

## **Fiscal Year 2023-2024**

### **Cross Insurance Arena – Budget Introduction**

It's an honor and privilege to present the Cross Insurance Arena's 2023-2024 budget to the Board of Trustees. Our team at the arena strives to proudly represent Cumberland County at all levels. Similar to previous years, our goals for the upcoming fiscal year are to maximize revenues from existing events, while concurrently seeking new events with the goal of annual, repetitive bookings. Our team here continues to aggressively grow creative events while cultivating future prospects.

#### **Recap 2022-23**

Our most significant accomplishment of FY23 to date was rekindling the arena's connection with the State Theater/Thompson's Point management group. After an 8-year hiatus, we were able to re-establish the partnership and co-promote The Trey Anastasio Band & Goose Co-headlining concert (11/9/22). That event alone generated over \$400,000 in ticket sales and broke the arena's all time concessions per cap record of more than \$30 per person. Due to the success of our first event together, we currently have two more shows on sale together for the upcoming fiscal year (Gojira/Mastodon on 8/19/23 & Death Cab for Cutie/The Postal Service on 9/8/23) with the latter concert selling out in less than two days.

#### **Other 2022-23 Recap Highlights**

- WWE (11/27/22) hadn't performed here in 5 years, grossed \$170,214 - a new ticket revenue record for the WWE
- The Price is Right Live (9/29/22) built as a true half-house, theater-style show with the inaugural use of the new house curtain system – the show sold out generating over \$133,000 worth of revenue
- Jo Koy (2/16/23) surpassed ticket sales from his last time through Portland generating \$203K in gross ticket sales, up 25% from 2021
- Globetrotters (2/9/23) sold 66% more tickets than 2022
- Ice Racing (1/14/23) 2<sup>nd</sup> highest gross since its inaugural year, generating \$38,849 in ticket revenue due to a new start time and the addition of the SnowFest activities on the concourse
- MEREDA (1/26/23) Maine Real Estate & Forecast Conference – produced \$40,182 in revenue, the most ever for a trade show here at the Arena

## 2023-24 Overview

We've positioned the arena favorably in some categories for the first half of FY23-24 including Death Cab for Cutie (9/8/23), Bill Burr (9/29/23), Hot Wheels Monster Trucks (10/14/23 & 10/15/23) and the return of Umaine Hockey (12/9/23) – all of which directly contribute to an increase in event operating income.

However, there are some categories that we will watch closely as the year progresses. We've seen a slight dip in two concert categories (Majors as well as LN/WFC Concerts). The venue is creatively managing to back fill any open days with new or improved events. In order to accomplish this, one of our strategies is to maximize existing events to see where we can add additional days or shows. For example, Hot Wheels Monster Trucks sold its first three shows very quickly (Portland, ME currently has the best sales numbers of all venues on the tour) so we are looking to add a fourth show.

We've also diversified our event portfolio by adding new shows that we hope become annual events. Shows like the Maine Comic and Toy Con and Maine Villain Arts Tattoo Festival look very promising – but it doesn't guarantee they will be back next year. There's no assurance they will draw enough ticketed/paying guests to create a successful and profitable event.

Also impacting the event landscape is a slight decrease in family shows like Sesame Street and Cocomelon. And although Paw Patrol exceeded ticket sales expectations, the show is not touring in the Northeast for FY23-24.

## Net Operating Income

From our projected event mix for 2023-2024, we are forecasting a \$213,985 increase to our budgeted Net Operating Income. This is the difference between last year's approved budget of (\$512,328) and this year's projected budget of (\$299,788). As with previous budgets projecting 100+ events, it is a challenge to predict what additional shows will route to Portland, how much they cost, how many tickets we will sell and how much will a patron spend. With those variable factors contributing heavily to the venue's KPI's, we continue to follow a conservative platform as there is always a chance a shows cancels, reschedules or has lower than expected attendance.

## Event Operating Income

Drilling down into our Event Operating Income, we are projecting \$1,827,584 in Event Operating Income as compared to the previous year of \$1,472,347 creating a variance of \$355,236.

Our tenant ECHL team the Maine Mariners have seen a tremendous spike in attendance and concessions revenues this current year. Last year they generated \$338,713. However, this year they are projected to generate \$524,974, a 52% increase. We are not projecting that same growth model into 2023-2024 because historically

hockey numbers do not increase year after year. We are projecting the Mariners will generate \$487,513 during the upcoming fiscal year.

As for minor concerts, we have projected more minors for 2023-2024 due to the expanding relationships with new/local promoters. Also contributing is the return of Monster Trucks and College Hockey.

Ancillary Revenue is also projected to increase by \$132,782 which is the variance of \$799,344 (2022) and \$932,127 (2023) due to better offerings, increased catering demands and a more efficient POS systems being installed.

#### Other Income

We are projecting \$668,851 in other income next year. Other income is comprised of several revenue streams. Sponsorships, naming rights, luxury suites, club seats, ice rental revenue and ATM fees combine the category. The budgeted amount represents a \$19,590 increase over the previous budget amount.

#### Indirect Expenses

Indirect expenses reflect a variance of \$160,841 as expenses are projected to be \$2,796,222 as compared to last year's budget of \$2,635,381. Factors included in this variance are higher wages, increased vendor expenses & utilities, and a 5% COLA.

#### Summary

Our team at the Cross Insurance Arena continues to work diligently at creating new events and building new relationships while striving to do an outstanding job with existing events. We analyze market data and speak with other executives constantly in the OVG family for input or guidance on every facet of arena management. The greatest opportunities remain in finding new ways to creatively manufacture what content we produce. From adding a Snowfest Expo component to an existing Ice Racing Event to working hard at convincing a new promoter or agent to try Portland, ME – we work tirelessly to generate every dollar possible to impact our Event Income. As for our Indirect Expenses, we work just as hard at saving any money possible to lessen the impact of our expenses no matter the size of the item.

**CROSS INSURANCE ARENA  
FISCAL YEAR 2024  
JULY-JUNE  
OPERATING BUDGET**

	12 MONTHS BUDGET		12 MONTHS ACTUAL PROJECTED		2023-24 BUDGET VS 2022-23 PROJECTED VARIANCE		2023-24 BUDGET VS 2022-23 BUDGET COMPARISON	
	FY 2023-24 JULY-JUNE	FY 2022-23 JULY-JUNE	FY 2024 VS FY 2023 FAV / (UNFAV)	FY 2022-23 JULY-JUNE	FY 2023 VS FY 2022 FAV / (UNFAV)			
<b># OF EVENTS</b>	100	109	(9)	100	0			
TOTAL PAID	195,100	183,564	11,536	192,425	2,675			
AVERAGE TICKET PRICE	\$ 26.70	\$ 31.17	\$ (4.46)	\$ 22.64	\$ 4.06			
TOTAL GENERAL ATTENDANCE	226,050	158,695	67,355	198,125	27,925			
CONCESSION PER CAPS	\$ 9.84	\$ 12.00	\$ (2.16)	\$ 9.76	\$ 0.08			
NOVELTY PER CAPS	\$ 1.05	\$ 0.37	\$ 0.68	\$ 0.76	\$ 0.29			
<b>RENTAL INCOME</b>								
GROSS TICKET REVENUE	\$ 5,209,664	5,721,000	-511335.7143	\$ 4,356,125	\$ 853,539			
TENANT CHARGES	\$ 4,514,734	\$ 5,204,395	\$ (689,661)	\$ 3,788,913	\$ 725,822			
NET RENT INCOME	\$ 702,930	516,605	186,325	\$ 570,713	\$ 132,218			
NET SERVICE INCOME/(LOSS)	\$ (406,617)	(455,465)	48,848	\$ (327,668)	\$ (78,949)			
<b>DIRECT EVENT INCOME</b>	\$ 296,313	\$ 61,140	\$ 235,173	\$ 243,044	\$ 53,269			
SUITE REVENUE	\$ 13,950	\$ 15,484	\$ (1,534)	\$ 15,585	\$ (1,635)			
SURCHARGE/FACILITY FEE	\$ 337,990	283,930	54,060	\$ 222,760	\$ 115,230			
TICKET CONVENIENCE FEES	\$ 247,204	225,198	22,006	\$ 191,614	\$ 55,590			
<b>TOTAL REVENUE</b>	\$ 599,144	\$ 524,612	\$ 74,532	\$ 429,959	\$ 169,185			
<b>ANCILLARY INCOME</b>								
CONCESSION COMMISSIONS	\$ 883,201	\$ 839,575	\$ 43,626	\$ 769,546	\$ 113,655			
NOVELTY INCOME	\$ 48,926	\$ 35,427	\$ 13,499	\$ 29,799	\$ 19,128			
TOTAL ANCILLARY INCOME	\$ 932,127	\$ 875,002	\$ 57,125	\$ 799,344	\$ 132,782			
<b>EVENT OPERATING INCOME</b>	\$ 1,827,584	\$ 1,460,754	\$ 366,830	\$ 1,472,347	\$ 355,236			
<b>OTHER INCOME</b>								
ADVERTISING SPONSORS	\$ 293,518	\$ 285,394	\$ 8,124	\$ 335,878	\$ (42,360)			
NAMING RIGHTS	\$ 188,125	\$ 188,125	\$ -	\$ 188,125	\$ -			
LUXURY SUITES/LOGES	\$ 118,335	\$ 113,055	\$ 5,280	\$ 41,385	\$ 76,950			
CLUB SEATS	\$ 15,873	\$ 19,085	\$ (3,212)	\$ 17,318	\$ (1,445)			
OTHER RENTALS/MISC INCOME	\$ 53,000	\$ 48,310	\$ 4,690	\$ 68,000	\$ (15,000)			
<b>TOTAL OTHER INCOME</b>	\$ 668,851	\$ 653,969	\$ 14,882	\$ 650,706	\$ 19,590			
<b>INDIRECT EXPENSES</b>	\$ 2,796,222	\$ 2,429,260	\$ 366,962	\$ 2,635,381	\$ 160,841			
<b>NET OPERATING INCOME (DEFICIT)</b>	\$ (299,788)	\$ (314,537)	\$ 14,750	\$ (512,328)	\$ 213,985			

**Cross Insurance Arena  
Summary of Event Income Budget 2023-24**

	<b>Budget FY 2023 - 2024</b>	<b>Projected 2022-23</b>	<b>Variance</b>	<b>Budget # of Events</b>	<b>Projected 2022-23 Number of Events</b>	<b>Variance</b>	<b>Notes</b>
Hockey Post-Season	\$0	\$0	\$0	0	0	0	No hockey playoff games budgeted
Hockey Reg-Season	\$487,513	\$524,974	(\$37,461)	36	36	0	Increased labor costs higher than CPI rent increase
Lacrosse	\$0	\$25,765	(\$25,765)	0	5	(5)	No Lacrosse league projected returning in 2023-24
College Hockey	\$44,312	\$0	\$44,312	1	0	1	University of Maine game
High School Sports	\$80,156	\$69,244	\$10,912	6	5	1	Year end State Championships for Basketball and hockey
WWE	\$51,786	\$51,406	\$380	1	1	0	
Disney Shows (Feld)	\$126,769	\$133,231	(\$6,462)	7	7	0	Slightly lower attendance and higher labor costs projected in 2023-24
Trolls/Sesame Street	\$0	\$11,817	(\$11,817)	0	4	(4)	No Sesame Street or Trolls events in 2023-24
XIIR Ice Racing	\$26,480	\$27,494	(\$1,014)	1	1	0	Annual January event
Paw Patrol	\$55,921	\$29,877	\$26,044	4	2	2	Four shows projected
Family	\$7,525	\$40,185	(\$32,660)	1	2	(1)	Price is Right and Cocomelon in 2022-23
Monster Trucks	\$137,707	\$0	\$137,707	4	0	4	Mattel Hot Wheels in 2023-24.
Globetrotters	\$48,898	\$47,871	\$1,027	1	1	0	
Major Concerts	\$75,816	\$93,225	(\$17,409)	1	3	(2)	Only one major projected for 2023-24
Minor Concerts	\$340,181	\$19,892	\$320,289	6	3	3	More profitable shows projected for 2023-24
WFC/LN Concerts	\$56,639	\$77,226	(\$20,587)	2	4	(2)	Fewer concerts from WFC/LN projected in 2023-24
Comedy Shows	\$90,364	\$94,280	(\$3,916)	2	3	(1)	
Broadway Series	\$37,015	\$0	\$37,015	3	0	3	New half house Broadway series projected
Conventions/Trade Shows	\$38,689	\$98,982	(\$60,293)	7	13	(6)	No Portland on Tap trade shows projected for 2023-24
Religious	\$3,970	\$1,985	\$1,985	2	1	1	Jehovah Witness events
Graduations	\$53,433	\$48,504	\$4,929	7	10	(3)	Projecting higher concession sales and slight rent increase
Banquets/Meetings	\$5,875	\$1,918	\$3,957	3	4	(1)	
Community/Charity	\$2,957	\$1,378	\$1,579	1	1	0	Jibe Cycling Fundraiser
Consumer	\$55,579	\$61,500	(\$5,921)	4	3	1	Comic and Toy Shows
<b>Total Event Budget</b>	<b>\$1,827,584</b>	<b>\$1,460,754</b>	<b>\$366,830</b>	<b>100</b>	<b>109</b>	<b>(9)</b>	

**CROSS INSURANCE ARENA  
OPERATIONS  
FISCAL YEAR 2024**

	ACTUAL			BUDGET		COMMENTS
	BUDGET FY 2023-24	PROJECTED 2022-23	VARIANCE	BUDGET FY 2022-23	BUDGET VARIANCE	
SALARIES ADMINISTRATIVE	197,348	187,965	9,383	175,400	21,947	Three full-time equivalents for full year
WAGES - PART TIME	83,370	79,400	3,970	60,000	23,370	Building custodial and event services
EMPLOYEE INCENTIVE COMP	8,269	7,500	769	7,875	394	Estimated 100% for 2023 and 2024
PAYROLL TAXES	25,269	22,150	3,119	21,223	4,046	Full & part-time taxes
STAFFING BILL BACKS	(40,000)	(38,340)	(1,660)	(40,000)	0	Labor costs charged back to events
MEETINGS/CONVENTIONS/TRAINING	500	-	500	2,000	(1,500)	Annual conference
DUES AND SUBSCRIPTIONS	250	250	0	250	0	
UNIFORMS & LAUNDRY	750	250	500	750	0	
ICE/HOCKEY EXPENSES	30,000	28,472	1,528	30,000	0	Ice machinery, zamboni, and hockey related maintenance
REPAIRS AND MAINTENANCE	50,000	49,325	675	50,000	0	Repairs increasing with time since renovation 9 years ago
LICENSES AND PERMITS	7,500	7,500	0	7,000	500	Elevators, Fire and sprinkler inspections
BUILDING SUPPLIES	12,000	9,883	2,117	20,000	(8,000)	Tools, equipment, electrical supplies
JANITORIAL	15,500	10,070	5,430	15,500	0	Bathroom and building cleaning supplies
CONTRACTUAL SERVICES	27,550	20,000	7,550	28,570	(1,020)	Elevator Maintenance, Exterminator, and lift rentals for Mte.
TRASH REMOVAL	15,000	14,950	50	13,000	2,000	Compactor service
TELEPHONE	610	508	102	0	610	Cell phones
EMPLOYEE BENEFITS	78,455	35,300	43,155	51,197	27,258	Three FTE's for full year of benefits (Health, Dental, 401K, LTD)
<b>TOTAL OPERATIONS EXPENSE</b>	<b>\$512,370</b>	<b>\$435,183</b>	<b>\$77,187</b>	<b>\$442,766</b>	<b>\$69,605</b>	

CROSS INSURANCE ARENA  
BOX OFFICE  
FISCAL YEAR 2024

	BUDGET	ACTUAL		BUDGET	BUDGET	COMMENTS
	FY 2023-24	2022-23	VARIANCE	FY 2022-23	VARIANCE	
SALARIES ADMINISTRATIVE	129,102	122,977	6,125	122,954	6,148	Two FTEs for full year in 2023-24
EMPLOYEE INCENTIVE COMP	7,398	7,045	353	7,045	352	Estimated 100% for 2023 and 2024
PART TIME WAGES	2,000	2,000	0	2,000	0	Non event day labor
PAYROLL TAXES	13,944	11,500	2,444	13,447	497	Full & part-time taxes
SUPPLIES	1,000	-	1,000	1,000	0	Signage, chairs, speakers, etc.
MEETINGS/CONVENTIONS/TRAINING	2,000	2,000	0	2,000	0	Annual conference
CREDIT CARD FEES	500	500	0	2,500	(2,000)	Fees not allocated to events
ARMORED CAR SERVICE	2,000	2,650	(650)	2,000	0	
PRINTING	500	500	0	500	0	Order forms, envelopes
EMPLOYEE BENEFITS	46,567	33,377	13,190	40,868	5,699	Two FTEs (Health, Dental, 401K, Disability)
						for full year in 2024 fiscal
<b>TOTAL BOX OFFICE EXPENSE</b>	<b>\$205,010</b>	<b>182,549</b>	<b>\$22,461</b>	<b>\$194,314</b>	<b>\$10,696</b>	

**GROSS INSURANCE ARENA  
FOOD AND BEVERAGE  
FISCAL YEAR 2024**

	BUDGET	ACTUAL		BUDGET	BUDGET	COMMENTS
	FY 2023-24	PROJECTED 2022-23	VARIANCE	FY 2022-23	VARIANCE	
SALARIES ADMINISTRATIVE	122,220	85,950	36,270	131,400	(9,180)	Two FTE positions. Only 1 filled in 2022-23
EMPLOYEE INCENTIVE COMP	7,497	7,140	357	7,140	357	Estimated at 100% for 2024 and 2023
PART TIME WAGES	166,243	133,157	33,086	135,278	30,965	Non event related labor
TEMPORARY LABOR SERVICES	110,000	103,000	7,000	80,000	30,000	Non-Profit and contracted labor
EVENT RELATED STAFFING COSTS	(261,130)	(234,500)	(26,630)	(202,980)	(58,150)	Charged back to events
PAYROLL TAXES	24,024	26,500	(2,476)	22,222	1,802	Full and part-time taxes
EMPLOYEE BENEFITS	32,623	27,185	5,438	50,138	(17,515)	Two FTE positions. Only 1 filled in 2021-22
F&B OVERHEAD	110,125	88,656	21,469	94,250	15,875	POS System Maintenance and repairs, paper supplies, and credit card fees.
<b>TOTAL FOOD AND BEVERAGE</b>	<b>\$311,603</b>	<b>\$237,088</b>	<b>\$74,514</b>	<b>\$317,448</b>	<b>(\$5,846)</b>	



**CROSS INSURANCE ARENA  
CORPORATE SALES & PREMIUM SERVICES  
FISCAL YEAR 2024**

	BUDGET	ACTUAL		BUDGET	BUDGET	COMMENTS
	FY 2023-24	PROJECTED	VARIANCE	FY 2022-23	VARIANCE	
SIGNAGE MAINTENANCE AND FULFILLMENT	3,500	2,911	589	3,500	0	Contract allows \$10000 per year.
CUSTOMER RELATIONS	6,250	2,500	3,750	6,250	0	More travel and customer engagement.
PRINTING	250	100	150	250	0	
TELEPHONE	0	0	0	0	0	
<b>TOTAL PREMIUM SERVICES EXPENSE</b>	<b>\$10,000</b>	<b>\$5,511</b>	<b>\$4,489</b>	<b>\$10,000</b>	<b>\$0</b>	OVG Marketing

**CROSS INSURANCE ARENA  
EVENT SERVICES  
FISCAL YEAR 2024**

	BUDGET	ACTUAL		BUDGET	BUDGET	COMMENTS
	FY 2023-24	2022-23	VARIANCE	FY 2022-23	VARIANCE	
SALARIES ADMINISTRATIVE	121,800	109,032	12,768	117,250	4,550	Two FTEs
EMPLOYEE INCENTIVE COMP	7,718	7,350	368	7,000	718	
WAGES - PART TIME	650,000	625,700	24,300	575,000	75,000	Part-time event and security staffing wages
PAYROLL TAXES	69,210	64,035	5,175	62,057	7,153	Full & part-time taxes
PAYROLL BILLED TO EVENTS	(685,000)	(650,000)	(35,000)	(615,000)	(70,000)	Part-time staffing costs billed back to events
MEETINGS/CONVENTIONS/TRAINING	3,150	3,000	150	3,150	0	Annual conference/ staff trainings
DUES & SUBSCRIPTIONS	4,750	4,000	750	7,150	(2,400)	Event Booking, CAD software
UNIFORMS & LAUNDRY	1,000	808	192	2,000	(1,000)	Part-time shirts and jackets
ARENA SECURITY SYSTEMS	6,500	9,200	(2,700)	6,500	0	Contracted monitoring and maintenance
SUPPLIES/SERVICES	7,500	5,500	2,000	7,500	0	Access control, video board, and metal detector maintenance
TELEPHONE	600	145	455	1,845	(1,245)	Cell phones
EMPLOYEE BENEFITS	48,108	23,000	25,108	29,844	18,264	Two FTEs (Health, Dental, 401K, Disability) for full year in 2024 fiscal
<b>TOTAL EVENT SERVICES EXPENSE</b>	<b>\$235,335</b>	<b>\$201,770</b>	<b>\$33,565</b>	<b>\$204,295</b>	<b>\$31,039</b>	

**CROSS INSURANCE ARENA  
EXECUTIVE  
FISCAL YEAR 2024**

	ACTUAL			BUDGET FY 2022-23	BUDGET VARIANCE	COMMENTS
	BUDGET FY 2023-24	PROJECTED 2022-23	VARIANCE			
SALARIES ADMINISTRATIVE	141,275	131,100	10,175	135,500	5,775	1.5 FTEs
EMPLOYEE INCENTIVE COMP	24,255	23,100	1,155	23,100	1,155	Budgeted for in case of achievement
PAYROLL TAXES	11,789	10,600	1,189	11,688	100	
TRAVEL & ENTERTAINMENT	5,000	3,000	2,000	5,000	0	Corporate Support
MEETINGS/CONVENTIONS/TRAINING	2,000	200	1,800	2,000	0	Meetings/Conventions
DUES & SUBSCRIPTIONS	2,300	2,000	300	2,100	200	Chamber and CVB Memberships
CUSTOMER RELATIONS	250	250	0	250	0	
EMPLOYEE BENEFITS	21,293	14,000	7,293	18,830	2,463	Health, Dental, 401K, LTD
<b>TOTAL EXECUTIVE EXPENSE</b>	<b>\$208,162</b>	<b>\$184,250</b>	<b>\$23,912</b>	<b>\$198,469</b>	<b>\$9,694</b>	

**CROSS INSURANCE ARENA  
FINANCE AND INFORMATION TECHNOLOGY  
FISCAL YEAR 2024**

	BUDGET	ACTUAL		BUDGET	BUDGET	COMMENTS
	FY 2023-24	PROJECTED 2022-23	VARIANCE	FY 2022-23	VARIANCE	
SALARIES ADMINISTRATIVE	179,685	114,007	65,678	173,986	5,699	2 FTEs in 2024. Only 1 FTE in fiscal 2023
EMPLOYEE INCENTIVE COMP	11,969	11,400	569	11,399	570	
PAYROLL TAXES	14,555	12,540	2,015	14,464	91	
CORPORATE SUPPORT	500	500	0	500	0	Travel and training
MEETINGS/CONVENTIONS/TRAINING/ EMPLOYEE BENEFITS	2,800	2,800	0	2,800	0	IAVM, Finance, HR training
RECRUITING EXPENSES	33,518	5,500	28,018	31,486	2,032	2 FTEs in 2024. Only 1 FTE in fiscal 2023
PAYROLL PROCESSING AND IT SUPPORT	750	695	55	750	0	CSS
	48,050	47,500	550	45,800	2,250	ADP, Cloud Computing, Accting & Local Support
<b>TOTAL FINANCE EXPENSE</b>	<b>\$291,826</b>	<b>\$194,942</b>	<b>\$96,884</b>	<b>\$281,184</b>	<b>\$10,642</b>	

**CROSS INSURANCE ARENA  
FINANCE AND INFORMATION TECHNOLOGY  
FISCAL YEAR 2024**

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EMPLOYEE INCENTIVE COMP	11,969	11,400	569	11,399	570	
PAYROLL TAXES	14,555	12,540	2,015	14,464	91	
CORPORATE SUPPORT	500	500	0	500	0	Travel and training
MEETINGS/CONVENTIONS/TRAINING/ EMPLOYEE BENEFITS	2,800	2,800	0	2,800	0	IAVM, Finance, HR training
RECRUITING EXPENSES	33,518	5,500	28,018	31,486	2,032	2 FTEs in 2024. Only 1 FTE in fiscal 2023
PAYROLL PROCESSING AND IT SUPPORT	750	695	55	750	0	CSS
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**CROSS INSURANCE ARENA  
MARKETING/GROUP SALES  
FISCAL YEAR 2024**

	BUDGET	ACTUAL		BUDGET	BUDGET	COMMENTS
	FY 2023-24	PROJECTED 2022-23	VARIANCE	FY 2022-23	VARIANCE	
SALARIES ADMINISTRATIVE	112,131	107,278	4,853	104,953	7,178	2 FTEs
EMPLOYEE INCENTIVE COMP	6,258	5,960	298	5,777	482	Budgeted at 100%
PAYROLL TAXES	9,858	9,754	104	9,272	586	2 FTEs
TRAVEL & ENTERTAINMENT	700	700	-	700	-	Annual conference for 2 FTE's
MEETINGS/CONVENTIONS/TRAINING	5,000	4,000	1,000	5,000	-	Annual conference for 2 FTE's
DUES & SUBSCRIPTIONS	2,900	2,500	400	2,900	-	Salesforce, Pollstar, etc.
CUSTOMER RELATIONS (MARKETING)	750	250	500	750	-	
CUSTOMER RELATIONS (GROUP SALES)	150	150	-	150	-	
INSTITUTIONAL ADVERTISING	14,000	7,500	6,500	7,500	6,500	Interior signage, and promotions. New web hosting fees in 2024.
PRINTING	1,620	1,523	97	1,020	600	Brochures/Signage/Adobe Photoshop
EMPLOYEE BENEFITS	29,168	31,270	(2,102)	25,878	3,291	2 FTEs
					-	
<b>TOTAL MARKETING EXPENSE/(INCOME)</b>	<b>\$182,536</b>	<b>\$170,885</b>	<b>\$11,651</b>	<b>\$163,899</b>	<b>\$18,636</b>	

**CROSS INSURANCE ARENA  
CORPORATE SALES/PREMIUM SERVICES INCOME  
FISCAL YEAR 2024**

	BUDGET		ACTUAL PROJECTED		BUDGET		COMMENTS
	FY 2023-24		2022-23	VARIANCE	FY 2022-23	VARIANCE	
SUITES	118,335		113,055	5,280	41,385	76,950	Projecting 4 suites sold in 2023-24 - others are rented out during events
CLUB SEATS/PSL's	15,873		19,278	(3,405)	17,318	(1,445)	Fewer club seat sales projected for 2023-24
NAMING RIGHTS	188,125		188,125	-	188,125	-	Year ten of twenty year contract with Cross Financial Group
ADVERTISING SPONSORS	293,518		310,000	(16,482)	335,878	(42,360)	Projected by Corporate sponsorships net of amounts shared with the Maine Mariners
<b>TOTAL PREMIUM SERVICES INCOME</b>	<b>615,851</b>		<b>630,458</b>	<b>(14,607)</b>	<b>582,706</b>	<b>33,145</b>	

**CROSS INSURANCE ARENA  
OTHER INCOME  
FISCAL YEAR 2024**

	BUDGET						
	FY 2023-24						
MISCELLANEOUS	23,000		20,675	2,325	20,000	3,000	ATM Fees, contingent ticketing fees, parking commissions
OTHER RENTALS	20,000		19,200	800	40,000	(20,000)	High School and other ice rentals.
FULLFILLMENT FEE INCOME	10,000		14,000	(4,000)	8,000	2,000	Ticketmaster mail order fees and rebates
<b>TOTAL OTHER INCOME</b>	<b>53,000</b>		<b>53,875</b>	<b>(875)</b>	<b>68,000</b>	<b>(15,000)</b>	
<b>GRAND TOTAL OTHER INCOME</b>	<b>\$668,851</b>		<b>\$684,333</b>	<b>(\$15,482)</b>	<b>\$650,706</b>	<b>\$18,145</b>	