

Greensboro Performing Arts Center
Proforma

	July	August	September	October	November	December	January	February	March	April	May	June	Forecast	AMS
Coliseum Complex:														
DIRECT EVENT INCOME(LOSS)	\$ 34,765	\$ 43,443	\$ 26,088	\$ 43,443	\$ 60,821	\$ 60,821	\$ 86,886	\$ 173,773	\$ 173,773	\$ 86,886	\$ 43,443	\$ 34,765	\$ 868,864	\$ 878,000
ANCILLARY INCOME:														
Concessions	\$ 6,125	\$ 7,856	\$ 4,594	\$ 7,658	\$ 10,719	\$ 10,719	\$ 16,313	\$ 30,826	\$ 30,826	\$ 16,313	\$ 7,658	\$ 6,126	\$ 163,126	146,000
Catering	294	368	221	368	616	516	736	1,470	1,470	735	368	294	7,351	-
Merchandise	760	837	662	937	1,312	1,312	1,876	3,749	3,749	1,875	837	760	18,746	-
Parking	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Electrical	734	854	1,451	576	2,013	452	743	766	1,327	907	302	86	10,000	-
Telephone	132	116	261	104	382	81	134	136	239	163	64	15	1,800	-
Services														
Equipment Rental	576	538	146	276	400	200	765	336	985	420	180	165	5,000	-
TOTAL ANCILLARY INCOME	\$ 8,811	\$ 10,288	\$ 7,234	\$ 9,916	\$ 16,320	\$ 13,278	\$ 19,584	\$ 37,071	\$ 38,398	\$ 19,412	\$ 9,498	\$ 7,435	\$ 196,022	\$ 146,000
TOTAL EVENT INCOME	\$ 43,366	\$ 53,711	\$ 33,299	\$ 53,359	\$ 76,141	\$ 74,099	\$ 106,471	\$ 210,844	\$ 212,168	\$ 106,299	\$ 52,941	\$ 42,189	\$ 1,064,888	\$ 1,024,000
OTHER INCOME:														
Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Advertising Discounts	0	0	0	0	0	0	0	0	0	0	0	0	0	-
Group Sales														
Internet														
Ticket Incentives	11,029	13,786	8,271	13,786	19,300	19,300	27,571	56,143	56,143	27,571	13,786	11,029	275,714	360,000
Premium Seating														
Sponsorships														
Cedar Brown Parking Lease														
Marketing Fund Contribution														
Miscellaneous														79,000
TOTAL OTHER INCOME	\$ 11,029	\$ 13,786	\$ 8,271	\$ 13,786	\$ 19,300	\$ 19,300	\$ 27,571	\$ 56,143	\$ 56,143	\$ 27,571	\$ 13,786	\$ 11,029	\$ 275,714	\$ 439,000
ADJUSTED GROSS REVENUE	\$ 54,394	\$ 67,497	\$ 41,571	\$ 67,145	\$ 96,441	\$ 93,399	\$ 134,042	\$ 266,987	\$ 267,311	\$ 133,870	\$ 66,727	\$ 53,218	\$ 1,340,601	\$ 1,463,000
INDIRECT EXPENSES:														
Salaries - Fixed	\$ (36,233)	\$ (36,233)	\$ (36,233)	\$ (36,233)	\$ (36,233)	\$ (36,233)	\$ (36,233)	\$ (36,233)	\$ (36,233)	\$ (36,233)	\$ (36,233)	\$ (36,233)	\$ (434,800)	\$ (426,000)
Salaries - Variable (Event Related)	(7,419)	(7,684)	(8,381)	(8,774)	(9,186)	(10,864)	(11,926)	(11,926)	(12,337)	(8,627)	(6,361)	(6,604)	(111,088)	(105,292)
Benefits	(14,724)	(14,745)	(14,796)	(14,828)	(14,860)	(24,988)	(15,068)	(15,068)	(15,101)	(14,817)	(14,796)	(14,566)	(186,378)	(174,160)
Workman's Compensation	0	0	0	(41,194)	0	0	0	0	0	0	0	0	(41,194)	-
Maintenance & Operations	(76,391)	(72,823)	(72,419)	(73,216)	(72,397)	(72,070)	(73,602)	(72,682)	(72,012)	(76,072)	(72,522)	(72,272)	(878,475)	(931,958)
City Expenses	(3,000)	(3,750)	(2,260)	(3,750)	(5,250)	(5,250)	(7,600)	(15,000)	(15,000)	(7,600)	(3,000)	(3,000)	(75,000)	-
TOTAL INDIRECT EXPENSES	\$ (137,767)	\$ (136,235)	\$ (134,060)	\$ (177,995)	\$ (137,926)	\$ (149,405)	\$ (144,329)	\$ (150,909)	\$ (150,683)	\$ (143,248)	\$ (135,653)	\$ (131,694)	\$ (1,728,913)	\$ (1,636,400)
OPERATING INCOME/(LOSS)	\$ (83,373)	\$ (67,738)	\$ (92,489)	\$ (110,850)	\$ (42,485)	\$ (56,006)	\$ (10,287)	\$ 115,079	\$ 116,629	\$ (9,378)	\$ (68,936)	\$ (78,476)	\$ (388,312)	\$ (173,400)
BEFORE OTHER REVENUES & EXPENSES														
OTHER REVENUES AND EXPENSES:														
Capital Leases	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capital	0	0	0	0	0	0	0	0	0	0	0	0	0	0
NET INCOME/(LOSS) - Coliseum	\$ (83,373)	\$ (67,738)	\$ (92,489)	\$ (110,850)	\$ (42,485)	\$ (56,006)	\$ (10,287)	\$ 115,079	\$ 116,629	\$ (9,378)	\$ (68,936)	\$ (78,476)	\$ (388,312)	\$ (173,400)