

**EXECUTIVE DIRECTOR REPORT**  
**US CELLULAR COLISEUM**  
**2ND QUARTER FY 2016-2017**  
**AUGUST 1 – OCTOBER 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. The unaudited net loss for the U.S. Cellular Coliseum for the 2nd quarter of FY 2016-2017 was \$404,465.40.
2. A total of 20,564 guests attended events at the U.S. Cellular Coliseum during the months of August, September and October.
3. August featured several un-ticketed community relations events. September kicked off both the Bloomington Thunder hockey season as well as the Illinois State University hockey season. The arena also hosted multiple un-ticketed community hockey leagues both for adult and youth leagues.
4. The unaudited net loss for the U.S. Cellular Coliseum year-to-date through the 2<sup>nd</sup> quarter was \$640,632.43.
5. The estimated economic contribution to the local economy for the second quarter of 2016-2017 is approximately \$1,162,932 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.

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**2<sup>nd</sup> Quarter Attendance Report**  
**August, 2016 – October, 2016**

<b>AUGUST</b>	<b>Type</b>	<b>Date</b>	<b>Days</b>	<b>Attendance</b>
Back to School Alliance Backpack	Non-Ticketed Civic Event	8/9	1	3,000
Just Animals Wellness Clinic	Non-Ticketed Civic Event	8/20	1	1,000
Job Fair	Non-Ticketed Civic Event	8/23	1	1,000
Used Equipment Sale	Non-Ticketed City Event	8/26-28	3	250
Normal City Council	Non-Ticketed City Event	8/29	1	100
<b>SEPTEMBER</b>	<b>Type</b>	<b>Date</b>	<b>Days</b>	<b>Attendance</b>
Bloomington Thunder Hockey	Exhibition	9/3	1	580
ISU Hockey	Ticketed	9/10	1	231
Steve Miller Band	Ticketed	9/16	1	1,950
ISU Hockey	Ticketed	9/17	1	188
Thunder Season Ticket Holder Party	Non-Ticketed	9/19	1	75
ISU Hockey	Ticketed	9/23	1	94
ISU Hockey	Ticketed	9/24	1	86
ISU Hockey	Ticketed	9/29	1	180
Bloomington Thunder Hockey	Ticketed	9/30	1	954
Pepsi Ice Center Rentals	Non-Ticketed	9/1-9/30	16	1,560
<b>OCTOBER</b>	<b>Type</b>	<b>Date</b>	<b>Days</b>	<b>Attendance</b>
Bloomington Thunder Hockey	Ticketed	10/1	1	873
ISU Hockey	Ticketed	10/7	1	133
Bloomington Thunder Hockey	Ticketed	10/14	1	955
Bloomington Thunder Hockey	Ticketed	10/21	1	928

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Bloomington Thunder Hockey	Ticketed	10/22	1	820
Bloomington Thunder Hockey	Ticketed	10/28	1	891
Bloomington Thunder Hockey	Ticketed	10/29	1	1,146
Pepsi Ice Center Rentals	Non-Ticketed	10/1 – 10/31	24	3,570
		Total:	63	20,564

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

<b>BUDGET:</b>	<b>2ND Quarter</b>
<b>QUARTER TO DATE REVENUE</b>	<b>2016-2017</b>
TOTAL REVENUES	275,590
ADMISSION & RENTALS	6,239
CONCESSIONS	60,331
PARKS AND REC ICE RENTAL	38,010
OTHER SOURCES (Sponsors, Naming, Reimbursed Income, interest, etc.)	149,031
QUARTERLY BOX OFFICE REVENUE	21,979
QUARTER TO DATE EXPENSE	
TOTAL EXPENSE - OPERATING ONLY	658,740
BUDGETED PROFIT/(LOSS)	
QUARTER TO DATE PROFIT/(LOSS) - OPERATING ONLY	(404,465)
ANNUAL PROFIT/(LOSS) GOAL	(204,903)
<b>ACTIVITY:</b>	
EVENT ACTIVITY:	
ACTUAL QUARTER TO DATE EVENT ACTIVITY	63
PREVIOUS YEAR QUARTER TO DATE ACTIVITY	UNKNOWN
<b>ATTENDANCE:</b>	
QUARTER TO DATE ACTUAL TOTAL ATTENDANCE	
TICKETED EVENTS	10,009
CONVENTIONS/SOCIAL	-
MEETINGS	100
FREE/NON-TICKETED EVENTS	10,455
TOTAL ATTENDANCE	20,564
<b>COMMUNITY:</b>	
FREE EVENTS:	
QUARTER TO DATE ACTUAL FREE EVENT ACTIVITY	2
ESTIMATED CONTRIBUTION TO LOCAL ECONOMY:	
CVB CALCULATED QUARTER TO DATE CONTRIBUTION TO ECONOMY*	641,100
CVB CALCULATED YEAR TO DATE CONTRIBUTION TO ECONOMY*	1,643,399

\*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

	<u>Aug - Oct 16</u>
Ordinary Income/Expense	
Income	
4100 · Event-Related Income	
4110 · Building Rent	74,194.58
4120 · Co-Pro/Self-Promote Revenue	-29,945.42
4130 · Box Office Revenue	
4131 · Facility Fees	13,079.32
4132 · Ticket Rebates	7,183.84
4133 · Box Office Fees	<u>1,715.80</u>
Total 4130 · Box Office Revenue	21,978.96
4140 · Reimbursed Wages	
4141 · Reimbursed FOH Staff Wages	2,328.25
4143 · Reimbursed Maintenance Wages	3,194.50
4144 · Reimbursed Stagehand Wages	8,874.50
4145 · Reimbursed Security Wages	<u>1,125.00</u>
Total 4140 · Reimbursed Wages	15,522.25
4150 · Reimbursed Event Expenses	28,965.82
4170 · Net Merchandise	7,569.25
4180 · Parking Revenue	<u>1,969.12</u>
Total 4100 · Event-Related Income	120,254.56
4200 · Food & Beverage Income	
4210 · N/A Beverage Sales	10,618.69
4220 · Food Sales	21,905.92
4230 · Beer Sales	21,752.53
4240 · Wine Sales	498.78
4250 · Liquor Sales	5,669.66
4260 · Backstage Catering Sales	3,101.09
4270 · Service Charges	429.69
4280 · Third Party F&B Commissions	<u>-3,645.40</u>
Total 4200 · Food & Beverage Income	60,330.96
4300 · Other Revenues	
4310 · Suite Revenue	41,085.42
4320 · Club Memberships	3,651.93
4330 · Interest	114.96
4340 · Miscellaneous	<u>1,670.28</u>
Total 4300 · Other Revenues	46,522.59

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4400 · Commissioned Revenue	
4430 · Sponsorship Revenue	48,482.35
<b>Total 4400 · Commissioned Revenue</b>	<u>48,482.35</u>
<b>Total Income</b>	275,590.46
<b>Cost of Goods Sold</b>	
5000 · Cost of Goods Sold	
5010 · N/A Beverage COGS	2,268.77
5020 · Food COGS	12,959.91
5030 · Beer COGS	4,308.81
5040 · Wine COGS	634.47
5050 · Liquor COGS	<u>1,143.85</u>
<b>Total 5000 · Cost of Goods Sold</b>	<u>21,315.81</u>
<b>Total COGS</b>	<u>21,315.81</u>
<b>Gross Profit</b>	254,274.65
<b>Expense</b>	
6000 · Payroll & Benefits	
6100 · Full-Time Staff	199,587.89
6200 · Support Staff Labor	
6210 · FOH Support Staff	18,276.00
6230 · Maintenance Support Staff	38,209.23
6260 · Food & Beverage Support Staff	18,914.08
6270 · Administrative Support Staff	1,248.32
6200 · Support Staff Labor - Other	<u>1,067.25</u>
<b>Total 6200 · Support Staff Labor</b>	77,714.88
6300 · Event Staff Labor	
6310 · FOH Event Staff	5,760.20
6320 · Box Office Event Staff	5,916.51
6330 · Maintenance Event Staff	5,542.16
6340 · Stagehands Event Staff	611.00
6360 · Food & Beverage Event Staff	<u>6,821.16</u>
<b>Total 6300 · Event Staff Labor</b>	24,651.03
6400 · Payroll Processing Fees	6,108.48
6500 · Work Comp Insurance	7,526.82
6600 · Taxes	28,012.51
6700 · Benefits	<u>21,907.88</u>
<b>Total 6000 · Payroll &amp; Benefits</b>	365,509.49
7000 · General & Administrative	
7005 · Postage & Shipping	188.35
7010 · Office Supplies	2,979.75

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7015 · Computer Software & Support	1,302.16
7025 · Office Equipment Purchases	410.18
7030 · Office Equipment Rentals	240.00
7035 · Dues & Subscriptions	1,401.00
7045 · Employee Recruitment & Reloc.	4,663.55
7050 · Employee Development & Recognition	<u>2,114.45</u>
<b>Total 7000 · General &amp; Administrative</b>	<b>13,299.44</b>
<b>7100 · Occupancy</b>	
7110 · Communications	6,391.49
7120 · Utilities	
7121 · Gas	11,942.09
7122 · Water	9,601.76
7123 · Electricity	<u>73,080.45</u>
<b>Total 7120 · Utilities</b>	<b>94,624.30</b>
7130 · Waste Removal	2,957.80
7140 · Repairs & Maintenance	
7141 · Repairs & Maintenance-HVAC	40.23
7142 · Repairs & Maintenance-Building	5,905.17
7143 · Repairs & Maintenance-Equipment	21,073.64
7140 · Repairs & Maintenance - Other	<u>0.00</u>
<b>Total 7140 · Repairs &amp; Maintenance</b>	<b>27,019.04</b>
7150 · Security & Fire Alarm System	874.00
7160 · Insurance	
7162 · Liability/Property Insurance	4,068.48
7160 · Insurance - Other	<u>-100.00</u>
<b>Total 7160 · Insurance</b>	<b>3,968.48</b>
7170 · Tools & Small Equipment	8,228.05
7175 · Vehicle Fuel Expense	191.59
7180 · Pest Control	<u>660.00</u>
<b>Total 7100 · Occupancy</b>	<b>144,914.75</b>
<b>7200 · Travel Expenses</b>	
7210 · Meals	4,055.95
7220 · Lodging	9,178.19
7230 · Transportation	13,667.77
7240 · Entertainment	<u>202.12</u>
<b>Total 7200 · Travel Expenses</b>	<b>27,104.03</b>
<b>7300 · Event Expenses</b>	
7310 · Talent Expense	3,772.43
7320 · Sound & Lighting	15,000.00
7330 · Event Advertising	10,425.70

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7360 · Outside Expenses (Police, EMT)	2,807.77
7370 · Promoter Discounts	22,623.13
7380 · Catering Expense	565.38
7390 · Miscellaneous Event Expense	<u>8,626.57</u>
<b>Total 7300 · Event Expenses</b>	<b>63,820.98</b>
<b>7400 · Services &amp; Operations</b>	
7405 · Base Management Fee	28,500.00
7410 · Management Commissions	2,161.40
7425 · Laundry / Linen / Mats Cleaning	998.79
7430 · Cleaning Supplies & Paper Goods	1,660.60
7435 · Chemical & Paper Goods - FB	-506.79
7436 · F&B Equipment & Smallwares	4,074.77
7440 · Uniforms	1,971.68
7445 · Building Advertising & Mrkting	1,011.00
7450 · Contracted Services	170.00
7455 · Credit Card Fees	2,823.82
7460 · Banking Fees	405.77
7461 · Interest Expense	473.19
7465 · Cash Short (Over)	<u>347.13</u>
<b>Total 7400 · Services &amp; Operations</b>	<b><u>44,091.36</u></b>
<b>Total Expense</b>	<b><u>658,740.05</u></b>
<b>Net Ordinary Income</b>	<b><u>-404,465.40</u></b>
<b>Net Income</b>	<b><u><u>-404,465.40</u></u></b>