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Products**





FEC Management of Profit and Loss

Kyle Allison, ICAL

Gregg Borman, ICAE

Christine Buhr, SMFE

November 19, 2015



TODAY'S AGENDA

Christine Buhr – **Getting Started**– How to organize and focus your business to run profitably and meet your targets

Greg Borman and Kyle Allison – **See the results** - Importance of the P & L, how it's useful and tips to use it effectively



How to Focus your business to get the results you want!

Christine Buhr
November 19, 2015

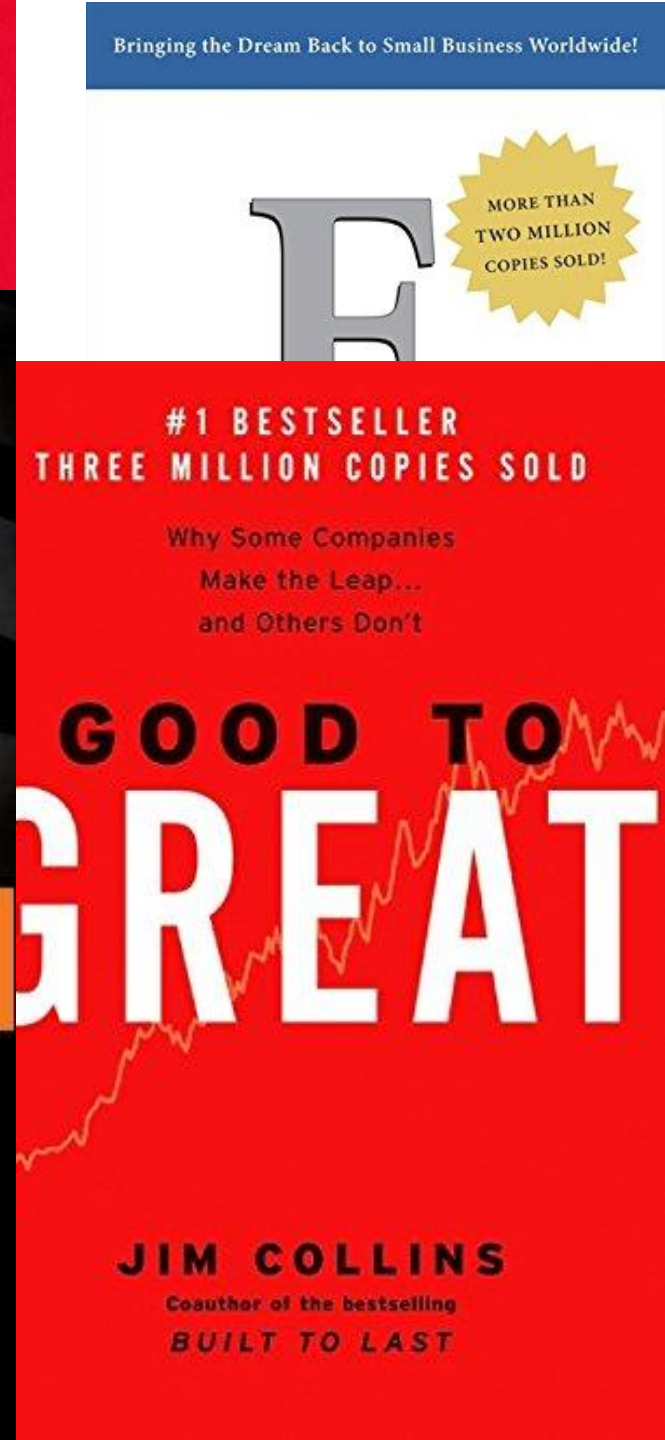
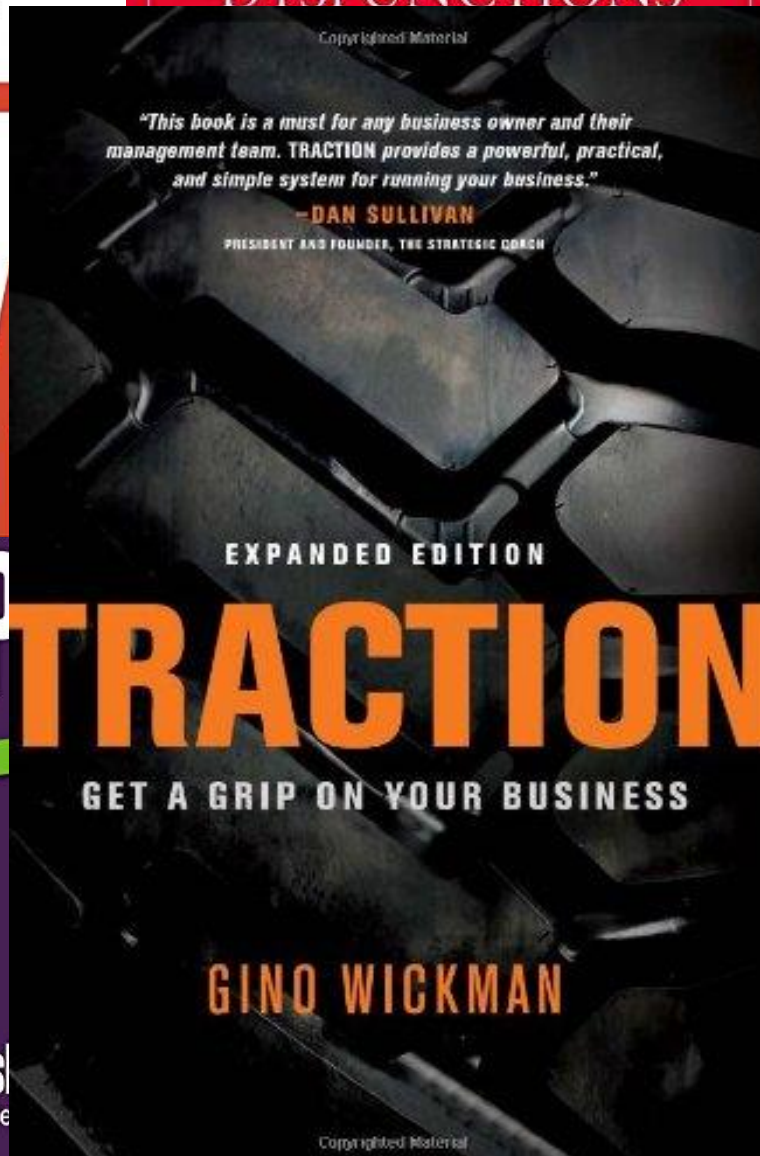
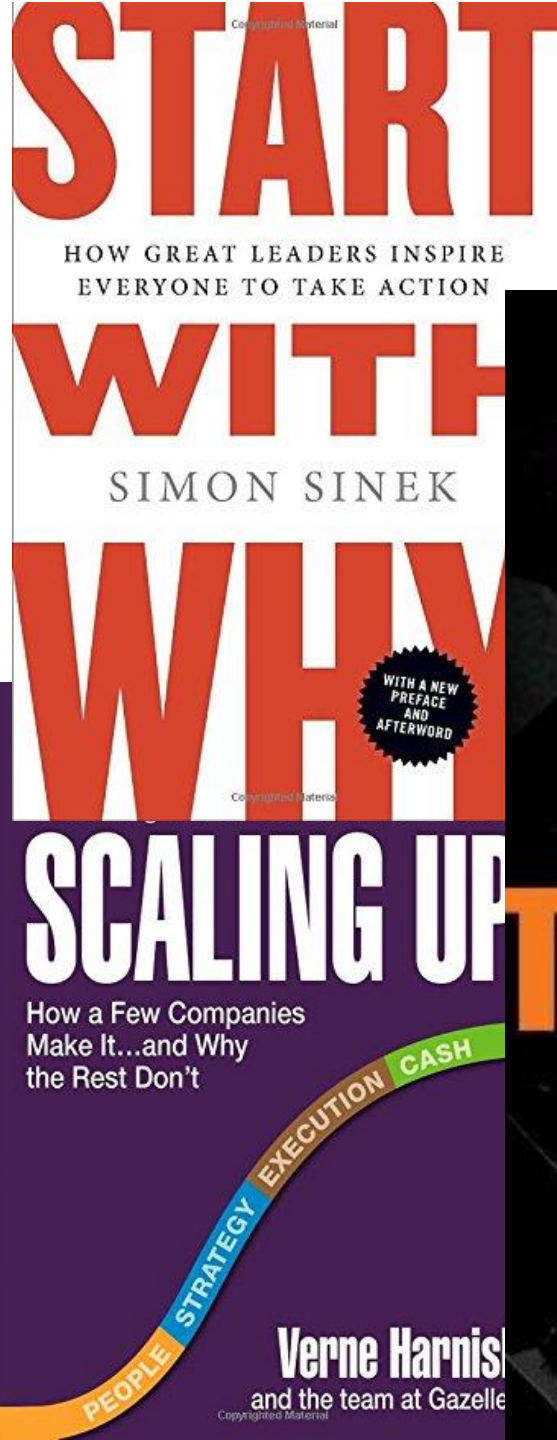




Shakers

LASER TAG

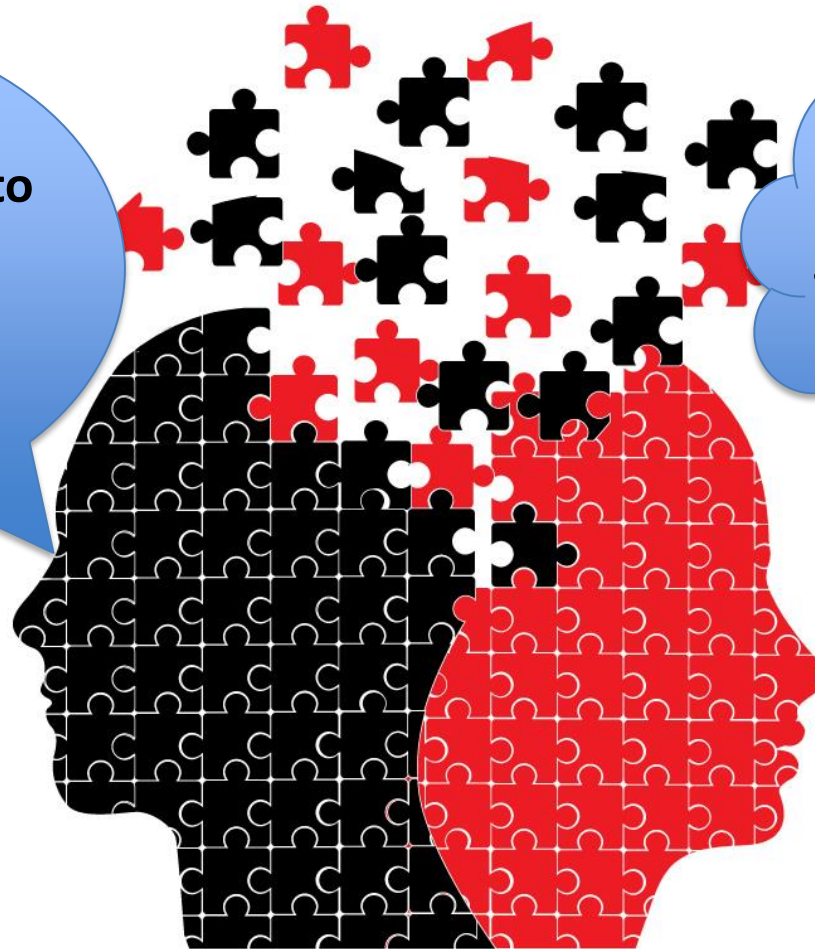
TYPHOON



What do you mean....You can't read my mind?

OK!! We are going to do this, this and this.....

I'm not exactly sure what she wants so I will just do what I think is best!



THE VISION/TRACTION ORGANIZED™

CORE VALUES	1. Robust 2. Dynamic 3. Driven to Excel 4. Takes Ownership 5. Gezelligheid	3-YEAR PICTURE™
CORE FOCUS™	Purpose/Cause/Passion: Create a place where everyone feels they belong! Our Niche: Fun place for all	Future Date: 12/31/2019 Revenue: \$ 9 million Profit: 25% Measurables: What does it look like?
10-YEAR TARGET™	6 Locations in Western Canada, 2 in Calgary, 2 in Vancouver, Edmonton and Saskatchewan \$18-\$20 million dollars organization, with 150+ employees.	3 Centers (2 open all year, 1 opening late 2019)
MARKETING STRATEGY	Target Market/"The List": 1. Families with children age 5 to 18 2. Businesses that host events for their staff 3. Groups that participate in activities together Three Uniques: We are FUN, We offer a variety of things to do, We take care of our customers Proven Process: 1. Sales Process 2. Service delivery process	# of Employees-60 Integrator established at the corporate Centralized Sales Team (5 people) 1 Central Marketing Departmental Head

1-YEAR PLAN	ROCKS	ISSUES LIST																																		
<p>Future Date: 12/31/16 Revenue: \$1,900,000 Profit: 17% Measurables:</p> <p>Goals for the Year:</p> <table><tr><td>1.</td><td>Meet 2016 Budget</td></tr><tr><td>2.</td><td>Increase AP to \$300,000</td></tr><tr><td>3.</td><td>Meet % for total BD Parties</td></tr><tr><td>4.</td><td>Meet % for Groups</td></tr><tr><td>5.</td><td>Processes Documented and FBA</td></tr><tr><td>6.</td><td>Documented Marketing Strategy FBA</td></tr><tr><td>7.</td><td>Documented sales strategy FBA</td></tr></table>	1.	Meet 2016 Budget	2.	Increase AP to \$300,000	3.	Meet % for total BD Parties	4.	Meet % for Groups	5.	Processes Documented and FBA	6.	Documented Marketing Strategy FBA	7.	Documented sales strategy FBA	<p>SEE SCORECARD FOR DETAILS</p>	<table><tr><td>1.</td><td>Do we have the right people in the right seats to grow</td></tr><tr><td>2.</td><td>Is our sales team big enough</td></tr><tr><td>3.</td><td>We are in a recession</td></tr><tr><td>4.</td><td>Are people doing the right jobs</td></tr><tr><td>5.</td><td>Are tasks being prioritized</td></tr><tr><td>6.</td><td>Are processes being FBA</td></tr><tr><td>7.</td><td></td></tr><tr><td>8.</td><td></td></tr><tr><td>9.</td><td></td></tr><tr><td>10.</td><td></td></tr></table>	1.	Do we have the right people in the right seats to grow	2.	Is our sales team big enough	3.	We are in a recession	4.	Are people doing the right jobs	5.	Are tasks being prioritized	6.	Are processes being FBA	7.		8.		9.		10.	
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THE VISION/TRACTION ORGANIZER™

Our CORE Values

ORGANIZATION NAME: Shakers Fun Centre

VISION

CORE VALUES	<ol style="list-style-type: none"> 1. Robust 2. Dynamic 3. Driven to Excel 4. Takes Ownership 5. Leverage 	3 YEAR PICTURE™
CORE FOCUS™	<p>Purpose/Cause/Position: Create fun for everyone and let's they belong</p> <p>Our Niche: Fun place for all</p>	<p>Future Date: 12/31/2019</p> <p>Revenue: \$ 9 million</p> <p>Profit: 15%</p> <p>Measurables: What does it look like?</p>
10-YEAR TARGET™	<p>6 Locations in Western Canada: 2 in Calgary, 2 in Saskatoon, 2 in Edmonton and 2 in Saskatchewan. \$18-\$20 million dollars organization, with 150+ employees.</p>	<p>3 Centers (2 open all year, 1 opening late 2019)</p> <p>100 of Employees</p>
MARKETING STRATEGY	<p>Target Market "The List":</p> <ol style="list-style-type: none"> 1. Families with children age 5 to 18 2. Businesses that host events for their staff 3. Groups that participate in activities together <p>Three Uniques:</p> <p>We are FUN, We offer a variety of things to do, We take care of our customers</p> <p>Proven Process:</p> <ol style="list-style-type: none"> 1. Sales Process 2. Service delivery process 	<p>Integrator established at the corporate</p> <p>Centralized Sales Team (5 people)</p> <p>1 Central Marketing Departmental Head</p>

DRIVEN TO EXCEL
GEZELLIGHEID
DYNAMIC

ROBUST

TAKES OWNERSHIP

THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: Shakers Fun Centre

Core Focus

VISION

Purpose/Cause/Passion:

Create a place where everyone feels they belong

10-YEAR TARGET™

6 Locations in Western Canada, 2 in Calgary, 2 in Vancouver, Edmonton and Saskatchewan \$18-\$20 million dollars organization, with 150+ employees.

Our Niche:

Fun place for all

3-YEAR PICTURE™

Future Date: 12/31/2019

Revenue: \$ 9 million

Profit: 25%

Measurables:
What does it look like?

3 Centers (2 open all year, 1 opening late 2019)

of Employees-60

Integrator established at the corporate

Centralized Sales Team (5 people)

1 Central Marketing Departmental Head

1. Robust
2. Dynamic
3. Energetic
4. Takes Ownership
5. Gezelligheid

Target Market/"The List":

1. Businesses with children age 5 to 18
2. Businesses that host events for their staff
3. Groups that participate in activities together

Three Unique

We are FUN,
We offer a variety of things to do,
We take care of our customers

Proven Process:

1. Sales Process
2. Service delivery process

THE VISION/TRACTION ORGANIZER™

BHAG 10 year plan

6 Locations in Western Canada:

2 in Calgary,

2 in Vancouver

Edmonton

Saskatchewan

\$18-\$20 million dollar organization

150+ employees

3-YEAR PICTURE™

Future Date: 12/31/2019

Revenue: \$ 9 million

Profit: 25%

Measurables:
What does it look like?

3 Centers (2 open all year, 1 opening late 2019)

of Employees-60

Integrator established at the corporate

Specialized Sales Team (5 people)

1 Central Marketing Departmental Head

THE VISION/TRACTION ORGANIZER™ Marketing Strategy

ORGANIZATION NAME: Shakers Fun Centre

Target Market/“The List”:

1. Families with children age 5 to 18
2. Businesses that host events for their staff
3. Groups that participate in activities together

Three Uniques:

We are FUN

We offer a variety of things to do

We take care of our customers

Proven Process:

1. Sales Process
2. Service delivery process

3-YEAR PICTURE™

Launch Date: 12/31/2019

Revenue: \$ 9 million

Profit: 25%

Measurables:

What does it look like?

3 Centers (2 open all year, 1 opening late 2019)

of Employees-60

Integrator established at the corporate

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THE VISION/TRACTION ORGANIZER™

3 Year Picture

ORGANIZATION NAME: Shakers Fun Centre

VISION

Future Date: 12/31/2019

Revenue: \$ 9 million

Profit: 25%

Measurables: What does it look like?

<p>CORE VALUES</p> <ol style="list-style-type: none"> 1. Robust 2. Dynamic 3. Driven to Excel 4. Takes Ownership 5. Resilient 	<p>CORE FOCUS™</p> <p>Purpose/Cause/Passion: Create a place where everyone feels they belong!</p> <p>0. Reason for Existence for:</p>
<p>10-YEAR TARGET™</p> <p>6 Locations in Western Canada, 2 in Calgary, 2 in Vancouver, Edmonton and Saskatchewan \$18-\$20 million dollars organization, with 150+ employees.</p>	<p>Target Market/"The List":</p> <ol style="list-style-type: none"> 1. Families with children age 5 to 18 2. Businesses that have employees for the staff 3. Groups that participate in activities together <p>Marketing Strategy</p> <p>Integrator established at the corporate</p> <p>Centralized Sales Team (5 people)</p> <p>1 Central Marketing Departmental Head</p> <ol style="list-style-type: none"> 1. Sales Process 2. Service delivery process

3-YEAR PICTURE™

Future Date: 12/31/2019

Revenue: \$ 9 million

Profit: 25%

Measurables:
What does it look like?

3 Centers (2 open all year, 1 opening late 2019)

of Employees-60

Integrator established at the corporate

Centralized Sales Team (5 people)

1 Central Marketing Departmental Head

1 Year Plan

Future Date: 12/31/2016

1-YEAR PLAN	ROCKS	ISSUES LIST
<div>1600</div> <div>Target: Budget</div> <div>> \$300,000</div> <div>al BD Parties</div> <div>roups</div> <div>cumented and FBA</div> <div>Marketing Strategy FBA</div> <div>sales strategy FBA</div>	<div>Revenue: \$ 1.9 million</div> <div>SEE SCORECARD FOR DETAILS</div> <div>Profit: 17%</div> <div>Goals for the year:</div> <ol style="list-style-type: none"> 1. Meet 2016 Budget 2. Increase AP to \$300,000 3. Meet % for total BD parties 4. Meet % for Group 5. Processes documented and FBA 6. Documented Marketing Strategy FBA 7. Documented Sales Strategy FBA 	<ol style="list-style-type: none"> 1. Do we have the right people in the right 2. Is our sales team big enough 3. We are in a recession 4. Are people doing the right jobs 5. Are tasks being prioritized 6. Are processes being FBA 7. 8. 9. 10.

ROCKS

Name	Rocks
Christine	<i>Rocks are your big goals that need to get accomplished this quarter - end December</i> Signage Updates New Logo through Facility Marketing Strategy 2016 Renovations strategy 2016 Traction VTO completed/updated for 2016 Let's bowl Purchase Agreement in Place Additional of new Attraction Complete
Alex	<i>Rocks are your big goals that need to get accomplished this quarter - end December</i> Sales strategy 2016 complete Event Calendar Updated for 2016 Review sales budget and create strategy to achieve goals New sales video Created Infusion Soft Roll out
Paul	<i>Rocks are your big goals that need to get accomplished this quarter - end December</i> Implement NEW incentive program Update Process manual Hire and train new manager Research Customer Loyalty program Break profitability into each attraction

Issues

What is going to get in the way of us achieving our goals?

Potential Issues:

1. Do we have the right people in the right seats to grow?
2. Is our sales team big enough?
3. We are in a recession in Alberta
4. Are tasks being prioritized?
5. Are the processes being followed by all?
6. Marketing objectives slowed by using outside company



THE PEOPLE ANALYZER™

NAME	Robust	Dynamic	Driven	Ownership	Get It	Want it	Ability to do it		
Kelly	+	+	-	+	+/-	-	+		
Tom	+	+	+	+	+	+	+		
Rachel	+/-	+	+	+	+	+	-		
Gene	+	+	+	+	+	+	+		
Bill	-	-	-	+	+	-	+		
Thomas	+	+	+/-	-	-	+	+		
Chris	+	-	+	+	-	-	-		
The Bar									

Rating: + +/- -

ScoreCard

Scorecard

			Meeting Date	12-Oct-15	19-Oct-15	26-Oct-15	2-Nov-15	9-Nov-15	16-Nov-15	23-Nov-15	30-Nov-15	7-Dec-15	14-Dec-15
Shakers	Measurables	Who	Week Reported ON- End Day	5-Oct-15	12-Oct-15	19-Oct-15	26-Oct-15	2-Nov-15	9-Nov-15	16-Nov-15	23-Nov-15	30-Nov-15	7-Dec-15
Week Number				41	42	43	44	45	46	47	48	49	50
Sales			Measurable/Target - Weekly										
	F & B Sales	Paul	Dollar Amount	\$3,981.45	\$3,520.39	\$6,323.92	\$2,725.55	\$3,418.06					
	F & B Sales as a % of total Revenue	Paul	30%	15%	18%	31%	19%	21%					
	BD sales what is (we always have a 3 wee	Paul	Fill out based on sales			\$900.00		\$2,520					
	BD Sales	Paul	9307.69/goal	\$2,201.85	\$3,084.25	\$2,009.60	\$1,146.90	\$3,021.55					
	Number Of BD Parties	Paul	36	7	13	9	6	13					
	Group Sales	Alex	\$20,169.00	\$0.00	\$1,554.35	\$10,051.76	\$0.00	\$1,669.90					
	Annual Pass Forecast	Christine/Paul	Fill in across week for Nov/Dec	50	50	50	200	200	300	500	500	2000	2000
	Annual Pass Goal - 10,000	Matt	526	25	38	38	250	175					
Marketing													
	Web Sales	Alex		\$759.58	\$488.00	\$111.00	\$0.00						
Cost Controls													
	Payroll (Front Line)	Paul	10.00%	14%	18%	12%	32%	18%					
	Cost of Sales-Food	Paul	30%	27.69%	25.98%	27.55%	26.60%	25.60%					
	Cost of Sales-Beverage	Paul	30%	27.52%	30.18%	29.20%	28.50%	28.39%					
Operations													
	# of Birthday Party Surveys	Matt	90%	7	3	0	3	8					
	Survey Scores	Matt	90%	100%	96.60%	N/A	93.30%	62%					
	Party Host Scores	Matt	5	4	4	N/A	4	4					
Financial Health													
	Last Years Sales			\$27,744.00	\$26,971.40	\$17,054.46	\$15,528.41	\$15,409.35	\$17,802.96	\$101,209.36	\$71,653.41	\$73,125.94	\$57,558.67
	Forcasted Sales	Chistine/Paul	2014 + 5%	\$29,131.20	\$28,358.60	\$18,441.66	\$16,915.61	\$16,796.55	\$19,190.16	\$102,596.56	\$73,040.61	\$74,513.14	\$58,945.87
	Actual Sales	Paul		\$26,543.00	\$19,485.27	\$20,353.60	\$14,345.00	\$16,447.14					
	% based on last year	Paul		-4.52%	-38.42%	16.21%	-8.25%	6.31%					
	Cash Flow	Christine		\$158,963.00	\$146,760.00	\$143,876.00	\$140,765.00	\$140,006.00					

ROCKS 13 week plan

4Q 2015 Rocks Rock

CEO

Book Keeping/Cash Flow	Christine	on	on	on	on	on	on				
Marketing Execution	Christine	Strategy for	On		Social Media	Build 2016 pl	Build 2016 pl	Build 2016 pl	Build 2016 pl	Build 2016 pl	Build 2016 pl
Oops-Audrey Daniels (Performance M All		off	On		Read 25%	read 50%	read 75%	Complete			
Complete VTO	Christine	80% done		90%	100%						
MV purchase	Christine	on	on		Writing Deal	Financing	Financing	Financing	Financing	Financing	Financing

Sales & Marketing

Make 20 Reach Calls per day	Alex	Tracking Template-	Away		Review Contacts for Nov	Complete Reach Plan for Dec	Templates created for	Soft as CRM plan	Complete Reach Plan for Jan	Schedule for 2016	Prospect List
Getting a Birthday Champion in place	Alex/Paul	Reevaluate the this			Kill till next quarter						
Infusion Soft-Process Document and imp	Matt/Alex/Christine		process of this		review & send out an	Email marketing					

GM

Processes-Followed by All (Onboardir Paul		Review orientation and designed the birthday Cintas contract.	Creating and orientation training our staff to products from Cintas	management binder (guide) list of staff for birthday to telus about	Standard procedures section specialists chosen, analysis for energy bills	Emergency procedure guidelines specialists chosen, update costs	Review program completed, trained, and certified update costs	Review existing procedures, trained, and certified update costs	Review issued to all staff, Matt trained, and certified update costs	Review to all position, trained, and certified update costs
Process for Up-Sale: Front Desk (BDS Paul										
Review Costs and report on total redu Paul										

Operations

Create a Process for Redemption Man	Matt	Complete the written documentat	Review Process with step by step the power point	Review up with new process, presentation	Review Christine to purchase with staff on selling	Review inventory system, fix Rock: All staff are
Annual Pass Execution	Matt	On				

Facility Maintenance

Training Dollars applied for by Mid No	Arthur/Christine	info to Arthur	Halloween done &	down, remove	A- review the email decorating w/ manlift	get the application building xmas	Complete set-up for CPS	Review Tent and empty for
Set up for Holiday events	Arthur							

Level 10 Meeting Agenda

Segue: How is everyone doing? Personal/Professional Updates?	5 Min
Scorecard Review	5 Min
Rock Review	5 Min
Customer/Employee Issues	3 Min
Review To-Do-List	5 Min
Identify, Discuss and Solve Issues	60 Min
Conclude	3 Min
Recap To-Do list	2 Min
Rating (1 - 10)	2 Min
TOTAL 90 Min	



Level 10 Managment Meetings

Robust, Dynamic, Driven to Excel, Takes Ownership, Gezelligheid

NAME	Personal	Professional	Expectation				
Christine	Put myself 1st in regard to my time... Cancelled Quo	Got through a ton of stuff.	I want to have a great conversation today... celebrate moving forward.				
Alex	Able to get to a really good book tape. Good stuff w	Laura introduced me to those pod casts... EVERYTHING. Addicted. Feel like I	Would like to solidify the future events... Push forward with advertising and social media.				
Paul	Tough week (put dog down).	One positive is that our food is up... Need to sell a lot more.	Need some energy from others today... clarification				
Matt	Sister Flew in chili from my mom :)	Fixed the annual pass sales program... some hiccups but functional.	Come to terms with testing out some new hours				
Arthur	Hung out with my Grandson this weekend... zoo an	Interesting to see the 2 other places... they were jam packed...	Get the marketing and the email thing done... needs to be up and running...				
Beth	Celebrated my 35 wedding anniversary	Made it through 13 days of craziness	We will focus on the truth-do it positively looking at the possibilities.				
Name	Rocks	On Track/Off Track	If not Why?	Do you re	IDS (Identify, Discuss, Solve) Issues List	QUESTIONS AND BACKGROUND INFO	O
Christine	Rocks are your big goals that need to get accomplished this quarter - end Sept			Create 13 week plan in here		Please list the issue or problem you would like to have addressed at this meeting. Items will be prioritized. Any items not discussed will get moved into the following week.	
	Signage Updates	ON	Completing as required	Continue			
	Marketing Strategy	ON	Coordinate with Foundry	Continue	This is to do list this week		
	New Project Design	HOLD	Not sure how to move forward	Continue	Trust	What does trust look like... What does it mean to be trustworthy.	
	Traction VTO completed	ON		Continue	The Cash Box-This is a big deal. We track it... everytime \$\$\$ goe	With regard to the tracking sheets? Nothing in the box once it TH	
	Mountain View	On			IAPPA/FEC Jacksonville	The money from the service box was what I counted on to tak	FF
	The suite Spot	OFF	Put on hold for now		Ideas around Letters to Santa & Lunch with Santa Halloween?		
					Ideas for food bank promotion Date?		
	To do List	Target Completion	If not Why?	Do you re	Discuss Xmas buffet		
	To do from last meeting	Date			Lois Washburn Hirst- FB recognition		
1	Marketing Plan Info to Foundry	Done	completed signed contract roll out Nov 1		Gift Cards?		
2	Update VM System	11/1/2015			Birthdays	Others are having parties-why not us?	C
3	Infusionsoft emails	Done	Taking back from Claudette- system in place	Hired a ma	Total Sales		
4	Break profitability into each attraction	Not Done	Move to Paul				
5	Groupon Initiatives	10/15/2015	Not sure what to do... on the fence				
6	Develop door hanger marketing program	done	Matt to get these out...				
7	Add a contact us page for events, AP page	in progress	will happen in November				
8	gift certificate program		Not sure what to do... on the fence				
9	New parties/brochure etc...	In progress	November with Foundry				
10	Coupons good? in system	Done	Get Paul to review				
	To do for next meeting				Rate the Call	Rating	W
1	Fillout rock on track goals				Christine		9 M
2	What you can do to be on St Augustine Trip		Discussion about christmas buffet and food		Alex		7.5
3			Pricing out seating furniture (off line)		Paul		8.5
4					Matt		8
5					Arthur		8
6					Beth		
7							
Name	Rocks	On Track/Off Track	If not Why?	Do you re	Customer/Employee Highlights		
Alex	Rocks are your big goals that need to get accomplished this quarter - end Sept				Customer comments and concerns over the removal of the indoor playground		
					Issue with height of child on go-kart track - allowed once to drive alone but noit second time when new staff member came on shi		
	Event Calender for year			98%-Continue			
	Review sales budget and create strategy to achieve goals			Continue			
	Sales Process			Continue			
	Infusion Soft Roll out			Continue			
	To do List	Target Completion	If not Why?	Do you require help from anyone to accomplish this?			
	To do from last meeting	Date					
	1	Santa Schedule- Events	ON				
	2	Event Plan	ON				
3	Promotion calender	off	Need presentable format for everyone.	BS to send sample			
4	Food packages finalized	ON					
5							
6							
	To do for next meeting						
1	Fillout rock on track goals						
2	What you can do to be on St Augustine Trip						
3							
4							
5							
6							

Benefits of using this system?

Accountability – Things are getting done right and on time

Cohesive Team – Everyone is working together and wants everyone on the team to be successful

Wins Every Week – Every Day, because we are focused on improving the same team

Peace of Mind – I know what everyone is doing without micromanaging all the time – they manage themselves

Adapt to market - My chance to keep the business on track and react quickly to problems before they become BIG problems

This whole process is helping my business grow!



See the Results! How to use your P & L Effectively.

**Greg Borman
Kyle Allison**

November 19, 2015



Income Statement - Why is it Important? *

- If you want to improve operations, sell your park or refinance to grow – you must have an income statement that easily shows how well the park is doing.
- Without it, how would you know where your trouble areas might be?
- In addition, you will not get the best offer when selling or seeking funding to grow.

Understanding a Company's Profits and Losses from Its Income Statement

The income statement (also known as the profit-and-loss or P&L statement) details all of the company's revenues and expenses — how much the company receives in sales and how much the company spends to make those sales. After all the additions and subtractions, the final tally tells you whether the company earned a profit or suffered a loss and how much. The income statement contains the fundamental equation for every business: $\text{Sales} - \text{Expenses} = \text{Net Income}$



FEC USA
Profit & Loss Overview
January to December Year End

	Actual 2015	% of Total Rev.	Actual 2014	% of Total Rev.	Variance	
Arcade	\$175,000	28.8%	\$147,500	29.2%	\$27,500	18.6% \$175K in new games
Batting Cages	\$50,000	4.1%	\$99,000	3.9%	\$51,000	25.6% Price increase & ball reduction
Bowling	\$45,000	12.3%	\$00,000	13.9%	\$45,000	6.4% Poor weather early in year helped
Bumper Boats	\$28,000	2.1%	\$25,000	2.5%	\$3,000	2.4%
Bumper Cars	\$85,000	0.6%	\$50,000	1.0%	\$(15,000)	-30.0% Difficulty keeping fleet operational
Golf Karts	\$689,000	11.3%	\$75,250	11.4%	\$113,750	19.8% Added 10 new doubles to increase throughput
Golf-Driving Range	\$0	0.0%	\$0	0.0%	\$0	-
Miniature Golf	\$75,000	14.4%	\$45,000	14.8%	\$130,000	17.4% Reduction in discounts & \$50K upgrade
Rock Wall	\$5,000	1.2%	\$5,000	1.5%	\$0	0.0%
Laser Tag	\$75,000	2.9%	\$15,000	2.3%	\$60,000	52.2% New arena & equipment
Other Revenue	\$0	0.0%	\$0	0.0%	\$0	-
Parties & Group Sales	\$75,000	11.1%	\$35,000	12.6%	\$40,000	6.3% increase price & maxed out on space
Rental Income / Buy Outs	\$2,500	0.5%	\$5,000	0.3%	\$17,500	116.7% had 1 more grand night
Other Rev. & Sales Depts.	\$0	0.0%	\$0	0.0%	\$0	-
F&B SALES	\$80,000	14.5%	\$99,000	15.8%	\$81,000	10.1% Added Beer & Wine
F&B Other (vending-sponsorships-etc.)	\$15,000	1.9%	\$10,000	2.2%	\$5,000	4.5% vendor sponsorship for using product
Misc. Revenue	\$0	0.0%	\$0	0.0%	\$0	-
Discounts (promo & manager)	\$(350,000)		\$(575,000)		\$225,000	-39.1% Eliminated coupons and protected price matrix
Total Revenue	\$1,074,500	100.0%	\$1,043,250	100.0%	\$1,031,250	20.4%
Food & Beverage Costs	\$98,500	4.9%	\$72,700	5.4%	\$25,800	9.5% maintained 30% F&B cost on increased revenue
Attraction Supplies	\$94,843	6.5%	\$63,114	7.2%	\$31,728	8.7% even with increased traffic & reduced costs through better buying
Parties & Group Supplies	\$0,750	1.2%	\$7,500	1.9%	\$(26,750)	-27.4% Varies based on contracted outside needs.
Payroll Employee Wages	\$822,350	30.0%	\$487,759	29.5%	\$334,591	22.5% Revenue increase and slight % increase in labor
Contracted Labor	\$2,000	1.2%	\$5,000	0.7%	\$37,000	105.7% Outside landscapers, janitorial, outside security etc.
Repairs & Maintenance	\$25,215	7.0%	\$504,325	10.0%	\$(79,110)	-15.7% with new equipment R&M is reduced the first two years.
Utilities (Elec, Gas, Water)	\$507,450	10.0%	\$504,325	10.0%	\$103,125	20.4%
Marketing & Advertising	\$82,235	3.0%	\$91,644	3.8%	\$(9,409)	-4.9% got away from radio & cable and focused on digital SEO & SEM
Rent / Mortgage	\$62,350	12.6%	\$32,928	12.6%	\$129,422	20.4% Percentage rent or refinanced property to reinvest equity into equipment
Taxes & Property	\$42,980	4.0%	\$1,730	4.0%	\$41,250	20.4%
Insurance	\$507,450	10.0%	\$504,325	10.0%	\$103,125	20.4%
Other Expense Items	\$25,000	2.1%	\$00,000	2.0%	\$25,000	25.0% More people on benefits, more incidents with higher volume etc. Could be charged backs, payroll services, banking fees etc. etc.
Expense	\$1,312,622	87.5%	\$1,622,649	91.7%	\$689,973	14.9%
Income (EBITDA)	\$1,61,878	12.5%	\$1,20,601	8.3%	\$341,277	81.1%
						12.5% margin is not good we look for a minimum 35% flow through Million \$ increase should see at least 50% drop to Net Income

P&L Revenue Lines should be detailed for each Profit Center

General Income

40000 - Admissions
 40001 - Admissions - Internet
 40002 - Admissions - Season Pass
 40008 - Gift Certificates - Redeemed
 40007 - Gift Certificates - Sold
 40009 - Unlimited Attraction Pass

Total – General Revenue

Attractions Income

41007 - Batting Cages
 41009 - Buccaneer Cove
 41010 - Bumper Boats
 41012 - Bumper Cars
 41029 - Flamethrower
 41014 - Golf Courses
 41006 - Grand Prix
 41030 - Kiddie Big Top
 41016 - Laser Tag
 41019 - Rollercoaster
 41027 - Sidewinder
 41005 - Slick Racing
 41021 - The Wall
 41003 - Top Eliminator Racing
 41002 - Track - Lil Thunder/Tiny Tots
 41000 - Track - Thunder Road/Sprint
 41004 - Turbo Trax Racing
 41018 - VIP Card
 41025 - Vertical Accelerator
 41024 - Whirly Bird

Total – Attractions Revenue

Arcade Income

42000 - Arcade - Park Owned
 42007 - Arcade/Games - Vendor Share
 42002 - Game Card Revenue
 42003 - Games of Skill
 42004 - Group and Birthday Tokens
 42006 - Merchandiser Games
 42005 - Redemption Games
 42008 - Unlimited Video Games Pass

Total – Arcade Revenue

Groups/Birthday Income

44000 - Birthday - Admissions
 44002 - Birthday - Arcade
 44001 - Birthday - Attractions
 44006 - Birthday - Food & Beverage
 44500 - Fundraisers
 43000 - Group - Admissions
 43002 - Group - Arcade
 43001 - Group - Attractions
 43010 - Group - Consignments

Total - Groups/Birthday

F&B Income

44003 - Birthday - Food & Beverage
 45002 - Beer/Wine/Alcohol
 45003 - Catering
 45007 - F&B - Franchise
 45004 - F&B - Tax Exempt
 45006 - F&B - Vendor Share
 45001 - F&B Carts
 45000 - Snack Bar/Restaurant/Beverage
 45005 - Vending Machine - Company Owned
 43003 - Group - Food & Beverage
 43006 - Group - Food & Beverage - Tax Exempt

Total - Food & Beverage

Retail/Other Income

47000 - Cash (Over)/Short
 46009 - ATM/Pay Phone/Other Commissions
 46007 - Barter Revenue
 46012 - Discounts & Allowances
 46010 - Guest Refunds
 46001 - Lockers
 46000 - Merchandise - Park Owned
 46005 - Merchandise - Vendor Share
 46011 - Misc Income
 46006 - Other - Vendor Share
 46003 - Other Rentals
 46008 - Photo/Kodak Commissions
 Total - Retail/Other

Total – Park Revenue



On a detailed P&L always segregate Cost of Goods Sold

- **Food and Beverage** (Break out Alcohol sales & costs as a subset)
- **Merchandise Sales** (Should never run higher than 35-40% of Merch. Rev)
- **Redemption Prizes** (Show rebates as a credit) If on a card system, separate Merch. Games COGS from Redemption Counter COGS.
- **Group Sales / Birthday Sales** (Food portion can be combined with F&B)
- Weekly inventories are important to effectively monitor and control COGS. You cannot identify theft, pricing issues, and excessive waste, if you are not inventorying weekly.
- McDonalds and most QSRs do daily inventories of at least higher cost items.



Establish a Series of Line Item Expenses

Cost Of Sales

Cost of Sales - F&B

53500 - Cost of Sales - Alcohol

53000 - Cost of Sales - Food & Beverage

53200 - F&B - Sponsorships/Rebates (CREDIT)

Total - Cost of Sales - F&B

% F&B Revenue

Cost of Sales - Arcade

52500 - Cost of Sales - Arcade Merchandiser

52000 - Cost of Sales - Arcade Redemption

Total - Cost of Sales - Arcade

% Arcade Revenue

Cost of Sales - Groups/Birthday

54000 - Cost of Sales - Groups/Birthday

Total - Cost of Sales - Groups/Birthday

% Groups/Birthday Revenue

Cost of Sales - Retail/Other

56000 - Cost of Sales - Other

55000 - Retail Merchandise

55200 - Retail Sponsorships/Rebates (CREDIT)

Total - Cost of Sales - Retail/Other

% Retail/Other Income

Total - Cost of Sales

GROSS PROFIT

Gross Profit = Revenue minus Total Cost of Sales

Gross Profit % of Net Revenue

Labor Expenses

62004 - Bonuses

61002 - Capital Allocation of Labor

62003 - Health Benefits

61000 - Hourly Wages

62000 - Labor - Gratuity & Tips

61001 - Overtime Premium

62005 - Payroll Taxes

60000 - Salary Wages

60001 - Vacation Expense

Total - Labor

Total Labor Expense % of Net Revenue



Operating Expenses	Supplies	Banking Fees
Repair & Maintenance	71022 - Supplies - Arcade Tokens	72000 - Armored Carrier
70014 - R&M - Batting Cages	71012 - Supplies - Batting Cages	72001 - Bad Debts
70012 - R&M - Buccaneer Cove	71000 - Supplies - Cleaning & Janitorial	72003 - Bank Charges/CC Processing/ATM Fees
70500 - R&M - Buildings & Grounds	71001 - Supplies - First Aid	72006 - Cash (Over)/Short
70001 - R&M - Bumper Boats	71015 - Supplies - Fuel	72002 - Chargebacks
70502 - R&M - Equipment Rental	71013 - Supplies - Golf Courses	72005 - On Line Ticketing Fees
70002 - R&M - Game Parts	71020 - Supplies - Group/Birthday Equip Rentals	Total - Banking Fees
70003 - R&M - Golf Course	71008 - Supplies - In Park Signage	Human Resource Costs
70504 - R&M - In Park Vehicles	71002 - Supplies - Landscape	73002 - Background Checks/Drug Testing
70004 - R&M - Lasertag	71003 - Supplies - Lifejackets	73000 - Hiring Costs
70503 - R&M - Pools	71018 - Supplies - Locks & Keys	73004 - Meetings & Seminars
70005 - R&M - Rides	71005 - Supplies - Office	73006 - Relocation Costs
70006 - R&M - Slick	71017 - Supplies - Oil	73003 - Team Member Incentives/Awards
70015 - R&M - The Wall	71006 - Supplies - Other	73001 - Training - Management
70008 - R&M - Thunder Road/Sprint	71011 - Supplies - POS Maintenance	73005 - Uniforms
70501 - R&M - Tools & Equipment	71024 - Supplies - Playcards	Total - Human Resource Costs
70009 - R&M - Top Eliminator	71016 - Supplies - Propane	Outside Services
70013 - R&M - Track/Lil Thunder/Tiny Tots	71021 - Supplies - Redemption Tickets	75500 - Accounting Fees
70010 - R&M - Turbo	71014 - Supplies - Small Wares	75006 - Outside Services - ADP/Payroll Fees
70011 - R&M - Virage/GP	71010 - Supplies - Tickets/Maps/Wristbands	75003 - Outside Services - Alarm Fees
Total - Repair & Maintenance	71009 - Supplies - Tubes & Rafts	75000 - Outside Services - Entertainment
	71007 - Supplies - Water Maintenance	75004 - Outside Services - Janitorial
	Total - Supplies	75001 - Outside Services - Landscaping
		75007 - Outside Services - Mystery Shopper
		75008 - Outside Services - Other
		75002 - Outside Services - Security
		75005 - Outside Services - Temp Help
		Total - Outside Services

Travel	Marketing/Advertising	Insurance
760 - Travel	Media	62001 - Insurance - Premium Workers Comp
76002 - Auto	80003 - Barter Media	74001 - Insurance Premium General Liability
76001 - Meals & Entertainment	80006 - Billboard/Outdoor	74000 - Insurance Premium Property
76000 - Travel	80000 - Broadcast TV	74002 - Self Ins & Claims - General Liability
Total - Travel	80001 - Cable TV	62002 - Self Ins & Claims - Workers Comp
Utilities	80005 - Direct Mail	Total - Insurance
77000 - Utilities - Electricity	80007 - Online	% Net Revenue
77001 - Utilities - Gas	80004 - Print	
77002 - Utilities - Telephone	80002 - Radio	
77003 - Utilities - Trash	Total - Media	Park EBITDAR -EBITDA before rent
77004 - Utilities - Water		% Revenue
Total - Utilities	Non-Media	
Misc Operating Expenses	81004 - Agency Fees	Occupancy
78006 - ASCAP/BMI License Fees	81001 - Barter/Trade	87004 - CAM Charges
78000 - Contributions & Donations	81003 - Brochure Distribution	87003 - Lease Valuation Amortization
78001 - Dues & Subscriptions	81008 - Direct Mail Postage/Printing/Lists	87006 - Personal Property Tax Expense
78004 - Leased Equipment	81005 - Market Research Fees	87005 - Real Property Tax Expense
78007 - Leased Storage/Bleacher/Trailer	81007 - Other Non-Media	87000 - Rent
78008 - Licenses & Permits	81002 - Printing	87002 - Rent Normalization Expense
78009 - Licenses & Royalties	81000 - Production	87001 - Rental Income
78013 - Misc Expense	81006 - Special Events	Total - Occupancy
78005 - Music Fees	Total - Non-Media	% Net Revenue
78010 - Postage/Freight/Delivery		
78003 - Professional & Consulting Fees	Total Marketing/Advertising	
78011 - Service Maintenance Contracts	% Net Revenue	
78002 - State Safety Inspection Fees		
Total - Misc Operating Expenses		Park EBITDA
Total Operating Expenses	Park EBITDARI (EBITDA before Rent and Insurance)	% Net Revenue
	% Revenue	

EBITDA : Earnings before interest, taxes, depreciation and amortization:
These earnings, often referred to as EBITDA, combine operating income with income from investments.

EBITDA is useful in giving a view to profits before non-cash accounting calculations, such as depreciation and amortization, are deducted. However, EBITDA is not an official number under the Generally Accepted Accounting Principles (GAAP), so it can be manipulated to suit management's goals.

If your exit plan is to sell your park one day, a normal deal structure is based on a multiple of EBITDA. Without owning your land, a 2 to 4X / Owning land a 4-7X is the norm.



Make the connection to better food cost

As an industry, we are facing the continuous rise of commodities that adversely affect our businesses. Efficient use of these staples in our restaurants is essential in remaining competitive in the marketplace. This translates into food cost. We can't afford to waste the food we sell either in the inefficiencies of converting raw product into sales – or theft.

The “Usual Suspects”

When looking into high food cost, we usually investigate the usual suspects:

- Back door security
- Inventory control
- Proper documentation of “waste” (raw and completed)
- Portions and yields

We start with accessibility of the back door. If not controlled, and employees have unlimited access, product can easily be stolen during trash runs, breaks, or – whenever. Effective inventory control involves a systematic approach to counting inventory and ordering properly. Improper counts leads to under or over ordering negatively affecting sales, quality of the product, and inefficient use of inventory. Not documenting raw and completed waste properly misses the mark on effective inventory control. Improper portions and yields again negatively effect either sales if they are too small or profitability if they are too large.



The Connection

We know that controlling food cost is all about controlling the inventory. We know so much about it, and focus so much on it, we may fail to include the front end of the operation as an accomplice to poor food cost. Handling the sales transaction improperly will negatively effect food cost. Very often we fail to make the connection of poor food cost performance with poor cash management. A cashier or server rings a customer transaction and the food is prepared and served to the customer. It happens hundreds of times a day. The sale is rung and the food is delivered to the table, or to a car in the drive thru, or even to a home or place of work. If the customer received their food and that cash transaction is negated by a void, price reduction, deletion, no sale, refund, coupon, promotion, under ringing, or some kind of manager override – you lost money! Your inventory was negatively impacted (food cost), and, if done fraudulently, the cashier committed theft and you may never know it!

Cash Components

A cash shortage in the register usually triggers questions. It grabs our attention. Who was operating the register and what happened to cause the shortage? If the shortage is unusual, it may be a ringing error, a fraud perpetrated by a customer, or simply unexplained. However, if the cash components such as those mentioned above are not routinely audited, it may go unnoticed if any of those categories are significantly high. If a cashier is stealing by one of the methods above, it is easily hidden.

Dig, Drill Down, Explore, Investigate...

Run the reports on your POS system that allows you to assess cash handling. Cash handling includes performance of voids, no sales, average check, refunds, price reductions, etc. Know what acceptable limits are on those categories and investigate those that are abnormal. Look for patterns of abnormal activity, and then drill down by individual cashier. When you discover abnormal or even suspicious activity, incorporate progressive disciplinary measures to change the behavior. If theft is occurring, you will quickly know.

The connection of cash management contributions to poor food cost will be made and interrupted with sound auditing and disciplinary procedures. When future issues crop up with high food cost, you will know to place another “suspect” in the lineup.



ANDY ALLIGATOR'S FUN PARK

Appetizer Platter

INGREDIENT	Item #	AMOUNT	UNIT	COST/UNIT	TOTAL COST	PREPERATION METHOD
Buffalo Wings (wing plus sauce)		4	Each	\$0.44	\$1.76	1. Prepare 4 bbq wings, 4 pickle spears 4 mozzarella sticks & 6 onion rings as recipe calls. 2. Place on platter with 1 soufflé cup of ranch and one of marinara
Pickle Spears		4	Each	\$0.20	\$0.80	
Mozzarella Sticks		4	Each	\$0.31	\$1.24	
Onion Rings		6	Each	\$0.14	\$0.84	
Soufflé Cups		2	Each	\$0.02	\$0.04	
Ranch		3	Ounce	\$0.07	\$0.21	
Marinara		3	Ounce	\$0.05	\$0.15	
Oil		3	Ounce	\$0.03	\$0.09	
Napkins		4	Each	\$0.01	\$0.04	
Tray Liner		1	Each	\$0.02	\$0.02	
Waste (1%)		1	Each	\$0.05	\$0.05	

Recipe Cost	\$5.24
Selling Price	\$16.99
Cost of Sales %	30.84%
Profit Margin	\$11.75



Updated 11/1/15

ANDY ALLIGATOR'S FUN PARK

Oklahoma Rodeo Burger

INGREDIENT	Item #	AMOUNT	UNIT	COST/UNIT	TOTAL COST	PREPERATION METHOD
1/3 Pound Hamburger		1	Each	\$1.09	\$1.09	1. Prepare Burger to 160 degrees
Hamburger Bun		1	Each	\$0.37	\$0.37	2. Toast bun
Onion Rings		2	Each	\$0.14	\$0.28	3. Place 2 slices of cheese on burger
BBQ Sauce	66005	1	Ounce	\$0.05	\$0.05	4. Place burger on bun
Waffle Fries		5	Ounce	\$0.08	\$0.40	5. Top with 2 onion rings
Oil		1	Ounce	\$0.03	\$0.03	6. Drizzle with bbq sauce
Napkin		2	Each	\$0.01	\$0.02	7. Serve with 5 ounces of waffle fries
Tray Liner		1	Each	\$0.02	\$0.02	
Waste (1%)		1	Each	\$0.02	\$0.02	

Recipe Cost	\$2.28
Selling Price	\$7.99
Cost of Sales %	28.54%
Profit Margin	\$5.71



Updated 11/1/15

ANDY ALLIGATOR'S FUN PARK

Oklahoma Rodeo Burger

INGREDIENT	Item #	AMOUNT	UNIT	COST/UNIT	TOTAL COST
1/3 Pound Hamburger		1	Each	\$1.09	\$1.09
Hamburger Bun		1	Each	\$0.37	\$0.37
Onion Rings		2	Each	\$0.14	\$0.28
BBQ Sauce	66005	1	Ounce	\$0.05	\$0.05
Waffle Fries		5	Ounce	\$0.08	\$0.40
Oil		1	Ounce	\$0.03	\$0.03
Napkin		2	Each	\$0.01	\$0.02
Tray Liner		1	Each	\$0.02	\$0.02
Waste (1%)		1	Each	\$0.02	\$0.02

Recipe Cost	\$2.28
Selling Price	\$7.99
Cost of Sales %	28.54%
Profit Margin	\$5.71



Labor Cost Analysis

	Month	August	Year	2015				NOTES	
Day	Date	Daily Gross	Labor Hrs	Salary Cost	Daily Staff Cost	Total Labor Cost	Daily Labor %		
Sat	1	13063.53	221.08	366	\$1,779.69	\$2,145.69	16.43%		
Sun	2	7536.69	152.92	366	\$1,231.01	\$1,597.01	21.19%		
Mon	3	5774.34	132.96	366	\$1,070.33	\$1,436.33	24.87%		
Tue	4	4599.87	146.82	366	\$1,181.90	\$1,547.90	33.65%		
Wed	5	7091.35	128.16	366	\$1,031.69	\$1,397.69	19.71%		
Thur	6	5371.49	129.48	366	\$1,042.31	\$1,408.31	26.22%		
Fri	7	6683.48	168.34	366	\$1,355.14	\$1,721.14	25.75%		Daily
	Week 1	50120.75	1079.76	2562	\$8,692.07	\$11,254.07	22.45%	Ave Wage	Salary Cost
								8.05	366

Day	Date	Daily Gross	Labor Hrs	Salary Cost	Daily Staff Cost	Total Labor Cost	Daily Labor %		
Sat	8	28663.22	229.65	366	\$1,848.68	\$2,214.68	7.73%		
Sun	9	12525.39	154.72	366	\$1,245.50	\$1,611.50	12.87%		
Mon	10	7344.58	135.13	366	\$1,087.80	\$1,453.80	19.79%		
Tue	11	3931.53	148.41	366	\$1,194.70	\$1,560.70	39.70%		
Wed	12	6773.15	125.77	366	\$1,012.45	\$1,378.45	20.35%		
Thur	13	6860.51	139.45	366	\$1,122.57	\$1,488.57	21.70%		
Fri	14	7185.40	165.73	366	\$1,334.13	\$1,700.13	23.66%		Daily
	Week 2	73283.78	1098.86	2562	\$8,845.82	\$11,407.82	15.57%	Ave Wage	Salary Cost
								8.05	366

Day	Date	Daily Gross	Labor Hrs	Salary Cost	Daily Staff Cost	Total Labor Cost	Daily Labor %		
Sat	15	14601.82	197.22	366	\$1,587.62	\$1,953.62	13.38%		
Sun	16	7445.36	142.69	366	\$1,148.65	\$1,514.65	20.34%		
Mon	17	8722.74	109.79	366	\$883.81	\$1,249.81	14.33%		
Tue	18	5253.67	113.41	366	\$912.95	\$1,278.95	24.34%		
Wed	19	4261.69	98.46	366	\$792.60	\$1,158.60	27.19%		Moore schools back
Thur	20	1543.48	73.38	366	\$590.71	\$956.71	61.98%		Norman schools back
Fri	21	4546.29	118.34	366	\$952.64	\$1,318.64	29.00%		Daily
	Week 3	46375.05	853.29	2562	\$6,868.98	\$9,430.98	20.34%	Ave Wage	Salary Cost
								8.05	366

Day	Date	Daily Gross	Labor Hrs	Salary Cost	Daily Staff Cost	Total Labor Cost	Daily Labor %		
Sat	22	11861.58	187.91	366	\$1,512.68	\$1,878.68	15.84%		
Sun	23	5876.70	124.87	366	\$1,005.20	\$1,371.20	23.33%		
Mon	24	1289.44	73.04	366	\$587.97	\$953.97	73.98%		
Tue	25	720.51	77.77	366	\$626.05	\$992.05	137.69%		
Wed	26	1182.27	69.92	366	\$562.86	\$928.86	78.57%		
Thur	27	866.23	65.02	366	\$523.41	\$889.41	102.68%		
Fri	28	3045.69	117.29	366	\$944.18	\$1,310.18	43.02%		Daily
	Week 4	24842.42	715.82	2562	\$5,762.35	\$8,324.35	33.51%	Ave Wage	Salary Cost
								8.05	366

Day	Date	Daily Gross	Labor Hrs	Salary Cost	Daily Staff Cost	Total Labor Cost	Daily Labor %		
Sat	29	6706.54	232.31	366	\$1,870.10	\$2,236.10	33.34%		
Sun	30	7522.71	141.53	366	\$1,139.32	\$1,505.32	20.01%		
Mon	31	1398.01	78.38	0.01	\$630.96	\$630.97	45.13%		
	Week 5	15627.26	452.22	732.01	\$3,640.37	\$4,372.38	27.98%	Ave Wage	Daily Salary Cost
								8.05	366
		Daily Gross	Labor Hrs	Salary Cost	Daily Staff Cost	Total Labor Cost	Daily Labor %		
	Period Total	\$210,249.26	4,199.95	\$10,980.01	\$33,809.60	\$44,789.61	21.30%		

Day	Date	Daily Gross	Labor Hrs	Salary Cost	Daily Staff Cost	Total Labor Cost	Daily Labor %		
Sat	8	28663.22	229.65	366	\$1,848.68	\$2,214.68	7.73%		
Sun	9	12525.39	154.72	366	\$1,245.50	\$1,611.50	12.87%		
Mon	10	7344.58	135.13	366	\$1,087.80	\$1,453.80	19.79%		
Tue	11	3931.53	148.41	366	\$1,194.70	\$1,560.70	39.70%		
Wed	12	6773.15	125.77	366	\$1,012.45	\$1,378.45	20.35%		
Thur	13	6860.51	139.45	366	\$1,122.57	\$1,488.57	21.70%		
Fri	14	7185.40	165.73	366	\$1,334.13	\$1,700.13	23.66%		Daily
	Week 2	73283.78	1098.86	2562	\$8,845.82	\$11,407.82	15.57%	Ave Wage	Salary Cost
								8.05	366

	Week 5	15627.26	452.22	732.01	\$3,640.37	\$4,372.38	27.98%	Ave Wage	Daily Salary Cost
								8.05	366
		Daily Gross	Labor Hrs	Salary Cost	Daily Staff Cost	Total Labor Cost	Daily Labor %		
	Period Total	\$210,249.26	4,199.95	\$10,980.01	\$33,809.60	\$44,789.61	21.30%		

BIRTHDAY SALES CALLS

YEAR	DATES	# OF CALLS	CALLER	DATE
'13	11/2-11/9	33	Britt	10-19
'14	11/8-11/14	19	Britt	10-22
'13	11/9-11/30	50	Britt	10-23
2013	11/9-11/30	22	BDM	10-27-15
2012	11/3-11/10	17	BDM	10-27-15
2012	11/11-11/30	50	BDM	10-29-15
2013	11/14-11/30	25	BK	11-5-15
2014	11/19-11/30	14	BK	11-5-15

October 2015
M.T.D.

62

OF PARTIES

\$18,278.99 - core

\$19,078.78 - Starts
(includes walking
+ add ons)

REVENUE

UPDATED: 10/31

October 2014

69

OF PARTIES

\$17,489.55

REVENUE

Nov. 2015
M.T.D.

45

OF PARTIES

\$6,498.96

REVENUE

UPDATED: 11/9

Nov. 2014

61

OF PARTIES

\$15,456.79

REVENUE

EXPO

BIRTHDAY SALES CALLS

YEAR	DATES	# OF CALLS	CALLER	DATE
'13	11/2 - 11/9	33	Britt	10-19
'14	11/8 - 11/14	19	Britt	10-22
'13	11/9 - 11/30	50	Britt	10-23
2013	11/19 - 11/30	22	BDM	10-27-15
2012	11/3 - 11/10	17	BDM	10-27-15
2012	11/11 - 11/30	50	BDM	10-29-15
2013	11/14 - 11/30	25	Bto	11-5-15
2014	11/19 - 11/30	14	Bto	11-5-15

October 2015
M.T.D.

62

OF PARTIES

\$18,278⁹⁹ - core

\$19,078.78 - Stats
(includes walking
+ add ons)

REVENUE

UPDATED: 10/31

October 2014

69

OF PARTIES

\$17,489.55

REVENUE

Nov. 2015
M.T.D.

45

OF PARTIES

\$6498.96

REVENUE

UPDATED: 11/9

Nov. 2014

61

OF PARTIES

\$15,456.79

REVENUE

EXPO

October 2015

M.T.D.

62

OF PARTIES

\$18,278⁹⁹ - core

\$19,078.78 - Stats
(includes walking
& add ons)

REVENUE

UPDATED:

10/31

October 2014

69

OF PARTIES

\$17,489.55

REVENUE