

**RiverEdge Park Programming
2013-2015
Based on Calendar Year**

	2013 Actual	2014 Actual	2015 Budget
RIVEREDGE PROGRAMING REVENUE			
Show Revenue			
Ticket/Service Fee Income:	\$ 618,131.15	\$ 910,680.85	\$ 1,217,540.00
Concession Revenue:	\$ 294,079.49	\$ 328,416.17	\$ 350,500.00
Total Show Reveue:	\$ 912,210.64	\$ 1,239,097.02	\$ 1,568,040.00
Rental Revenue			
Rental Fees:	\$ 84,373.93	\$ 94,612.52	\$ 47,390.85
Total Rental Revenue:	\$ 84,373.93	\$ 94,612.52	\$ 47,390.85
Sponsorship Revenue			
City Programing Sponsorship	\$ 250,000.00	\$ 250,000.00	\$ 250,000.00
City 4th of July Sponsorship	\$ 10,000.00		
Net Sponsorship Contrabutions	\$ 457,072.12	\$ 360,793.65	\$ 236,750.00
Total Sponsorship Revenue:	\$ 717,072.12	\$ 610,793.65	\$ 486,750.00
TOTAL RIVEREDGE PROGRAMING REVENUE	\$ 1,713,656.69	\$ 1,944,503.19	\$ 2,102,180.85
RIVEREDGE PROGRAMING EXPENSE			
Concession Sales Expense			
Credit Card/Ticketing Expenses:	\$ 23,931.40	\$ 36,336.14	\$ 30,439.44
Concession Expenses:	\$ 110,823.44	\$ 97,323.14	\$ 148,591.54
Total Ticket Concession Expense:	\$ 134,754.84	\$ 133,659.28	\$ 179,030.98
Direct Labor Expenses			
Event Labor Wages, Taxes & Benefits	\$ 140,107.69	\$ 108,846.89	\$ 146,379.86
Contract Labor	\$ 48,712.42	\$ 45,326.06	\$ 92,386.00
Total Direct Labor Expense:	\$ 188,820.11	\$ 154,172.95	\$ 238,765.86
Individual Event Expenses			
Contract Fees	\$ 874,265.00	\$ 777,050.00	\$ 795,150.00
Artist Care and Accommodation	\$ 41,908.55	\$ 11,881.30	\$ 22,254.00
Production Equipment & Supplies	\$ 139,841.48	\$ 38,182.00	\$ 144,300.00
Advertising Expenses	\$ 358,806.20	\$ 252,148.01	\$ 289,500.00
Other Event Expenses	\$ 49,498.90	\$ 75,380.05	\$ 111,170.81
Total Event Expenses	\$ 1,464,320.13	\$ 1,154,641.36	\$ 1,362,374.81
Programing Overhead Expenses			
ACCA Labor Wages, Taxes & Benefits	\$ 418,070.21	\$ 578,036.67	\$ 625,254.33
Misc Programing Expenses	\$ 56,772.61	\$ 222,930.70	\$ 149,059.34
Total Programing Overhead Expenses	\$ 474,842.82	\$ 800,967.37	\$ 774,313.67
TOTAL RIVEREDGE PROGRAMING EXPENSES	\$ 2,262,737.90	\$ 2,243,440.96	\$ 2,554,485.32
NET RIVEREDGE PROGRAMING REVENUE/LOSS	\$ (549,081.21)	\$ (298,937.77)	\$ (452,304.47)
City End of Season Financial Reconciliation	\$ 250,000.00	\$ 250,000.00	\$ 250,000.00