

OPERATING REVENUE AND EXPENSE

18-0221

	B1 MIN	
<i>Incremental Operating Revenues</i>		
Rent	266,000	
Catering, Food & Beverage	250,000	
Convention Services	165,000	
Total Revenue	681,000	
 <i>Incremental Operating Expenses</i>		
Salaries, Wages & Benefits	(285,000)	<i>Based on 4 employees with benefi</i>
Utilities	(205,000)	
Insurance	(24,000)	
Promoter Expenses		
Food Service & Liquor	(60,000)	
Supplies & Expenses	(150,000)	
Total Expenses	(724,000)	
Net Incremental Profit (Loss)	\$ (43,000.00)	
Percentage Profit (Loss)	-6%	

This inserted page is a companion document to page 12 and 25 of the Economic Impact Report prepared by Conventional Wisdom and Gensler. This is in relationship to the B1 design and referencing the minimal numbers. The La Crosse Center staff and management developed these numbers to what they believe would be a more accurate representation of future expenses and income for the first years of operation. The line items to point out are change in the rental income. The Conventional Wisdom forecast is for \$549,000. We don't feel that is a number we can accomplish right away. We will need to build to that level. We are submitting \$266,000. The second adjustment is in the "Catering, Food and Beverage" line. We feel the margins we have are greater than being forecasted, thus the increase.

In the Operatin Expense side, we are submitting \$285,000 and this could be lower. The study is calling for 7 more full time people. We intend to grow to that level, but for the purposes of this study we are suggesting 4 full time people and building up to 7 as work loads create the demand. We are also, reducing the food and liquor expense as we indicated in the revenue side we feel there is a better margin in this category than being represented. And finally, the Supplies & Expenses we move up slightly as we want to make sure with the new space we have the proper equipment to provide world class service in a world class room.

The bottom line Profit (Loss) remains the same.

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