

Event Name: 2025 Central Zones Championships

Location: Holland Aquatic Center

Dates: Aug 7-10 2025

Person Completing Forms: Ian Townsend - Meet Director

Expenses

1	Facility Rental	40,000
2	Equipment Rental	2,570
3	Temporary Help	9,218.50
4	Printing	626
5	Awards	5,118.69
6	Promotion/Publicity	222.84
7	Hospitality	10,796.50
8	Postage/Shipping	--
9	Supplies	311.89
10	Photography	--
11	Uniforming	--
12	Travel/Lodging	6,553.60
13	Fees to LSC	1,108.75
14	Other (Please list)	2,494.38 - F

<u>750</u>	- Announcer
<u>1,060.18</u>	- Officials shirts
<u>1,787.97</u>	- add. food
<u>4,604.82</u>	- Concessions
<u>2,000</u>	- Tents

Total Expenses	<u>\$89,224.14</u>
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1	Ticket Sales	72,247
2	Entry Fees	44,243.75
	Sponsorships/Advertisement	
3	Sales	--
4	Program Sales and	--
5	Heat Sheet/Results Sales	---
6	Merchandise Sales	15,492.20
7	Concession Sales	4,946.89
8	Hotel Rebates	--
9	Contributions/VIK	--
10	USA Swimming Rights Fees	--
11	Other (Please list)	3,251 - Livestream
		400 - Food Truck
		213 - Engraver
	bag tags	3,171.18 - Photog.
	uncer	2,100.60 - Swim Shop
	Officials shirts	300 - Goggle Store

Total Revenues	<u>\$146,365.62</u>
Total Expenses	<u>\$89,224.14</u>

NET PROFIT (LOSS) \$57,141.48

**USA SWIMMING
EVENT FINANCIAL REPORT**

MISC INFO

Participants (list actual numbers)

Male Athletes	<u>380</u>
Female Athletes	<u>507</u>
Total # of Swimmers	<u>889</u>
Total # of Individual Entries	<u>3477</u>
Total # of Relay Entries	<u>255</u>
Coaches	<u>30</u>
Total # of Clubs	<u>6</u>
Total # of Volunteers	<u>80</u>

Apparel

Short sleeve T-Shirts	<u>\$23</u>
Long sleeve T-Shirts	<u>\$55</u>
Tank T-Shirts	<u>\$25</u>
Sweatshirts	<u>\$65</u>
Other Apparel	<u>\$55 - Blanket</u>

Tickets (# Sold & Price)

All-Session	<u>500</u>
Prelims	<u> </u>
Finals	<u> </u>

Hotels

Total # Rooms blocked	<u>200</u>
Total # Rooms utilized	<u>200</u>

USA SWIMMING EVENT FINANCIAL REPORT

MISC INFO CONTINUED

Entry Fees:

Each Individual Event	<u>\$10</u>
Each Relay	<u>\$16</u>
Individual Swimmer Surcharge	<u>\$5 - Michigan, \$1.25 - Central Zone</u>

Ticket Information:

Single Finals Ticket	<u>\$25 (\$10 for 10u only)</u>
All Session Ticket	<u>\$65</u>
Cost of Meet Program	<u>--</u>
Cost of Heat Sheet	<u>\$4</u>

Miscellaneous:

Hotel Rebates (per room night)	<u>--</u>
Parking Charges (per vehicle) *only pertains if you receive income from parking	<u>---</u>
Number of places awarded (ex. 1-3 or 1-8)	<u>Medals 1-8 Ind, 1-3 Relay</u> Ribbons 9-16 Ind, 4-8 Relay Team Trophy 1-3 High Point 1-3 each age group

USA SWIMMING EVENT FINANCIAL REPORT

ECONOMIC IMPACT

Hotel Revenues

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

Total Hotel Income = $\frac{\# \text{ Swimmers} + \# \text{ Coaches} + \# \text{ Officials}}{\text{average \# of people per room (2.5)} \times \text{length of event in days (including warm-ups)} \times \text{average cost per room}}$

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 = $\# \text{ clubs} \times \# \text{ cars(1.5)} \times \text{daily rate(\$60)} \times \text{length of event in days (including warm-ups)}$

Food/Miscellaneous Revenue

Typical costs for food average \$45 per day:

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

Summary:

Economic Impact = $\frac{\text{total hotel income} + \text{total rental car income} + \text{total restaurant/misc. income}}$

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>\$484,000</u>
Total Rental Car Income	<u>--</u>
Total Restaurant/Misc. Income	<u>\$217,800</u>
Total Economic Impact	<u>\$701,800</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