

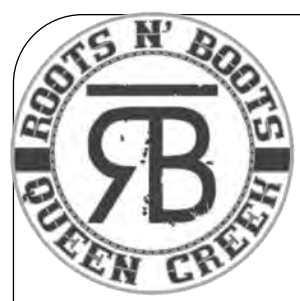


# Banner Ironwood Medical Center



Ric Andersen Photos © 2015

# 2017 Summary

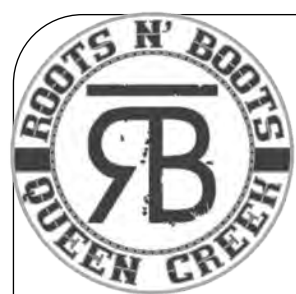


# Goals: Break Even & Great Event

## Status

- Repaying loan in full
- Forecasted Profit of ~\$6000
- Overall a positive year, but ....

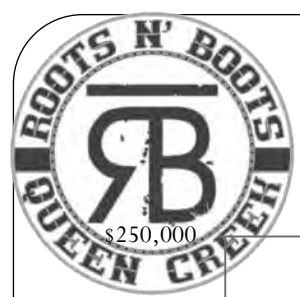




# 2017 Financial Status Today

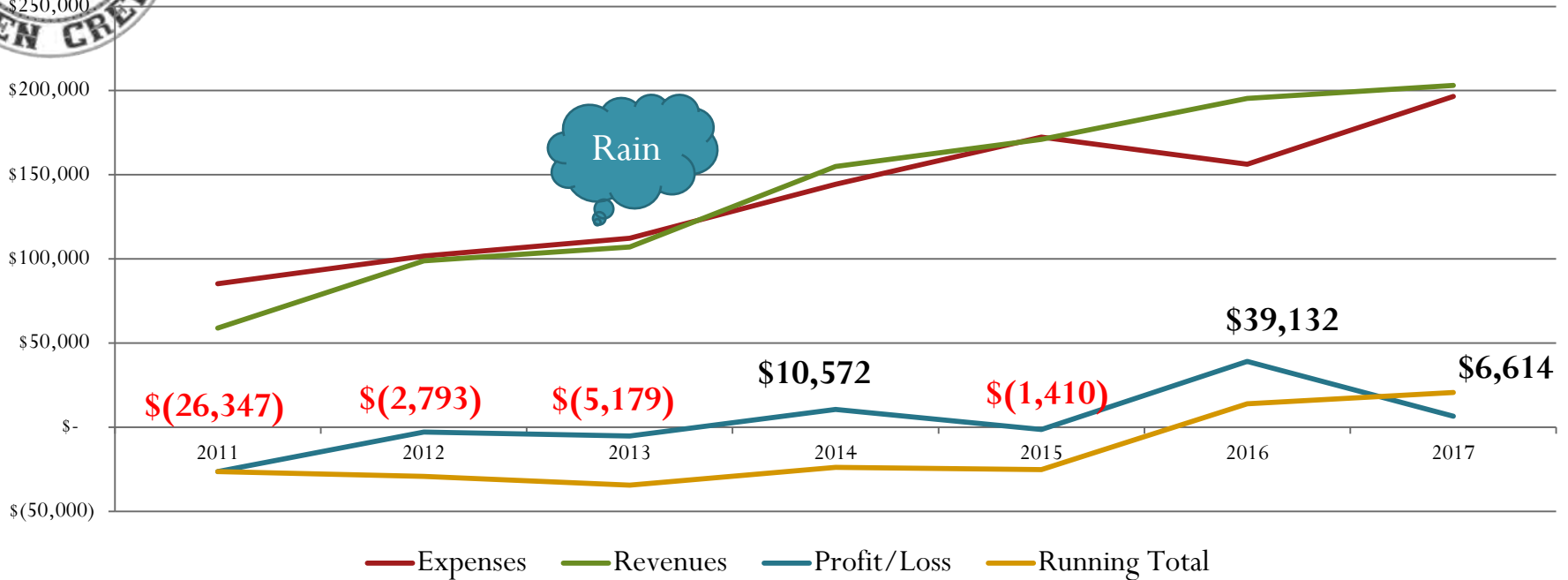
Cash Balance (19June)			\$ 25,954.11
Outstanding	Expense	Income	
QC Town Payback	\$ 20,000.00		
Wrangler Vouchers		\$ 1,560.00	
Visit Mesa-charge backs	\$ 900.00		
Total Outstanding	\$ 20,900.00	\$ 1,560.00	
Projected Bottom Line			\$ 6,614.11





# Financial Trend

## Year to Year Income vs Expense

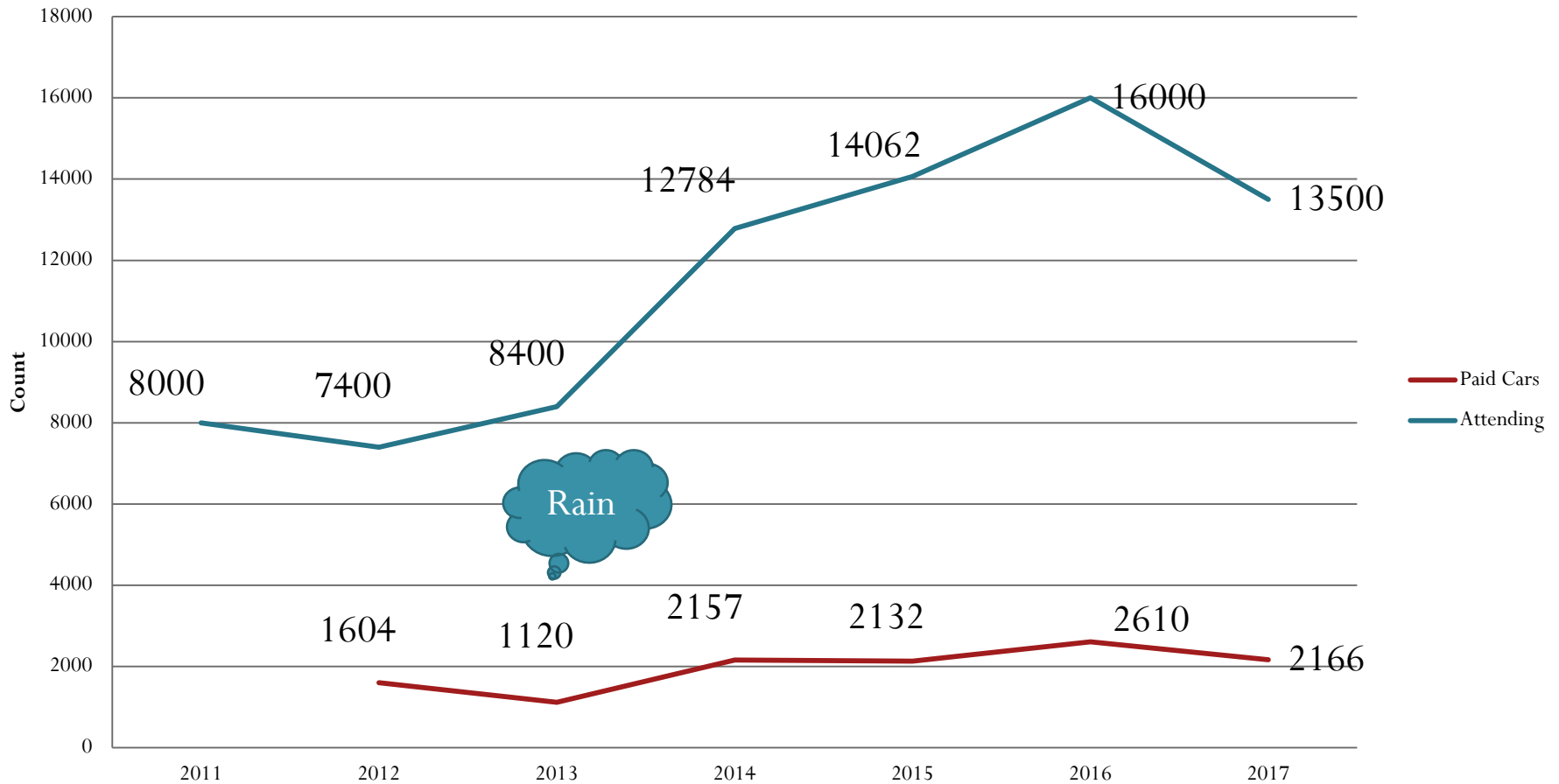


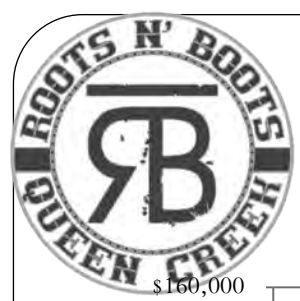
Financial	2011	2012	2013	2014	2015	2016	2017
Expenses	\$ 85,336	\$ 101,658	\$ 112,317	\$ 144,369	\$ 172,377	\$ 156,272	\$ 196,487
Revenues	\$ 58,989	\$ 98,865	\$ 107,138	\$ 154,942	\$ 170,967	\$ 195,404	\$ 203,101
Profit/Loss	\$ (26,347)	\$ (2,793)	\$ (5,179)	\$ 10,572	\$ (1,410)	\$ 39,132	\$ 6,614
Running Total	\$ (26,347)	\$ (29,140)	\$ (34,319)	\$ (23,746)	\$ (25,156)	\$ 13,975	\$ 20,590



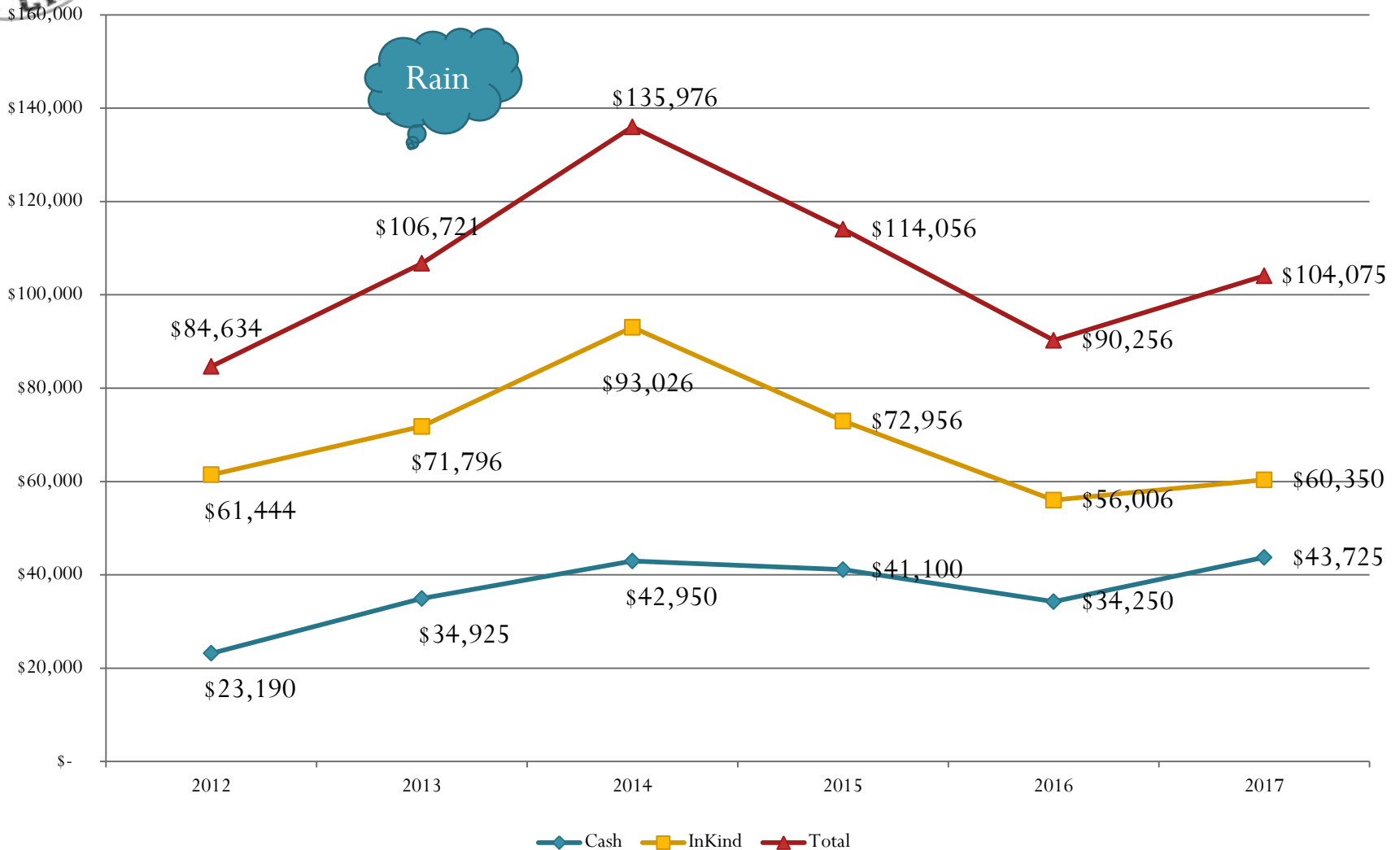
# Attendance Trend

## Parking Count and Attendance by Year





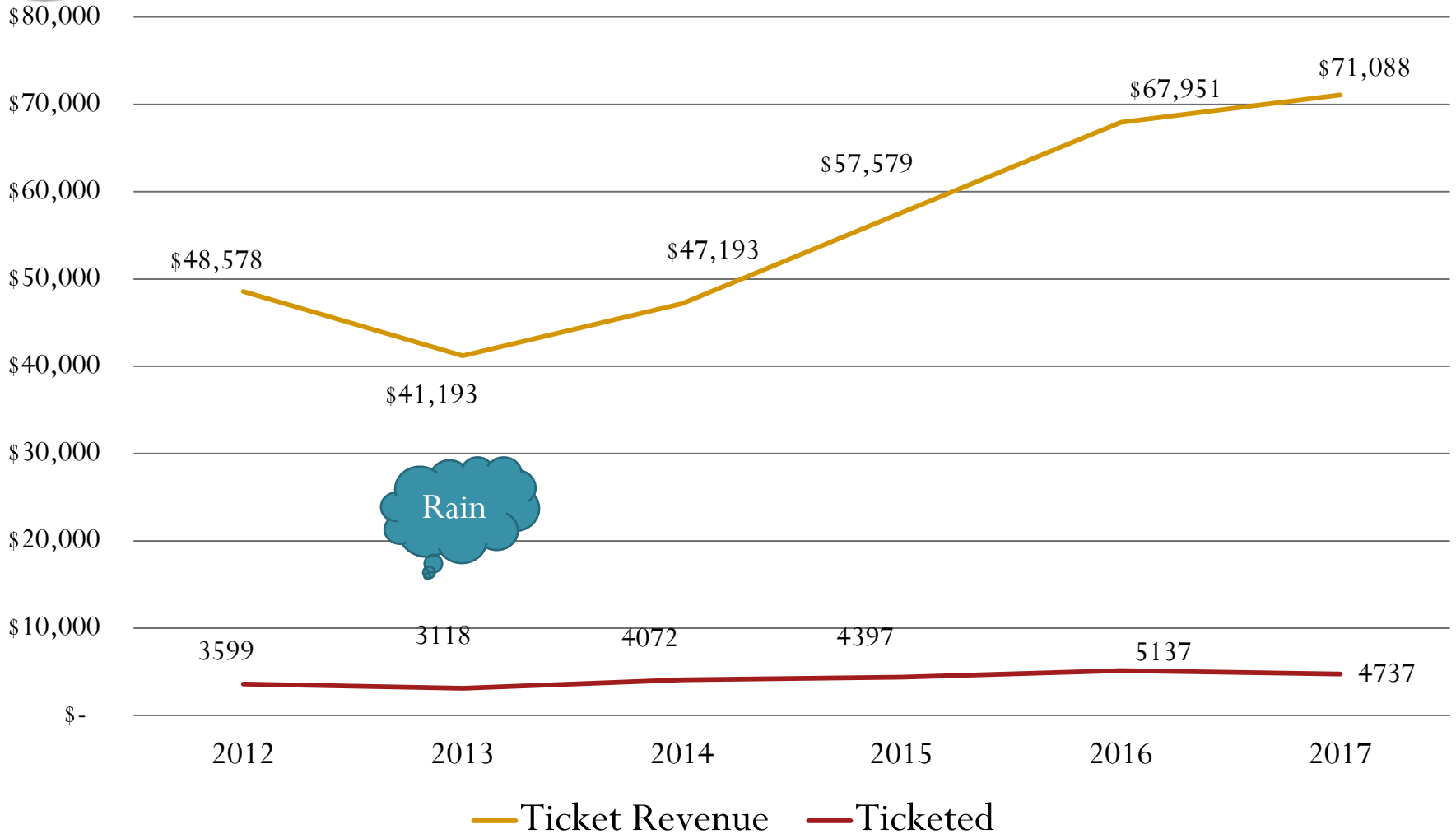
# Sponsorships Trend





# Rodeo Ticket Trend

## Revenue vs Tickets





# Community Event Details

## Status – Down Tic but Successful!

- Lower Event Attendance
- Two sell out Rodeo performances
- Successful Friday & Saturday night dances
- All family events saw slightly reduced involvement
- Large turnout for Cornhole Tourney!







# Overall Event Rating

The **2017** average rating was **4.58**



The **2012** average rating was **4.50**

The **2013** average rating was **4.61**

The **2014** average rating was **4.67**

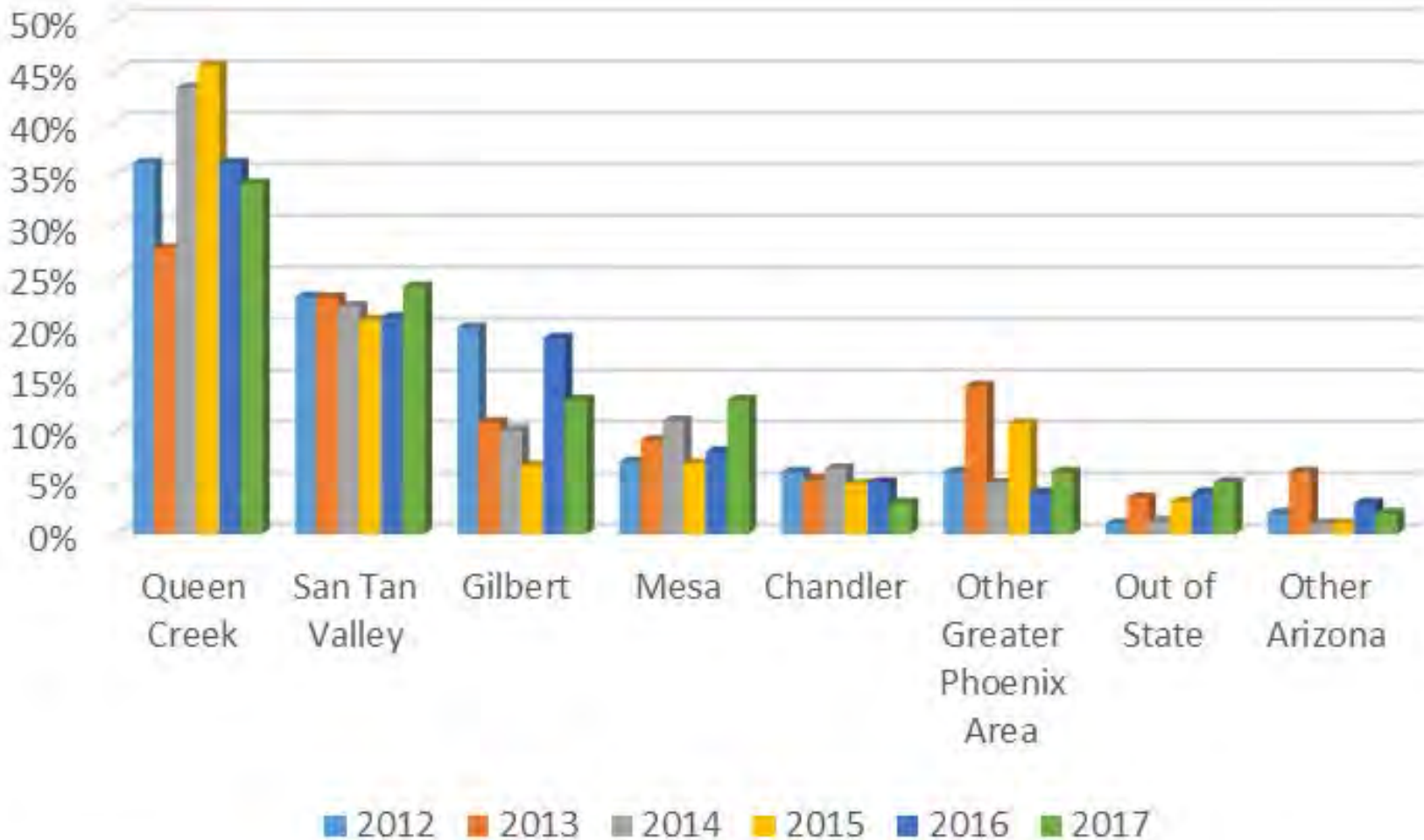
The **2015** average rating was **4.66**

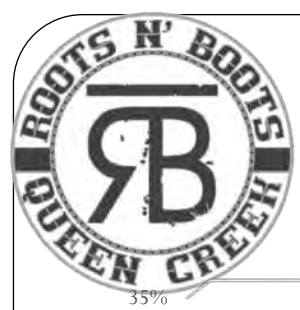
The **2016** average rating was **4.67**

- Slight drop in rating was increase in % of attendees rating the event “Good” instead of “Excellent” than in previous years.
- Fewer “Okay”, “Fair” or “Not Fun at All” ratings than previous years.



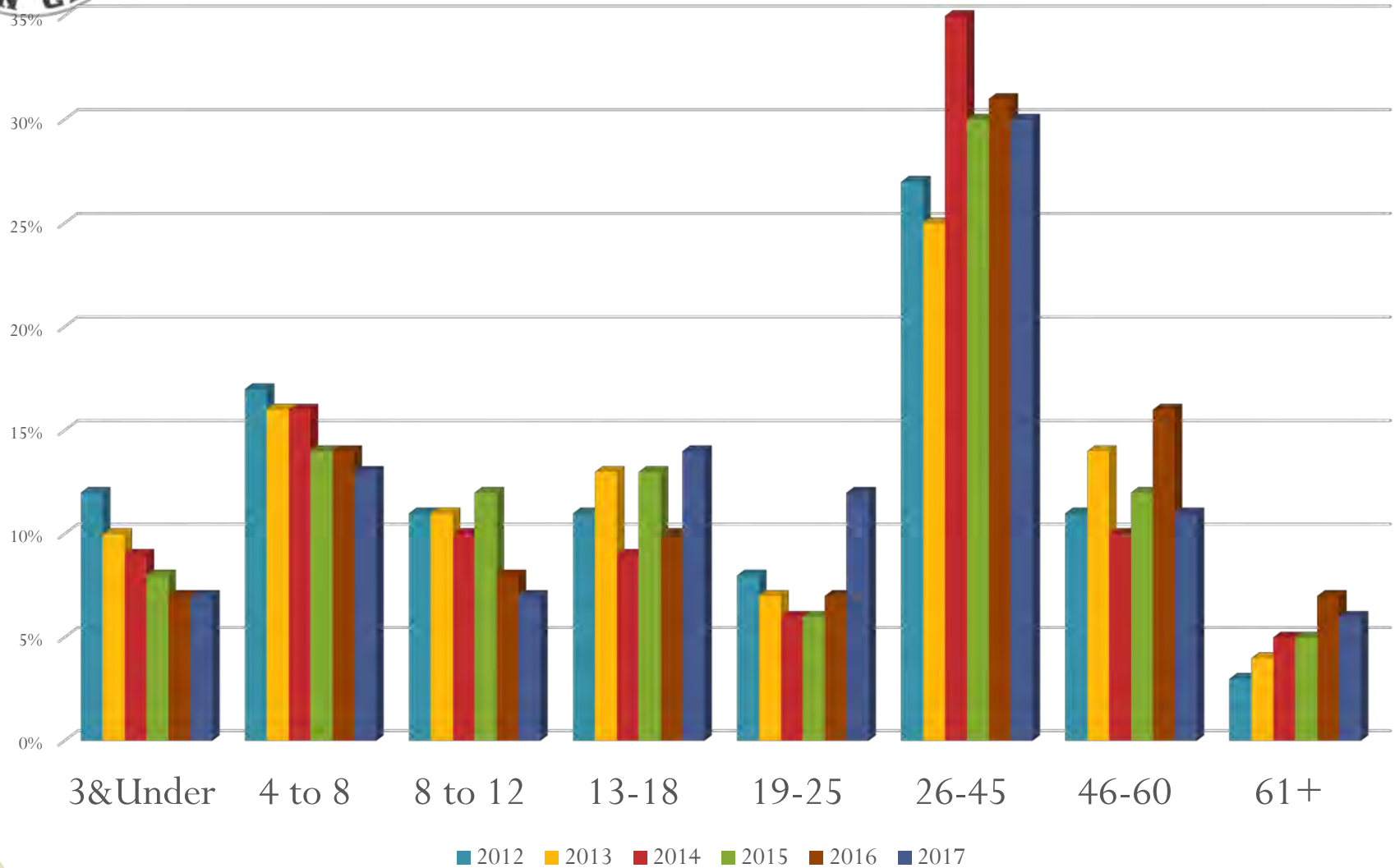
# Where do you live?

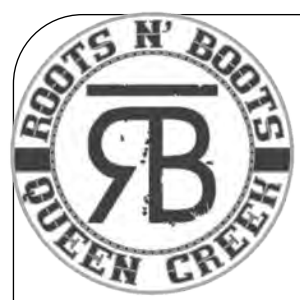




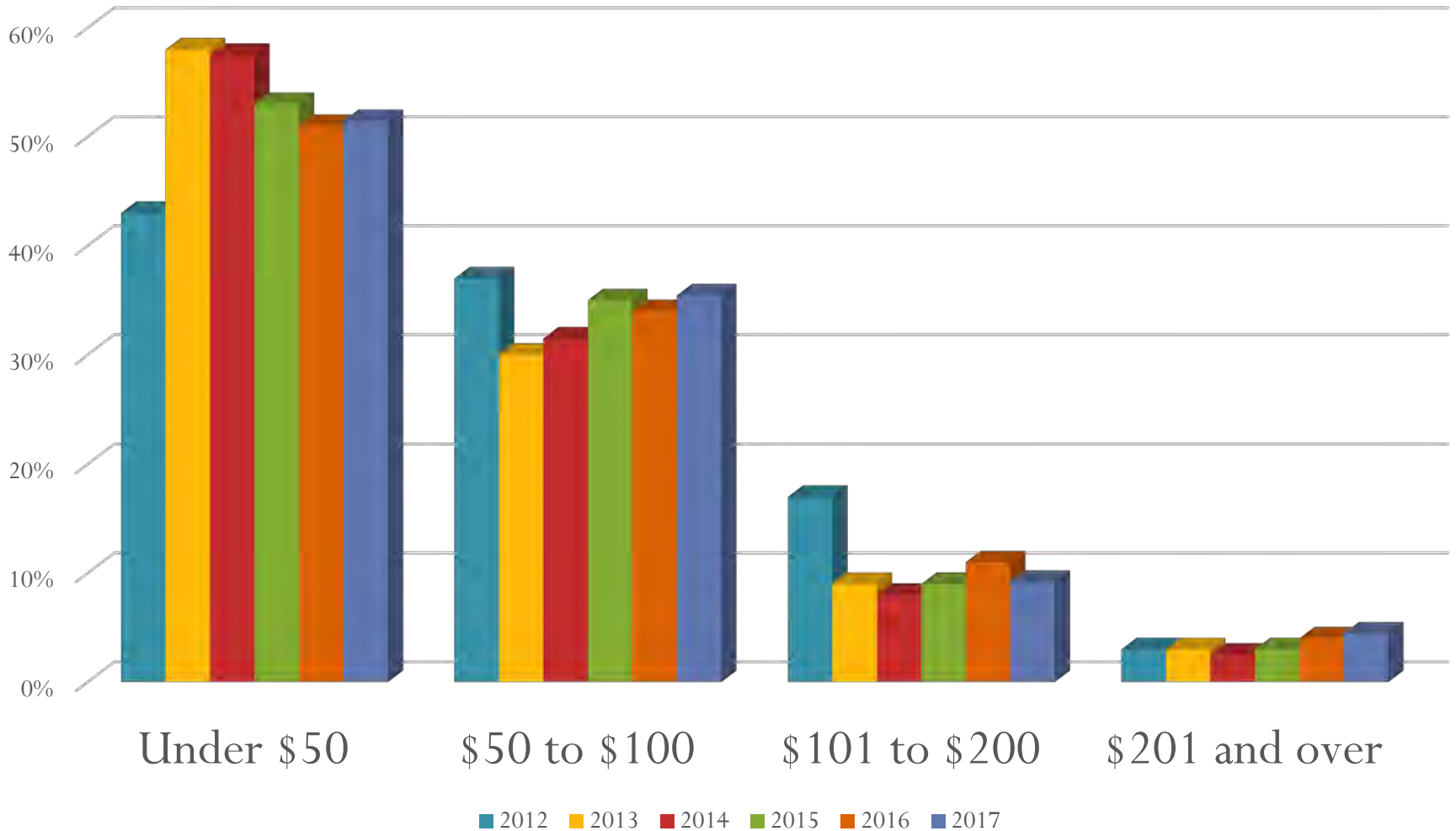
# Attendee Ages

Comparison of Attendees by Age





# Spending Trend





# Key Findings

## 2016 Ponderings We Fixed

- Hospitality safety & impact
- Provided additional parking
- Filled more arena time
- Great volunteer response

## 2017 Ponderings to work on

- Thank our volunteers more
- Rodeo access control
- Finding and keeping backup Chairs
- Better parking estimations
- Handling the heat







# Summary

2016 was a good, if down, year

- Weather and Spring Break negatively affected attendance
- Additional activities improved the event
- Involvement from outside organizations continues to increase



FOHP is committed to

- Continue RnB as better than break even
- Continuing improve RnB week
- Leverage RnB to help our HPEC CIP