

Appendix "A"

Budweiser Gardens Performance Summary

	<u>2012</u>	<u>2011</u>	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>
Events	141	135	155	129	148	151	171	139	121	85
Paid Attendance	654,207	604,857	672,985	574,531	644,791	704,445	769,575	772,294	612,546	458,860
Total Event Income	\$2,790,966	\$2,704,805	\$3,258,628	\$2,661,141	\$3,542,137	\$3,127,097	\$3,251,561	\$2,851,280	\$2,749,523	\$1,708,472
Total Income	\$5,801,071	\$5,680,901	\$6,090,024	\$5,477,187	\$6,399,211	\$6,191,573	\$5,921,470	\$5,192,217	\$4,907,772	\$3,534,411
Indirect Expenses	\$5,602,973	\$5,387,040	\$5,642,793	\$5,176,961	\$5,742,187	\$5,329,694	\$5,142,229	\$4,717,173	\$4,377,507	\$3,080,902
Net Income	\$198,098	\$293,861	\$447,231	\$300,226	\$657,024	\$861,879	\$779,241	\$475,044	\$530,265	\$453,509
City Proceeds from Operation	\$313,421	\$355,802	\$441,097	\$245,738	\$555,416	\$231,198	\$220,895	\$151,099	\$150,033	\$75,446
City Proceeds from Ticket Fees	\$152,038	\$157,528	\$152,950	\$186,816	\$176,678	\$215,063	\$215,592			
Total City Proceeds	\$465,459	\$513,330	\$594,047	\$432,554	\$732,094	\$446,261	\$436,487	\$151,099	\$150,033	\$75,446