

ATTACHMENT A
City of Winston-Salem Profit/Loss – Carolina Thunderbirds

Carolina Thunderbirds Contract Recap:

Year:	2017-18	2018-19	2019-20	2021-22	2022-23	2023-24	Totals	AVG.
Games:	31	35	26	32	33	33	190	32
Tickets Out:	64982	88807	71854	67401	89475	95518	478037	79673
Avg Attendance:	1523	2053	2165	1559	2132	2228	1943	
Scan %:	79.18	80.68	78.6	72.32	78.31	76.55	77.61	
Facility Fee:	\$ 43,013.00	\$ 63,379.00	\$ 51,938.00	\$ 51,099.00	\$ 70,619.00	\$ 75,265.00	\$ 355,313.00	\$ 59,218.83
Concessions:	\$ 81,934.38	\$ 115,300.33	\$ 106,285.66	\$ 116,053.63	\$ 208,159.00	\$ 222,243.65	\$ 849,976.65	\$ 141,662.78
Rent:	\$ 85,250.00	\$ 96,250.00	\$ 71,500.00	\$ 88,000.00	\$ 90,750.00	\$ 91,575.00	\$ 523,325.00	\$ 87,220.83
Total Revenues:	\$ 210,197.38	\$ 274,929.33	\$ 229,723.66	\$ 255,152.63	\$ 369,528.00	\$ 389,083.65	\$ 1,728,614.65	\$ 288,102.44
Team Rebate	\$ (29,057.75)	\$ (29,326.95)	\$ (25,330.05)	\$ (17,441.45)	\$ (31,662.45)	\$ (31,807.32)	\$ (164,625.97)	\$ (27,437.66)
Staffing Credit:	\$ (57,722.00)	\$ (65,170.00)	\$ (48,412.00)	\$ (59,584.00)	\$ (61,446.00)	\$ (61,446.00)	\$ (353,780.00)	\$ (58,963.33)
Staffing Expenses:	\$ (11,365.22)	\$ (35,042.00)	\$ (31,731.01)	\$ (49,347.25)	\$ (57,274.23)	\$ (92,832.79)	\$ (277,592.50)	\$ (46,265.42)
Cleanup Expenses:	\$ (30,411.00)	\$ (39,025.00)	\$ (28,990.00)	\$ (35,680.00)	\$ (56,100.00)	\$ (56,100.00)	\$ (246,306.00)	\$ (41,051.00)
Total Expenses:	\$ (128,555.97)	\$ (168,563.95)	\$ (134,463.06)	\$ (162,052.70)	\$ (206,482.68)	\$ (242,186.11)	\$ (1,042,304.47)	\$ (173,717.41)
Net Profit/(Loss)	\$ 81,641.41	\$ 106,365.38	\$ 95,260.60	\$ 93,099.93	\$ 163,045.32	\$ 146,897.54	\$ 686,310.18	\$ 114,385.03

Note: that these financial figures account for a large portion of revenues and expenses but do not account for all such miscellaneous fees, limited but not included to administrative fees, pre-game entertainment, equipment, box office fees, media buys, promotions, etc. Cleanup Expenses are based on a per game contract average. Some expenses are reimbursed.

Team Rebate: Team attendance incentive, driven off concession revenue

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Staffing Credit: Agreed upon dollar amount the City covers on front-of-house game staff

Facility Fee: per ticket revenue paid by the customer direct to the City

Note: The 20-21 Season was cancelled due to the pandemic.