



BI360 for Sports Teams

Enabling World-class Decisions for Sports Teams

A Solver Vertical Industry White Paper

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www.solverglobal.com

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Table of Contents

Introduction.....	3
Architecture Overview	4
SPRT01 – Executive Dashboard	5
SPRT02 – Sports Industry Benchmarking Dashboard	6
SPRT03 – Interactive Stadium Map	7
SPRT04 – Ticketing Sales Dashboard	8
SPRT05 – Ticket Sales by Vendor by Game	9
SPRT06 – Ticket Sales by Seat Type by Game	10
SPRT07 – Food & Beverage Sales Dashboard.....	11
SPRT08 – Food & Beverage Sales by Location by Game	11
SPRT09 – Merchandise Sales Dashboard	12
SPRT10 – Merchandise Sales by Product	14
SPRT11 – Broadcasting Dashboard	14
SPRT12 – Broadcasting Revenues by Game	16
SPRT13 – NFL Team Cap Projection	16
SPRT14 – Ticketing & Broadcasting Revenue Forecast	17
SPRT15 to SPRT17 - Financial Statement Reports.....	18

Introduction

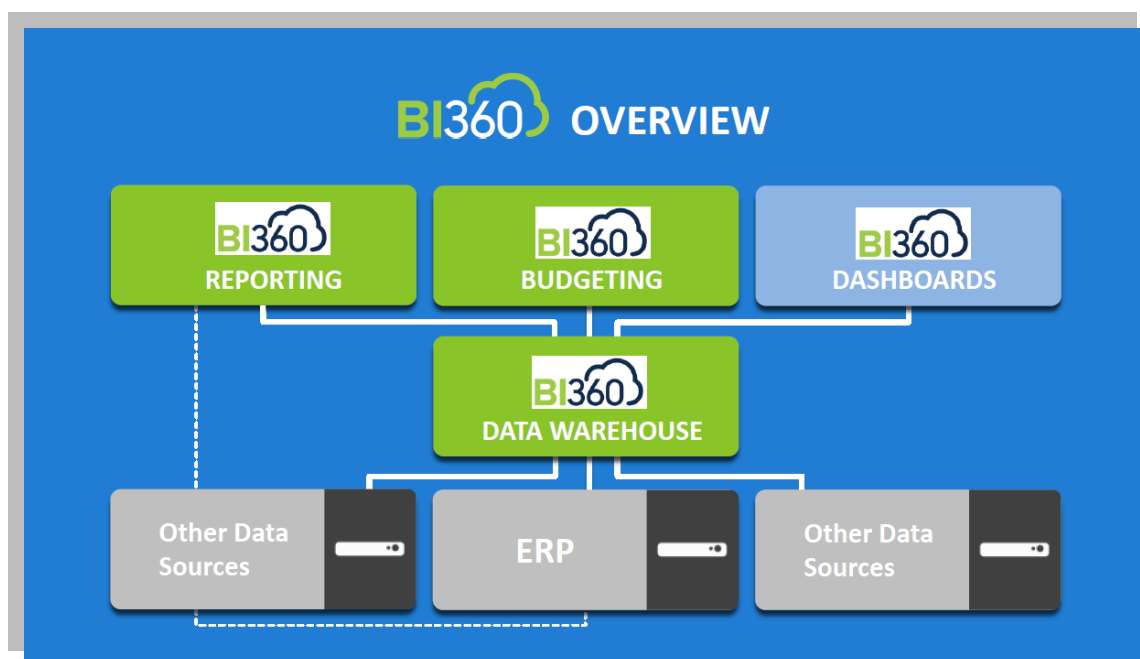
[BI360](#) is a leading web-based Corporate Performance Management (CPM) suite made up of budgeting, reporting, dashboards, and data warehousing, delivered through a web portal. BI360 is offered for cloud and on-premise deployment and represents the next generation of CPM solutions. BI360 empowers business users with modern features including innovative use of Excel in the model design process. End users have anytime, anywhere access from a modern Web Portal and Mobile Apps.

The features that differentiate BI360 from other CPM applications are:

1. Available both for cloud and on-premise deployment.
2. Third generation Excel add-in for simple or complex reporting and budgeting template design.
3. Modern Excel, Web and Mobile end-user front-ends for easy access to information and powerful collaboration.
4. Pre-configured and extensible, “smart” data warehouse.
5. Deployed as individual modules or as a single, comprehensive CPM Suite with a single security model and deployment.

Architecture Overview

Below, you can see a simplified architecture with all the BI360 modules. The *Reporting*, *Budgeting* and *Dashboard* modules can both run live on a number of different ERP systems, as well as off the BI360 Data Warehouse.



Note: For more detailed information about BI360, please email info@solverglobal.com and request the document: "BI360 White Paper – Overview of the BI360 Suite".

SPRT01 – Executive Dashboard

This is an example of an executive dashboard. It shows the use of the BI360 Data Warehouse to combine numerous important data sources and on a single dashboard, present whatever a company determines as the most essential information to an executive. In this sample dashboard, the following information is included:

- Actual vs Budgeted Revenues - Year
- Actual vs Budgeted Revenues – Twelve month trend
- Actual vs Budgeted Expenses – Year
- Actual vs Budgeted Expenses – Twelve month trend
- Profits – Year
- Revenue Stream breakdown
- Current Roster Information (Name, Age, Position, Experience, Salary...)



SPRT02 – Sports Industry Benchmarking Dashboard

This dashboard example compares key financials between your own company and other Sports teams. It shows the capability of using the BI360 Data Warehouse to load data from external data sources and then, to design dashboards with the BI360 Dashboard module for user-friendly graphical analysis, in this case used for benchmarking.

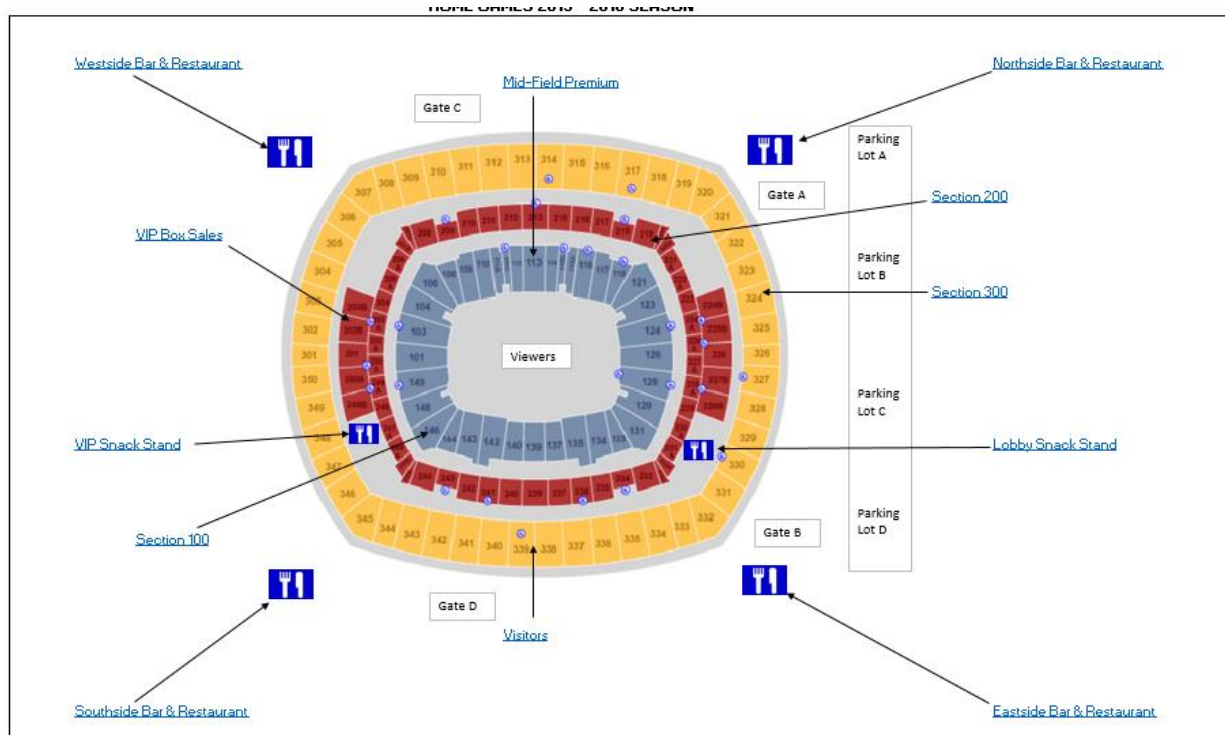
The following information can be benchmarked:

- Revenue Growth (%)
- Gross Margin (%)
- Surplus/Deficit (Profit) Margin (%)



SPRT03 – Interactive Stadium Map

This report is an interactive map. Upon running the BI360 report, you may click on different icons including Gates, Restaurant & Bars, Viewers, and different seating sections to obtain baseline information. A parameter is set up to allow the end-user to select a specific game(s) and see the related data.

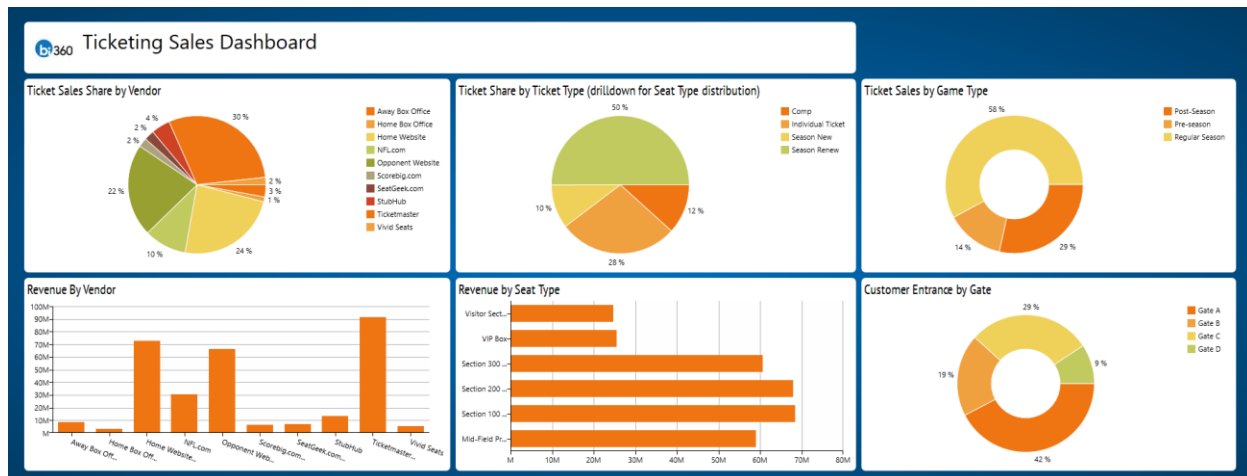


SPRT04 – Ticketing Sales Dashboard

This dashboard example allows management to better analyze key ticketing metrics, such as revenue sales by vendor, each vendor's market share of the tickets sold, the type of seats purchases, and where individuals are entering the arena on specific game days with their tickets.

The following information is included:

- Ticket Sales Share by Vendor
- Ticket Share by Ticket Type
- Ticket Sales by Game Type
- Revenue by Vendor
- Revenue by Seat Type
- Customer Entrance by Gate



SPRT05 – Ticket Sales by Vendor by Game

This report showcases information regarding ticket sale revenues generated by each ticketing vendor partner for each game during the 2015-2016 season. The end user can additionally expand the grouping to compare the projections against the actuals for the 2014-2015 season. The report provides a summary of the pre, regular, and post seasons and also allows the end user to break out the data by home and/or away games.

Ticketing Sales by Vendor by Game

Consolidated (Home & Away data)

American League Tour


*Expand grouping to the right for comparison vs Last Year

2015 - 2016		Variance %	
Season Totals	Revenue	Variance vs PY	vs. PY
Pre-Season	\$ 34,241,529	\$ 298,894	0.9%
Regular Season	\$ 156,595,772	\$ 3,934,652	2.5%
Post-Season	\$ 115,448,539	\$ 5,113,458	4.4%
Grand Total	\$ 306,285,840	\$ 9,347,004	3.1%

2015 - 2016 Season									
			Home Box Office	NFL.com	Scorebig.com	SeatGeek.com	Home Website	StubHub	Ticketmaster
PRE-SEASON									
	GMED01	Game Day #1 Home	753,986	1,681,540	246,702		4,259,872	780,310	4,767,294
	GMED02	Game Day #2 Away		428,077	140,827	59,753	142,677	280,698	1,014,162
	GMED03	Game Day #3 Home	1,475,712	1,907,190	552,596	552,600	4,572,990	543,080	3,590,412
	GMED04	Game Day #4 Away	208,839	195,716	140,182	204,662	1,239,528	69,998	1,116,450
Pre-Season Totals:			\$ 2,438,537	\$ 4,212,523	\$ 1,080,306	\$ 817,014	\$ 10,215,067	\$ 1,674,085	\$ 10,488,318
Vendor % of Pre-Season Sales			7.1%	12.3%	3.2%	2.4%	29.8%	4.9%	30.6%
REGULAR SEASON									
	GMED05	Game Day #5 Home		995,300	339,348	618,414	613,812	337,210	5,755,026
	Consolidated		Away	Home					

SPRT06 – Ticket Sales by Seat Type by Game

This report showcases information regarding ticket sale revenues generated by game according to the type of seat purchased for each game during the 2015-2016 season. The end user can additionally expand the grouping to compare the projections against the actuals for the 2014-2015 season. The report provides a summary of revenues for each seat type and also allows the end user to break out the data by home and/or away games.



Ticketing Sales By Seat Type by Game
Consolidated (Home & Away Game data)
American League Tour

*Expand grouping to the right for comparison vs Last Year

Ticket Type	Revenue	Variance vs PY	Variance % vs. PY
VIP Box	\$ 25,542,737	\$ 1,287,348	5.0%
Mid-Field Premium Seats	\$ 59,007,406	\$ (132,668)	-0.2%
Section 100 Seats	\$ 68,443,338	\$ (7,998,407)	-11.7%
Section 200 Seats	\$ 67,942,241	\$ 11,550,677	17.0%
Section 300 Seats	\$ 60,638,508	\$ 1,804,682	3.0%
Visitor Section Seating	\$ 24,711,610	\$ 2,835,373	11.5%
Grand Total	\$ 306,285,840	\$ 9,347,004	3.1%

			2015 - 2016 Season (Per Game)					
PRE-SEASON			VIP Box	Mid-Field Premium Seats	Section 100 Seats	Section 200 Seats	Section 300 Seats	Visitor Section Seating
GME001	Game Day #1	Home	1,289,182	1,352,010	4,563,190	2,602,532	3,211,608	271,218
GME002	Game Day #2	Away	143,094	844,602	674,216	717,400	712,487	366,041
GME003	Game Day #3	Home	1,127,672	4,746,724	2,963,144	3,495,198	870,074	838,172
GME004	Game Day #4	Away	417,771	555,349	894,790	702,555	672,593	209,910
Pre-Season Totals:			\$ 2,977,719	\$ 7,498,685	\$ 9,095,340	\$ 7,517,684	\$ 5,466,761	\$ 1,685,341
Vendor % of Pre-Season Sales			8.7%	21.9%	26.6%	22.0%	16.0%	4.9%

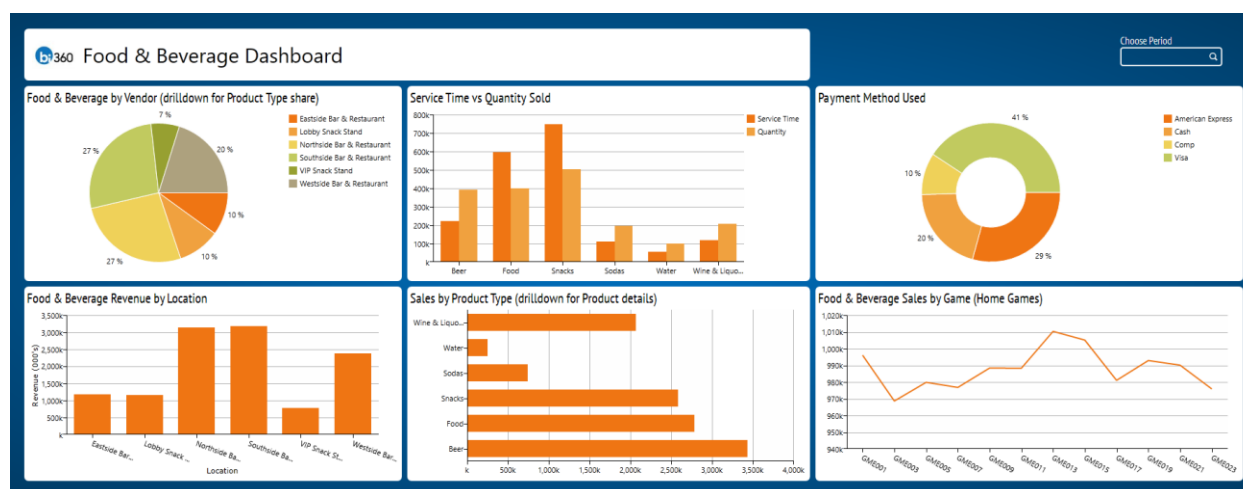
SPRT07 – Food & Beverage Sales Dashboard

This dashboard example focuses on food & beverage sales for home games hosted at the arena. Information on the bar & restaurants, sale by product type, and service times are available.

The following Key Performance Indicators (KPIs) are included in this example:

- Food & Beverage Sales by Vendor
- Service time vs Quantity [of Product] Sold
- Payment Method
- Food & Beverage Revenue by Location
- Sales by Product Type
- Food & Beverage Sales by Game*

*Food & Beverage sales are only made in the arena for Home Games



SPRT08 – Food & Beverage Sales by Location by Game

This report provides an overview of the food & beverage sales within the arena during home games, for the 2015-2016 season. The user may expand the Excel column grouping to reveal game by game revenue breakdown. The report summarizes the data by restaurant location within the arena and groups them into pre-defined food categories, such as beer, food, snacks,

soda, water, or wine & liquor. Expanding the Excel row groupings reveals specific detailed information on the food & beverage product.

2015-2016 Season		
Food & Beverage Product		Product Sales
Beer	\$	1,698,089
Food	\$	1,403,398
Snacks	\$	1,295,510
Sodas	\$	369,236
Water	\$	126,088
Wine & Liquor	\$	1,047,004
Grand Total:	\$	5,939,324

Eastside Bar & Restaurant		Restaurant / Product Totals	Product Category % of Grand Total
Beer Totals		\$ 595,432	10.0%
Domestic Craft Beer		\$ 178,005	3.0%
Domestic Main Beer		54,126	
Imported Craft Beer		36,068	
Imported Main Beer		46,510	
Food Totals		41,302	
Snacks Totals		\$ 132,837	2.2%
Sodas Totals		\$ 126,183	2.1%
		\$ 36,498	0.6%

SPRT09 – Merchandise Sales Dashboard

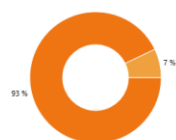
This dashboard provides management insights regarding merchandising sales. Information including sales, quantity, pricing, and revenue generated for each product is available.

The following KPI information is included in this example:

- Revenue Share by Product Class
- Quantity demand by Product
- Total Revenue and Quantity by Product
- Merchandise Sales by Month

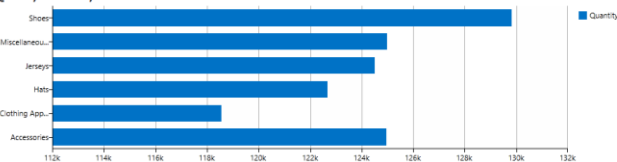
BI360 Merchandising Dashboard

Revenue Share by Product Class (drilldown for Product details)



■ Clothing
■ Non-clothing/Misc

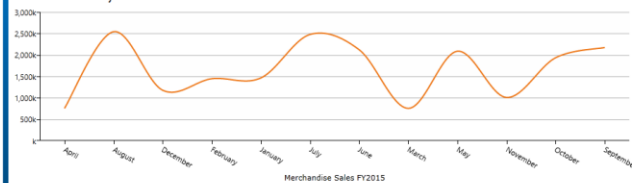
Quantity Demand by Product



Total Revenue and Quantity by Product


Description	Price	Quantity	Amount
Accessories	\$15.00	124,960	1,874,400
Clothing Apparel	\$50.00	118,555	5,927,750
Hats	\$50.00	122,666	6,133,300
Jerseys	\$75.00	124,904	9,367,800
Miscellaneous Merchandise	\$10.00	124,998	1,249,980
Shoes	\$130.00	129,811	16,875,430

Merchandise Sales by Month



SPRT10 – Merchandise Sales by Product

This report provides an overview of the merchandising sales generated from products (clothing/non-clothing) bearing the team's logos and trademarks. The user may expand the Excel column groupings to reveal the month by month numbers, including a comparison to the prior year's totals. By doing so, management can better understand which products are selling, especially during the off-season when draft picks and player acquisitions are performed.


Merchandise Sales by Product
Fiscal Year 2015-2016
American League Tour

**Expand Groups to see Month by Month Details for this Year and Last Year*

	Total by Item Type	% Total by Item Type	YoY Variance
Clothing			
Clothing Apparel	2,684,900	14.5%	(55,200)
Shoes	8,790,750	47.5%	(351,150)
Hats	2,826,000	15.3%	33,400
Jerseys	4,213,950	22.8%	(80,250)
Clothing Total:	18,515,600	100.0%	(453,200)
Clothing % of Merchandise Sales Total:		92.9%	
Non-clothing/Misc			
Accessories	862,380	60.6%	15,510
Miscellaneous Merchandise	561,120	39.4%	(18,680)
Non-clothing/Misc Total:	1,423,500	100.0%	(3,170)
Non-clothing/Misc % of Merchandise Sales Total:		7.1%	
Grand Totals:	\$ 19,939,100		\$ (456,370)

SPRT11 – Broadcasting Dashboard

This dashboard portrays revenues generated from broadcasting/advertising deals, as well as the resulting viewer data associated with those broadcasting channels.

The following KPI information is included in this example:


- Viewer Share by Broadcaster
- Viewers by Broadcaster
- Viewers by Game

- Revenue Share by Broadcaster
- Revenue by Broadcaster
- Revenue by Game



SPRT12 – Broadcasting Revenues by Game

This report provides an overview of the revenues generated by broadcasting deals for televising the team's games for the 2015-2016 season. The user may expand the Excel column grouping to reveal the prior season's actuals for comparison. The report breaks down viewership, revenue, and cost per view for each broadcasting partner, for every game played during the season. The first 4 games of the season are considered pre-season games, then the following 16 games being the regular season, and the final 4 games being post-season games.

 Broadcasting Revenues by Game American League Tour									
	CBS Corporation			ESPN Disney			FOX Broadcasting Company		
	VIEWERS	REVENUE	\$ per Viewer	VIEWERS	REVENUE	\$ per Viewer	VIEWERS	REVENUE	\$ per Viewer
Preseason									
Game Day #1	18,389,677	1,530,619	\$ 0.08323	15,844,646	3,788,990	\$ 0.23913	16,649,146	2,234,985	\$ 0.13424
Game Day #2	18,587,648	1,511,662	\$ 0.08133	15,811,681	3,789,559	\$ 0.23967	16,729,375	2,258,092	\$ 0.13498
Game Day #3	18,375,695	1,515,848	\$ 0.08249	15,771,515	3,782,589	\$ 0.23984	17,077,739	2,243,563	\$ 0.13137
Game Day #4	18,306,785	1,513,816	\$ 0.08269	15,750,958	3,786,762	\$ 0.24041	16,840,054	2,274,363	\$ 0.13506
Preseason TOTALS:	73,659,805	6,071,945	\$ 0.08243	63,178,800	15,147,900	\$ 0.23976	67,296,314	9,011,003	\$ 0.13390
Regular Season									
Game Day #5	18,396,251	1,518,389	\$ 0.08254	16,054,372	3,780,026	\$ 0.23545	16,960,451	2,252,879	\$ 0.13283
Game Day #6	18,227,116	1,519,088	\$ 0.08334	15,733,200	3,786,560	\$ 0.24067	17,226,165	2,268,433	\$ 0.13169
Game Day #7	18,276,314	1,533,388	\$ 0.08390	15,927,789	3,785,659	\$ 0.23768	16,584,240	2,264,212	\$ 0.13653
Game Day #8	18,435,937	1,511,027	\$ 0.08196	15,914,602	3,794,362	\$ 0.23842	16,747,433	2,244,759	\$ 0.13404
Game Day #9	18,552,357	1,522,684	\$ 0.08207	16,024,282	3,794,172	\$ 0.23678	16,637,717	2,252,711	\$ 0.13540
Game Day #10	18,517,085	1,513,907	\$ 0.08176	15,844,137	3,789,537	\$ 0.23918	16,966,391	2,249,733	\$ 0.13260
Game Day #11	18,439,115	1,510,254	\$ 0.08190	15,813,042	3,797,361	\$ 0.24014	16,490,299	2,262,993	\$ 0.13723
Game Day #12	18,516,875	1,520,113	\$ 0.08209	16,098,167	3,796,048	\$ 0.23581	16,514,680	2,251,367	\$ 0.13633
Game Day #13	18,471,077	1,510,545	\$ 0.08178	15,965,653	3,782,304	\$ 0.23690	16,889,316	2,255,897	\$ 0.13357
Game Day #14	18,287,115	1,518,407	\$ 0.08303	15,991,104	3,799,911	\$ 0.23763	16,709,518	2,268,784	\$ 0.13578
Game Day #15	18,460,878	1,515,162	\$ 0.08207	16,149,072	3,768,577	\$ 0.23336	16,882,568	2,250,404	\$ 0.13330

SPRT13 – NFL Team Cap Projection

This form is configured to allow the user to input information including the yearly NFL Cap Amount, the draft picking positions, and conduct a mock draft. Data on draftees and the current roster is pre-loaded, and a calculation against the cap is performed. This allows management to better determine how to allocate their cap space amongst the teams, including potential player acquisitions/trades in conjunction with a draft pick. The form is configured to allow the user to write-back the data in the yellow cells, within the BI360 Portal.

SPORTS14 - NFL Team Cap Projection

Round 1 Draft Pick: 'DFT001' Round 2 Draft Pick: 'DFT038' Round 3 Draft Pick: 'DFT088' Round 4 Draft Pick: 'DFT116' Round 5 Draft Pick: 'DFT150' Round 6 Draft Pick: 'DFT188' Round 7 Draft Pick: 'DFT224'

Cap Space Forecast Report
American League Team
2016 Season

CAP ASSUMPTIONS

NFL Cap Amount	\$ 155,270,000
Current Players vs. Cap	\$ 133,996,844
Cap Space:	\$ 21,273,156
Cap Space w/ Draft picks:	\$ 21,273,156

DRAFT POSITIONS

Round 1 Draft Position:	1
Round 2 Draft Position:	33
Round 3 Draft Position:	75
Round 4 Draft Position:	108
Round 5 Draft Position:	143
Round 6 Draft Position:	188
Round 7 Draft Position:	256

CURRENT TEAM

Player	Position	Age	Experience	Salary	Per Game Salary	Contract Amount	Years left on Contract	Guaranteed Amount	Expiration Year
Amir Abbasi	QB	26	5	\$ 20,760,000	\$ 865,000	\$ 103,800,000	5	\$ 60,000,000	2021
Cam Brady	ILB	24	4	\$ 12,360,313	\$ 515,013	\$ 61,801,565	5	\$ 34,363,324	2022
Javid Davis	C	30	9	\$ 8,186,000	\$ 341,083	\$ 49,116,000	6	\$ 19,000,000	2017
Eugene Oliver	RB	28	8	\$ 7,300,000	\$ 304,167	\$ 36,500,000	5	\$ 23,000,000	2018
Lonnie Houston	TE	31	9	\$ 7,500,000	\$ 312,500	\$ 22,500,000	3	\$ 12,000,000	2019
Alberto Graves	OLB	32	11	\$ 9,000,000	\$ 375,000	\$ 18,000,000	2	\$ 10,000,000	2018
Marcos Black	CB	28	4	\$ 13,952,000	\$ 581,333	\$ 13,952,000	1	\$ 8,000,000	2018

Draft Forecast

SPRT14 – Ticketing & Broadcasting Revenue Forecast

This form is used to take the historical actuals revenue numbers for broadcasters and ticketing, and allows the end user to enter an assumption growth rate. The form will automatically calculate the targeted forecast numbers using the growth rate and will save back the inputted rates within the BI360 Portal.

SPORTS15 - Ticketing & Broadcasting Revenue Forecast													
Broadcasting & Ticketing Revenue Forecast based on Historicals by Game													
American League Tour													
2016-2017 Season													
Game Date:		9/15/2016	9/16/2016	9/17/2016	9/18/2016	9/19/2016	9/20/2016	9/21/2016	9/22/2016	9/23/2016	9/24/2016	9/25/2016	9/26/2016
Game #:		Game Day #1	Game Day #2	Game Day #3	Game Day #4	Game Day #5	Game Day #6	Game Day #7	Game Day #8	Game Day #9	Game Day #10	Game Day #11	Game Day #12
Game Type:		Pre-season	Pre-season	Pre-season	Pre-season	Regular Season	Regular Season	Regular Season	Regular Season	Regular Season	Regular Season	Regular Season	Regular Season
Home Vs. Away?		Home	Away	Home	Away	Home	Away	Home	Away	Home	Away	Home	Away
Broadcasting & Advertising Revenues													
CBS		CBS Corporation											
Partner Total:		\$ 1,530,619	\$ 1,511,462	\$ 1,515,848	\$ 1,513,816	\$ 1,518,389	\$ 1,519,088	\$ 1,533,388	\$ 1,511,027	\$ 1,522,684	\$ 1,513,007	\$ 1,510,284	\$ 1,520,113
% Increase:		5.00%	2.00%	4.00%	3.00%	1.00%	7.00%	2.00%	3.00%	2.00%	1.00%	1.00%	1.00%
Total:		\$ 1,607,150	\$ 1,541,895	\$ 1,579,482	\$ 1,589,230	\$ 1,593,873	\$ 1,629,424	\$ 1,664,056	\$ 1,556,358	\$ 1,622,684	\$ 1,513,007	\$ 1,510,284	\$ 1,520,113
ESPN		ESPN Disney											
Partner Total:		\$ 3,788,990	\$ 3,789,359	\$ 3,782,589	\$ 3,786,762	\$ 3,780,026	\$ 3,786,560	\$ 3,785,659	\$ 3,784,362	\$ 3,784,172	\$ 3,789,537	\$ 3,787,361	\$ 3,786,048
% Increase:		1.00%	3.00%	2.50%	3.11%	1.50%	2.00%	-2.00%	-4.00%	0.00%	0.00%	0.00%	0.00%
Total:		\$ 3,826,880	\$ 3,803,246	\$ 3,877,154	\$ 3,804,920	\$ 3,836,726	\$ 3,862,291	\$ 3,709,846	\$ 3,642,588	\$ 3,784,172	\$ 3,789,537	\$ 3,787,361	\$ 3,786,048
FOX		FOX Broadcasting Company											
Partner Total:		\$ 2,234,985	\$ 2,238,092	\$ 2,243,563	\$ 2,274,363	\$ 2,252,879	\$ 2,268,433	\$ 2,264,212	\$ 2,244,759	\$ 2,252,711	\$ 2,240,733	\$ 2,252,993	\$ 2,251,367
% Increase:		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total:		\$ 2,234,985	\$ 2,238,092	\$ 2,243,563	\$ 2,274,363	\$ 2,252,879	\$ 2,268,433	\$ 2,264,212	\$ 2,244,759	\$ 2,252,711	\$ 2,240,733	\$ 2,252,993	\$ 2,251,367
NBC		NBC Universal											
Partner Total:		\$ 1,785,184	\$ 1,779,564	\$ 1,777,812	\$ 1,779,544	\$ 1,785,862	\$ 1,785,917	\$ 1,772,231	\$ 1,790,525	\$ 1,794,099	\$ 1,794,028	\$ 1,769,978	\$ 1,754,779
% Increase:		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total:		\$ 1,785,184	\$ 1,779,564	\$ 1,777,812	\$ 1,779,544	\$ 1,785,862	\$ 1,785,917	\$ 1,772,231	\$ 1,790,525	\$ 1,794,099	\$ 1,794,028	\$ 1,769,978	\$ 1,754,779
NFLNET		NFL Network											
Partner Total:		\$ 280,811	\$ 311,445	\$ 311,017	\$ 312,872	\$ 311,925	\$ 307,037	\$ 309,829	\$ 311,287	\$ 311,484	\$ 307,302	\$ 308,437	\$ 314,159
% Increase:		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total:		\$ 280,811	\$ 311,445	\$ 311,017	\$ 312,872	\$ 311,925	\$ 307,037	\$ 309,829	\$ 311,287	\$ 311,484	\$ 307,302	\$ 308,437	\$ 314,159
Actuals Grand Total:		\$ 9,600,589.00	\$ 9,650,322.00	\$ 9,630,829.00	\$ 9,667,357.00	\$ 9,649,081.00	\$ 9,677,035.00	\$ 9,665,318.00	\$ 9,651,960.00	\$ 9,635,150.00	\$ 9,654,507.00	\$ 9,649,023.00	\$ 9,636,466.00
Budget Grand Total:		\$ 9,735,009.85	\$ 9,794,242.01	\$ 9,786,127.65	\$ 9,830,539.78	\$ 9,720,965.28	\$ 9,859,102.36	\$ 9,620,273.58	\$ 9,545,166.33	\$ 9,635,150.00	\$ 9,654,507.00	\$ 9,649,023.00	\$ 9,636,466.00
Ticketing Revenues													
Home Box Office		Home Box Office											
Partner Total:		\$ 753,986	\$ -	\$ 1,475,712	\$ 208,839	\$ -	\$ 155,978	\$ -	\$ 159,319	\$ -	\$ 143,846	\$ -	\$ 146,905
200 Mid-Field Premium Seats		\$ -	\$ -	\$ 283,336	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
% Increase:		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ticket Type Total:		\$ -	\$ -	\$ 283,336	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

SPRT15 to SPRT17 - Financial Statement Reports

These are your staple financial statement reports, including a generic PL Variance by Department, Balance Sheet, and Cash Flow statement reports. These reports show the capability of BI360 to create financial statement reports with relative ease.

P&L Variance:

b360 Profit and Loss Variance Report American League Tour									
Account Descriptions	September, 2015			Jan-2015	Feb-2015	Mar-2015	Apr-2015	May-2015	Jun-2015
	Actual	Prior Year	Variance	Actual	Actual	Actual	Actual	Actual	Actual
Revenue									
40010 Broadcasting Revenue	730,880	727,797	3,083	843,763	787,830	782,411	796,713	685,961	1,056,434
40020 Ticketing Revenue	540,925	422,346	118,578	450,808	382,793	417,447	367,154	380,392	506,989
40030 Merchandising Revenue	71,879	95,359	(23,480)	92,157	98,104	93,903	90,758	82,652	120,125
40040 Food & Beverage Revenue	31,677	39,605	(7,928)	42,274	35,501	38,304	35,894	32,725	44,601
Total Revenue	1,375,361	1,285,106	90,254	1,429,002	1,304,228	1,332,065	1,290,519	1,181,731	1,728,149
Cost of Goods Sold									
50010 COGS - Merchandising	254,515	262,877	8,362	281,476	245,562	270,768	258,414	235,415	342,409
50020 COGS - Food & Beverage	12,215	13,749	1,534	16,302	13,690	14,771	13,842	12,620	17,199
Cost of Goods Sold	266,730	276,626	9,896	297,778	259,252	285,539	272,256	248,035	359,608
Profit Margin	1,108,630	1,008,480	100,150	1,131,224	1,044,976	1,046,527	1,018,263	933,696	1,368,542
Profit Margin %	80.6%	78.5%	2.1%	79.2%	80.1%	78.6%	78.9%	79.0%	79.2%
Departmental Expenses									
<i>Business Operations</i>									
60010 Full Time - Salary	65,175	84,081	18,906	80,731	72,159	74,542	64,151	65,597	90,613
60020 Full Time - Commissions	5,268	5,372	104	6,055	6,103	5,836	5,239	5,206	7,869

Balance Sheet:

b360 Balance Sheet Report American League Tour		SPORTS12 - Balance Sheet One Entity.xlsx 4/12/16 6:03 PM		
	September, 2015	August, 2015	December, 2014	
ASSETS				
<i>Current Assets</i>				
Cash & Equivalents	1,027,218	941,942	606,231	
Accounts Receivable	151,845	149,989	127,056	
Prepaid Expenses	49,126	48,200	37,953	
Other Current Assets	34,243	33,512	25,106	
Total Current Assets	1,262,432	1,173,642	796,346	
<i>Property & Equipment</i>				
Corporate Office & Arena	405,194	396,388	284,966	
Equipment	168,701	164,976	121,445	
Computer	75,273	73,610	55,273	
Accumulated Depreciation	(222,744)	(218,344)	(160,245)	
Total Property and Equipment	426,424	416,631	301,439	
Long-Term Account Receivables	134,934	131,968	98,072	
Other Long-Term Receivables	75,482	73,891	54,467	
Goodwill	3,981	3,909	3,080	
Other Long-Term Assets	167,430	163,964	117,537	
TOTAL ASSETS	2,070,683	1,964,004	1,370,940	
LIABILITIES				
<i>Current Liabilities</i>				
Accounts Payable	117,473	115,444	90,830	
Current Maturities of Long-Term Debt	353,363	345,471	256,032	
Total Current Liabilities	470,836	460,915	346,861	