

Ballpark Sales & Marketing
2014 Revenue Report
City Events

Event Name	Date	Guarantee	Charges	Other Revenue	Total Revenue	Cost	Profit (Loss)
Maxim	11/6/2013	675	\$ 163,195.11	\$ 9,704.97	\$ 172,900.08	\$ 95,804.20	\$ 77,095.88
Light the Night	11/8/2014		\$ 51,871.84	\$ 3,194.43	\$ 55,066.27	\$ 6,921.45	\$ 48,144.82
Jacob's Bar Mitzvah	11/9/2013		\$ 496,110.95	\$ 6,182.54	\$ 502,293.49	\$ 350,225.50	\$ 152,067.99
Global PMI	11/11/13	120	\$ 12,433.00		\$ 12,433.00	\$ 886.14	\$ 11,546.86
Wounded Warrior Project	11/11/13	200	\$ 15,344.90	\$ 651.91	\$ 15,996.81	\$ 7,064.68	\$ 8,932.13
LED Alesso Concert	11/15/14	4000	\$ 60,079.41	\$ 7,857.25	\$ 67,936.66	\$ 19,262.32	\$ 48,674.34
Breast Cancer 3 Day Walk	11/17/13		\$ 20,870.00	\$ -	\$ 20,870.00	\$ 6,342.36	\$ 14,527.64
Century Club	11/20/14		\$ 1,858.33	\$ -	\$ 1,858.33	\$ 1,629.41	\$ 228.92
Medical Fitness Assoc.	11/20/13	200	\$ 24,589.81	\$ 1,548.33	\$ 26,138.14	\$ 12,762.60	\$ 13,375.54
November Totals			\$ 846,353.35	\$ 29,139.43	\$ 875,492.78	\$ 500,898.66	\$ 374,594.12
DNC GM Dinner	12/12/2013		\$ 9,742.25		\$ 9,742.25	\$ 4,789.86	\$ 4,952.39
December Totals			\$ 9,742.25	\$ -	\$ 9,742.25	\$ 4,789.86	\$ 4,952.39
Petco	1/15/14		\$ 12,924.57	\$ 691.74	\$ 13,616.31	\$ 6,115.90	\$ 7,500.41
Unishippers	1/15/14	300	\$ 37,748.00	\$ 2,853.78	\$ 40,601.78	\$ 23,496.61	\$ 17,105.17
Integrated Practice Solutons	1/17/14	90	\$ 25,951.62	\$ 1,246.08	\$ 27,197.70	\$ 11,212.77	\$ 15,984.93
Tealium	1/24/14		\$ 54,341.41	\$ 3,784.92	\$ 58,126.33	\$ 30,170.52	\$ 27,955.81
CSWE / Solidworks	1/27/14	300	\$ 46,366.62	\$ 3,108.21	\$ 49,474.83	\$ 28,624.58	\$ 20,850.25
Opower	1/28/14	120	\$ 22,439.88	\$ 741.86	\$ 23,181.74	\$ 8,191.12	\$ 14,990.62
January Totals			\$ 199,772.10	\$ 12,426.59	\$ 212,198.69	\$ 107,811.50	\$ 104,387.19
Baxter	2/3/2014	800	\$ 101,682.26	\$ 7,884.18	\$ 109,566.44	\$ 65,608.42	\$ 43,958.02
Davis Cup	2/3/2014		\$ 407,678.72	\$ 54,507.75	\$ 462,186.47	\$ 301,736.72	\$ 160,449.75
Servant Leadership	2/4/2014	265	\$ 48,499.74	\$ 1,429.59	\$ 49,929.33	\$ 30,679.54	\$ 19,249.79
SDMAC	2/13/2014	250	\$ 17,514.22	\$ 1,796.31	\$ 19,310.53	\$ 14,098.55	\$ 5,211.98
American Heart Association	2/13/2014	900	\$ 168,215.11	\$ 7,276.50	\$ 175,491.61	\$ 87,080.36	\$ 88,411.25
Smith Engagement Photo Shoot	2/15/14	3	\$ 550.00	\$ -	\$ 550.00	\$ -	\$ 550.00
February Totals			\$ 744,140.05	\$ 72,894.33	\$ 817,034.38	\$ 499,203.59	\$ 317,830.79
US Foods	3/5/14		\$ 18,555.27	\$ 21.51	\$ 18,576.78	\$ 4,853.88	\$ 13,722.90
Miller Coors	3/20/14		\$ 258,886.90	\$ 10,946.50	\$ 269,833.40	\$ 145,714.25	\$ 124,119.15
Science Expo	3/22/14		\$ 117,798.70	\$ 13,696.65	\$ 131,495.35	\$ 62,491.59	\$ 69,003.76
LED Hardwell	3/23/14		\$ 66,112.40	\$ 15,228.97	\$ 81,341.37	\$ 22,470.55	\$ 58,870.82
March Totals			\$ 461,353.27	\$ 39,893.63	\$ 501,246.90	\$ 235,530.27	\$ 265,716.63
Experian	4/10/2014	850	\$ 241,965.81	\$ 13,719.09	\$ 255,684.90	\$ 152,579.52	\$ 103,105.38
Rock Church Good Friday Service	4/18/2014		\$ 57,267.80	\$ -	\$ 57,267.80	\$ 3,999.66	\$ 53,268.14
Bumble Bee Foods	4/25/2014		\$ 42,726.05	\$ 2,632.35	\$ 45,358.40	\$ 24,535.85	\$ 20,822.55
April Totals			\$ 341,959.66	\$ 16,351.44	\$ 358,311.10	\$ 181,115.03	\$ 177,196.07
Questex	5/1/2014	300	\$ 57,206.75	\$ 2,582.48	\$ 59,789.23	\$ 30,690.47	\$ 29,098.76
Angeles Engagment Photo Shoot	5/18/14	3	\$ 550.00	\$ -	\$ 550.00	\$ -	\$ 550.00
La Costa Canyon HS Prom	5/17/14	600	\$ 42,462.00	\$ 500.32	\$ 42,962.32	\$ 12,477.65	\$ 30,484.67
La Jolla Country Day	5/19/14	350	\$ 37,391.12	\$ 2,415.65	\$ 39,806.77	\$ 19,920.07	\$ 19,886.70
University of Phoenix	5/31/14		\$ 131,740.84	\$ 12,398.96	\$ 144,139.80	\$ 51,998.52	\$ 92,141.28
May Totals			\$ 269,350.71	\$ 17,897.41	\$ 287,248.12	\$ 115,086.71	\$ 172,161.41
Rock N Roll Marathon	6/1/2014		\$ 497,114.57	\$ 13,648.10	\$ 510,762.67	\$ 67,984.02	\$ 442,778.65
FSE	6/10/2014	85	\$ 18,397.09	\$ 1,316.15	\$ 19,713.24	\$ 10,470.57	\$ 9,242.67
AARP Shoot	6/23/2014		\$ 51,607.25	\$ -	\$ 51,607.25	\$ 4,849.67	\$ 46,757.58
Johnson & Johnson Rception	6/23/2014		\$ 98,486.19	\$ 4,409.69	\$ 102,895.88	\$ 57,575.69	\$ 45,320.19
USD Reception	6/23/2014		\$ 20,620.12	\$ 994.09	\$ 21,614.21	\$ 9,226.57	\$ 12,387.64
Virginia Economic Development	6/24/2014		\$ 24,436.20	\$ 1,623.00	\$ 26,059.20	\$ 14,672.00	\$ 11,387.20
Bank of America	6/26/2014		\$ 10,256.00	\$ 669.40	\$ 10,925.40	\$ 5,663.23	\$ 5,262.17
Military Muster	6/28/2014		\$ 2,334.45	\$ -	\$ 2,334.45	\$ 887.72	\$ 1,446.73
June Totals			\$ 723,251.87	\$ 22,660.43	\$ 745,912.30	\$ 171,329.47	\$ 574,582.83
MTV Concert	7/25/2014		\$ 318,853.91	\$ 21,414.23	\$ 340,268.14	\$ 175,814.37	\$ 164,453.77
ABC Building Wrap			\$ 347,858.75	\$ 170.97	\$ 348,029.72	\$ 176,282.68	\$ 171,747.04
History Channel Building Wrap			\$ 78,200.00	\$ -	\$ 78,200.00	\$ 28,200.00	\$ 50,000.00
Nerd	7/27/2014		\$ 511,791.15	\$ 9,230.37	\$ 521,021.52	\$ 180,564.93	\$ 340,456.59
Walking Dead	7/27/2014		\$ 205,823.26	\$ 4,046.00	\$ 209,869.26	\$ 30,794.63	\$ 179,074.63

July Totals		\$ 1,462,527.07	\$ 34,861.57	\$ 1,497,388.64	\$ 591,656.61	\$ 905,732.03
Qualcomm	8/23/14	\$ 148,129.05	\$ 10,542.39	\$ 158,671.44	\$ 95,499.96	\$ 63,171.48
August Totals		\$ 148,129.05	\$ 10,542.39	\$ 158,671.44	\$ 95,499.96	\$ 63,171.48
Kyriba Reception	9/9/2014	\$ 46,935.25	\$ 1,822.63	\$ 48,757.88	\$ 22,639.03	\$ 26,118.85
McCartney Concert	9/28/2014	\$ 796,736.10	\$ 1,207,800.23	\$ 2,004,536.33	\$ 599,937.92	\$ 1,404,598.41
AHIMA	9/30/2014	\$ 342,919.62	\$ 14,077.88	\$ 356,997.50	\$ 242,530.67	\$ 114,466.83
September Totals		\$ 1,186,590.97	\$ 1,223,700.74	\$ 2,410,291.71	\$ 865,107.62	\$ 1,545,184.09
Parker Hannifin	10/7/2014	\$ 52,278.35	\$ 3,985.37	\$ 56,263.72	\$ 37,366.33	\$ 18,897.39
IATA World Teck	10/15/2014	\$ 104,143.90	\$ 3,456.76	\$ 107,600.66	\$ 38,087.30	\$ 69,513.36
iQMetrix	10/20/2014	\$ 214,380.77	\$ 9,089.50	\$ 223,470.27	\$ 122,115.48	\$ 101,354.79
Kyocera	10/25/2014	\$ 37,587.17	\$ 2,907.07	\$ 40,494.24	\$ 22,470.07	\$ 18,024.17
October Totals		\$ 408,390.19	\$ 19,438.70	\$ 427,828.89	\$ 220,039.18	\$ 207,789.71
Year to Date Totals		\$ 6,801,560.54	\$ 1,499,806.66	\$ 8,301,367.20	\$ 3,588,068.46	\$ 4,713,298.74

Fixed Costs for Event Sales & Marketing (Department 1300)	
November	\$ (65,777.60)
December	\$ (61,713.32)
January	\$ (70,530.10)
February	\$ (66,854.29)
March	\$ (71,032.65)
April	\$ (77,856.21)
May	\$ (81,823.94)
June	\$ (61,815.33)
July	\$ (76,744.16)
August	\$ (70,591.88)
September	\$ (75,803.14)
October	\$ (315,130.47)
Year to Date Fixed Costs	\$ (1,095,673.09)

Revenue Summary	
Nov-Feb City Share (30%)	\$ 112,931.83
Davis Cup	\$ 48,134.93
McCartney	\$ 421,379.52
Mar-Oct City Share (30%)	\$ 502,841.42
Year to Date City Revenue	\$ 1,085,287.70
Nov-Feb Estimate (70%)	\$ 375,822.43
Mar-Oct Estimate (70%)	\$ 2,156,515.53
Year to Date Net Revenue to Padres	\$ 2,532,337.96