

USA SWIMMING EVENT FINANCIAL REPORT

2023 Central Zone 14&U Championship

Event Name: Lenexa, KS

Location: 03Aug2023 – 06Aug2023

Dates: Dorothy Ogden, Kansas City Blazers Senior Admin. Asst.

Person Completing Forms: _____

The information requested on these forms will be used by future meet hosts and a variety of committees at the USA Swimming annual convention. Please be as accurate as possible. Thank you.

<u>Expenses</u>		<u>Revenues</u>	
1 Facility Rental	<u>\$30635.00</u>	1 Ticket Sales	<u>\$36829.47</u>
2 Equipment Rental	<u> </u>	2 Entry Fees	<u>\$36739.00</u>
3 Temporary Help	<u>\$1400.00</u>	Sponsorships/Advertisement	
4 Printing	<u>\$173.48</u>	3 Sales	<u> </u>
5 Awards	<u>\$5439.23</u>	4 Program Sales and	<u> </u>
6 Promotion/Publicity	<u>\$1000.00</u>	5 Heat Sheet/Results Sales	<u> </u>
7 Hospitality	<u>\$8684.93</u>	6 Merchandise Sales	<u> </u>
8 Postage/Shipping	<u>\$338.69</u>	7 Concession Sales	<u> </u>
9 Supplies	<u>\$258.28</u>	8 Hotel Rebates	<u> </u>
10 Photography	<u> </u>	9 Contributions/VIK	<u> </u>
11 Uniforming	<u>\$1386.00</u>	10 USA Swimming Rights Fees	<u>\$5000.00</u>
12 Travel/Lodging	<u>\$4482.71</u>	11 Other (Please list)	<u> </u>
13 Fees to LSC	<u>\$3331.80</u>	Merchandise Rebates	<u>\$3000.00</u>
14 Other (Please list)	<u> </u>	Photographer Rebate	<u>\$4168.71</u>
Traffic Control	<u>\$750.00</u>		<u> </u>
Bag Tags/Wrist Bands	<u>\$1442.84</u>		<u> </u>
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Total Expenses	<u>\$59322.96</u>	Total Revenues	<u>\$85737.18</u>
		Total Expenses	<u>\$59322.96</u>
		NET PROFIT (LOSS)	<u>\$26414.22</u>

**USA SWIMMING
EVENT FINANCIAL REPORT**

MISC INFO

Participants (list actual numbers)

Male Athletes	319
Female Athletes	384
Total # of Swimmers	703
Total # of Individual Entries	3007
Total # of Relay Entries	385
Coaches	70
Total # of Clubs	10
Total # of Volunteers	196

Apparel

Short sleeve T-Shirts	NA
Long sleeve T-Shirts	NA
Tank T-Shirts	NA
Sweatshirts	NA
Other Apparel	NA

Tickets (# Sold & Price)

All-Session	860 x \$35
Prelims	250 x \$10
Finals	270 x \$15

Hotels

Total # Rooms blocked	212
Total # Rooms utilized	Unknown

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MISC INFO CONTINUED

Entry Fees:

Each Individual Event \$6.00

Each Relay \$12.00

Individual Swimmer Surcharge \$1.00

Ticket Information:

Single Finals Ticket 270

All Session Ticket 860

Cost of Meet Program \$0.00

Cost of Heat Sheet \$0.00

Miscellaneous:

Hotel Rebates (per room night) \$0.00

Parking Charges (per vehicle) *only pertains
if you receive income from parking NA

Number of places awarded (ex. 1-3 or 1-8) NA

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ECONOMIC IMPACT

Hotel Revenues

To determine the average amount spent at the event for accommodations, use the following formula:

Total Hotel Income = # Swimmers + # Coaches + # Officials ÷ average # of people per room (2.5) x length of event in days (including warm-ups) x average cost per room

Rental Car Revenue

The average daily rate for a rental car/van is \$60. Most clubs rent one van or two cars. Based on these assumptions this is the formula for car rental income:

Total Rental Car Income = # clubs x # cars(1.5) x daily rate(\$60) x length of event in days (including warm-ups)

Food/Miscellaneous Revenue

Typical costs for food average \$45 per day:

Total Restaurant/Misc. Income = #Swimmers + #Coaches + #Officials x \$45/day x length of event in days (including warm-ups)

Summary:

Economic Impact = total hotel income + total rental car income + total restaurant/misc. income

These figures exclude the impact of spectators coming to the event. The figures also exclude any airport tax or landing fees paid to the city, or special events coordinated, or held in conjunction, with the meet.

Total Hotel Income	<u>\$223,440.00</u>
Total Rental Car Income	<u>\$3600.00</u>
Total Restaurant/Misc. Income	<u>\$125,540.00</u>
Total Economic Impact	<u>\$353,580.00</u>

Please return all three pages of this completed financial report along with any supporting documentation to:

USA Swimming
National Events Department
1 Olympic Plaza
Colorado Springs, CO 80909