

## City of Clearwater

### Imagine Clearwater Amphitheater Venue - Ticket Sales/Naming Rights Comparison

Per Current Proposed REH Operating Agreement

|                                                  | <u>Year 1</u> | <u>Year 1 actuals</u> | <u>Year 2</u> | <u>Year 3</u> | <u>Year 4</u> | <u>Year 5</u> |
|--------------------------------------------------|---------------|-----------------------|---------------|---------------|---------------|---------------|
| Ticketing Fees                                   | 752,895       | 488,020               | 1,072,305     | 1,361,295     | 1,490,580     | 1,619,865     |
| Estimated profit sharing                         | -             |                       |               | 178,945       | 226,205       | 284,290       |
| Estimated naming rights                          | 350,000       |                       | 350,000       | 350,000       | 350,000       | 350,000       |
| The BayCare Sound (naming rights less admin fee) |               | 403,750               |               |               |               |               |
| Total Revenues                                   | 1,102,895     | 891,770               | 1,422,305     | 1,890,240     | 2,066,785     | 2,254,155     |