

Event Financial Analysis - Parks & Recreation - Compiled May 2018

	Paid					Projected			
	2013	2014	2015	2016	2017	2018	2019	2020	2021
Direct Revenue									
Hotel Revenue (# from PBSC)	\$68,400	\$61,940	\$48,260	\$47,120	\$36,480	\$31,372.80	\$26,980.61	\$23,203.32	\$19,954.86
% difference from previous year - Hotel (average -14%)		-9%	-22%	-2%	-23%	-14%	-14%	-14%	-14%
Parking Fees	\$3,670	\$4,115	\$3,635	\$4,390	\$5,952	\$6,800	\$7,769	\$8,876	\$10,141
% difference from previous year -Parking (average 14.25% increase)		12%	-12%	21%	36%	14%	14%	14%	14%
Total Direct Revenue	\$72,070	\$66,055	\$51,895	\$51,510	\$42,432	\$38,173	\$34,750	\$32,079	\$30,096
		-8%	-21%	-1%	-18%	-10%	-9%	-8%	-6%

Indirect Revenue									
Est Media Value	\$ 275,824	\$ 344,297	\$350,265	\$350,265	\$277,615				
X No. Ticket Sales	2000	2000	1500	1500	1500	1500	1500	1500	1500
Assumption of One person Spending in DRB per day (Entertainment, food, gifts). Assumption uses a low number of \$25/day/per ticket	\$100,000	\$100,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000

Total Revenue for City (not including media value) \$172,070 \$166,055 \$126,895 \$126,510 \$117,432

	Paid					Projected			
	2013	2014	2015	2016	2017	2018	2019	2020	2021
Expenses									
Funds Paid to Evert Foundation	\$51,000	\$53,000	\$55,000	\$57,000	\$59,000	\$61,000	\$63,000	\$65,000	\$67,000
Expenses City paid event expenses	\$8,502	\$8,682	\$8,382	\$7,698	\$10,149	\$10,732.57	\$11,349.69	\$12,002.30	\$12,692.43
% change from previous year (average 6%)		2%	-3%	-8%	32%	6%	6%	6%	6%
Total City Expenses	\$59,502	\$61,682	\$63,382	\$64,698	\$69,149	\$71,733	\$74,350	\$77,002	\$79,692
% change from previous year		4%	3%	2%	7%	4%	4%	4%	3%
Profit/Loss	\$12,568	\$4,373	(\$11,487)	(\$13,188)	(\$26,717)	(\$33,560)	(\$39,600)	(\$44,923)	(\$49,597)
Social Impact (City + Ounce of Prevention funds)	\$51,000	\$53,000	\$55,000	\$57,000	\$59,000	\$61,000	\$63,000	\$65,000	\$67,000

C Evert is directly driving Line #10 that generates Line #11 revenue

2022
\$17,161.18
-14%
\$11,586
14%
\$28,747
-4%

1500
\$75,000

2022
\$69,000
\$13,422.24
6%
\$82,422
3%
(\$53,675)
\$69,000