

EVENT FLASH REPORT SUMMARY

Event: IHSA Competitive Cheerleading Finals
Date: 2/1-2/2/2019 (2 day event)
Time(s): 8:00 a.m.
VENUE: Grossinger Motors Arena
CITY: Bloomington, IL
 RENTAL SELF PROMOTE CO-PROMOTE

Gross Sales	\$ 119,610.00
Net After Amusement Tax	n/a
Tickets Sold:	11,961
Comp Tickets:	0
Total Tickets:	11,961
Actual Attendance (Drop):	11,840



Net Estimated Profit / (Loss)	\$ 49,539.52
--------------------------------------	---------------------

Event Revenues

Event Rental & Net Co-Pro Profit	\$ 18,306.06	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ -	Per Cap
Net Food & Beverage Revenue	\$ 70,515.63	\$ 5.96
Reimbursed Event Expenses	\$ 30,841.32	
Net Merchandise Commissions	\$ 475.15	
Other Event Revenues	\$ -	
Total Event Revenues	\$ 120,138.16	

Event Expenses

Net Co-Pro Loss	\$ -
Amusement Taxes Paid	\$ -
Event Labor	\$ 30,247.99
Event Advertising & Promotions	\$ -
Catering Expense	\$ 7,060.62
Food & Beverage Expense*	\$ 32,272.43
Credit Card Fees	\$ 1,017.60
Other Event Expenses	\$ -
Total Event Expenses	\$ 70,598.64

Net Estimated Profit / (Loss)	\$ 49,539.52
--------------------------------------	---------------------

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

Executive Director Comments

In one of our biggest events every year, the IHSA Competitive Cheerleading Finals brings 100 teams from all over the state to Bloomington to compete in a two-day final competition. This year, all four local teams, Bloomington, Normal, Normal West and University High Schools were in the finals! Congratulations to all the teams for their hard work and we look forward to another exciting event next year!