

EXECUTIVE DIRECTOR REPORT
US CELLULAR COLISEUM
1ST QUARTER FY 2016-2017
MAY 1, 2016 – JULY 31, 2016



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. Venuworks accepted management operations for the U.S. Cellular Coliseum as an independent contractor working for the City of Bloomington on April 1, 2016 under an interim contract. The final contract was approved on June 28, 2016 and became effective on July 1, 2016.
2. The events that took place during this first quarter were mainly booked prior to Venuworks' management contract began.
3. The unaudited net loss for the U.S. Cellular Coliseum for the 1st quarter of FY 2016-2017 was \$236,167.03.
4. A total of 27,535 guests attended events at the U.S. Cellular Coliseum during the months of May, June and July.
5. The Bloomington Edge arena football team hosted two home games. Three concerts played during the month of May: I Love the 90's, Rob Zombie and Boston. The arena also hosted the annual Jehovah's Witness convention that brings thousands of people to the Bloomington-Normal area for two weekends each year.
6. The estimated contribution to the local economy for the first quarter of 2016-2017 is approximately \$1,552,434 based on Bloomington-Normal Convention and Visitors 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.

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1st Quarter Attendance Report
May 1, 2016 – July 31, 2016

MAY	Type	Date	Days	Attendance
I Love the 90's	Ticketed	5/12/16	1	4,525
Rob Zombie	Ticketed	5/18/16	1	3,129
Boston	Ticketed	5/24/16	1	3,189
JUNE	Type	Date	Days	Attendance
Bloomington Edge Football	Ticketed	6/5/16	1	1,930
Bloomington Edge Football	Ticketed	6/11/16	1	1,012

Jehovah's Witness	Non-Ticketed Convention	6/23 – 6/26 6/30 – 7/3	8	13,500
JULY	Type	Date	Days	Attendance
Martinez – Williams Wedding	Non-Ticketed	7/16	1	250
		Total:	14	27,535

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**CITY OF BLOOMINGTON, U.S. CELLULAR COLISEUM
MANAGEMENT SUMMARY REPORT TO CITY COUNCIL
FOR THE QUARTER ENDED JULY 31, 2016**

	1st Quarter 2016-2017
BUDGET:	
QUARTER TO DATE REVENUE	
TOTAL REVENUES	770,840
ADMISSION & RENTALS	447,095
CONCESSIONS	137,938
PARKS AND REC ICE RENTAL	-
OTHER SOURCES (Sponsors, Naming, Reimbursed Income, interest, etc.)	141,060
QUARTERLY BOX OFFICE REVENUE	44,747
QUARTER TO DATE EXPENSE	
TOTAL EXPENSE - OPERATING ONLY	947,756
BUDGETED PROFIT/(LOSS)	
QUARTER TO DATE PROFIT/(LOSS) - OPERATING ONLY	(236,167)
ANNUAL PROFIT/(LOSS) GOAL	(329,673)
ACTIVITY:	
EVENT ACTIVITY:	
ACTUAL QUARTER TO DATE EVENT ACTIVITY	14
PREVIOUS YEAR QUARTER TO DATE ACTIVITY	UNKNOWN
ATTENDANCE:	
QUARTER TO DATE ACTUAL TOTAL ATTENDANCE	
TICKETED EVENTS	13,785
CONVENTIONS/SOCIAL	13,750
MEETINGS	
FREE/NON-TICKETED EVENTS	
TOTAL ATTENDANCE	27,535
COMMUNITY:	
FREE EVENTS:	
QUARTER TO DATE ACTUAL FREE EVENT ACTIVITY	-
ESTIMATED CONTRIBUTION TO LOCAL ECONOMY:	
CVB CALCULATED QUARTER TO DATE CONTRIBUTION TO ECONOMY*	1,552,424
CVB CALCULATED YEAR TO DATE CONTRIBUTION TO ECONOMY*	1,552,424

*CVB calculation:

Meetings: Number of attendees *25%*\$64

Events and Conventions: Overnight attendees: Number of attendees *25%*\$125

Day attendees: Number of attendees *75%*\$34

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Revenues/Operating Expense

Income

4100 - Event-Related Income	
4110 - Building Rent	51,925.00
4120 - Co-Pro/Self-Promote Revenue	395,169.97
4130 - Box Office Revenue	
4131 - Facility Fees	29,632.55
4132 - Ticket Rebates	14,427.81
4133 - Box Office Fees	<u>687.00</u>
Total 4130 - Box Office Revenue	44,747.36
4140 - Reimbursed Wages	
4144 - Reimbursed Stagehand Wages	<u>524.56</u>
Total 4140 - Reimbursed Wages	524.56
4150 - Reimbursed Event Expenses	5,929.20
4160 - Equipment Rental	1,032.51
4170 - Net Merchandise	10,460.23
4180 - Parking Revenue	<u>6,376.50</u>
Total 4100 - Event-Related Income	516,165.33
4200 - Food & Beverage Income	
4210 - N/A Beverage Sales	14,205.87
4220 - Food Sales	28,934.26
4230 - Beer Sales	79,250.74
4240 - Wine Sales	733.00
4250 - Liquor Sales	12,457.41
4270 - Service Charges	1,015.56
4280 - Third Party F&B Commissions	<u>1,340.93</u>
Total 4200 - Food & Beverage Income	137,937.77
4300 - Other Revenues	
4310 - Suite Revenue	30,866.64
4320 - Club Memberships	3,651.93
4330 - Interest	36.77
4340 - Miscellaneous	<u>3,874.29</u>
Total 4300 - Other Revenues	38,429.63
4400 - Commissioned Revenue	
4430 - Sponsorship Revenue	<u>78,307.14</u>
Total 4400 - Commissioned Revenue	78,307.14
Total Income	770,839.87
Cost of Goods Sold	
5000 - Cost of Goods Sold	

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5010 · N/A Beverage COGS	6,743.74
5020 · Food COGS	27,367.45
5030 · Beer COGS	21,029.51
5040 · Wine COGS	-1,602.32
5050 · Liquor COGS	<u>5,712.06</u>
Total 5000 · Cost of Goods Sold	<u>59,250.44</u>
Total COGS	<u>59,250.44</u>
Gross Profit	711,589.43
Expense	
6000 · Payroll & Benefits	
6100 · Full-Time Staff	182,477.55
6200 · Support Staff Labor	
6210 · FOH Support Staff	28,952.88
6230 · Maintenance Support Staff	944.60
6250 · Security Support Staff	4,046.57
6260 · Food & Beverage Support Staff	<u>20,751.25</u>
Total 6200 · Support Staff Labor	54,695.30
6300 · Event Staff Labor	
6310 · FOH Event Staff	-681.82
6320 · Box Office Event Staff	3,640.88
6340 · Stagehands Event Staff	53,295.30
6370 · Administrative Event Staff	<u>7,233.39</u>
Total 6300 · Event Staff Labor	63,487.75
6400 · Payroll Processing Fees	5,379.05
6500 · Work Comp Insurance	6,288.92
6600 · Taxes	32,522.81
6700 · Benefits	<u>14,075.20</u>
Total 6000 · Payroll & Benefits	358,926.58
7000 · General & Administrative	
7005 · Postage & Shipping	132.89
7010 · Office Supplies	1,960.70
7015 · Computer Software & Support	10,991.08
7025 · Office Equipment Purchases	6,021.32
7030 · Office Equipment Rentals	240.00
7035 · Dues & Subscriptions	11,679.15
7045 · Employee Recruitment & Reloc.	18,343.40
7050 · Employee Developmnt & Recognition	<u>7,038.49</u>
Total 7000 · General & Administrative	56,407.03
7100 · Occupancy	
7110 · Communications	6,037.81

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7120 · Utilities	
7121 · Gas	6,288.67
7122 · Water	9,938.84
7123 · Electricity	<u>52,421.50</u>
Total 7120 · Utilities	68,649.01
7130 · Waste Removal	4,464.50
7140 · Repairs & Maintenance	
7142 · Repairs & Maintenance-Building	8,691.19
7143 · Repairs & Maintenance-Equipment	4,791.59
7144 · Repairs & Maintenance-Grounds	<u>311.32</u>
Total 7140 · Repairs & Maintenance	13,794.10
7150 · Security & Fire Alarm System	285.60
7160 · Insurance	
7161 · Event Insurance	100.00
7162 · Liability/Property Insurance	13,482.50
7160 · Insurance - Other	<u>100.00</u>
Total 7160 · Insurance	13,682.50
7170 · Tools & Small Equipment	187.86
7175 · Vehicle Fuel Expense	279.31
7180 · Pest Control	<u>660.00</u>
Total 7100 · Occupancy	108,040.69
7200 · Travel Expenses	
7210 · Meals	3,592.26
7220 · Lodging	11,932.85
7230 · Transportation	15,509.20
7240 · Entertainment	<u>20.68</u>
Total 7200 · Travel Expenses	31,054.99
7300 · Event Expenses	
7310 · Talent Expense	263,150.00
7320 · Sound & Lighting	31,350.00
7330 · Event Advertising	19,840.29
7340 · Equipment Rental	1,894.45
7360 · Outside Expenses (Police, EMT)	253.70
7380 · Catering Expense	4,779.18
7385 · F&B 3rd Party Stand Labor	5,745.82
7390 · Miscellaneous Event Expense	<u>22,381.36</u>
Total 7300 · Event Expenses	349,394.80
7400 · Services & Operations	
7405 · Base Management Fee	9,500.00
7425 · Laundry / Linen / Mats Cleaning	918.48

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7430 · Cleaning Supplies & Paper Goods	4,112.77
7435 · Chemical & Paper Goods - FB	2,695.92
7436 · F&B Equipment & Smallwares	307.48
7440 · Uniforms	197.33
7450 · Contracted Services	23,071.51
7455 · Credit Card Fees	2,336.66
7460 · Banking Fees	1,068.49
7465 · Cash Short (Over)	<u>-276.27</u>
Total 7400 · Services & Operations	<u>43,932.37</u>
Total Expense	<u>947,756.46</u>
Net Ordinary Income	<u>-236,167.03</u>
Net Income	<u><u>-236,167.03</u></u>