

	<u>YEAR 1</u>		<u>YEAR 2</u>		<u>YEAR 3</u>	
	# of Events	Revenue	# of Events	Revenue	# of Events	Revenue
<u>Ticket Surcharge Revenue</u>						
RH Shows (3,000 Attendees @ \$3/Ticket to City)	6	\$ 54,000.00	8	\$ 72,000.00	12	\$ 108,000.00
RH Shows (3,000 Attendees @ \$2/Ticket to City)	4	\$ 24,000.00	4	\$ 24,000.00	4	\$ 24,000.00
Outside Promoter Shows (3,500 Attendees @ \$3/Ticket to City)	3	\$ 31,500.00	5	\$ 52,500.00	5	\$ 52,500.00
Outside Promoter Shows (2,000 Attendees @ \$2/Ticket To City)	3	\$ 12,000.00	3	\$ 12,000.00	3	\$ 12,000.00
Non Ticketed Events (1,000 Average Attendees@ \$1/Ticket to City)	10	\$ 10,000.00	15	\$ 15,000.00	17	\$ 17,000.00
Total Number of Events	26		35		41	
Total Ticket Surcharge Revenue		\$ 131,500.00		\$ 175,500.00		\$ 213,500.00
<u>Sponsorship Revenue</u>						
Annual Sponsorship Revenue		\$ 22,500.00		\$ 35,000.00		\$ 43,750.00
City to Receive 35% of Annual Sponsorship Revenues						
Naming Rights		\$ 26,250.00		\$ 23,333.00		\$ 23,333.00
City to Receive 35% of Naming Rights						
Assuming to receive: 75K in Year 1, 200K for 3 Years After						
Total Sponsorship Revenue		\$ 48,750.00		\$ 58,333.00		\$ 67,083.00
Total City Revenue		\$ 180,250.00		\$ 233,833.00		\$ 280,583.00
<u>Parking</u>						
1000 Per Event to Charity (Not All Shows Generate Parking Revenue)	18	\$ 18,000.00	28	\$ 28,000.00	30	\$ 30,000.00

Fee Schedule

Ticketed Events

Cost Per Ticket Fee to City

\$ 1.00 - \$40.00 \$1.00

\$40.01 - \$59.99 \$2.00

\$60.00 & Over \$3.00

Non Ticketed Events

\$1.00 Per Attendee