

Broadway Single Ticket Structure (current)

Revenue	Price	# of tickets sold	Gross
Ticket price <i>show requires ticket to be at least \$65</i>	\$73	1600	\$116,800
The show settles on the gross ticket price - mansfield ticketing fee			
Expenses			
Mansfield Ticketing Fee	\$2	1600	\$3,200
Theater Rental			\$4,500
Credit Card Fees			\$3,000
Labor			\$30,000
Show Guarantee			\$55,000
Royalties @ 30% of sales over \$90,000	23,600	30%	7080
Advertising			\$8,000
Total Expenses			\$110,780
NET			\$6,020
Margin % on sell-out show			5%
GFSA Cut			\$2,006.67

Broadway Single Ticket Structure (proposed)

Revenue	Price	# of tickets sold	Gross
Revenue <i>show requires ticket to be at least \$65</i>	\$65	1600	\$104,000
The show will still settle on the gross ticket price - mansfield ticketing fee			
Proposed fee incentive	\$8	1600	\$12,800
(total ticket price for patron is still \$73)			
Expenses			
Mansfield Ticketing Fee	\$2	1600	\$3,200
Theater Rental			\$4,500
Credit Card Fees			\$3,000
Labor			\$30,000
Show Guarantee			\$55,000
Royalties @ 30% of sales over \$90	10,800	30%	3240
Advertising			\$8,000
Total Expenses			\$106,940
NET			(\$2,940)
Add back Processing fee incentive			\$9,860
Margin %			8%
GFSA Cut			\$2,306.67

Broadway Single Ticket Structure (current)

Revenue	Price	# of tickets sold	Gross
Ticket price	\$73	1450	\$105,850
<i>show requires ticket to be at least \$65</i>			
Expenses			
Mansfield Ticketing Fee	\$2	1450	\$2,900
Theater Rental			\$4,500
Credit Card Fees			\$3,000
Labor			\$30,000
Show Guarantee			\$55,000
Royalties @ 30% of sales over \$90,000	12,950	30%	3885
Advertising			\$8,000
Total Expenses			\$107,285
NET			(\$1,435)
Margin % on 1450 tickets			-1%
GFSA Cut			(\$478.33)

The show settles on the gross ticket price - mansfield ticketing fee

Broadway Single Ticket Structure (proposed)

Revenue	Price	# of tickets sold	Gross
Revenue	\$65	1450	\$94,250
<i>show requires ticket to be at least \$65</i>			
Proposed fee incentive	\$8	1450	\$11,600
Expenses			
Mansfield Ticketing Fee	\$2	1450	\$2,900
Theater Rental			\$4,500
Credit Card Fees			\$3,000
Labor			\$30,000
Show Guarantee			\$55,000
Royalties @ 30% of sales over \$9	1,350	30%	405
Advertising			\$8,000
Total Expenses			\$103,805
NET			(\$9,555)
Add back Processing fee incentive			\$2,045
Margin % on 1450 tickets			2%
GFSA Cut			\$681.67

The show will still settle on the gross ticket price - mansfield ticketing fee

(total ticket price for patron is still \$73)