

Skating Rink Pro-Forma Forecast

Revenues:

<u>Ice Skating Admission Fee:</u>	<u>Admission Fee</u>	<u>Skaters</u>	<u>Total</u>
Including Skate Rental	\$10	3,815	\$38,150
No Skate Rental	\$7	1,090	\$7,630
Under 8 years old	\$6	2,725	\$16,350
No Skate Rental	\$3	1,090	\$3,270
Senior Citizen (60 and older)	\$6	1,090	\$6,540
No Skate Rental	\$3	1,090	\$3,270
Group Rate (20 +) Includes Skate Rental	\$7	100	\$700
Total Ticket Revenue	\$7	11,000	\$75,910

<u>Sponsorships:</u>	<u>Sponsorship Cost</u>	<u>Sold</u>	<u>Total</u>
Blizzard Sponsor	\$10,000	1	\$10,000
Snow Storm	\$5,000	2	\$10,000
Snow Shower	\$2,500	5	\$12,500
Snow Flurry	\$500	6	\$3,000
Snow Flake	\$250	8	\$2,000
Sub Total		22	\$37,500
Commission Paid (35%)			(\$13,125)

Net Income from Sponsorships	\$24,375
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<u>Vendors:</u>	<u>Daily Rate</u>	<u>Avg. # of Vendors</u>	<u>Total</u>
Sale of space to local food vendors (37 days)	\$50	1	\$1,850
Net Income from vendors			\$1,850

Total Revenue	\$102,135
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Expenses:

Turnkey Ice Skating Rink	\$70,000
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City expenses:

Special Events and Marketing	\$7,500
Rink Improvements (seating)	\$2,750
Staff augmentation (temporary help)	\$5,000
Lighting, Power and Heaters	\$6,000

Total Expenses	\$91,250
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Net Income/Loss:	\$10,885
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