketed	4/6	1	466
Brantley Gilbert	Ticketed Concert	4/7	1	5,133
Bloomington Thunder Hockey	Ticketed	4/8	1	1,862
City of Bloomington Luncheon	Non-Ticketed	4/13	1	150
Indoor Farmer's Market	Non-Ticketed	4/15	1	800
Normal Community Graduation Rehearsal	Non-Ticketed	4/21	1	500
Bloomington Edge Football	Ticketed	4/22	1	1,137
Wellness Fair	Non-Ticketed	4/28	1	1,000
Chris Stapleton	Ticketed Concert	4/29	1	7,462
Pepsi Ice Center Rentals	Non-Ticketed Community	4/2	1	302
		Totals:	46	57,103

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Revenue and Operating Expense

	<u>Feb - Apr 17</u>	<u>Budget</u>
Ordinary Income/Expense		
Income		
4100 · Event-Related Income		
4110 · Building Rent	147,723.19	149,250.00
4120 · Co-Pro/Self-Promote Revenue	81,344.72	
4130 · Box Office Revenue		
4131 · Facility Fees	73,537.00	98,800.00
4132 · Ticket Rebates	77,883.13	23,250.00
4133 · Box Office Fees	4,178.73	2,500.00
4130 · Box Office Revenue - Other	0.00	
Total 4130 · Box Office Revenue	<u>155,598.86</u>	<u>124,550.00</u>
4140 · Reimbursed Wages		
4141 · Reimbursed FOH Staff Wages	28,120.00	
4142 · Reimbursed Box Office Wages	2,177.25	
4143 · Reimbursed Maintenance Wages	14,614.40	
4144 · Reimbursed Stagehand Wages	62,550.42	
4145 · Reimbursed Security Wages	8,037.50	
4140 · Reimbursed Wages - Other	0.00	37,500.00
Total 4140 · Reimbursed Wages	<u>115,499.57</u>	<u>37,500.00</u>
4150 · Reimbursed Event Expenses	64,729.24	10,500.00
4160 · Equipment Rental	343.00	
4170 · Net Merchandise	22,821.51	4,200.00
4180 · Parking Revenue	0.00	91,800.00
Total 4100 · Event-Related Income	<u>588,060.09</u>	<u>417,800.00</u>
4200 · Food & Beverage Income		
4210 · N/A Beverage Sales	75,904.43	66,850.00
4220 · Food Sales	160,697.37	99,500.00
4230 · Beer Sales	202,542.21	149,100.00
4240 · Wine Sales	2,725.58	23,750.00
4250 · Liquor Sales	68,285.33	40,250.00
4260 · Backstage Catering Sales	0.00	
4270 · Service Charges	10,785.49	
4280 · Third Party F&B Commissions	-18,860.19	
4200 · Food & Beverage Income - Other	0.00	
Total 4200 · Food & Beverage Income	<u>502,080.22</u>	<u>379,450.00</u>
4300 · Other Revenues		
4310 · Suite Revenue	37,585.12	90,000.00

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4320 · Club Memberships	3,651.90	
4330 · Interest	320.26	
4340 · Miscellaneous	-3,359.61	
4300 · Other Revenues - Other	<u>0.00</u>	
Total 4300 · Other Revenues	38,197.67	90,000.00
4400 · Commissioned Revenue		
4410 · Advertising	0.00	
4420 · Naming Rights Revenue	0.00	67,500.00
4430 · Sponsorship Revenue	53,515.97	30,000.00
4400 · Commissioned Revenue - Other	<u>0.00</u>	
Total 4400 · Commissioned Revenue	<u>53,515.97</u>	<u>97,500.00</u>
Total Income	1,181,853.95	984,750.00
Cost of Goods Sold		
5000 · Cost of Goods Sold		
5010 · N/A Beverage COGS	13,012.76	18,718.00
5020 · Food COGS	48,482.21	35,820.00
5030 · Beer COGS	48,695.26	31,311.00
5040 · Wine COGS	1,096.15	5,700.00
5050 · Liquor COGS	9,660.98	9,258.00
5000 · Cost of Goods Sold - Other	<u>0.00</u>	<u>0.00</u>
Total 5000 · Cost of Goods Sold	<u>120,947.36</u>	<u>100,807.00</u>
Total COGS	<u>120,947.36</u>	<u>100,807.00</u>
Gross Profit	1,060,906.59	883,943.00
Expense		
6000 · Payroll & Benefits		
6100 · Full-Time Staff	186,248.40	241,209.00
6200 · Support Staff Labor		
6210 · FOH Support Staff	0.00	
6230 · Maintenance Support Staff	48,782.17	
6250 · Security Support Staff	0.00	
6260 · Food & Beverage Support Staff	0.00	
6270 · Administrative Support Staff	0.00	
6200 · Support Staff Labor - Other	<u>0.00</u>	<u>21,100.00</u>
Total 6200 · Support Staff Labor	48,782.17	21,100.00
6300 · Event Staff Labor		
6310 · FOH Event Staff	71,683.52	
6320 · Box Office Event Staff	0.00	
6330 · Maintenance Event Staff	0.00	
6340 · Stagehands Event Staff	60,439.21	
6350 · Security Event Staff	0.00	

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6360 · Food & Beverage Event Staff	63,766.09	
6370 · Administrative Event Staff	0.00	
6300 · Event Staff Labor - Other	0.00	51,600.00
Total 6300 · Event Staff Labor	195,888.82	51,600.00
6400 · Payroll Processing Fees	9,689.84	7,500.00
6500 · Work Comp Insurance	15,862.34	7,701.00
6600 · Taxes	45,802.32	40,807.00
6700 · Benefits	22,379.33	36,180.00
6000 · Payroll & Benefits - Other	0.00	
Total 6000 · Payroll & Benefits	524,653.22	406,097.00
7000 · General & Administrative		
7005 · Postage & Shipping	102.16	789.00
7010 · Office Supplies	406.87	1,600.00
7015 · Computer Software & Support	600.00	12,255.00
7020 · Printing & Copiers	1,153.10	1,200.00
7025 · Office Equipment Purchases	111.24	
7030 · Office Equipment Rentals	160.00	
7035 · Dues & Subscriptions	620.68	3,200.00
7040 · Licenses & Permits	900.75	
7045 · Employee Recruitment & Reloc.	3,142.35	
7050 · Employee Developmnt & Recognition	0.00	2,550.00
7000 · General & Administrative - Other	0.00	
Total 7000 · General & Administrative	7,197.15	21,594.00
7100 · Occupancy		
7110 · Communications	7,206.55	24,881.00
7120 · Utilities		
7121 · Gas	16,781.06	23,093.00
7122 · Water	5,907.63	9,139.00
7123 · Electricity	78,781.06	45,469.00
7120 · Utilities - Other	0.00	
Total 7120 · Utilities	101,469.75	77,701.00
7130 · Waste Removal	3,187.50	3,582.00
7140 · Repairs & Maintenance		
7141 · Repairs & Maintenance-HVAC	0.00	
7142 · Repairs & Maintenance-Building	15,320.54	23,503.00
7143 · Repairs & Maintenance-Equipment	19,515.80	6,700.00
7144 · Repairs & Maintenance-Grounds	273.75	800.00
7140 · Repairs & Maintenance - Other	0.00	32,889.00
Total 7140 · Repairs & Maintenance	35,110.09	63,892.00
7150 · Security & Fire Alarm System	772.95	

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7160 · Insurance		
7161 · Event Insurance	0.00	
7162 · Liability/Property Insurance	3,307.08	10,368.00
7160 · Insurance - Other	6,614.16	
Total 7160 · Insurance	9,921.24	10,368.00
7170 · Tools & Small Equipment	1,890.21	58,500.00
7175 · Vehicle Fuel Expense	661.74	1,834.00
7180 · Pest Control	660.00	660.00
Total 7100 · Occupancy	160,880.03	241,418.00
7200 · Travel Expenses		
7210 · Meals	308.58	1,600.00
7220 · Lodging	733.52	4,700.00
7230 · Transportation	2,868.85	6,000.00
7240 · Entertainment	0.00	
7250 · Personnel Support Travel	0.00	
7200 · Travel Expenses - Other	0.00	
Total 7200 · Travel Expenses	3,910.95	12,300.00
7300 · Event Expenses		
7310 · Talent Expense	0.00	
7320 · Sound & Lighting	0.00	
7330 · Event Advertising	50,391.47	
7340 · Equipment Rental	2,660.34	1,500.00
7350 · Production Supplies	439.61	
7360 · Outside Expenses (Police, EMT)	15,524.20	
7370 · Promoter Discounts	119,179.80	
7380 · Catering Expense	0.00	
7385 · F&B 3rd Party Stand Labor	10,979.21	
7390 · Miscellaneous Event Expense	25.00	
7300 · Event Expenses - Other	0.00	
Total 7300 · Event Expenses	199,199.63	1,500.00
7400 · Services & Operations		
7405 · Base Management Fee	28,500.00	28,500.00
7410 · Management Commissions	18,485.53	23,849.00
7415 · Sports Team Commissions	0.00	7,469.00
7425 · Laundry / Linen / Mats Cleaning	1,860.16	4,800.00
7430 · Cleaning Supplies & Paper Goods	4,241.14	8,531.00
7435 · Chemical & Paper Goods - FB	14,136.27	1,500.00
7436 · F&B Equipment & Smallwares	201.80	
7437 · F&B Spoilage Expense	0.00	
7440 · Uniforms	3,560.64	3,500.00

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7445 · Building Advertising & Marketing	866.57	11,682.00
7450 · Contracted Services	1,285.40	44,950.00
7455 · Credit Card Fees	7,760.27	9,181.00
7460 · Banking Fees	480.60	1,969.00
7461 · Interest Expense	433.61	
7465 · Cash Short (Over)	-222.62	
7400 · Services & Operations - Other	0.00	
Total 7400 · Services & Operations	<u>81,589.37</u>	<u>145,931.00</u>
Total Expense	<u>977,430.35</u>	<u>828,840.00</u>
Net Ordinary Income	83,476.24	55,103.00