

EVENT UPDATE
Estimate

EVENT: Monster Jam I 2012

EVENT NO: S-12-1500

DATE: 1/21/2012

ATTENDANCE: 38,914

| | ACTUAL | BUDGET | BUDGET VARIANCE |
|-----------------------------------|----------------------------|----------------------------|-----------------------------|
| LICENSE FEE | \$139,953.00 | \$135,000.00 | \$4,953.00 |
| CONCESSION FEE (Per Cap. \$7.79) | \$120,943.00 | \$136,080.00 | (\$15,137.00) |
| PARKING | <u>\$87,014.02</u> | <u>\$98,140.00</u> | <u>(\$11,125.98)</u> |
| TOTAL REVENUES | \$347,910.02 | \$369,220.00 | (\$21,309.98) |
| LESS DIRECT COSTS | (\$150,000.00) | (\$158,000.00) | \$8,000.00 |
| GROSS PROFIT | <u>\$197,910.02</u> | <u>\$211,220.00</u> | <u>(\$13,309.98)</u> |

TOTAL ESTIMATED REVENUE FROM OTHER EVENTS: \$3,466,399

12/10/2011 Blue/Gray H.S. All Star Game FB \$6,355.60

EVENT UPDATE
Estimate

EVENT: Outback Bowl 2012

EVENT NO: S-12-1300

DATE: 1/2/2012

ATTENDANCE: 38,227

| | ACTUAL | BUDGET | BUDGET VARIANCE |
|------------------------------------|----------------------------|----------------------------|-----------------------------|
| LICENSE FEE | \$200,000.00 | \$200,000.00 | \$0.00 |
| CONCESSION FEE (Per Cap. \$15.91) | \$235,424.36 | \$263,700.00 | (\$28,275.64) |
| PARKING | <u>\$152,219.63</u> | <u>\$163,520.00</u> | <u>(\$11,300.37)</u> |
| TOTAL REVENUES | \$587,643.99 | \$627,220.00 | (\$39,576.01) |
| LESS DIRECT COSTS | (\$195,000.00) | (\$215,000.00) | \$20,000.00 |
| GROSS PROFIT | <u>\$392,643.99</u> | <u>\$412,220.00</u> | <u>(\$19,576.01)</u> |

TOTAL ESTIMATED REVENUE FROM OTHER EVENTS: **\$3,262,133**

| | | |
|------------|-------------------------------|------------|
| 12/31/2011 | Catered Functions | \$8,323.70 |
| 12/10/2011 | Game Day of Champions - FB | \$5,103.27 |
| 12/10/2011 | H.S. All Star Game - Football | \$2,988.97 |