



## **Cross Insurance Arena - 2027 Budget Narrative**

### **To the Board of Trustees**

It is a privilege to present the Cross Insurance Arena's 2027 operating budget. Our team remains committed to representing Cumberland County at the highest level while maintaining a disciplined and strategic approach to financial performance. As we look ahead, our focus is centered on optimizing our event mix, strengthening calendar consistency and driving improved operating results in an increasingly competitive and dynamic marketplace.

### **Fiscal Year 2026 in Review**

Over the past year, the Cross Insurance Arena hosted a diverse mix of events that contributed to strong revenue performance and effective calendar utilization. Our programming included a balanced combination of concerts, family shows, sporting events, trade shows and community-based events - reinforcing the arena's role as a regional hub for both entertainment and civic engagement.

We continued to see strength in key categories such as comedy, family entertainment and sports while expanding our footprint in conferences and trade shows. These events provide reliable utilization and generate incremental revenue outside of traditional touring activity. Additionally, we introduced new event concepts as part of our ongoing effort to evaluate and expand programming opportunities.

One of the more notable stretches of the fiscal year occurred over February 12–14, 2026, when the arena successfully hosted three consecutive high-impact events that demonstrated both programming diversity and operational execution at a high level. This included the 100th Anniversary Tour of the Harlem Globetrotters, the return of Jeff Dunham following a two-year break and a highly successful Boston Bruins Alumni Game. The alumni event not only generated strong attendance but also reinforced the arena's commitment to community engagement, raising \$10,000 in support of the Center for Grieving Children. The weekend was further elevated by a unique VIP pregame experience featuring 2011 Stanley Cup Champion Tim Thomas, providing fans with exclusive access and enhancing the overall event experience. Collectively, this three-day run highlighted the arena's ability to deliver premium entertainment, execute complex event turnovers and create meaningful community impact within a condensed timeframe.

### **2026 Event Highlights (to Date)**

- August 9, 2025 - Mulaney and Friends comedy show; capacity crowd and a major summer highlight
- September 2025 (Hosted four conferences showcasing the facility's versatility with trade shows and current events: September 1 - Bernie Sanders political rally; September 6 -

Life Surge; September 16 - MaineHealth Conference (2nd consecutive year); September 14 - NFP leadership training event)

- September 20 - Return of the rodeo after a multi-year hiatus with our new event titled "Bulls 'n Broncos" (self-promoted)
- November 8, 2025 - Rock show (Trivium)
- November 13, 2025 - Country show (Scotty McCreery & Dustin Lynch)
- November 14, 2025 – First-ever author event with Books-A-Million featuring Dav Pilkey (sold out)
- December 10, 2025 - University of Maine Men's Ice Hockey vs. UMass Lowell
- December 14, 2025 - Rock Orchestra by Candlelight (first-time engagement)
- December 20, 2025 - Local band Holiday Concert (12-0C), self-promoted success
  
- December 30, 2025 - University of Maine Women's Ice Hockey vs. Brown University
- February 27, 2026 - University of Maine Men's Ice Hockey vs. Northeastern University
- Spring 2026 (Projected Fiscal Year Close-Out)
- April 19 - Barry Manilow (in process of rescheduling)
- May 20 - AEW Pro Wrestling (largest production sporting event to date; 2 marquee events in one night – "Collision" and "Dynamite" on HBO Max, TBS & TNT live)
- May 30 - Armored MMA event (emerging fan-favorite combat sport event)
- FY 25/26 Season Close - Annual successful run of high school and college graduations

## **2027 Budget Introduction**

The 2027 budget reflects a continued focus on improving overall financial performance through disciplined forecasting and conservative assumptions. Based on current projections, the arena anticipates hosting approximately 100 events and generating nearly 300,000 guests in paid attendance.

The following confirmed and projected events highlight the strength of our current pipeline and support expectations for calendar consistency and revenue generation:

## **Chronology of Key Events – FY2027 (Projected)**

- July 22, 2026 – The Princess Concert Tour, presented in partnership with new promoter Mega Events (UK), marking the launch of a new international relationship and family programming initiative
- July 24 & July 25, 2026 – Billy Strings (two shows, both sold out), major early anchor bookings. Local promoter Crossover Touring
- August 13, 2026 – Brandi Carlile (marquee concert booking) – 1st AEG major since 2022 (Siwa)
- August 20, 2026 – Return of Jurassic Quest after a two-year hiatus, strong family engagement event
- September 5, 2026 – Bulls n Broncos (self-promoted), returning for its second consecutive year
- October 1, 2026 – State Chamber of Commerce events and conferences, reinforcing corporate and civic utilization
- October 11, 2026 – The Black Keys (marquee rock concert)
- October 16, 2026 – Hot Wheels Monster Trucks Live, returning after a two-year hiatus

- October 31, 2026 – First Annual New England Motorsports Classic, new signature motorsports event

### **November - June (In Development)**

- Pipeline of high-profile concerts and sporting events
- Continued corporate, conference, and civic bookings
- Strategic programming aimed at closing FY2027 at a high-performance level

Gross ticket revenue is projected at approximately \$8.6 million, supported by an average ticket price of \$28.81. Event-driven revenue, including rent, facility fees and related income streams, is expected to generate approximately \$796,000.

Event Operating Income is projected at \$2.39 million, reflecting a balanced event mix and continued focus on revenue optimization. Despite these gains, the arena is projected to operate at a net deficit of approximately (\$318,500), after accounting for indirect expenses of \$3.52 million, which continue to be impacted by labor, utilities, and vendor cost pressures.

As with prior years, projections remain conservative given the inherent variability in touring schedules, ticket demand, and overall market conditions.

### **Organizational and Staffing Strategy**

As part of our continued focus on operational efficiency and long-term sustainability, we are implementing strategic adjustments to our staffing model.

The departure of the Assistant General Manager position presents an opportunity to realign leadership responsibilities. We are hiring a Director of Events role, which better aligns with our core business objectives and event-driven revenue model for this next fiscal year. This restructuring results in a budget savings of approximately \$13,500.

Additionally, with the retirement of our part-time Office Administrator, we are reallocating those resources toward reinstating a full-time Staff Accountant/Office Manager position. This role existed prior to the pandemic and is critical to supporting financial oversight, internal controls and administrative efficiency. This transition represents a reinvestment of approximately \$26,000 into a more impactful and scalable position.

### **2027 Projected Event Income**

Event Operating Income is driven by a diversified mix of programming, including concerts, family shows, sporting events, trade shows and recurring tenant activity. This balanced approach allows us to mitigate risk while maximizing revenue opportunities across multiple event categories.

Our booking strategy continues to prioritize events with strong historical performance while maintaining flexibility to pursue new opportunities aligned with market demand. We remain actively engaged with promoters and partners to secure additional events that will enhance both revenue and calendar consistency.

## **2027 Projected Ancillary Revenue**

Ancillary revenue remains a key component of overall financial performance and is projected to generate approximately \$1.35 million in 2027. This growth is supported by strong per capita spending with concession revenue averaging approximately \$12.07 per attendee (across all events) as well as continued enhancements in premium offerings and service delivery.

Over the past year, several initiatives have contributed to incremental revenue growth:

- An investment of approximately \$24,000 was made to develop two Grab-and-Go concession stands including artwork/signage, register stands and new equipment (such as pretzel warmers as add-on offerings to compliment beer purchases). These locations have improved service efficiency and generated more than \$200,000 in gross revenue alone
- Expanded partnerships with local non-profit (NFP) organizations operating within concession areas have strengthened community engagement while generating over \$192,000 over the past year
- The implementation of the Clynk recycling program has generated nearly \$5,000 in revenue while supporting sustainability efforts

Operational improvements, including point-of-sale efficiencies and expanded catering capabilities will continue to support incremental gains across concessions, suites, and premium seating areas.

## **2027 Other Income**

Other income is projected at approximately \$810,000; revenue driven by sponsorships, naming rights, premium seating, and facility-related revenue streams. These categories provide consistent and predictable income that complements event-driven performance and contributes to overall financial stability.

## **2027 Projected Expenses**

Projected indirect expenses total approximately \$3.52 million, reflecting continued cost pressures in labor, utilities and contracted services. Wage growth, inflationary impacts and operational demands remain key drivers of increased expenses.

In response, management continues to prioritize cost control, operational efficiency and strategic resource allocation while maintaining the quality standards expected of the facility.

## **Summary**

As we enter the 2027 budget year, our focus remains on driving improved financial performance through a balanced event mix, consistent calendar utilization and strategic operational enhancements.

Investments in staffing structure, revenue-generating initiatives, and community partnerships position the Cross Insurance Arena to adapt to evolving market conditions while continuing to serve as a key economic and community asset for Cumberland County.

We remain confident in our ability to deliver strong operational results through disciplined planning, strategic booking and continued engagement with our partners and community.

Thank you for your time and consideration. I welcome your questions and look forward to working together to achieve our shared goals.

Respectfully yours,

Michael LoConte  
General Manager

**CROSS INSURANCE ARENA  
FISCAL YEAR 2027  
OPERATING BUDGET**

	12 MONTHS		2026-27 BUDGET VS		2026-27 BUDGET VS	
	BUDGET	ACTUAL	2025-26 PROJECTED	BUDGET	2025-26 BUDGET	COMPARISON
	FY 2026-27 JULY - JUNE	FY 2025-26	FY 2027 VS FY 2026 FAV / (UNFAV)	FY 2025-26 JULY-JUNE	FY 2026 VS FY 2025 FAV / (UNFAV)	
# OF EVENTS	103	92	11	100	3	
TOTAL PAID	298,700	281,412	17,288	270,050	28,650	
AVERAGE TICKET PRICE	\$ 28.81	\$ 26.73	\$ 2.08	\$ 30.00	(1.19)	
TOTAL GENERAL ATTENDANCE	270,550	239,297	31,253	273,800	(3,250)	
CONCESSION PER CAPS	\$ 12.07	\$ 12.00	\$ 0.07	\$ 10.39	\$ 1.68	
CATERING PER CAPS	\$ -	\$ -	\$ -	\$ -	\$ -	
NOVELTY PER CAPS	\$ 0.78	\$ 0.37	\$ 0.41	\$ 0.91	(0.12)	
<b>RENTAL INCOME</b>						
GROSS TICKET REVENUE	\$ 8,606,390	\$ 7,523,247	\$ 1,083,143	\$ 8,101,400	\$ 504,990	
SPONSORSHIP REVENUE	\$ -	\$ -	\$ -	\$ -	\$ -	
OTHER REVENUE	\$ -	\$ -	\$ -	\$ -	\$ -	
NET REVENUE	\$ 8,606,390	\$ 7,523,247	\$ -	\$ 8,101,400	\$ -	
TENANT CHARGES	\$ 7,889,090	\$ 6,994,312	\$ 894,778	\$ 7,514,450	\$ 374,640	
NET RENT INCOME	\$ 717,300	\$ 528,935	\$ 188,365	\$ 586,950	\$ 130,350	
NET SERVICE INCOME/(LOSS)	(\$473,525)	(\$322,729)	(\$150,796)	(\$321,238)	(\$152,287)	
DIRECT EVENT INCOME	\$ 243,776	\$ 206,206	\$ 37,570	\$ 265,712	(21,937)	
SUITE REVENUE	\$ 10,150	\$ 18,273	(\$8,123)	\$ 12,650	(\$2,500)	
SURCHARGE/FACILITY FEE	\$ 478,675	\$ 455,104	\$ 23,571	\$ 482,745	(\$4,070)	
TICKET CONVENIENCE FEES	\$ 307,600	\$ 348,409	(40,809)	\$ 233,694	\$ 73,906	
TOTAL REVENUE	\$ 796,425	\$ 821,786	(25,361)	\$ 729,089	\$ 67,336	
<b>ANCILLARY INCOME</b>						
CONCESSION COMMISSIONS	\$ 1,330,965	\$ 1,139,537	\$ 191,428	\$ 1,168,822	\$ 162,143	
CATERING COMMISSIONS	\$ -	\$ -	\$ -	\$ -	\$ -	
NOVELTY INCOME	\$ 18,414	\$ 103,554	(85,140)	\$ 34,579	(16,164)	
TOTAL ANCILLARY INCOME	\$ 1,349,379	\$ 1,243,091	\$ 106,288	\$ 1,203,401	\$ 145,979	
EVENT OPERATING INCOME	\$ 2,389,580	\$ 2,271,083	\$ 118,497	\$ 2,198,202	\$ 191,378	
<b>OTHER INCOME</b>						
ADVERTISING SPONSORS	\$ 388,650	\$ 330,062	\$ 58,588	\$ 388,650	\$ -	
NAMING RIGHTS	\$ 188,125	\$ 188,125	\$ -	\$ 188,125	\$ -	
LUXURY SUITES/LOGES	\$ 129,156	\$ 128,711	\$ 445	\$ 129,156	\$ -	
CLUB SEATS	\$ 16,265	\$ 9,750	\$ 6,515	\$ 16,265	\$ -	
OTHER RENTALS/MISC INCOME	\$ 88,000	\$ 102,766	(14,766)	\$ 88,000	\$ -	
ORDER FEE/FULLFILLMENT	\$ -	\$ -	\$ -	\$ -	\$ -	
TOTAL OTHER INCOME	\$ 810,196	\$ 759,414	\$ 50,782	\$ 810,196	\$ -	
INDIRECT EXPENSES	\$ 3,518,276	\$ 3,129,403	\$ 388,874	\$ 3,312,658	\$ 205,618	
<b>OTHER EXPENSES</b>						
TOTAL OTHER EXPENSES						
NET OPERATING INCOME (DEFICIT)	(\$318,500)	(\$98,906)	(\$219,595)	(\$304,260)	(\$14,240)	

**CROSS INSURANCE ARENA  
FISCAL YEAR 2027  
EVENTS SPREAD**

<u>CODE</u>	<u>EVENTS</u>	<u>JUL</u>	<u>AUG</u>	<u>SEP</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUN</u>	<u>TOTALS</u>
052	Banquets/Meetings													
041	Cirque													
001	College Basketball													
009	College Hockey						1		1					2
030	Comedy				1		1					1		3
060	Community													
065	Consumer Shows				2								4	6
018	Disney Shows						7							7
016	Globetrotters								1					1
050	Graduations											4	4	8
021	High School Sports								4	2				6
003	Hockey Post Season													
002	Hockey Regular Season				3	5	5	7	6	5	5			36
031	LN/WFC									1				1
007	Major Concerts	1									1		1	3
042	Minor Concerts	1	1			2	1							5
045	Misc Family		2		1		1	1				1		6
045	MMA (COMBAT SPORTS)													
032	MotorSports													
061	Other Conventions													
020	Other Sports							1					2	3
040	Paw Patrol/Trolls											3		3
062	PRO-WRESTLING													
053	Religious													
066	Theater Shows											3		3
043	Trade/Conventions	1		2		2		1		1				7
056	TOTALS	3	3	2	7	9	16	11	12	9	6	12	10	100

CROSS INSURANCE ARENA  
 BOX OFFICE  
 FISCAL YEAR 2027

ACCOUNT TITLE	GL #	ACCOUNT DESCRIPTION	ITEMIZED EXPENDITURES	FY 2026	FY 2027 BUDGET
SALARIES ADMINISTRATIVE	60101	SALARIES	Box Office Manager	65,169	66,524
			Ticket Revenue Manager	47,040	62,100
				121,774	128,624
PART TIME WAGES	60101	PT BOX OFFICE LABOR	Wages	40,000	28,000
				40,000	28,000
PAYROLL ALLOCATED TO EVENTS	60101		Labor and tax costs allocated to events	(20,000)	(20,000)
				(20,000)	(20,000)
PAYROLL TAXES	60300	EMPLOYER PAYROLL TAXES	SS	8,969	8,347
			MEDICARE	1,060	1,962
			ME Unemployment Tax	718	715
			FUTA	84	84
			Part-time	3,600	2,520
				10,609	14,150
				14,209	13,670
SUPPLIES	67000	SUPPLIES	New chairs, signage, printers	1,000	1,000
				1,000	1,000
MEETINGS/CONVENTIONS/TRAINING	61000	CONFERENCES & SEMINARS ATTENDED BY STAFF	INTX	1,500	6,300
			Local/web based trainings	500	500
				2,000	6,800
ARMORED CAR SERVICE	69000	ARMORED CAR SERVICES-LOOMIS	Pick-up of deposits & delivery of cash	2,000	2,850
				2,000	2,850
CREDIT CARD FEES	72000	CREDIT CARD PROCESSING FEES	Credit card fees not charged back to events	600	600
				600	600
TELEPHONE	69000	TELEPHONE SERVICE	Cell Phones	650	850
				650	650
PRINTING	70000	MISCELLANEOUS PRINTING COSTS	Phone Order Forms and envelopes	500	600
				500	600
EMPLOYEE BENEFITS	64000	HEALTH/LIFE/DENTAL INSURANCE & 401K	Medical	5,063	6,227
			Dental	597	1,269
			Vision	165	291
			Life	101	118
			AD&D	34	27
			LTD	180	216
			401k	6,410	6,764
			ESPP (Stock option)	1,347	1,347
60350			HMS	51,869	48,735
TOTAL BOX OFFICE EXPENSE				\$220,902	\$216,906

GROSS INSURANCE ARENA  
 CORPORATE SALES & PREMIUM SERVICES  
 FISCAL YEAR 2027

ACCOUNT TITLE	GL #	ACCOUNT DESCRIPTION	ITEMIZED EXPENDITURES	FY 2026	FY 2027 AMOUNT
SIGNAGE MAINTENANCE AND FULFILLMENT	70000	HALL OF FAME ROOM AND SIGNAGE MAINTENANCE		6,250	6,250
				6,250	6,250
CUSTOMER RELATIONS	70000	CLIENT & CUSTOMER RELATIONS Includes Trade Sponsorships	Travel and meetings	3,500	3,500
			Memorabilia/Installation		
			Client Promotions	3,500	3,500
PRINTING	70000	MISCELLANEOUS PRINTING COSTS		250	250
				250	250
TOTAL CORP SALES/PREM SERV EXPENSE				10,000	10,000

CROSS INSURANCE ARENA  
EVENT SERVICES  
FISCAL YEAR 2027

GL #	ACCOUNT DESCRIPTION	ITEMIZED EXPENDITURES	FY 2026	FY 2027 BUDGET
60101	SALARIES OF ADMINISTRATIVE STAFF	Director of Events (No AGM)	93,150	80,000
		Event Manager	56,925	58,917
		Production Manager	67,275	69,630
			217,350	208,547
60500	INCENTIVE	Director Annual Incentive Compensation	9,315	8,000
60101	Part-Time Event Labor - Not Charged to Events	Part-Time Event Labor - Charged to Events	840,000	768,000
60101		Part-Time Event Labor - Charged to Events	(842,000)	(800,000)
60101		PR Taxes Charged to events	(58,000)	(32,000)
			(60,000)	(32,000)
60300	EMPLOYER PAYROLL TAXES	SS	7,036	13,426
		Medicare	1,702	3,140
		ME Unemployment Tax	718	1,076
		FUTA	84	126
		Full-time	18,542	17,768
		Part-time	73,080	67,584
			91,622	85,352
64000	UNIFORMS PART-TIME STAFF	Uniforms (Event, Security & Parking Staff)	1,000	1,000
		Jackets		
		Laundry	1,000	1,000
61000	CONFERENCES ATTENDED BY STAFF	Crowd Management Training	2,000	2,000
			1,000	
		Meals w/promoters	150	150
			3,150	2,150
72000	DUES & SUBSCRIPTIONS	Venue Pro	8,000	8,000
		Auto CAD	1,200	1,350
			9,200	9,350
64000	EVENT SUPPLIES/SERVICES	Flashlights and other Supplies	1,700	2,100
		Metal Detectors Maintenance	1,700	2,100
		Radio Repair	1,700	2,100
		Video Board Maintenance	1,700	2,100
		Medical Room Oxygen and Supplies	1,700	2,100
			8,500	10,500
69000	EVENT SAFETY SYSTEMS	Surveillance, monitoring, access control, Fire suppression, etc. Camera & Metal detector maintenance	6,750	6,750
			6,750	6,750
64000	HEALTH/LIFE/DENTAL INSURANCE & 401K	Medical	22,398	78,514
		Dental	597	2,116
		Vision	165	513
		Life	182	188
		AD&D	34	44
		LTD	182	346
		401K	11,333	10,827
			87,910	83,415
			386,131	393,892

CROSS INSURANCE ARENA  
EXECUTIVE  
FISCAL YEAR 2027

ACCOUNT TITLE	GL #	ACCOUNT DESCRIPTION	ITEMIZED EXPENDITURES	FY 2026	FY 2027 AMOUNT
SALARIES ADMINISTRATIVE	60101	SALARIES OF ADMINISTRATIVE STAFF	GM	126,913	134,460
	60101	RETIRING	Admin Asst (PTE)	26,000	0
				152,913	134,460
GM INCENTIVE COMP	60500		Annual Incentive Compensation	25,983	26,892
PAYROLL TAXES	60300	EMPLOYER PAYROLL TAXES	SS	8,319	7,347
			Medicare	2,215	2,340
			ME Unemployment Tax	718	359
			FUTA	84	42
				12,169	10,087
TRAVEL & ENTERTAINMENT	61000	TRAVEL	Corporate support	3,000	3,000
			SVP Trips	0	0
		ENTERTAINMENT	Meals & Entertainment	2,000	2,000
			5,000	5,000	
CONVENTIONS/MEETINGS	61000	CONFERENCES & SEMINARS	Pollstar	0	0
			IEBA	2,000	2,000
			Global GM Conference	0	0
				2,000	2,000
DUES & SUBSCRIPTIONS	72000	SUBSCRIPTIONS DUES & MEMBERSHIPS	Adobe	0	300
			Chamber of Commerce	450	500
			Visit Portland	1,350	1,350
				1,800	2,150
CUSTOMER RELATIONS	70000	CUSTOMER RELATIONS	Gifts, Misc	250	250
TELEPHONE	69000		OFFICE PHONE, CELL PHONE	650	650
				900	900
EMPLOYEE BENEFITS	60400	HEALTH/LIFE/DENTAL/401K	Medical	17,537	17,185
			Dental	203	427
			Vision	125	120
			Life	720	140
			AD&D	22	28
			LTD	236	129
			401-K	8,945	8,068
			HMS	174	0
			ESPP (Stock Option)	1,772	0
				27,466	27,297
				60350	
TOTAL EXECUTIVE EXPENSE				\$ 228,231	\$ 208,787.00

CROSS INSURANCE ARENA  
FOOD AND BEVERAGE  
FISCAL YEAR 2027

ACCOUNT TITLE	ACCOUNT DESCRIPTION	ITEMIZED EXPENDITURES	FY 2026	FY 2027 BUDGET
SALARIES 60101	ALL FULL-TIME EMPLOYEES SALARIES BOTH HOURLY AND SALARIED	FOOD & BEVERAGE DIRECTOR FOOD & BEVERAGE MANAGER  TOTAL	85,094 50,000  135,094	85,485 50,198  135,683
STAFF INCENTIVE	DIRECTOR INCENTIVE	Annual Incentive Compensation	8,509  8,509	8,548  8,548
PART-TIME WAGES 60101	ALL PART-TIME EMPLOYEES SALARIES	PT Wages and Tips - Concesssions  TOTAL	422,970  422,970	250,325  250,325
TEMPORARY LABOR (Non-Profits) 50010	TEMP LABOR SERVICES NOT FOR PROFIT GROUPS	Contracted Labor/NFP'S  TOTAL	240,000  240,000	135,000  135,000
ALLOCATION OF LABOR 60101	PART-TIME, TEMPORARY AND CONTRACT LABOR USED FOR SPECIFIC EVENTS	PT Catering Allocation PT Concessions Allocation  TOTAL	   (625,000)  (625,000)	   (375,000)  (375,000)
EMPLOYEE BENEFITS  60350 60400	INCLUDES INSURANCE, EAP, HEALTH ADVOCATE, ESPP, 401K, FLEX SPENDING PLAN  401K CONTRIBUTIONS	EMPLOYEE BENEFITS Health Dental Vision Life Insurance ADD& Vol LTD STD SUB-TOTAL  Full-time Part-time  SUB-TOTAL TOTAL	          30,367 774 424 125 1,064 230 89 33,073  7,180 500  7,680 40,753	          25,420 774 424 125 1,068 231 89 28,131  7,212 500  7,712 35,843
P/R TAXES 60300	FICA, MEDICARE, STATE UNEMPL, FED UNEMPL	FT Wages PT wages  TOTAL	11,787 38,067  49,854	11,835 26,284  38,119
F&B OVERHEAD 69000 72000 64000 72000 72000 61000 61000 61000 70000 65001 69000 64000 64000	INDIRECT EXPENSES FOR F&B	Cash Register System Subscription Credit Card fees Paper Supplies Dues & Subscriptions Licenses & Permits Travel & Entertainment Training Meetings & Conferences Advertising (Personnel) Repairs & Maintenance Cell phone Expense Uniforms/Laundry Minor Equipment	30,000 75,000 5,000 250 1,050 100 250 250 200 25,000 1,300 7,000 2,000  147,400	30,000 75,000 5,000 250 1,050 100 250 250 200 25,000 1,300 7,000 2,000  147,400
TOTAL FOOD & BEVERAGE EXPENSE			\$ 437,400	\$ 375,918

CROSS INSURANCE ARENA  
FINANCE AND INFORMATION TECHNOLOGY  
FISCAL YEAR 2027

ACCOUNT TITLE	GL #	ACCOUNT DESCRIPTION	ITEMIZED EXPENDITURES	FY 2026	FY 2027 BUDGET
SALARIES ADMINISTRATIVE	60101	SALARIES	Director of Finance	128,210	132,697
			Staff Accountant/Office Mgr.	0	75,000
				128,210	207,697
FINANCE DIRECTOR INCENTIVE	60500	EMPLOYEE INCENTIVE	Director Annual Incentive Compensation	12,821	13,270
PAYROLL TAXES	60300	EMPLOYER PAYROLL TAXES	SS	10,325	11,904
			MEDICARE	2,498	3,204
			ME Unemployment Tax	718	718
			FUTA	84	84
				13,625	15,910
CORPORATE SUPPORT	61000	TRAVEL & HOTEL	Travel Expenses	500	500
				500	500
MEETINGS/CONVENTIONS/TRAINING/ DUES	61000	CONFERENCES & SEMINARS	Annual Conference	1,500	1,500
			Misc Finance/Payroll Workshops	500	500
			Memberships and Dues	800	800
				2,800	5,600
RECRUITING EXPENSES	60150	CSS BACKGROUND CHECKS	Background checks for new hires	750	1,500
				750	1,500
TELEPHONE	66001	TELEPHONE SERVICE	Cell Phones (\$50 per month)	0	0
				0	0
PAYROLL & IT SUPPORT	60150	SOFTWARE COSTS	Cost of Using Payroll services	29,300	29,300
			Annual W2 Form Processing Fee	1,750	1,750
			LLB Group Phone Support	800	800
			<u>Corp IT Support</u>		
			Network Accounts	12,000	12,000
			Netsuite/Coupa	15,000	15,000
			Office 365	1,600	1,600
			Cloud Service	6,600	6,600
			Local IT Support/Security	3,000	3,000
				70,050	70,050
EMPLOYEE BENEFITS		HEALTH/LIFE/DENTAL INSURANCE & 401K	Medical	8,895	9,722
			Dental	454	774
			Vision	204	240
			Life	150	192
			AD&D	50	44
			LTD	266	354
			401-K Company Match	7,052	11,048
				10,104	19,681
TOTAL FINANCE EXPENSE				241,986	341,708

CROSS INSURANCE ARENA  
MARKETING/GROUP SALES  
FISCAL YEAR 2027

ACCOUNT TITLE	GL #	ACCOUNT DESCRIPTION	ITEMIZED EXPENDITURES	FY 2026	FY 2027 BUDGET
SALARIES ADMINISTRATIVE	60101	SALARIES OF ADMINISTRATIVE STAFF	Director of Marketing	78,500	83,500
	60101		Sales Manager- Groups	60,000	60,000
				138,500	143,500
DIRECTOR INCENTIVE COMP	60500	INCENTIVE	Director Annual Incentive Compensation	7,874	8,350
PAYROLL TAXES	60300	EMPLOYER PAYROLL TAXES	SS	5,718	9,416
			Medicare	1,383	2,202
			ME Unemployment Tax	718	718
			FUTA	84	84
				11,784	12,418
TRAVEL & ENTERTAINMENT	61000	ENTERTAINMENT & MILEAGE	Marketing Staff Meetings	200	200
			Entertainment	200	200
			Poster/Flyer/Ticket Mileage	300	300
				700	700
MEETINGS/CONVENTIONS/TRAINING	81000	CONFERENCES & SEMINARS	OVG Training/Visitors OVG Marketing Annual Conference Hotel and Air Miscellaneous Expenses	250 4,000 0	250 4,000 0
				5,000	5,000
DUES & SUBSCRIPTIONS	72000	MEMBERSHIP DUES & PUBLICATIONS USED BY STAFF	Pollstar	1,000	1,000
			Hootsuite	1,850	1,850
			Placer AI platform	1,750	1,750
			Salesforce Software	1,750	1,750
			Canva	250	250
				6,600	12,700
PRINTING	70000	MISCELLANEOUS PRINTING COSTS	Flyers for Rentals	100	100
			General Information brochures	100	100
			Banners/Signs	100	100
			Annual Report	120	120
			Photoshop CS6 Suite	1,080	1,080
				1,600	1,600
TELEPHONE	69000	TELEPHONE EXPENSEE	Cell Phones Group Sales	650 650	650 650
				1,300	1,300
CUSTOMER RELATIONS-MARKETING	70000	CLIENT & CUSTOMER RELATIONS	Promotional Items (Pens, Artist Gifts, Plaques) Tenant Event Tabling, Full-time staff uniforms	250 250	250 250
				500	500
CUSTOMER RELATIONS-GROUP SALES	70000	GROUP SALES CLIENT RELATIONS	Items to promote Group Sales	150	150
				150	150
INSTITUTIONAL/EVENT ADVERTISING	70000	ADVERTISING NON RELATED TO EVENTS	Concert Venue Directory	1,500	1,600
			Web Hosting	7,800	7,800
			Venue Advertisements - Interior Signage	2,300	500
			Venue Advertisements - Promotions at other local events	2,000	2,000
			Survey Monkey	400	400
				14,000	12,300
EMPLOYEE BENEFITS	64000	HEALTH/LIFE/DENTAL/401K	Medical	7,537	13,881
			Dental	203	774
			Vision	125	240
			Life	720	88
			AD&D	28	44
			LTD	148	354
			ESPP	1,107	1,326
			401k	7,178	7,593
TOTAL MARKETING EXPENSE				\$ 228,546	\$ 233,276

CROSS INSURANCE ARENA  
OPERATIONS  
FISCAL YEAR 2027

ACCOUNT TITLE	GL #	ACCOUNT DESCRIPTION	ITEMIZED EXPENDITURES	FY 2026	FY 2027 BUDGET
SALARIES ADMINISTRATIVE	60101	SALARIES OF ADMINISTRATIVE STAFF	Director of Operations Operations Manager Operations Assistant	88,577 57,846 50,000 196,424	93,577 53,021 46,845 205,243
OPERATIONS DIRECTOR INCENTIVE COMP	60500	INCENTIVE	Director Annual Incentive Compensation	8,858	9,388
PART TIME	60101	OPERATIONS PART TIME STAFF - BULL CREW	Part-Time Event Labor	150,000	100,000
STAFFING BILL BACKS	60101	LABOR CHARGED TO EVENTS	Part-time Labor Charged back to events	(100,000) (100,000)	(60,000) (60,000)
PAYROLL TAXES	60300	EMPLOYER PAYROLL TAXES FOR ENTIRE STAFF Full-Time and Part-Time	SS Medicare Unemployment Tax FUTA PT payroll taxes	11,267 2,728 1,076 126 24,211 39,406	13,305 3,112 1,076 126 14,899 32,619
REPAIRS AND MAINTENANCE	65001 65001	BUILDING REPAIRS & MAINTENANCE	Repairs Maintenance	45,000 45,000 90,000	70,000 70,000 140,000
ICE/HOCKEY EXPENSE	69000 64000 66001	SERVICE AGREEMENTS	Ice Maintenance - AAA Energy Zamboni Expense Ice Paint (Jet Ice White and Lines)	35,000 2,500 6,500 44,000	40,000 2,500 3,500 46,000
BUILDING SUPPLIES	64000	BUILDING SUPPLIES	General Building Supplies Tools, nails, etc.	28,000 28,000	25,000 25,000
JANITORIAL	64000	NON-EVENT RELATED SERVICES & SUPPLIES	Janitorial Service (non event) Urifirst	40,000 40,000	30,000 30,000
UNIFORMS & LAUNDRY	64000	UNIFORMS PART-TIME STAFF	Operations Department Shirts/Hats/Jackets	750 750	760 760
TRASH REMOVAL	69000	TRASH REMOVAL	Waste - Compactor	24,000 24,000	28,000 28,000
CONTRACTUAL SERVICES	69000	PEST CONTROL SERVICES FOR BLDG	Exterminating contract Snow Removal Elevator Maintenance Forklift Rental Other LR Rental	3,600 250 16,500 0 5,000 25,350	3,600 650 17,100 0 5,000 26,350
DUES AND SUBSCRIPTIONS	60350	MEMBERSHIP	Ice Risk Association	250 250	250 250
MEETINGS/CONVENTIONS/TRAINING	61000	CONFERENCES ATTENDED BY STAFF	USA Ice Association	6,000 6,000	6,000 6,000
TELEPHONE	69000	TELEPHONE SERVICE	Cell Phones Replacement Phones	650 650	650 550
INSPECTIONS, LICENSES AND PERMITS	66001	INSPECTIONS	Sprinklers, Fire System, Elevators and Escalators Inspections	4,000 1,500 5,500	4,000 1,500 5,500
EMPLOYEE BENEFITS	64000	HEALTH/LIFE/DENTAL INSURANCE & 401K	Medical Dental Vision Life AD&D LTD 401-K	70,811 799 227 164 56 291 10,284 90,611	83,833 1,839 411 134 43 343 10,730 97,333
<b>TOTAL FACILITY OPERATIONS</b>				<b>644,258</b>	<b>692,954</b>

CROSS INSURANCE ARENA  
OVERHEAD BURDEN  
FISCAL YEAR 2027

ACCOUNT TITLE	Account	ACCOUNT DESCRIPTION	ITEMIZED EXPENDITURES	FY 2026	FY 2027 BUDGET
EQUIPMENT LEASE EXPENSE	68000	RENTAL COSTS OF COPIERS, FAXES, DUPLICATOR, ETC.	Copiers/Fax with TRADE deal (\$850 x 12)	10,500	10,500
				10,500	10,500
POSTAGE	67000	POSTAGE, OVERNIGHT DELIVERIES	First Class Mail	2,600	2,600
				2,600	2,600
LICENSES & PERMITS	72000		City Entertainment License	3,000	2,600
			BM/Sasac/AGR Licenses	4,500	5,500
				7,500	8,000
PARKING	69000		Staff Parking (16 X \$180 X 12)	30,600	32,400
			Board and guest validations	4,000	7,500
				34,600	39,900
INSURANCE EXPENSE	63000	COST OF INSURANCE POLICIES	LIABILITY		
			General/Excess Liability (Term July - June)	90,000	105,000
			Cyber	750	750
			Professional Liability	6,100	6,100
			AUTO	350	350
			CRIME (Apr-Mar)	1,200	1,200
			WORKERS' COMPENSATION (JUL-JUN)	60,000	60,000
			Employment Practices	3,250	3,250
			Pollution Liability	354	354
				162,004	177,004
Truck-Gas/Maintenance	65001	Repairs/Maintenance for Company Vehicles	Gas	150	150
			Repairs/Maintenance	600	600
				750	750
CONTRACTED SERVICES	69000		Professional Services	500	500
				500	500
OFFICE SUPPLIES	67000		General Office Supplies	7,600.00	7,500
			Copier/Fax Supplies		
			Toner		
			Paper supplies	7,500	7,500
TELEPHONE/INTERNET/AV	66000	TELEPHONE EXPENSE VIDEO INTERNET	Cost of telephones not charged to other dept.	25,000	28,000
			Video Services	5,100	6,100
			Building Internet	18,000	18,000
				48,100	51,100
UTILITIES	86001	UTILITY COST FOR THE BUILDING	Electricity	350,000	460,000
			Water/Sewer	26,000	32,000
			Gas	160,000	125,000
			City of Portland Drainage Fees	7,000	7,350
				532,000	614,350
MANAGEMENT FEE	72000		MONTHLY MANAGEMENT FEE TOTAL	129,029	133,546
				129,029	133,546
TOTAL OVERHEAD				\$ 1,087,896	\$ 1,045,649

CROSS INSURANCE ARENA  
CORPORATE SALES/PREMIUM SERVICES INCOME  
FISCAL YEAR 2027

ACCOUNT TITLE	MAS-100	ACCOUNT DESCRIPTION	ITEMIZED EXPENDITURES	FY 2026	FY 2027 BUDGET
ADVERTISING	40020	REVENUE EARNED ON ADVERTISING SPONSORS	Arena Share of Advertising/ Sponsorship Less: Commission and Expenses Less: Team Share Static Signage	550,000 (119,350) (42,000) 388,650	550,000 (119,350) (42,000) 388,650
NAMING RIGHTS	40020	NAMING RIGHTS	Less Commissions and Expenses	215,000 (26,875) 188,125	215,000 (26,875) 188,125
TOWER SUITES	40020	TOWER & LOGE	6 X \$35,000 Less Ticket Revenue Due Tenants (72 Seats X \$20 X 36 Gms) Less Commissions and Expenses Bunker Suite Revenue from Mariners	210,000 (51,840) (34,004) 5,000 129,156	210,000 (51,840) (34,004) 5,000 129,156
CLUB SEATS-PSL	40020	PSL REVENUE CLUB SEAT LICENSE SHARE	326 available Prolific (40 X \$168) Club Seat License Share Less Commissions and Expenses	6,720 14,000 (4,455) 16,265	6,720 14,000 (4,455) 16,265
OTHER RENTALS	40030	OTHER REVENUE	Ice Rentals	20,000 20,000	20,000 20,000
FULLFILLMENT FEE INCOME	40030	RESALE REVENUES	Ticketmaster	61,000 61,000	61,000 61,000
MISCELLANEOUS	40030		ATM Fees Recycling/Parking	3,000 4,000 7,000	3,000 4,000 7,000
TOTAL OTHER INCOME				\$963,109	\$810,196