

EXECUTIVE DIRECTOR REPORT
US CELLULAR COLISEUM
3RD QUARTER FY 2016-2017
NOVEMBER 1, 2016 – JANUARY 31, 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 loss for the U.S. Cellular Coliseum for the 3rd quarter of FY 2016-2017 was \$111,308.39.
2. A total of 44,480 guests attended events at the U.S. Cellular Coliseum during the months of November, December and January.
3. The 3rd quarter featured four un-ticketed community relations events including monthly indoor Farmer's Markets. Bloomington Thunder and ISU Hockey continued throughout the quarter. November was highlighted by a sold out Keith Urban concert, December featured Mannheim Steamroller in concert while January brought International Ice Racing and the Illinois High School Association Competitive Dance Finals.
4. The unaudited net loss for the U.S. Cellular Coliseum year-to-date through the 3rd quarter was \$751,870.21.
5. The estimated economic contribution to the local economy for the third quarter of 2016-2017 is approximately \$1,390,000 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 \$3,555,231.

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3rd Quarter Attendance Report
November, 2016 to January, 2017

NOVEMBER	Type	Date	Days	Attendance
Community Health Care Clinic	Non-Ticketed Community/Civic	11/10	1	300
Chevy Drive Away	Non-Ticketed	11/10	1	500
Keith Urban	Ticketed Concert	11/12	1	6,738
Bloomington Thunder Hockey	Ticketed	11/18	1	1,008
Farmer's Market	Non-Ticketed Community/Civic	11/19	1	800
Bloomington Thunder Hockey	Ticketed	11/19	1	1,072
Bloomington Thunder Hockey	Ticketed	11/25	1	1,014
Bloomington Thunder Hockey	Ticketed	11/26	1	986
Pepsi Ice Center Rentals	Non-Ticketed Community	11/1 – 11/30	18	2,765
DECEMBER	Type	Date	Days	Attendance
Mannheim Steamroller	Ticketed Concert	12/1	1	1,067
Bloomington Thunder Hockey	Ticketed	12/2	1	802
ISU Hockey	Ticketed	12/3	1	145
Bloomington Thunder Hockey	Ticketed	12/3	1	1,087
ISU Hockey	Ticketed	12/9	1	230
ISU Hockey	Ticketed	12/10	1	99
American Red Cross Blood Drive	Non-Ticketed Community/Civic	12/16	1	600
Farmer's Market	Non-Ticketed Community/Civic	12/17	1	800

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Bloomington Thunder Hockey	Ticketed	12/30	1	1,445
Bloomington Thunder Hockey	Ticketed	12/31	1	1,269
Pepsi Ice Center Rentals	Non-Ticketed Community	12/1 – 12/31	14	1,995
JANUARY	Type	Date	Days	Attendance
Bloomington Thunder Hockey	Ticketed	1/6	1	1,108
Bloomington Thunder Hockey	Ticketed	1/7	1	1,352
Bloomington Thunder Hockey	Ticketed	1/13	1	951
Bloomington Thunder Hockey	Ticketed	1/14	1	1,310
Farmer's Market	Non-Ticketed Community/Civic	1/21	1	800
ICE Racing	Ticketed	1/21	1	2,170
Bloomington Thunder Hockey	Ticketed	1/22	1	1,376
IHSA Competitive Dance Finals	Ticketed	1/27-1/28	2	7,118
Bloomington Thunder Hockey	Ticketed	1/29	1	1,333
Pepsi Ice Center Rentals	Non-Ticketed Community	1/1 – 1/31	18	2,240
		Totals:	78	44,480

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**CITY OF BLOOMINGTON, U.S. CELLULAR COLISEUM
MANAGEMENT SUMMARY REPORT TO CITY COUNCIL
FOR THE QUARTER ENDED JANUARY 31, 2017**

	3rd Quarter
	2016-2017
BUDGET:	
QUARTER TO DATE REVENUE	
TOTAL REVENUES	677,925
ADMISSION & RENTALS	154,059
CONCESSIONS	227,678
PARKS AND REC ICE RENTAL	47,287
OTHER SOURCES (Sponsors, Naming, Reimbursed Income, interest, etc.)	199,790
QUARTERLY BOX OFFICE REVENUE	49,111
QUARTER TO DATE EXPENSE	
TOTAL EXPENSE - OPERATING ONLY	723,086
BUDGETED PROFIT/(LOSS)	
QUARTER TO DATE PROFIT/(LOSS) - OPERATING ONLY	(111,308)
QUARTER PROFIT/(LOSS) GOAL	32,474
ACTIVITY:	
EVENT ACTIVITY:	
ACTUAL QUARTER TO DATE EVENT ACTIVITY	78
PREVIOUS YEAR QUARTER TO DATE ACTIVITY	UNKNOWN
ATTENDANCE:	
QUARTER TO DATE ACTUAL TOTAL ATTENDANCE	
TICKETED EVENTS	33,680
CONVENTIONS/SOCIAL	-
MEETINGS	-
FREE/NON-TICKETED EVENTS	10,800
TOTAL ATTENDANCE	44,480
COMMUNITY:	
FREE EVENTS:	
QUARTER TO DATE ACTUAL FREE EVENT ACTIVITY	6
ESTIMATED CONTRIBUTION TO LOCAL ECONOMY:	
CVB CALCULATED QUARTER TO DATE CONTRIBUTION TO ECONOMY*	1,390,000
CVB CALCULATED YEAR TO DATE CONTRIBUTION TO ECONOMY*	3,555,231

*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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Revenue/Operating Expense

	<u>Nov '16 - Jan 17</u>
Ordinary Income/Expense	
Income	
4100 · Event-Related Income	
4110 · Building Rent	158,902.50
4120 · Co-Pro/Self-Promote Revenue	42,443.41
4130 · Box Office Revenue	
4131 · Facility Fees	22,465.30
4132 · Ticket Rebates	20,737.45
4133 · Box Office Fees	5,908.08
4130 · Box Office Revenue - Other	<u>0.00</u>
Total 4130 · Box Office Revenue	49,110.83
4140 · Reimbursed Wages	
4141 · Reimbursed FOH Staff Wages	9,671.25
4142 · Reimbursed Box Office Wages	3,945.18
4143 · Reimbursed Maintenance Wages	10,935.50
4144 · Reimbursed Stagehand Wages	32,050.75
4145 · Reimbursed Security Wages	6,835.64
4140 · Reimbursed Wages - Other	<u>0.00</u>
Total 4140 · Reimbursed Wages	63,438.32
4150 · Reimbursed Event Expenses	17,304.17
4160 · Equipment Rental	0.00
4170 · Net Merchandise	9,915.07
4180 · Parking Revenue	<u>211.12</u>
Total 4100 · Event-Related Income	341,325.42
4200 · Food & Beverage Income	
4210 · N/A Beverage Sales	44,202.53
4220 · Food Sales	90,315.51
4230 · Beer Sales	65,205.02
4240 · Wine Sales	2,897.38
4250 · Liquor Sales	26,257.84
4260 · Backstage Catering Sales	0.00
4270 · Service Charges	6,541.24
4280 · Third Party F&B Commissions	-7,580.27
4200 · Food & Beverage Income - Other	<u>-161.00</u>
Total 4200 · Food & Beverage Income	227,678.25
4300 · Other Revenues	
4310 · Suite Revenue	52,669.56
4320 · Club Memberships	3,651.93

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4330 · Interest	174.51
4340 · Miscellaneous	1,555.00
4300 · Other Revenues - Other	0.00
Total 4300 · Other Revenues	58,051.00
4400 · Commissioned Revenue	
4410 · Advertising	3,500.00
4420 · Naming Rights Revenue	0.00
4430 · Sponsorship Revenue	47,369.85
4400 · Commissioned Revenue - Other	0.00
Total 4400 · Commissioned Revenue	50,869.85
Total Income	677,924.52
Cost of Goods Sold	
5000 · Cost of Goods Sold	
5010 · N/A Beverage COGS	10,710.27
5020 · Food COGS	30,386.69
5030 · Beer COGS	19,775.17
5040 · Wine COGS	930.85
5050 · Liquor COGS	4,343.49
5000 · Cost of Goods Sold - Other	0.00
Total 5000 · Cost of Goods Sold	66,146.47
Total COGS	66,146.47
Gross Profit	611,778.05
Expense	
6000 · Payroll & Benefits	
6100 · Full-Time Staff	187,582.80
6200 · Support Staff Labor	
6210 · FOH Support Staff	0.00
6230 · Maintenance Support Staff	27,398.38
6250 · Security Support Staff	0.00
6260 · Food & Beverage Support Staff	8,243.75
6270 · Administrative Support Staff	4,840.15
6200 · Support Staff Labor - Other	0.00
Total 6200 · Support Staff Labor	40,482.28
6300 · Event Staff Labor	
6310 · FOH Event Staff	39,495.65
6320 · Box Office Event Staff	0.00
6330 · Maintenance Event Staff	13,867.47
6340 · Stagehands Event Staff	42,553.29
6350 · Security Event Staff	168.94
6360 · Food & Beverage Event Staff	30,533.48

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6370 · Administrative Event Staff	0.00
6300 · Event Staff Labor - Other	0.00
Total 6300 · Event Staff Labor	126,618.83
6400 · Payroll Processing Fees	7,666.20
6500 · Work Comp Insurance	12,505.84
6600 · Taxes	37,067.01
6700 · Benefits	22,029.64
6000 · Payroll & Benefits - Other	0.00
Total 6000 · Payroll & Benefits	433,952.60
7000 · General & Administrative	
7005 · Postage & Shipping	235.05
7010 · Office Supplies	-540.15
7015 · Computer Software & Support	-1,168.60
7020 · Printing & Copiers	1,310.00
7025 · Office Equipment Purchases	-40.77
7030 · Office Equipment Rentals	0.00
7035 · Dues & Subscriptions	-6,022.40
7040 · Licenses & Permits	250.25
7045 · Employee Recruitment & Reloc.	-3,689.28
7050 · Employee Developmnt & Recognition	-4,075.20
7000 · General & Administrative - Other	0.00
Total 7000 · General & Administrative	-13,741.10
7100 · Occupancy	
7110 · Communications	6,830.94
7120 · Utilities	
7121 · Gas	21,310.28
7122 · Water	8,090.64
7123 · Electricity	68,373.40
7120 · Utilities - Other	0.00
Total 7120 · Utilities	97,774.32
7130 · Waste Removal	3,187.50
7140 · Repairs & Maintenance	
7141 · Repairs & Maintenance-HVAC	0.00
7142 · Repairs & Maintenance-Building	5,484.52
7143 · Repairs & Maintenance-Equipment	9,866.41
7144 · Repairs & Maintenance-Grounds	558.33
7140 · Repairs & Maintenance - Other	0.00
Total 7140 · Repairs & Maintenance	15,909.26
7150 · Security & Fire Alarm System	0.00
7160 · Insurance	

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7161 · Event Insurance	0.00
7162 · Liability/Property Insurance	3,307.08
7160 · Insurance - Other	6,614.16
Total 7160 · Insurance	9,921.24
7170 · Tools & Small Equipment	1,496.67
7175 · Vehicle Fuel Expense	741.59
7180 · Pest Control	660.00
Total 7100 · Occupancy	136,521.52
7200 · Travel Expenses	
7210 · Meals	-2,643.24
7220 · Lodging	-5,632.86
7230 · Transportation	-12,537.53
7240 · Entertainment	-74.68
7250 · Personnel Support Travel	6,748.76
7200 · Travel Expenses - Other	0.00
Total 7200 · Travel Expenses	-14,139.55
7300 · Event Expenses	
7310 · Talent Expense	0.00
7320 · Sound & Lighting	0.00
7330 · Event Advertising	13,879.95
7340 · Equipment Rental	785.00
7360 · Outside Expenses (Police, EMT)	9,317.64
7370 · Promoter Discounts	63,751.29
7380 · Catering Expense	0.00
7385 · F&B 3rd Party Stand Labor	3,572.22
7390 · Miscellaneous Event Expense	17,761.08
7300 · Event Expenses - Other	0.00
Total 7300 · Event Expenses	109,067.18
7400 · Services & Operations	
7405 · Base Management Fee	28,500.00
7410 · Management Commissions	5,794.66
7415 · Sports Team Commissions	0.00
7425 · Laundry / Linen / Mats Cleaning	1,747.50
7430 · Cleaning Supplies & Paper Goods	2,728.58
7435 · Chemical & Paper Goods - FB	17,303.96
7436 · F&B Equipment & Smallwares	180.15
7437 · F&B Spoilage Expense	0.00
7440 · Uniforms	3,591.00
7445 · Building Advertising & Mrketing	229.79
7450 · Contracted Services	3,101.26

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7455 · Credit Card Fees	8,613.15
7460 · Banking Fees	33.85
7461 · Interest Expense	134.96
7465 · Cash Short (Over)	-533.17
7400 · Services & Operations - Other	<u>0.00</u>
Total 7400 · Services & Operations	<u>71,425.69</u>
Total Expense	<u>723,086.34</u>
Net Ordinary Income	<u>-111,308.29</u>
	<u><u>-111,308.29</u></u>