

**2014 SANTA CRUZ COUNTY FAIR  
COMPARATIVE REVENUE REPORT**

	ADMISSIONS			PARKING			BAR			CUMULATIVE		
	2012	2013	3014	2012	2013	2014	2012	2013	2014	2012	2013	2014
TUES. 9/9	\$20,104.10	\$21,935.00	\$26,768.00	\$5,260.00	\$5,694.75	\$6,350.00	\$4,465.00	\$4,850.00	\$6,780.00	\$29,829.10	\$32,479.75	\$39,898.00
		9.11%	22.03%		8.27%	11.51%		8.62%	39.79%		8.89%	22.84%
WED. 9/10	\$32,505.00	\$41,269.00	\$39,575.00	\$8,281.00	\$10,885.00	\$10,239.00	\$8,941.00	\$12,766.00	\$13,449.00	\$79,556.10	\$97,999.75	\$103,161.00
		26.96%	-4.10%		31.45%	-5.93%		42.78%	5.35%		22.43%	5.92%
THURS. 9/11	\$32,719.00	\$36,863.00	\$36,045.00	\$8,205.00	\$8,466.00	\$8,426.00	\$9,330.00	\$11,638.75	\$10,920.00	\$129,810.10	\$154,367.50	\$158,552.00
		12.67%	-2.22%		3.18%	-0.47%		24.75%	-6.18%		18.92%	2.71%
FRI. 9/12	\$57,108.00	\$66,539.00	\$70,361.00	\$11,160.05	\$12,175.75	\$12,821.00	\$16,320.00	\$20,135.00	\$20,981.00	\$214,398.15	\$253,217.25	\$262,715.00
		16.51%	5.74%		9.10%	5.30%		23.38%	4.20%		18.11%	3.75%
SAT. 9/13	\$104,294.92	\$99,012.00	\$108,643.00	\$18,806.64	\$17,960.00	\$19,356.00	\$26,875.00	\$23,244.00	\$27,681.00	\$364,374.71	\$393,433.25	\$418,395.00
		-5.07%	9.73%		-4.50%	7.77%		-13.51%	19.09%		7.97%	6.34%
SUN. 9/14	\$81,900.00	\$98,447.98	\$109,215.00	\$15,315.00	\$18,465.00	\$21,100.00	\$11,810.00	\$16,315.00	\$24,979.00	\$323,423.15	\$526,661.23	\$573,689.00
		20.21%	10.94%		20.57%	14.27%		38.15%	53.10%		62.84%	8.93%
	\$328,631.02	\$364,066.58	\$390,607.31	\$67,027.69	\$73,646.97	\$78,292.18	\$77,741.00	\$88,949.61	\$104,790.62			
		10.78%	7.29%		9.88%	6.31%		14.42%	17.81%			

2014 Food Concessions - DAY ONE												
STAND #	COMPANY	TYPE OF FOOD	Day 1 - 2014		Day 1 - 2013		VAR \$'s	VAR %	YTD 2014	YTD 2013	YTD VAR \$	YTD VAR %
			September 9th	September 10th	September 9th	September 10th						
	Carniel Rides		\$0	\$1,075	\$1,075	-\$1,075	-100.00%	\$0	\$1,075	-\$1,075	-100.00%	
14-1	3-B Concessions	Corn Dogs	\$1,954	\$1,672	\$1,672	\$282	16.8%	\$1,954	\$1,672	\$282	16.8%	
14-2	Aroma Catering	Fried Everything	\$5,870	\$4,760	\$4,760	\$1,110	23.3%	\$5,870	\$4,760	\$1,110	23.3%	
14-3	Big Jim's	BBQ	\$5,042	\$6,107	\$6,107	(\$1,065)	-17.4%	\$5,042	\$6,107	(\$1,065)	-17.4%	
14-4	Chandler	Pizza, meatballs	\$701	\$413	\$413	\$288	69.6%	\$701	\$413	\$288	69.6%	
14-5	Chocolate Factory	Chocolate Dipped Everything	\$289	\$398	\$398	(\$109)	-27.4%	\$289	\$398	(\$109)	-27.4%	
14-6	Clover Delli	Hot Dogs, Hamburgers, Tri Tip	\$1,669	\$1,870	\$1,870	(\$201)	-10.7%	\$1,669	\$1,870	(\$201)	-10.7%	
14-7	Coop Kettle Corn	Kettle Corn, Lemonade	\$981	\$644	\$644	\$337	52.4%	\$981	\$644	\$337	52.4%	
14-8	Corralitos Padres	Tri Tip Sandwiches, Sausages	\$3,326	\$2,255	\$2,255	\$1,071	47.5%	\$3,326	\$2,255	\$1,071	47.5%	
14-9	Country Fair Cinnamon Rolls	Cinnamon Rolls, Coffee	\$6,647	\$5,791	\$5,791	\$856	14.8%	\$6,647	\$5,791	\$856	14.8%	
14-10	Express Café	Pulled Pork	\$1,363	\$995	\$995	\$368	37.0%	\$1,363	\$995	\$368	37.0%	
14-11	Fraser's Concession	Fried Chicken	\$2,630	\$2,196	\$2,196	\$434	19.8%	\$2,630	\$2,196	\$434	19.8%	
14-12	Grandpa's Fudge	Fudge	\$2,516	\$2,409	\$2,409	\$1,071	4.4%	\$2,516	\$2,409	\$1,071	4.4%	
14-13	JIT Concession	Corn Dogs	\$1,803	\$1,391	\$1,391	\$412	29.6%	\$1,803	\$1,391	\$412	29.6%	
14-14	PHD & Me	Pretzels	\$1,388	\$1,094	\$1,094	\$294	26.9%	\$1,388	\$1,094	\$294	26.9%	
14-15	Pon's Chinese Food	Eggrolls, Rice Bowls, Chowmein	\$1,690	\$1,243	\$1,243	\$448	36.0%	\$1,690	\$1,243	\$448	36.0%	
14-16	Rawlings Concessions #1	Pizza, Corn Dogs	\$1,877	\$1,466	\$1,466	\$411	28.0%	\$1,877	\$1,466	\$411	28.0%	
14-17	Rawlings Concessions #2	Floss	\$723	\$863	\$863	(\$140)	-16.2%	\$723	\$863	(\$140)	-16.2%	
14-18	Rose's Mexican Food	Mexican	\$2,390	\$2,064	\$2,064	\$326	15.8%	\$2,390	\$2,064	\$326	15.8%	
14-19	Rotary Hamburger	Hamburgers	\$2,906	\$2,258	\$2,258	\$648	28.7%	\$2,906	\$2,258	\$648	28.7%	
14-20	Sandee's F.G. Coffee	Coffee, Lattes, Expressos	\$474	\$343	\$343	\$131	38.2%	\$474	\$343	\$131	38.2%	
14-21	Sam's Ice Cream Factory #2	Ice Cream	\$821	\$967	\$967	(\$146)	-15.1%	\$821	\$967	(\$146)	-15.1%	
14-22	Sam's Ice Cream Factory #1	Ice Cream	\$1,323	\$755	\$755	\$567	75.1%	\$1,323	\$755	\$567	75.1%	
14-23	Southern Comfort Kitchen	Cajun Food	\$1,556	\$1,514	\$1,514	\$42	2.8%	\$1,556	\$1,514	\$42	2.8%	
14-24	Sweet Cheeks Fair Treats	Funnel Cakes, Fried Sweets, Donuts	\$706	\$953	\$953	(\$247)	-25.9%	\$706	\$953	(\$247)	-25.9%	
14-25	The Little Red Barn	Baked Potatoes	\$1,165	\$865	\$865	\$300	34.7%	\$1,165	\$865	\$300	34.7%	
14-26	Wendie's Hit & Miss I. C.	Hand Churned Ice Cream	\$1,570	\$1,072	\$1,072	\$498	46.5%	\$1,570	\$1,072	\$498	46.5%	
14-27	Whitings Food Concessions #1	Dip In Dots	\$417	\$229.00	\$229.00	\$188	82.2%	\$417	\$229	\$188	82.2%	
14-28	Whitings Food Concessions #2	Slush	\$439	\$185	\$185	\$254	137.3%	\$439	\$185	\$254	137.3%	
14-29	Sheldon - Horse Show	Burgers	\$501	\$123	\$123	\$378	307.6%	\$501	\$123	\$378	307.6%	
	<b>SUBTOTAL FOOD</b>		<b>\$54,734</b>	<b>\$46,893</b>	<b>\$46,893</b>	<b>\$7,841</b>	<b>16.7%</b>	<b>\$54,734</b>	<b>\$46,893</b>	<b>\$7,841</b>	<b>16.7%</b>	
	<b>Per Capita Food Revenue</b>		<b>\$8.54</b>	<b>\$10.45</b>	<b>\$10.45</b>	<b>-\$1.91</b>	<b>-18.24%</b>	<b>\$8.54</b>	<b>\$10.45</b>	<b>-\$1.91</b>	<b>-18.24%</b>	
14-34	Bubble Fun		\$960	\$256	\$256	\$704	275.0%	\$960	\$256	\$704	275.0%	
14-35	Mecanical Bull Rental/Trampoline		\$120	\$688	\$688	(\$568)	-\$1,256	\$120	\$688	(\$568)	-82.6%	
	<b>Subtotal Non-Food</b>		<b>\$1,080</b>	<b>\$944</b>	<b>\$944</b>	<b>\$136</b>	<b>14.4%</b>	<b>\$1,080</b>	<b>\$944</b>	<b>\$136</b>	<b>14.4%</b>	
14-30	SC HERITAGE B1 - Office	Beer	\$2,665	\$1,880	\$1,880	\$785	41.8%	\$2,665	\$1,880	\$785	41.8%	
	SC HERITAGE B1 - Arena		\$0	\$0	\$0	\$0	#DIV/0!	\$0	\$0	\$0	#DIV/0!	
14-31	SC HERITAGE B2 - Her Hall	Full Bar	\$0	\$0	\$0	\$0	#DIV/0!	\$0	\$0	\$0	#DIV/0!	
14-32	SC HERITAGE B3 - Midway	Beer	\$730	\$1,030	\$1,030	(\$300)	-29.1%	\$730	\$1,030	(\$300)	-29.1%	
14-33	SC HERITAGE B4 - Beer Booth	Beer Wine	\$3,385	\$1,940	\$1,940	\$1,445	74.5%	\$3,385	\$1,940	\$1,445	74.5%	
	<b>Subtotal of Heritage</b>		<b>\$6,780</b>	<b>\$4,850</b>	<b>\$4,850</b>	<b>\$1,930</b>	<b>39.8%</b>	<b>\$6,780</b>	<b>\$4,850</b>	<b>\$1,930</b>	<b>39.8%</b>	
	<b>Per Capita Alcohol Revenue</b>		<b>\$1.06</b>	<b>\$1.08</b>	<b>\$1.08</b>	<b>(\$0.02)</b>	<b>-2.1%</b>	<b>\$1.06</b>	<b>\$1.08</b>	<b>(\$0.02)</b>	<b>-2.1%</b>	
	<b>Total Revenue</b>		<b>\$62,594</b>	<b>\$52,687</b>	<b>\$52,687</b>	<b>\$9,907</b>	<b>18.8%</b>	<b>\$62,594</b>	<b>\$52,687</b>	<b>\$9,907</b>	<b>18.8%</b>	
	<b>Attendance</b>		<b>6,406</b>	<b>4,487</b>	<b>4,487</b>	<b>1,919</b>	<b>42.8%</b>	<b>6,406</b>	<b>4,487</b>	<b>1,919</b>	<b>42.8%</b>	
	<b>Per Capita Revenue</b>		<b>\$9.77</b>	<b>\$11.74</b>	<b>\$11.74</b>	<b>-\$1.97</b>	<b>-16.8%</b>	<b>\$9.77</b>	<b>\$11.74</b>	<b>-\$1.97</b>	<b>-16.8%</b>	

2014 Food Concessions - DAY TWO

High/Low: 7/1/10

STAND #	COMPANY	TYPE OF FOOD	Day 2 - 2014 September 10th	Day 2 - 2013 September 11th	VAR \$'s	VAR %	YTD 2014	YTD 2013	YTD VAR \$	YTD VAR %
14-1	Camel Rides		\$0	\$2,620	-\$2,620	-100.00%	\$0	\$3,695	-\$3,695	-100.00%
14-1	3-B Concessions	Corn Dogs	\$2,604	\$2,583	\$21	0.8%	\$4,558	\$4,255	\$303	7.1%
14-2	Aroma Catering	Fried Everything	\$8,340	\$8,302	\$38	0.5%	\$14,210	\$13,062	\$1,148	8.8%
14-3	Big Jim's	BBQ	\$7,663	\$8,185	(\$522)	-6.4%	\$2,705	\$14,292	(\$1,587)	-11.1%
14-4	Chandler	Pizza, meatballs	\$1,254	\$1,116	\$138	12.3%	\$1,954	\$1,529	\$425	27.8%
14-5	Chocolate Factory	Chocolate Dipped Everything	\$619	\$830	(\$211)	-25.4%	\$908	\$1,228	(\$320)	-26.1%
14-6	Clover Deli	Hot Dogs, Hamburgers, Tri Tip	\$2,439	\$1,784	\$655	36.7%	\$4,108	\$3,654	\$454	12.4%
14-7	Cool Kettle Corn	Kettle Corn, Lemonade	\$1,404	\$1,244	\$160	12.9%	\$2,385	\$1,888	\$498	26.4%
14-8	Corralitos Padres	Tri Tip Sandwiches, Sausages	\$4,300	\$2,951	\$1,349	45.7%	\$7,626	\$5,206	\$2,420	46.5%
14-9	Country Fair Cinnamon Rolls	Cinnamon Rolls, Coffee	\$8,206	\$8,349	(\$143)	-1.7%	\$14,853	\$14,140	\$713	5.0%
14-10	Express Cafe*	Pulled Pork	\$1,667	\$1,530	\$137	9.0%	\$3,030	\$2,525	\$505	20.0%
14-11	Frasers Concession	Fried Chicken	\$5,039	\$5,562	(\$523)	-9.4%	\$7,669	\$7,758	(\$89)	-1.1%
14-12	Grandpa's Fudge	Fudge	\$2,220	\$2,533	(\$313)	-12.4%	\$4,736	\$4,942	(\$206)	-4.2%
14-13	JLT Concession	Corn Dogs	\$3,888	\$3,420	\$468	13.7%	\$5,691	\$4,811	\$880	18.3%
14-14	PHD & Me	Pretzels	\$2,050	\$1,942	\$108	5.5%	\$3,438	\$3,036	\$402	13.2%
14-15	Pon's Chinese Food	Eggrolls, Rice Bowls, Chowmein	\$3,062	\$2,397	\$665	27.7%	\$4,752	\$3,640	\$1,113	30.6%
14-16	Rawlings Concessions #1	Pizza, Corn Dogs	\$2,886	\$3,411	(\$526)	-15.4%	\$4,762	\$4,877	(\$115)	-2.3%
14-17	Rawlings Concessions #2	Floss	\$1,811	\$2,814	(\$1,003)	-35.6%	\$2,534	\$3,677	(\$1,143)	-31.1%
14-18	Rose's Mexican Food*	Mexican	\$2,970	\$3,922	(\$953)	-24.3%	\$5,359	\$5,986	(\$627)	-10.5%
14-19	Rotary Hamburger	Hamburgers	\$2,906	\$3,163	(\$257)	-8.1%	\$5,812	\$5,421	\$391	7.2%
14-20	Sandee's F.G. Coffee	Coffee, Lattes, Expressos	\$938	\$431	\$507	117.6%	\$1,412	\$774	\$638	82.4%
14-21	Sam's Ice Cream Factory #2	Ice Cream	\$2,245	\$2,132	\$113	5.3%	\$3,065	\$3,099	(\$33)	-1.1%
14-22	Sam's Ice Cream Factory #1	Ice Cream	\$2,415	\$2,419	(\$5)	-0.2%	\$3,737	\$3,174	\$563	17.7%
14-23	Southern Comfort Kitchen	Cajun Food	\$2,250	\$2,618	(\$368)	-14.1%	\$3,806	\$4,132	(\$326)	-7.9%
14-24	Sweet Cheeks Fall Treats*	Funnel Cakes, Fried Sweets, Donuts	\$1,352	\$1,850	(\$499)	-26.9%	\$2,057	\$2,803	(\$746)	-26.6%
14-25	The Little Red Barn	Baked Potatoes	\$2,646	\$1,199	\$1,447	120.6%	\$3,811	\$2,064	\$1,747	84.6%
14-26	Wende's Hill & Miss J.C.	Hand Churned Ice Cream	\$1,700	\$1,493	\$207	13.9%	\$3,270	\$2,565	\$705	27.5%
14-27	Whittings Food Concessions #1	Dip In Dots	\$1,160	\$1,005	\$155	15.4%	\$1,578	\$1,234	\$344	27.8%
14-28	Whittings Food Concessions #2	Slush	\$1,978	\$1,405	\$573	40.7%	\$2,417	\$1,590	\$827	52.0%
14-29	Sheldon - Horse Show*	Burgers	\$791	\$129	\$662	513.0%	\$1,292	\$252	\$1,040	412.8%
<b>SUBTOTAL FOOD</b>			<b>\$82,798</b>	<b>\$83,339</b>	<b>(\$541)</b>	<b>-0.6%</b>	<b>\$137,532</b>	<b>\$130,232</b>	<b>\$7,300</b>	<b>5.6%</b>
	<b>Per Capita Food Revenue</b>		<b>\$7.87</b>	<b>\$8.10</b>	<b>-\$0.23</b>	<b>-2.78%</b>	<b>\$8.13</b>	<b>\$8.81</b>	<b>-\$0.69</b>	<b>-7.78%</b>
14-34	Bibble Fun		\$2,168	\$1,816	\$352	19.4%	\$3,128	\$2,072	\$1,056	51.0%
14-35	Mecanical Bull Rental/Trampoline		\$0	\$1,530	(\$1,530)	-100.0%	\$120	\$2,218	(\$2,098)	-94.6%
	<b>Subtotal Non-Food</b>		<b>\$2,168</b>	<b>\$3,346</b>	<b>(\$1,178)</b>	<b>-35.2%</b>	<b>\$3,248</b>	<b>\$4,290</b>	<b>(\$1,042)</b>	<b>-24.3%</b>
14-30	SC HERITAGE B1 - Office	Beer	\$6,003	\$4,930	\$1,073	21.8%	\$8,668	\$6,810	\$1,858	27.3%
	SC HERITAGE B1 - Arena		\$0	\$0	\$0	#DIV/0!	\$0	\$0	\$0	#DIV/0!
14-31	SC HERITAGE B2 - Heritage Hall	Full Bar	\$356	\$465	(\$109)	-23.5%	\$356	\$465	(\$109)	-23.5%
14-32	SC HERITAGE B3 - Midway	Beer	\$2,004	\$2,905	(\$901)	-31.0%	\$2,734	\$3,935	(\$1,201)	-30.5%
14-33	SC HERITAGE B4 - Beer Booth	Beer/Wine	\$5,442	\$4,931	\$511	10.4%	\$8,827	\$6,871	\$1,956	28.5%
	<b>Subtotal of Heritage</b>		<b>\$13,805</b>	<b>\$13,231</b>	<b>\$574</b>	<b>4.3%</b>	<b>\$20,565</b>	<b>\$18,081</b>	<b>\$2,504</b>	<b>13.8%</b>
	<b>Per Capita Alcohol Revenue</b>		<b>\$1.31</b>	<b>\$1.29</b>	<b>\$0.03</b>	<b>2.1%</b>	<b>\$1.22</b>	<b>\$1.22</b>	<b>(\$0.01)</b>	<b>-0.6%</b>
	<b>Total Revenue</b>		<b>\$98,770</b>	<b>\$99,916</b>	<b>(\$1,146)</b>	<b>-1.1%</b>	<b>\$161,365</b>	<b>\$152,603</b>	<b>\$8,762</b>	<b>5.7%</b>
	<b>Attendance</b>		<b>10,520</b>	<b>10,294</b>	<b>226</b>	<b>2.2%</b>	<b>16,926</b>	<b>14,781</b>	<b>2,145</b>	<b>14.5%</b>
	<b>Per Capita Food Revenue</b>		<b>\$9.39</b>	<b>\$9.71</b>	<b>-\$0.32</b>	<b>-3.3%</b>	<b>\$9.53</b>	<b>\$10.32</b>	<b>-\$0.79</b>	<b>-7.7%</b>

2014: Food Concessions - DAY THREE

STAND #	COMPANY	TYPE OF FOOD	Day 3 - 2014 September 11th	Day 3 - 2013 September 12th	VAR \$'s	VAR %	YTD 2014	YTD 2013	YTD VAR \$	YTD VAR %
	Cantel Rides		\$0	\$2,035	-\$2,035	-100.00%	\$0	\$5,730	-\$5,730	-100.00%
14-1	3-B Concessions		\$2,152	\$2,005	\$150	7.49%	\$6,710	\$6,257	\$453	7.23%
14-2	Aroma Catering		\$7,638	\$6,629	\$1,009	15.22%	\$21,848	\$19,691	\$2,157	10.95%
14-3	Big Jim's		\$7,549	\$430	-\$7,119	-93.77%	\$20,254	\$22,271	-\$2,017	-9.06%
14-4	Chandler		\$1,032	\$1,032	-\$21	-1.99%	\$2,966	\$2,561	\$405	15.79%
14-5	Chocolate Factory		\$542	\$706	-\$164	-23.23%	\$1,450	\$1,934	-\$484	-25.03%
14-6	Glover Deli		\$2,078	\$1,501	\$577	38.41%	\$6,185	\$5,155	\$1,031	20.00%
14-7	Cool Kettle Corn		\$984	\$1,198	-\$214	-17.86%	\$3,369	\$3,086	\$284	9.19%
14-8	Conralitos Padres		\$4,275	\$3,812	\$463	12.15%	\$11,901	\$9,018	\$2,883	31.97%
14-9	Country Fair Cinnamon Rolls		\$7,150	\$26	\$7,124	0.36%	\$22,002	\$21,264	\$738	3.47%
14-10	Express Cafe		\$1,614	\$1,588	\$46	2.93%	\$4,644	\$4,093	\$551	13.46%
14-11	Frasers Concession		\$4,665	\$3,956	\$709	17.93%	\$12,334	\$11,714	\$620	5.29%
14-12	Grandpa's Fudge		\$2,002	\$2,661	-\$659	-24.77%	\$6,738	\$7,603	-\$865	-11.38%
14-13	JLT Concession		\$3,169	\$2,549	\$620	24.30%	\$8,859	\$7,360	\$1,499	20.37%
14-14	PHD & Me		\$2,172	\$1,392	\$780	56.00%	\$5,609	\$4,428	\$1,181	26.67%
14-15	Pon's Chinese Food		\$2,352	\$1,876	\$476	25.35%	\$7,104	\$5,516	\$1,588	28.79%
14-16	Rawlings Concessions #1		\$2,150	\$2,223	-\$73	-3.28%	\$6,912	\$7,100	-\$188	-2.64%
14-17	Rawlings Concessions #2		\$1,262	\$1,988	-\$726	-57.15%	\$3,796	\$5,665	-\$1,869	-33.00%
14-18	Rose's Mexican Food		\$2,484	\$2,644	-\$161	-6.07%	\$7,843	\$8,630	-\$788	-9.13%
14-19	Rotary Hamburger		\$2,338	\$2,893	-\$555	-19.19%	\$8,150	\$8,314	-\$165	-1.98%
14-20	Sandee's F.G. Coffee		\$905	\$507	\$398	78.50%	\$2,317	\$1,281	\$1,036	80.87%
14-21	Sani's Ice Cream Factory #1		\$2,005	\$1,530	\$475	31.03%	\$5,070	\$4,629	\$442	9.54%
14-22	Sani's Ice Cream Factory #2		\$2,028	\$766	\$1,262	164.72%	\$5,765	\$3,940	\$1,825	46.31%
14-23	Souther Comfort Kitchen		\$1,968	\$2,831	-\$863	-30.48%	\$5,774	\$6,963	-\$1,189	-17.08%
14-24	Sweet Cheeks Fair Treats		\$1,520	\$1,520	-\$398	-26.18%	\$3,998	\$4,323	-\$325	-7.50%
14-25	The Little Red Barn		\$1,980	\$1,034	\$946	91.51%	\$5,791	\$3,098	\$2,693	86.92%
14-26	Wende's Hit & Miss I. C.		\$1,686	\$1,384	\$302	21.84%	\$4,956	\$3,949	\$1,008	25.52%
14-27	Whitings Food Concessions #1		\$1,069	\$773	\$296	38.23%	\$2,646	\$2,007	\$639	31.84%
14-28	Whitings Food Concessions #2		\$2,311	\$1,796	\$515	28.65%	\$4,727	\$3,386	\$1,341	39.60%
14-29	Sheldon - Horse Show		\$2,034	\$398	\$1,636	410.94%	\$3,326	\$650	\$2,676	411.66%
<b>SUBTOTAL FOOD</b>			<b>\$74,909</b>	<b>\$70,307</b>	<b>\$4,602</b>	<b>6.5%</b>	<b>\$212,442</b>	<b>\$201,614</b>	<b>\$10,828</b>	<b>5.4%</b>
	<b>Per Capita Food Revenue</b>		<b>\$8.15</b>	<b>\$7.48</b>	<b>\$0.67</b>	<b>8.97%</b>	<b>\$8.13</b>	<b>\$8.34</b>	<b>-\$0.20</b>	<b>-2.44%</b>
14-34	Bubble Fun		\$1,420	\$608	\$812	133.6%	\$4,548	\$2,680	\$1,868	69.7%
14-35	Mecanical Bull Rental/Trampoline		\$0	\$1,240	-\$1,240	0.0%	\$120	\$1,240	-\$1,120	-90.3%
Subtotal Non-Food			<b>\$1,420</b>	<b>\$1,848</b>	<b>-\$428</b>	<b>-23.2%</b>	<b>\$4,668</b>	<b>\$3,920</b>	<b>\$748</b>	<b>19.1%</b>
14-30	SC HERITAGE B1 - Office	Beer	\$4,459	\$4,995	-\$536	-10.7%	\$13,127	\$11,405	\$1,722	15.1%
14-31	SC HERITAGE B1 - Arena		\$0	\$0	\$0	#DIV/0!	\$0	\$0	\$0	#DIV/0!
14-32	SC HERITAGE B2 - Her Hall	Full Bar	\$1,224	\$1,240	-\$16	-1.3%	\$1,579	\$1,705	-\$126	-7.4%
14-33	SC HERITAGE B3 - Midway	Beer	\$1,765	\$2,340	-\$575	-24.6%	\$4,499	\$6,275	-\$1,776	-28.3%
14-34	SC HERITAGE B4 - Beer Booth	Beer/Wine	\$4,696	\$4,704	-\$8	-0.2%	\$13,523	\$11,575	\$1,948	16.8%
Subtotal of Heritage			<b>\$12,144</b>	<b>\$12,879</b>	<b>-\$735</b>	<b>-5.7%</b>	<b>\$32,728</b>	<b>\$30,960</b>	<b>\$1,769</b>	<b>5.7%</b>
	<b>Per Capita Alcohol Revenue</b>		<b>\$1.32</b>	<b>\$1.37</b>	<b>-\$0.05</b>	<b>-3.6%</b>	<b>\$1.25</b>	<b>\$1.28</b>	<b>(\$0.03)</b>	<b>-2.1%</b>
<b>Total Revenue</b>			<b>\$88,473</b>	<b>\$85,034</b>	<b>\$3,440</b>	<b>4.0%</b>	<b>\$249,838</b>	<b>\$236,493</b>	<b>\$13,345</b>	<b>5.6%</b>
<b>Attendance</b>			<b>9,190</b>	<b>9,399</b>	<b>(209)</b>	<b>-2.2%</b>	<b>26,116</b>	<b>21,180</b>	<b>1,936</b>	<b>8.0%</b>
<b>Per Capita Food Revenue</b>			<b>\$9.63</b>	<b>\$9.05</b>	<b>\$0.58</b>	<b>6.4%</b>	<b>\$9.57</b>	<b>\$8.78</b>	<b>-\$0.21</b>	<b>-2.2%</b>

2014 Food Concessions - DAY FOUR

STAND #	COMPANY	TYPE OF FOOD	Day 4 - 2014 September 12th	Day 4 - 2013 September 13th	VAR \$'s	VAR %	YTD 2014	YTD 2013	YTD VAR \$	YTD VAR %
14-1	Camel Rides	Camel Rides	\$0	\$2,585	-\$2,585	-100.00%	\$0	\$8,315	-\$8,315	-100.00%
14-1	3-B Concessions	3-B Concessions	\$3,508	\$2,980	\$528	17.70%	\$10,217	\$9,237	\$980	10.61%
14-2	Aroma Catering	Aroma Catering	\$12,488	\$13,870	-\$1,382	-9.96%	\$34,336	\$33,561	\$775	2.31%
14-3	Big Jim's	Big Jim's	\$10,922	\$11,446	-\$524	-4.58%	\$31,176	\$33,717	-\$2,541	-7.54%
14-4	Chandler	Chandler	\$1,916	\$1,638	\$278	16.94%	\$4,881	\$4,199	\$682	16.24%
14-5	Chocolate Factory	Chocolate Factory	\$752	\$1,186	-\$434	-36.59%	\$2,202	\$3,120	-\$918	-29.42%
14-6	Clover Deli	Clover Deli	\$2,340	\$1,712	\$628	36.70%	\$8,525	\$6,867	\$1,659	24.16%
14-7	Cool Kettle Corn	Cool Kettle Corn	\$1,992	\$2,161	-\$169	-7.82%	\$5,361	\$5,247	\$115	2.18%
14-8	Corralitos Padres	Corralitos Padres	\$4,648	\$4,681	-\$33	0.72%	\$16,782	\$13,666	\$3,116	22.80%
14-9	Country Fair Cinnamon Rolls	Country Fair Cinnamon Rolls	\$9,941	\$8,826	\$1,115	12.63%	\$31,943	\$30,090	\$1,853	6.16%
14-10	Express Café	Express Café	\$2,230	\$1,748	\$482	27.57%	\$6,874	\$5,841	\$1,033	17.68%
14-11	Fraser's Concession	Fraser's Concession	\$6,997	\$7,150	-\$153	-2.14%	\$19,331	\$18,864	\$467	2.48%
14-12	Grandpa's Fudge	Grandpa's Fudge	\$3,417	\$3,506	-\$89	-2.55%	\$10,155	\$11,109	-\$954	-8.59%
14-13	JLT Concession	JLT Concession	\$5,084	\$4,557	\$527	11.55%	\$13,943	\$11,917	\$2,026	17.00%
14-14	PHD & Me	PHD & Me	\$2,807	\$2,859	-\$52	-1.82%	\$8,416	\$7,287	\$1,129	15.49%
14-15	Pon's Chinese Food	Pon's Chinese Food	\$3,447	\$2,609	\$838	32.13%	\$10,551	\$8,125	\$2,426	29.86%
14-16	Rawlings Concessions #1	Rawlings Concessions #1	\$3,666	\$3,647	\$19	0.53%	\$10,578	\$10,747	-\$168	-1.57%
14-17	Rawlings Concessions #2	Rawlings Concessions #2	\$1,951	\$2,633	-\$682	-25.89%	\$5,747	\$8,298	-\$2,551	-30.74%
14-18	Rose's Mexican Food	Rose's Mexican Food	\$4,580	\$4,485	\$95	2.12%	\$12,423	\$13,115	-\$693	-5.28%
14-19	Rotary Hamburger	Rotary Hamburger	\$3,755	\$3,165	\$590	18.64%	\$11,905	\$11,479	\$425	3.71%
14-20	Sandee's F.G. Coffee	Sandee's F.G. Coffee	\$1,009	\$755	\$254	33.64%	\$3,326	\$2,086	\$1,290	63.36%
14-21	Sant's Ice Cream Factory #1	Sant's Ice Cream Factory #1	\$2,212	\$2,585	-\$373	-14.42%	\$7,282	\$7,214	\$69	0.95%
14-22	Sant's Ice Cream Factory #2	Sant's Ice Cream Factory #2	\$2,792	\$2,064	\$728	35.28%	\$8,557	\$6,004	\$2,553	42.52%
14-23	Souther Comfort Kitchen	Souther Comfort Kitchen	\$2,962	\$3,961	-\$999	-25.22%	\$8,736	\$10,924	-\$2,188	-20.03%
14-24	Sweet Cheeks Fair Treats	Sweet Cheeks Fair Treats	\$2,165	\$3,283	-\$1,118	-34.05%	\$5,563	\$7,606	-\$2,043	-26.86%
14-25	The Little Red Barn	The Little Red Barn	\$2,883	\$1,911	\$972	50.85%	\$8,673	\$5,009	\$3,664	73.16%
14-26	Wende's Hit & Miss I. C.	Wende's Hit & Miss I. C.	\$1,860	\$8	\$1,852	0.40%	\$5,809	\$5,809	\$0	0.00%
14-27	Whilings Food Concessions #1	Whilings Food Concessions #1	\$1,529	\$1,041	\$488	46.89%	\$4,175	\$3,048	\$1,127	36.97%
14-28	Whilings Food Concessions #2	Whilings Food Concessions #2	\$1,564	\$1,669	-\$105	-6.26%	\$6,291	\$5,055	\$1,237	24.46%
14-29	Sheldon - Horse Show	Sheldon - Horse Show	\$1,486	\$1,336	\$150	11.25%	\$4,812	\$1,986	\$2,826	142.30%
	<b>SUBTOTAL FOOD</b>		<b>\$107,143</b>	<b>\$107,875</b>	<b>(\$732)</b>	<b>-0.7%</b>	<b>\$319,585</b>	<b>\$309,489</b>	<b>\$10,096</b>	<b>3.26%</b>
	<b>Per Capita Food Revenue</b>		<b>\$8.95</b>	<b>\$10.19</b>	<b>-\$1.24</b>	<b>-12.13%</b>	<b>\$8.39</b>	<b>\$8.90</b>	<b>-\$0.51</b>	<b>-5.73%</b>
14-34	Bubble Fun		\$2,270	\$1,829	\$441	24.1%	\$6,818	\$4,509	\$2,309	51.2%
14-35	Mechanical Bull Rental/Trampoline		\$1,640	\$2,085	(\$445)	-21.3%	\$1,760	\$3,325	(\$1,565)	-47.1%
	<b>Subtotal Non-Food</b>		<b>\$3,910</b>	<b>\$3,914</b>	<b>(\$4)</b>	<b>-0.1%</b>	<b>\$8,578</b>	<b>\$7,834</b>	<b>\$744</b>	<b>9.5%</b>
14-30	SC HERITAGE B1 - Office	Beer	\$7,522	\$7,766	(\$244)	-3.1%	\$20,649	\$19,171	\$1,478	7.7%
14-31	SC HERITAGE B1 - Arena	Full Bar	\$0	\$0	\$0	#DIV/0!	\$0	\$0	\$0	#DIV/0!
14-32	SC HERITAGE B2 - Her Hall	Beer	\$3,069	\$1,914	\$1,155	60.4%	\$4,649	\$3,619	\$1,030	28.5%
14-33	SC HERITAGE B3 - Midway	Beer Wine	\$5,178	\$5,100	\$78	1.5%	\$9,677	\$11,375	(\$1,698)	-14.9%
14-33	SC HERITAGE B4 - Beer Booth	Beer Wine	\$6,281	\$7,269	-\$1,012	-13.9%	\$21,804	\$18,844	\$2,960	15.7%
	<b>Subtotal of Heritage</b>		<b>\$24,050</b>	<b>\$22,049</b>	<b>\$2,001</b>	<b>9.1%</b>	<b>\$66,779</b>	<b>\$63,009</b>	<b>\$3,770</b>	<b>7.1%</b>
	<b>Per Capita Alcohol Revenue</b>		<b>\$2.01</b>	<b>\$2.08</b>	<b>(\$0.07)</b>	<b>-3.5%</b>	<b>\$1.49</b>	<b>\$1.52</b>	<b>(\$0.03)</b>	<b>-2.2%</b>
	<b>Total Revenue</b>		<b>\$135,103</b>	<b>\$133,838</b>	<b>\$1,265</b>	<b>0.9%</b>	<b>\$384,941</b>	<b>\$370,332</b>	<b>\$14,609</b>	<b>3.9%</b>
	<b>Attendance</b>		<b>11,967</b>	<b>10,567</b>	<b>(238)</b>	<b>-2.2%</b>	<b>38,083</b>	<b>34,767</b>	<b>3,316</b>	<b>9.5%</b>
	<b>Per Capita Food Revenue</b>		<b>\$11.29</b>	<b>\$12.64</b>	<b>-\$1.35</b>	<b>-10.7%</b>	<b>\$20.86</b>	<b>\$22.42</b>	<b>-\$1.57</b>	<b>-7.0%</b>

2014 Food Concessions - DAY FIVE

STAND #	COMPANY	TYPE OF FOOD	Day 5 - 2014 September 13th	Day 5 - 2013 September 14th	VAR \$'s	VAR %	YTD 2014	YTD 2013	YTD VAR \$	YTD VAR %
	Camel Rides	Camel Rides	\$0	\$3,475	-\$3,475	-100.00%	\$0	\$11,790	-\$11,790	-100.00%
14-1	3-B Concessions	3-B Concessions	\$5,790	\$4,188	\$1,602	38.25%	\$16,007	\$13,425	\$2,582	19.23%
14-2	Aroma Catering	Aroma Catering	\$20,497	\$18,956	\$1,541	8.13%	\$54,833	\$52,517	\$2,316	4.41%
14-3	Big Jim's	Big Jim's	\$19,687	\$18,919	\$768	4.06%	\$50,863	\$52,636	-\$1,773	-3.37%
14-4	Chandler	Chandler	\$3,498	\$2,774	\$724	26.10%	\$8,379	\$6,973	\$1,406	20.16%
14-5	Chocolate Factory	Chocolate Factory	\$1,446	\$1,738	-\$292	-16.80%	\$3,648	\$1,210	-\$1,210	-24.91%
14-6	Clover Deli	Clover Deli	\$3,117	\$3,381	-\$264	-7.81%	\$11,643	\$10,248	\$1,395	13.61%
14-7	Cool Kettle Corn	Cool Kettle Corn	\$3,476	\$3,496	-\$20	-0.57%	\$8,837	\$8,743	\$95	1.08%
14-8	Corralitos Padres	Corralitos Padres	\$6,612	\$6,042	\$570	9.43%	\$23,394	\$19,708	\$3,686	18.70%
14-9	Country Fair Cinnamon Rolls	Country Fair Cinnamon Rolls	\$13,513	\$11,462	\$2,051	17.89%	\$45,456	\$41,552	\$3,904	9.40%
14-10	Express Café	Express Café	\$3,508	\$2,789	\$719	25.78%	\$10,382	\$8,630	\$1,752	20.30%
14-11	Frasers Concession	Frasers Concession	\$11,122	\$11,067	\$55	0.49%	\$30,453	\$29,931	\$522	1.74%
14-12	Grandpa's Fudge	Grandpa's Fudge	\$4,081	\$5,345	-\$1,264	-23.65%	\$14,235	\$16,454	-\$2,219	-13.48%
14-13	JLT Concession	JLT Concession	\$9,001	\$6,721	\$2,280	33.92%	\$22,944	\$18,638	\$4,306	23.10%
14-14	PHD & Me	PHD & Me	\$4,340	\$3,822	\$518	13.54%	\$12,756	\$11,109	\$1,647	14.82%
14-15	Pon's Chinese Food	Pon's Chinese Food	\$4,914	\$4,286	\$628	14.66%	\$15,465	\$12,411	\$3,055	24.61%
14-16	Rawlings Concessions #1	Rawlings Concessions #1	\$6,060	\$5,461	\$599	10.96%	\$16,638	\$16,208	\$430	2.65%
14-17	Rawlings Concessions #2	Rawlings Concessions #2	\$2,968	\$4,688	-\$1,720	-36.68%	\$8,716	\$12,986	-\$4,271	-32.89%
14-18	Rose's Mexican Food	Rose's Mexican Food	\$17,290	\$6,755	\$5535	79.22%	\$19,712	\$19,870	-\$158	-0.79%
14-19	Rotary Hamburger	Rotary Hamburger	\$4,430	\$4,591	-\$161	-3.51%	\$16,335	\$16,070	\$264	1.65%
14-20	Sandee's F.G. Coffee	Sandee's F.G. Coffee	\$1,952	\$1,066	\$886	83.07%	\$5,278	\$3,102	\$2,176	70.13%
14-21	Sani's Ice Cream Factory #1	Sani's Ice Cream Factory #1	\$3,201	\$3,370	-\$169	-5.03%	\$10,483	\$10,584	-\$101	-0.95%
14-22	Sani's Ice Cream Factory #2	Sani's Ice Cream Factory #2	\$4,656	\$4,064	\$592	14.57%	\$13,214	\$10,068	\$3,146	31.24%
14-23	Souther Comfort Kitchen	Souther Comfort Kitchen	\$4,651	\$4,461	\$190	4.26%	\$13,387	\$15,385	-\$1,998	-12.99%
14-24	Sweet Cheeks Fair Treats	Sweet Cheeks Fair Treats	\$3,864	\$5,013	-\$1,149	-22.92%	\$9,427	\$12,619	-\$3,192	-25.29%
14-25	The Little Red Barn	The Little Red Barn	\$3,855	\$3,070	\$785	25.57%	\$12,528	\$8,079	\$4,449	55.07%
14-26	Wende's Hit & Miss I. C.	Wende's Hit & Miss I. C.	\$2,830	\$2,964	-\$134	-4.52%	\$9,654	\$8,773	\$881	10.04%
14-27	Whitings Food Concessions #1	Whitings Food Concessions #1	\$3,095	\$2,208	\$887	40.18%	\$7,269	\$5,255	\$2,014	38.32%
14-28	Whitings Food Concessions #2	Whitings Food Concessions #2	\$4,517	\$3,980	\$538	13.51%	\$10,808	\$9,034	\$1,774	19.64%
14-29	Sheldon - Horse Show	Sheldon - Horse Show	\$2,379	\$1,488	\$891	59.86%	\$7,191	\$3,474	\$3,717	106.99%
	<b>SUBTOTAL FOOD</b>		<b>\$170,347</b>	<b>\$161,689</b>	<b>\$8,708</b>	<b>5.39%</b>	<b>\$489,932</b>	<b>\$471,128</b>	<b>\$18,804</b>	<b>3.99%</b>
	<b>Per Capita Food Revenue</b>		<b>\$10.52</b>	<b>\$10.10</b>	<b>\$0.42</b>	<b>4.15%</b>	<b>\$9.03</b>	<b>\$9.28</b>	<b>-\$0.25</b>	<b>-2.73%</b>
14-34	Bubble Fun	Bubble Fun	\$3,670	\$3,224	\$446	13.8%	\$10,488	\$7,733	\$2,755	35.6%
14-35	Mecanical Bull Rental/Trampoline	Mecanical Bull Rental/Trampoline	\$2,470	\$3,490	-\$1,020	-29.2%	\$4,230	\$6,815	-\$2,585	-37.9%
	<b>Subtotal Non-Food</b>		<b>\$6,140</b>	<b>\$6,714</b>	<b>-\$574</b>	<b>-8.5%</b>	<b>\$14,718</b>	<b>\$14,548</b>	<b>\$170</b>	<b>1.2%</b>
14-30	SC HERITAGE B1 - Office	Beer	\$11,826	\$5,325	\$6,501	122.1%	\$32,475	\$24,496	\$7,979	32.6%
	SC Heritage Beer - Arena		\$0	\$1,805	-\$1,805	-100.0%	\$0	\$1,805	-\$1,805	-100.0%
14-31	SC HERITAGE B2 - Her Hall	Full Bar	\$1,507	\$0	\$1,507	#DIV/0!	\$6,156	\$3,619	\$2,537	70.1%
14-32	SC HERITAGE B3 - Midway	Beer	\$5,442	\$1,809	\$3,633	200.8%	\$15,119	\$13,184	\$1,935	14.7%
14-33	SC HERITAGE B4 - Beer Booth	Beer Wine	\$10,413	\$9,305	\$1,108	11.9%	\$32,217	\$28,149	\$4,068	14.5%
	<b>Subtotal of Heritage</b>		<b>\$29,188</b>	<b>\$18,244</b>	<b>\$10,944</b>	<b>60.0%</b>	<b>\$85,967</b>	<b>\$71,253</b>	<b>\$14,714</b>	<b>20.7%</b>
	<b>Per Capita Alcohol Revenue</b>		<b>\$1.80</b>	<b>\$1.14</b>	<b>\$0.66</b>	<b>58.1%</b>	<b>\$1.58</b>	<b>\$1.40</b>	<b>\$0.18</b>	<b>12.9%</b>
	<b>Total Revenue</b>		<b>\$205,676</b>	<b>\$186,597</b>	<b>\$19,079</b>	<b>10.2%</b>	<b>\$590,617</b>	<b>\$556,929</b>	<b>\$33,688</b>	<b>6.0%</b>
	<b>Attendance</b>		<b>16,194</b>	<b>16,004</b>	<b>190</b>	<b>1.2%</b>	<b>54,277</b>	<b>50,771</b>	<b>3,506</b>	<b>6.9%</b>
	<b>Per Capita Food Revenue</b>		<b>\$12.70</b>	<b>\$11.66</b>	<b>\$1.04</b>	<b>8.93%</b>	<b>\$10.88</b>	<b>\$10.97</b>	<b>-\$0.09</b>	<b>-0.8%</b>

2014 Food Concessions - DAY SIX

High Temp 85

STAND #	COMPANY	TYPE OF FOOD	Day 6 - 2014		September 15th	VAR \$'s	VAR %	YTD 2014	YTD 2013	YTD VAR \$	YTD VAR %
			September 14th	September 15th							
14-1	Camel Rides			\$0	\$2,400	-\$2,400	-100.00%	\$0	\$14,190	-\$14,190	-100.00%
14-2	3-B Concessions		\$4,198	\$3,581	\$3,581	\$617	17.22%	\$20,205	\$17,006	\$3,199	18.81%
14-3	Arora Catering		\$13,782	\$12,855	\$12,855	\$927	7.21%	\$68,615	\$65,372	\$3,243	4.66%
14-4	Big Jim's		\$18,939	\$17,511	\$17,511	\$1,428	8.15%	\$69,801	\$70,147	-\$346	-0.49%
14-4	Chandler		\$3,437	\$3,038	\$3,038	\$399	13.13%	\$11,816	\$10,011	\$1,805	18.03%
14-5	Chocolate Factory		\$988	\$1,040	\$1,040	-\$52	-5.00%	\$4,636	\$5,898	-\$1,262	-21.40%
14-6	Clover Deli		\$2,562	\$1,254	\$1,254	\$1,308	104.32%	\$14,205	\$11,502	\$2,703	23.50%
14-7	Cool Kettle Corn		\$2,813	\$3,483	\$3,483	-\$670	-19.24%	\$11,650	\$12,226	-\$576	-4.71%
14-8	Corralitos Padres		\$3,009	\$3,825	\$3,825	-\$816	-21.32%	\$26,403	\$23,533	\$2,870	12.20%
14-9	Country Fair Cinnamon Rolls		\$8,093	\$6,017	\$6,017	\$2,076	34.49%	\$53,549	\$47,569	\$5,980	12.57%
14-10	Express Café		\$3,084	\$1,064	\$1,064	\$2,020	189.85%	\$13,466	\$9,694	\$3,772	38.91%
14-11	Fraser's Concession		\$10,065	\$9,984	\$9,984	\$81	0.81%	\$40,518	\$39,915	\$603	1.51%
14-12	Grandpa's Fudge		\$2,794	\$2,323	\$2,323	\$471	20.27%	\$17,029	\$18,777	-\$1,748	-9.31%
14-13	JLT Concession		\$6,532	\$4,871	\$4,871	\$1,665	33.93%	\$29,476	\$23,515	\$5,961	25.35%
14-14	PHD & Me		\$2,979	\$2,859	\$2,859	\$120	4.20%	\$15,735	\$13,968	\$1,767	12.65%
14-15	Pon's Chinese Food		\$4,851	\$3,274	\$3,274	\$1,577	48.16%	\$20,316	\$15,685	\$4,631	29.53%
14-16	Rawlings Concessions #1		\$4,506	\$4,837	\$4,837	-\$331	-6.84%	\$21,144	\$21,045	\$99	0.47%
14-17	Rawlings Concessions #2		\$2,115	\$3,101	\$3,101	-\$986	-31.80%	\$10,831	\$16,087	-\$5,257	-32.68%
14-18	Rose's Mexican Food		\$9,119	\$7,878	\$7,878	\$1,241	15.76%	\$28,832	\$27,748	\$1,084	3.90%
14-19	Rotary Hamburger		\$2,432	\$2,762	\$2,762	-\$330	-11.95%	\$18,767	\$18,832	-\$66	-0.35%
14-20	Sandee's F.G. Coffee		\$1,806	\$920	\$920	\$886	96.26%	\$7,083	\$4,022	\$3,061	76.11%
14-21	San's Ice Cream Factory #1		\$3,283	\$3,674	\$3,674	-\$391	-10.65%	\$13,766	\$14,258	-\$492	-3.45%
14-22	San's Ice Cream Factory #2		\$3,294	\$3,468	\$3,468	-\$174	-5.02%	\$16,507	\$13,536	\$2,971	21.95%
14-23	Southern Comfort Kitchen		\$2,819	\$3,313	\$3,313	-\$494	-14.91%	\$16,206	\$18,698	-\$2,492	-13.33%
14-24	Sweet Cheeks Fair Treats		\$3,237	\$4,593	\$4,593	-\$1,356	-29.52%	\$12,664	\$17,212	-\$4,548	-26.42%
14-25	The Little Red Barn		\$4,074	\$3,710	\$3,710	\$364	9.81%	\$16,602	\$11,789	\$4,813	40.83%
14-26	Wende's Hit & Miss I. C.		\$2,556	\$2,430	\$2,430	\$126	5.20%	\$12,210	\$11,203	\$1,007	8.99%
14-27	Whittings Food Concessions #1		\$2,856	\$2,157	\$2,157	\$699	32.38%	\$10,125	\$7,412	\$2,713	36.59%
14-28	Whittings Food Concessions #2		\$5,890	\$5,190	\$5,190	\$700	13.48%	\$16,698	\$14,224	\$2,474	17.39%
14-29	Sheldon - Horse Show		\$674	\$1,521	\$1,521	-\$847	-55.71%	\$7,864	\$4,995	\$2,869	57.45%
	<b>SUBTOTAL FOOD</b>		<b>\$136,784</b>	<b>\$128,939</b>	<b>\$128,939</b>	<b>\$7,845</b>	<b>6.08%</b>	<b>\$626,716</b>	<b>\$600,067</b>	<b>\$26,649</b>	<b>4.44%</b>
	<b>Per Capita Food Revenue</b>		<b>\$7.84</b>	<b>\$8.03</b>	<b>\$8.03</b>	<b>-\$0.19</b>	<b>-2.33%</b>	<b>\$8.74</b>	<b>\$8.98</b>	<b>-\$0.24</b>	<b>-2.68%</b>
14-34	Bubble Fun		\$3,528	\$2,734	\$2,734	\$794	29.0%	\$14,016	\$10,467	\$3,549	33.9%
14-35	Micanical Bull Rental/Trampoline		\$2,710	\$2,360	\$2,360	\$350	14.8%	\$6,940	\$9,175	(\$2,235)	-24.4%
	<b>Subtotal Non-Food</b>		<b>\$6,238</b>	<b>\$5,094</b>	<b>\$5,094</b>	<b>\$1,144</b>	<b>22.5%</b>	<b>\$20,956</b>	<b>\$19,642</b>	<b>\$1,314</b>	<b>6.7%</b>
14-30	SC HERITAGE B1 - Office	Beer	\$8,748	\$5,006	\$5,006	\$3,742	74.8%	\$41,223	\$29,502	\$11,721	39.7%
	SC HERITAGE Beer-Arena		\$4,556	\$3,560	\$3,560	\$996	28.0%	\$4,556	\$5,365	(\$809)	-15.1%
14-31	SC HERITAGE B2 - Her Hall	Full Bar	\$978	\$0	\$0	\$978	#DIV/0!	\$7,134	\$3,619	\$3,515	97.1%
14-32	SC HERITAGE B3 - Midway	Beer	\$4,266	\$1,835	\$1,835	\$2,431	132.5%	\$19,385	\$15,019	\$4,366	29.1%
14-33	SC HERITAGE B4 - Beer Booth	Beer Wine	\$7,409	\$0	\$0	\$7,409	#DIV/0!	\$39,626	\$28,149	\$11,477	40.8%
	<b>Subtotal of Heritage</b>		<b>\$25,957</b>	<b>\$10,401</b>	<b>\$10,401</b>	<b>\$15,556</b>	<b>149.6%</b>	<b>\$111,924</b>	<b>\$81,654</b>	<b>\$30,270</b>	<b>37.1%</b>
	<b>Per Capita Alcohol Revenue</b>		<b>\$1.49</b>	<b>\$0.65</b>	<b>\$0.65</b>	<b>\$0.84</b>	<b>129.8%</b>	<b>\$1.56</b>	<b>\$1.22</b>	<b>\$0.34</b>	<b>27.7%</b>
	<b>Total Revenue</b>		<b>\$168,979</b>	<b>\$144,434</b>	<b>\$144,434</b>	<b>\$24,545</b>	<b>17.0%</b>	<b>\$759,596</b>	<b>\$701,363</b>	<b>\$58,233</b>	<b>8.3%</b>
	<b>Attendance</b>		<b>17,444</b>	<b>16,061</b>	<b>16,061</b>	<b>1,383</b>	<b>-3.0%</b>	<b>71,721</b>	<b>66,832</b>	<b>4,889</b>	<b>7.3%</b>
	<b>Total Per Capita Revenue</b>		<b>\$9.69</b>	<b>\$8.99</b>	<b>\$8.99</b>	<b>\$0.69</b>	<b>7.72%</b>	<b>\$10.59</b>	<b>\$10.49</b>	<b>\$0.10</b>	<b>0.9%</b>