

Supplemental provided by NORAM

17-Sep-09
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PROJECTED REVENUE STATEMENT

	<u>FIRST</u> <u>STABILIZED</u> <u>YEAR</u>	<u>Reference</u>
Number of Events	206	Schedule 1 & 2
Attendance	382,878	Schedule 1 & 2
<u>GROSS OPERATING REVENUE</u>		
Rental Income from Events	\$ 512,196	Schedule 1 & 2
Ancillary Revenue		
Concessions	120,000	
Use Fee	241,876	
Ground Lease/Retail	1,980,000	Schedule 1 & 2
Gate Parking	<u>466,616</u>	Schedule 1 & 2
Total Ancillary Revenue	<u>2,808,492</u>	
Total Event Revenue	\$ 3,320,688	
Other Revenue		
Naming Rights	50,000	Schedule 1 & 2
Advertising Rights	17,000	Schedule 3
Pouring Rights	25,500	Schedule 3
Interest	<u>10,492</u>	Schedule 1 & 2
Total Other Revenue	<u>102,992</u>	
TOTAL OPERATING REVENUE	\$ 3,423,679	
Operating Expenses		
Salaries & Benefits	675,133	Schedule 4
Materials, Supplies & Services	<u>250,779</u>	Schedule 5
Total Operating Expenses	<u>925,911</u>	
Net Operating Surplus	\$ <u>2,497,768</u>	

PROJECTION OF EVENT REVENUE

TYPES OF EVENTS	# OF PERFORMANCES	AVERAGE ATTENDANCE	TOTAL ATTENDANCE	AVG. TICKET PRICE	GROSS TICKET SALES	USE FEE	RENTAL INCOME	NOVELTIES COMMISSIONS	Gate Pkg (\$3 per car)	TOTAL
<u>Equestrian Shows</u>										
Equi-fest of Kansas	3	3,333	9,999	9.00	89,991	19,998	20,317	0	11,999	32,316
Midwestern 1/4 Horse	6	1,200	7,200	0.00	0	0	21,399	0	8,640	30,039
KS Arabian	6	840	5,040	0.00	0	0	13,966	0	6,048	20,014
WWPHC	9	550	4,950	0.00	0	0	29,337	0	5,940	35,277
Miniature Classic	2	1,450	2,900	0.00	0	0	6,165	0	3,480	9,645
Fall Circuit	5	700	3,500	0.00	0	0	19,538	0	4,200	23,738
Horse Shows (2)	4	1,000	4,000	0.00	0	0	14,000	0	4,800	18,800
<u>Other</u>										
Wichita Spring Charity Horse Show	3	200	600	0.00	0	0	3,625	0	720	4,345
Sedg Cty 4-H Horse Shows (2)	2	100	200	0.00	0	0	400	0	240	640
Total	40	9,373	38,389		89,991	19,998	128,747	0	46,067	174,814
<u>Livestock Shows</u>										
KS JR	4	2,000	8,000	0.00	0	0	16,513	0	9,600	26,113
NHSR/NPR	40	3,500	140,000	9.00	1,260,000	280,000	150,000	50,000	168,000	368,000
Total	44	5,500	148,000		1,260,000	0	166,513	50,000	177,600	394,113
<u>Sporting Events</u>										
Raceway & Go-Kart Events (see below)	10	513	3,079	0.00	7,274	6,158	6,363	0	9,237	9,237
VC Cross Country	1	450	450	0.00	0	0	300	0	540	840
Prairie Circuit Rodeo Finals	3	2,500	7,500	6.00	45,000	15,000	3,548	0	9,000	12,548
Mexican Rodeo	4	3,500	14,000	15.00	210,000	28,000	4,366		16,800	21,166
PRCA Rodeo	3	3,500	10,500	15.00	157,500	21,000	5,230	0	12,600	17,830
Other (See detail below)	6	150	900	0.00	0	0	3,540	0	2,700	6,240
Total	27	10,613	36,429		419,774	70,158	23,347	0	50,877	67,861
<u>Conventions, Consumer Shows, Misc</u>										
Hispanic/Asian Events	6	2,500	15,000	25.00	375,000	30,000	12,000	0	18,000	30,000
WARVDA	5	1,000	5,000	5.00	25,000	10,000	11,729	0	6,000	17,729
Sunflower Cluster Dog Show	3	7,000	21,000	0.00	0	0	12,567	0	25,200	37,767
Gun Shows (2 CT, 3 US Weaps)	8	2,500	20,000	6.00	120,000	40,000	39,897	0	24,000	63,897
Flea Markets	9	2,500	22,500	0.00	0	0	50,000	0	27,000	77,000

PROJECTION OF EVENT REVENUE

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Wheatland Poppin Johnnies	4	3,750	15,000	0.00	0	0	5,662	0	18,000	23,662
Wichita Farm Show	3	5,900	17,700	0.00	0	0	6,766	0	21,240	28,006
Swap Meets	2	11,500	23,000	0.00	0	0	7,500	0	27,600	35,100
Sporting, Boat & Travel Shows	5	2,200	11,000	7.00	77,000	22,000	19,144	0	13,200	32,344
Other (see below)	56	10,045	24,860	0	106,550	49,720	40,324	0	29,832	70,156
Total	95	46,395	160,060		328,550	151,720	193,589	0	192,072	385,661
GRAND TOTAL	206	71,881	382,878		2,098,315	241,876	512,196	50,000	466,616	1,022,449

Detail Conventions Other

PC Bluegrass Festival	3	245	735	30.00	22,050		4,748	0	882	5,630
PC BBQ Cookoff	2	600	1,200	0.00	0		311	0	1,440	1,751
Yappy Days	1	2,500	2,500	5.00	12,500		3,200	0	3,000	6,200
Merchandise Sales (tixs)	8	1,500	12,000	6.00	72,000		11,438	0	14,400	25,838
Merchandise Sales (non-tixs)	4	400	1,600	0.00	0		4,808	0	1,920	6,728
Dog Agility Trials	3	225	675	0.00	0		2,050	0	810	2,860
Toy Run	1	3,000	3,000	0.00	0		1,646	0	3,600	5,246
Cattleman's Ball	2	525	1,050	0.00	0		3,252	0	1,260	4,512
Antique Tractor Pull	2	625	1,250	0.00	0		3,395	0	1,500	4,895
Contractors Expo	2	375	750	0.00	0		2,576	0	900	3,476
Coleman Product Show	2	50	100	0.00	0		2,900	0	120	3,020
Total	30	10,045	24,860		106,550		40,324	0	29,832	70,156

Detail Sporting Events GoKarts

Spring Maddness	3	273	819	6.50	5,324		0	0	2,457	2,457
Turkey Classic	3	100	300	6.50	1,950		0	0	900	900
PC Races	14	140	1,960	0.00	0		0	0	5,880	5,880
Total	20	513	3,079		7,274		0	0	9,237	9,237

Detail Sporting Events Other

Tornado Alley Paintball	6	150	900	0.00	0		0	0	2,700	2,700
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Ground Lease/Retail

[REDACTED]

[REDACTED]

Total Ground Lease/Retail

PROJECTED REVENUE STATEMENT

#REF!

<u>Naming Rights</u>	\$50,000
Less: 10%	<u>0</u>
Net to Facility	<u><u>\$50,000</u></u>
<u>Advertising/Signage</u>	\$20,000
Less: 15%	<u>(3,000)</u>
Net to Facility	<u><u>\$17,000</u></u>
<u>Pouring Rights</u>	\$30,000
Less: 15%	<u>(4,500)</u>
Net to Facility	<u><u>\$25,500</u></u>

PROJECTION OF STAFFING EXPENSES

	<u>Number of Positions</u>	<u>Annual Salary</u>
General Manager	1	\$110,000
Receptionist/Typist	1	25,000
Business Manager	1	60,000
Box Office Manager	1	35,000
Director of Sales & Marketing	1	60,000
Operations Manager	1	48,000
Building Supervisor	1	43,427
Maintenance Worker	10	107,800
 Total Salaries	 17	 489,227
 Employee Benefits @ 28%		 136,983
Additional Comp @ 10%		<u>48,923</u>
 TOTAL FULLTIME COMPENSATION		 675,133
 Part-Time/Non-Event		 0
Event Related (non-recoverable)		<u>0</u>
 TOTAL WAGES & BENEFITS		 <u><u>\$675,133</u></u>

PROJECTION OF MATERIALS, SUPPLIES & SERVICES

Advertising	\$5,000
Ticket Expense	18,141
Dues & Subscriptions	1,000
Insurance (commercial liability & property)	0
Landscape	500
Fleet Management (Heavy Equipment)	50,000
Printing & Stationery	500
Chemicals	3,500
Repairs & Maintenance	53,700
Temp Labor	20,000
Supplies	
Office (computers)	4,250
Operations	20,000
Telephone	600
Trash Removal/Pest Control	5,588
Uniforms	1,000
Utilities	66,000
Other / Contingency	<u>1,000</u>
Total	<u><u>\$250,779</u></u>

Supplemental provided by NORAM

Noram
 Kansas Coliseum Upgrades
 September 17, 2009
 Prepared by The Law Company, Inc.

Sedgwick County Coliseum - Brett Brown Arena Reconditioning

Line	Description	Total	Budgets									
			General Stewwork	South Area Site Preparation	South Area	North Area Site Preparation	North Area	East Side Work	West Side Work	Recondition Existing	Upgrading Exterior	
1	General Conditions	2,648,770	113,498	85,250	505,189	94,850	505,189	16,646	40,452	1,149,026	138,669	
2	Stewwork / Demolitions	3,768,210	779,493	697,744	25,850	1,090,790	25,850	168,311	296,648	429,774	253,750	
3	Concrete	1,840,752			902,446		902,446			35,860		
4	Masonry	641,236			200,174		200,174		215,208	25,680		
5	Steel	2,696,724			1,118,093		1,118,093			22,288	438,250	
6	Carpentry	21,352			6,896		6,896			7,560		
7	Thermal and Moisture	931,545			200,800		200,800			451,675	78,270	
8	Doors, Windows, Glass and Glazing	468,418			110,890		110,890				246,638	
9	Finishes	3,269,161			253,750		253,750			2,761,661		
10	Specialties	114,520			25,860		25,860			62,800		
11	Equipment	56,000			28,000		28,000					
12	Furnishing	0										
13	Special Construction	0										
14	Conveying	203,000			101,500		101,500					
15	Mechanical	4,567,500			507,500		507,500			3,552,500		
16	Electrical	3,806,250	152,250		406,000		406,000			2,842,000		
	TOTAL BUDGET	25,033,437	1,045,241	782,994	4,392,948	1,185,640	4,392,948	184,957	552,308	11,340,824	1,155,577	

This information is proprietary and not to be released without the express permission of NORAM. This is a budget for the scope of work envisioned. As the programming is completed, and documents completed, this budget will be refined.