

**CIAM GENERAL MANAGER'S LETTER**  
**4<sup>th</sup> Quarter 2013 - 2014**

This manager's letter is an integral part of these statements. Those reviewing and evaluating the financial results shown in the statements should consider and understand the following:

1. These are combined statements showing Revenue, Operating Expenses and Net Operating Profit as well as accrued and non-operating expenses. The management contract between Central Illinois Arena Management, Inc. and the City of Bloomington defines "Revenues", "Operating Expenses" and "Net Operating Loss/Profit". As defined, all interest, depreciation, amortization expenses and extraordinary expenses are not operating expenses. Nor are Capital Costs (also a defined term) operating expenses. The equipment replacement savings fund is not an expense.
2. These statements reflect accrued expenses not payable in the current month and extraordinary expenses which are identified as non-operating expenses pursuant to the management contract.

3. The Net Operating income for the U.S. Cellular Coliseum for the fourth quarter of fiscal year 2013 – 2014 was \$186,100.
4. A total of 96,517 patrons attended events between February and April at the U.S. Cellular Coliseum. In Q4, the U.S. Cellular Coliseum hosted a total of 56 events, highlighted by two sold out Jason Aldean “Night Train Tour”. Approximately 15,000 tickets were sold for both shows.
5. Highlighting Q4 were the Illinois High School Association State Cheerleading and Dual Team Wrestling State Championships. The Bloomington-Normal Area Homebuilder’s Association Expo drew over 10,000 patrons featuring over 200 exhibits this year. Brantley Gilbert, “Let It Ride Tour” performed his country hits in front of 7,157 fans. Television personality Theresa Caputo brought her live Long Island Medium show in front of a sold out crowd. The smooth blue grass sounds of The Avett Brothers performed in front of 2,600 fans finished the month of February in exciting fashion.

6. The Bloomington Thunder hockey team hosted 13 home games in Q4, finishing the regular season in 9<sup>th</sup> place in the SPHL. The Bloomington FLEX professional basketball team played 8 of their 9 home games this quarter finishing with an undefeated season and winning the regular season championship at 18-0.
7. In cooperation with the Pepsi Ice Center, approximately 2,200 young and adult hockey players, figure skaters and skating classes used the ice at the U.S. Cellular Coliseum during the fourth quarter.
8. The estimated contribution to the local economy for the fourth quarter is approximately \$5,218,408 based on Bloomington-Normal Convention and Visitors Bureau and the Illinois Office of Tourism standard formulas used to measure economic impact from tourism. These formulas measure the total effects of direct and/or indirect recirculation of income.

**Coliseum Fund**  
**Profit & Loss Budget Performance**  
**with**  
**Accrued, Operating and NonOperating Expense**  
February through April 2014  
*UNAUDITED*

	4th Quarter Actual Feb - Apr 14	4th Quarter 2013-2014 Budget Feb - Apr 14	2013-2014 Actual May '13 - Apr 14	2013-2014 Annual Budget
<b>Revenues/Operating Expense</b>				
<b>Income</b>				
<b>400000 - Income</b>				
401000 - Box Office Convenience Fees	78,588.38	41,088.00	202,548.16	129,525.00
401500 - Club Memberships	12,288.41	12,825.00	39,421.24	51,300.00
402000 - Concessions Revenue	121,606.84	98,000.00	266,041.56	273,112.00
403000 - Suites	118,095.57	100,429.50	396,765.83	401,718.00
403500 - Ticket Facility Fees	82,350.00	79,250.00	233,520.50	206,221.00
404000 - Sponsorships	145,234.16	137,499.94	599,104.36	550,000.00
404500 - Naming Rights	67,551.38	67,500.00	270,222.01	270,000.00
405000 - Parking Deck	25,897.00	37,000.00	85,253.50	95,900.00
405500 - Box Office/ Rental	13,774.74	9,000.00	46,291.57	23,600.00
406000 - Coliseum Rental	207,548.50	166,674.00	509,474.76	531,774.00
<b>Total 400000 - Income</b>	<b>872,914.98</b>	<b>749,246.44</b>	<b>2,648,643.49</b>	<b>2,533,150.00</b>
<b>410000 - Reimbursed Expenses - Income</b>				
411500 - Football Reimbursement	0.00	0.00	200.00	0.00
412500 - Hockey Reimbursement	548.30	0.00	1,011.77	0.00
<b>Total 410000 - Reimbursed Expenses - Income</b>	<b>548.30</b>	<b>0.00</b>	<b>1,211.77</b>	<b>0.00</b>
<b>420000 - Event Income</b>				
421000 - Event Labor	127,249.33	168,500.00	360,023.12	441,500.00
421500 - Event Advertising	17,733.03	48,750.00	45,682.34	147,000.00
422000 - Event Services	39,557.13	106,000.00	106,689.18	200,000.00
422500 - Other Event Costs	25,389.59	25,200.00	41,565.94	63,500.00
423000 - Event Income	52,417.16	82,685.00	175,917.60	199,185.00
<b>Total 420000 - Event Income</b>	<b>262,346.24</b>	<b>431,135.00</b>	<b>729,878.18</b>	<b>1,051,185.00</b>
<b>430000 - Merchandise Income</b>				
431000 - Merchandise Commission	6,860.00	250.00	14,120.00	700.00
431500 - Merchandise Taxable Sales	195,753.63	75,000.00	541,866.46	253,813.00
432000 - Sales Tax Collected	15,171.37	5,939.00	41,996.54	19,670.00
<b>Total 430000 - Merchandise Income</b>	<b>217,785.00</b>	<b>81,189.00</b>	<b>597,983.00</b>	<b>274,183.00</b>
<b>440000 - Other Income</b>				
441000 - Gift Certificate Sales	639.00	660.00	2,311.00	2,400.00
441500 - Interest Income	340.27	300.00	1,897.80	1,200.00
<b>Total 440000 - Other Income</b>	<b>979.27</b>	<b>960.00</b>	<b>4,208.80</b>	<b>3,600.00</b>
<b>Revenues</b>	<b>1,354,573.79</b>	<b>1,262,530.44</b>	<b>3,981,925.24</b>	<b>3,862,118.00</b>
<b>Operating Expense</b>				
<b>600000 - Payroll Expense</b>				
<b>601000 - Wages</b>				
601100 - Salaried	228,713.39	220,153.86	865,901.22	954,000.00
601150 - Regular	197,578.49	136,500.00	534,460.38	405,500.00
601200 - Overtime	17,090.20	11,025.00	68,025.32	37,925.00
601300 - Commissions	4,726.10	2,371.00	12,295.59	4,341.00
<b>Total 601000 - Wages</b>	<b>448,108.18</b>	<b>370,049.86</b>	<b>1,480,682.51</b>	<b>1,401,766.00</b>
<b>602000 - Employer Taxes</b>				
602100 - FICA expense	32,533.23	24,746.55	108,066.82	107,235.09
602150 - FUTA tax expense	1,434.53	1,114.56	4,055.77	4,830.00
602200 - SUTA tax expense	3,691.61	9,000.00	3,935.13	39,000.00
<b>Total 602000 - Employer Taxes</b>	<b>37,659.37</b>	<b>34,861.11</b>	<b>116,057.72</b>	<b>151,065.09</b>

**Coliseum Fund**  
**Profit & Loss Budget Performance**  
**with**  
**Accrued, Operating and NonOperating Expense**  
February through April 2014  
*UNAUDITED*

	4th Quarter Actual Feb - Apr 14	4th Quarter 2013-2014 Budget Feb - Apr 14	2013-2014 Actual May '13 - Apr 14	2013-2014 Annual Budget
<b>603000 · Voluntary Deductions</b>				
<b>603150 · Insurance</b>				
603151 · Health Insurance	14,425.32	22,249.97	59,740.98	89,000.00
603152 · Life Insurance	511.47	375.00	2,045.72	1,500.00
<b>Total 603150 · Insurance</b>	<b>14,936.79</b>	<b>22,624.97</b>	<b>61,786.70</b>	<b>90,500.00</b>
<b>Total 603000 · Voluntary Deductions</b>	<b>14,936.79</b>	<b>22,624.97</b>	<b>61,786.70</b>	<b>90,500.00</b>
<b>605000 · Miscellaneous</b>				
605150 · Uniforms	238.00	0.00	1,081.00	3,500.00
<b>Total 605000 · Miscellaneous</b>	<b>238.00</b>	<b>0.00</b>	<b>1,081.00</b>	<b>3,500.00</b>
<b>600000 · Payroll Expense - Other</b>				
600000 · Payroll Expense - Other	-37.45	0.00	-470.96	0.00
<b>Total 600000 · Payroll Expense</b>	<b>500,904.89</b>	<b>427,535.94</b>	<b>1,659,136.97</b>	<b>1,646,831.09</b>
<b>610000 · Reimbursable</b>				
612000 · BMI Concessions	0.00	0.00	-86.00	0.00
613000 · Parks & Recreation	0.00	0.00	-1,128.46	0.00
613500 · Parking Fund	2,208.25	16,250.01	27,525.37	65,000.00
<b>Total 610000 · Reimbursable</b>	<b>2,208.25</b>	<b>16,250.01</b>	<b>26,310.91</b>	<b>65,000.00</b>
<b>620000 · Other Contractual Services</b>				
621000 · Security	16,663.89	7,500.00	51,080.85	19,780.00
621500 · Cleaning/Janitorial	28,454.85	20,000.01	69,734.35	80,000.00
622000 · Trash Removal	3,854.06	5,100.00	13,614.01	21,000.00
623000 · Credit Card Fees	5,704.26	15,000.00	26,702.10	41,806.00
623500 · Management Fees	54,182.97	50,501.21	159,271.44	154,484.00
624000 · Payroll Service Fees	1,027.00	875.00	4,001.32	4,000.00
625000 · Ticket Printing Fees	0.00	0.00	0.00	1,530.00
625500 · Finance Charges	141.43	150.00	909.83	800.00
626500 · Pest Control	660.00	750.00	2,640.00	3,000.00
627000 · Medical	3,000.00	3,000.00	12,000.00	12,000.00
627500 · Internet/Cable Expense	4,436.99	750.00	16,845.41	3,600.00
628000 · Event Staffing	5,300.00	0.00	17,927.50	0.00
628500 · Ticketmaster Fees	2,144.73	1,500.00	14,702.66	6,000.00
629000 · Miscellaneous	25.00	0.00	228.79	0.00
<b>Total 620000 · Other Contractual Services</b>	<b>125,595.18</b>	<b>105,126.22</b>	<b>389,658.26</b>	<b>348,000.00</b>
<b>630000 · Commissions</b>				
631000 · Football	0.00	2,000.00	0.00	5,000.00
631500 · Hockey	7,915.18	9,000.00	19,619.78	27,500.00
632000 · CIAM	29,932.35	44,000.00	159,537.15	140,000.00
<b>Total 630000 · Commissions</b>	<b>37,847.53</b>	<b>55,000.00</b>	<b>179,156.93</b>	<b>172,500.00</b>
<b>640000 · Promoter Expense</b>				
641000 · Merchandise	168,968.15	54,169.00	447,736.15	177,669.00
641500 · Event Meal Expense	28,837.25	15,404.00	104,790.03	55,294.00
642000 · Production Expense	22,756.04	9,500.00	67,612.78	46,078.00
642500 · Other Promoter Expense	89,132.87	37,410.00	311,379.78	124,410.00
643000 · Promoter Advertising	32,753.95	53,377.98	153,136.90	213,511.91
643500 · Sales Tax Expense	15,638.00	6,183.00	41,413.00	20,371.00
<b>Total 640000 · Promoter Expense</b>	<b>358,086.26</b>	<b>176,043.98</b>	<b>1,126,068.64</b>	<b>637,333.91</b>
<b>650000 · Administrative Expenses</b>				
651000 · Worker's Comp Insurance	33,457.92	20,499.99	117,919.82	82,000.00
655000 · Liability/Property Insurance	1,726.10	9,249.99	32,768.94	37,000.00

**Coliseum Fund**  
**Profit & Loss Budget Performance**  
**with**  
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February through April 2014  
*UNAUDITED*

	4th Quarter Actual Feb - Apr 14	4th Quarter 2013-2014 Budget Feb - Apr 14	2013-2014 Actual May '13 - Apr 14	2013-2014 Annual Budget
660000 · Building Maintenance	-33,204.04	20,814.00	16,608.93	83,260.00
665000 · Building Furnishings & Supplies	5,200.11	11,763.00	23,891.77	47,060.00
667000 · Extraordinary Expense	-24,038.88	0.00	0.00	0.00
670000 · Building Alterations	273.00	4,998.00	1,235.27	20,000.00
675000 · Training	79.00	0.00	2,495.00	5,000.00
680000 · Advertising Expense	8,260.38	3,000.00	40,980.08	15,000.00
681000 · Sponsorship Expense	3,789.88	7,500.00	22,221.41	32,000.00
690000 · Other Supplies	3,494.22	1,249.97	7,859.98	5,000.00
695000 · Janitorial Supplies	5,446.07	6,000.00	21,002.93	24,000.00
700000 · Maintenance & Repairs	10,794.70	12,672.00	62,237.27	50,680.00
705000 · Maint. Service Agreements	5,151.96	9,000.00	20,340.84	36,000.00
710000 · Bank Service Charges	20.00	75.00	80.00	225.00
715000 · Miscellaneous	497.00	2,000.00	4,608.12	7,000.00
720000 · Automobile	1,029.16	900.00	4,521.13	4,100.00
730000 · Equipment Rent	7,425.14	4,800.00	24,776.54	19,200.00
740000 · Printing and Reproduction	1,477.65	1,530.00	5,048.20	5,600.00
746000 · Postage and Delivery	786.75	1,500.00	3,806.07	5,020.00
750000 · Dues and Subscriptions	323.74	3,750.00	15,860.49	15,000.00
755000 · Telephone and Fax	9,394.65	9,999.99	27,682.11	40,000.00
760000 · Office and Computer Supplies	1,579.45	2,316.00	4,051.23	8,816.00
765000 · Gift Cards	1,328.10	600.00	3,026.45	2,600.00
<b>Total 650000 · Administrative Expenses</b>	<b>44,272.06</b>	<b>134,217.94</b>	<b>463,022.58</b>	<b>544,561.00</b>
<b>775000 · Professional Fees</b>				
775100 · Legal Fees	4,536.50	1,500.00	4,536.50	6,000.00
775250 · Miscellaneous	0.00	0.00	1,720.00	0.00
<b>Total 775000 · Professional Fees</b>	<b>4,536.50</b>	<b>1,500.00</b>	<b>6,256.50</b>	<b>6,000.00</b>
<b>780000 · Travel &amp; Entertainment</b>				
781500 · Meals	378.18	400.00	1,204.75	1,600.00
782000 · Travel	3,946.00	2,290.00	15,701.95	9,150.00
782500 · Mileage	366.80	750.00	431.78	4,250.00
<b>Total 780000 · Travel &amp; Entertainment</b>	<b>4,690.98</b>	<b>3,440.00</b>	<b>17,338.48</b>	<b>15,000.00</b>
<b>785000 · Utilities</b>				
785100 · Electricity	38,913.42	52,749.99	177,433.80	211,000.00
785150 · Gas	41,830.32	28,000.00	84,767.97	77,000.00
785200 · Water	9,588.48	8,400.00	36,501.38	32,000.00
<b>Total 785000 · Utilities</b>	<b>90,332.22</b>	<b>89,149.99</b>	<b>298,703.15</b>	<b>320,000.00</b>
<b>Total Expense</b>	<b>1,168,473.87</b>	<b>1,008,264.08</b>	<b>4,165,652.42</b>	<b>3,755,226.00</b>
<b>Net Operating Income</b>	<b>186,099.92</b>	<b>254,266.36</b>	<b>-183,727.18</b>	<b>106,892.00</b>
<b>***Other NonOperating Expense</b>				
Management/Tenant Professional Fees	11,696.00	0.00	13,351.50	0.00
<b>Total NonOperating Expense</b>	<b>11,696.00</b>	<b>0.00</b>	<b>13,351.50</b>	<b>0.00</b>
<b>Net Income/(Loss) After NonOperating Expense</b>	<b>174,403.92</b>	<b>254,266.36</b>	<b>-197,078.68</b>	<b>106,892.00</b>

\*\*\*Per Sections 2.4, 3.4, 5.8, 8.1 of the Management Agreement

3:45 PM  
10/27/2014

CITY OF BLOOMINGTON, U.S. CELLULAR COLISEUM  
MANAGEMENT SUMMARY REPORT TO CITY COUNCIL  
FOR THE QUARTER ENDED APRIL 2014

4th Quarter  
2013-2014

**BUDGET:**

**QUARTER TO DATE REVENUE**

TOTAL REVENUES	1,354,574
ADMISSIONS & RENTALS	652,297
CONCESSIONS	121,607
PARKS N REC ICE RENTAL	18,188
OTHER SOURCES (Sponsors, Naming, Reimbursed income, interest, gift certificate sales)	562,482
QUARTERLY BOX OFFICE SALES	891,999

**QUARTER TO DATE EXPENSE**

TOTAL EXPENSE - OPERATING ONLY	1,168,474
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**BUDGETED PROFIT/(LOSS):**

QUARTER TO DATE PROFIT/(LOSS) - OPERATING ONLY	186,100
QUARTERLY SEASONALIZED PROFIT/(LOSS) GOAL	254,266
ANNUAL PROFIT/(LOSS) GOAL	106,892

**ACTIVITY:**

**EVENT ACTIVITY:**

ACTUAL QUARTER TO DATE EVENT ACTIVITY	56
PREVIOUS YEAR QUARTER TO DATE EVENT ACTIVITY	64

**ATTENDANCE:**

QUARTER TO DATE ACTUAL TOTAL ATTENDANCE	96,517
TICKETED EVENTS	93,312
CONVENTIONS/SOCIAL	0
MEETINGS	0
FREE/NONTICKETED EVENTS	3,205
TOTAL ATTENDANCE	96,517

**COMMUNITY:**

**FREE EVENTS:**

QUARTER TO DATE ACTUAL FREE EVENT ACTIVITY	15
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**ESTIMATED CONTRIBUTION TO LOCAL ECONOMY:**

CVB CALCULATED QUARTER TO DATE CONTRIBUTION TO ECONOMY*	5,218,408
CVB CALCULATED YEAR TO DATE CONTRIBUTION TO ECONOMY*	15,488,059
CVB CALCULATED ALL YEARS TO DATE CONTRIBUTION TO ECONOMY*	117,468,963

**\*CVB calculation:**

Meetings: Number of attendees \* 25% \* \$64  
Events: Overnight attendees: Number of attendees \* 25% \* \$125  
Day attendees: Number of attendees \* 75% \* \$34  
Conventions: Same as events

## 4th Quarter Attendance Report February 2014 – April 2014

FEBRUARY				
IHSA Cheerleading Sectionals	Ticketed	2/6	1	2,246
IHSA Cheerleading State Competition	Ticketed	2/7-2/8	2	10,121
Bloomington Thunder Hockey Game	Ticketed	2/11	1	2,102
Bloomington Flex Basketball Game	Ticketed	2/12	1	242
Bloomington Thunder Hockey Game	Ticketed	2/14	1	2,373
Jr. Blaze Hockey Game	Ticketed	2/14	1	6
Bloomington Thunder Hockey Game	Ticketed	2/15	1	3,041
Gun's vs. Hoses Hockey Game	Ticketed	2/15	1	620
Jr. Blaze Hockey Game	Ticketed	2/15	1	14
Bloomington Thunder Hockey Game	Ticketed	2/16	1	1,979
Jr. Blaze Hockey Game	Ticketed	2/16	1	42
The Avett Brothers Concert	Ticketed	2/18	1	2,631
Bloomington Flex Basketball Game	Ticketed	2/20	1	233



## 4th Quarter Attendance Report February 2014 – April 2014

Jason Aldean "2014 Night Train Tour w/Florida Georgia Line and Tyler Farr Concert	Ticketed	2/21	1	7,167
Jason Aldean "2014 Night Train Tour w/Florida Georgia Line and Tyler Farr Concert	Ticketed	2/22	1	7,520
Bloomington Thunder Hockey Game	Ticketed	2/23	1	2,098
Bloomington Thunder Hockey Game	Ticketed	2/24	1	1,444
Bloomington Thunder Hockey Game	Ticketed	2/25	1	1,926
Bloomington Flex Basketball Game	Ticketed	2/27	1	266
Pepsi Ice Center Ice Rentals	Non-Ticketed	2/1-2/28	8	1,563
<b>MARCH</b>				
IHSA Wrestling State Tournament	Ticketed	3/1	1	2,472
WWE Live: Road to Wrestlemania	Ticketed	3/2	1	3,333
Bloomington Thunder Hockey Game	Ticketed	3/4	1	2,165
Bloomington Normal Area Homebuilder's Association's Home Expo 2014	Ticketed	3/8 – 3/10	3	10,000
Bloomington Thunder Hockey Game	Ticketed	3/14	1	2,274

## 4th Quarter Attendance Report February 2014 – April 2014

Bloomington Thunder Hockey Game	Ticketed	3/15	1	2,573
Bloomington Flex Basketball Game	Ticketed	3/15	1	796
Bloomington Thunder Hockey Game	Ticketed	3/16	1	2,314
Bloomington Flex Basketball Game	Ticketed	3/20	1	241
Bloomington Thunder Hockey Game	Ticketed	3/21	1	2,058
Bloomington Flex Basketball Game	Ticketed	3/22	1	468
Bloomington Thunder Hockey Game	Ticketed	3/22	1	2,423
Bloomington Flex Basketball Game	Ticketed	3/27	1	245
Brantley Gilbert "Let it Ride Tour 2104" w/ Thomas Rhett and Eric Paslay Concert	Ticketed	3/28	1	7,157
Bloomington Edge Football Game	Ticketed	3/29	1	1,476
Pepsi Ice Center Ice Rentals	Non-Ticketed	3/1-3/31	4	612
<b>APRIL</b>				
Bloomington Flex Basketball Game	Ticketed	4/4	1	898
Bloomington Edge	Ticketed	4/5	1	1,014

## 4th Quarter Attendance Report February 2014 – April 2014

Football Game				
Theresa Caputo Live: The Experience	Ticketed	4/17	1	4,434
Bloomington Edge Football Game	Ticketed	4/19	1	900
Normal Community High School Graduation Practice	Non- Ticketed	4/23	1	450
Normal West High School Graduation Practice	Non- Ticketed	4/24	1	450
City of Bloomington Wellness Fair	Non- Ticketed	4/25	1	130
<b>Total</b>			<b>56</b>	<b>96,517</b>