

**FOOTHILLS CRAFT GUILD, INC.  
SHOW STATISTICS  
FOR THE YEARS 1995 - 2006**

	1995	1996	1997	1998	1999	2000	2001	3,044 tickets	3,479 tickets	1,953 tickets	3,309 tickets	4,053 tickets	3,801 tickets	3,755 tickets
								Spring 2002	Fall 2002	Spring 2003	Fall 2003	Fall 2004	Fall 2005	Fall 2006
Gate	\$ 16,978	\$ 10,487	\$ 18,262	\$ 13,573	\$ 14,776	\$ 13,660	\$ 16,591	\$ 14,028	\$ 16,671	\$ 9,577	\$ 15,832	\$ 18,357	\$ 17,408	\$ 17,021
Gross Sales/all	\$ 180,447	\$ 145,281	\$ 200,535	\$ 160,000	\$ 142,427	\$ 132,136	\$ 164,863	\$ 120,888	\$ 178,840	\$ 99,996	\$ 187,087	\$ 228,924	\$ 211,882	\$ 231,607
Sales\$/Gate\$	\$ 11	\$ 14	\$ 11	\$ 12	\$ 10	\$ 10	\$ 10	\$ 9	\$ 11	\$ 10	\$ 12	\$ 12	\$ 12	\$ 14
#Flat Booths	54	62	48	46	47	28	48	86	84	101	79	81	88	78
#Commission	53	69	70	55	49	38	51	8	43	10	44	54	46	49
Regular Booths	107	131	118	101	96	66	99	94	127	111	123	135	134	127
#Demos			16	13	14	10	12	0	11	11	12	13	16	17
# Marketplace								8	5	10	10	10	8	10
#Guests			2	13	9	9	6	10	0	1	1	0	0	3
Total Selling Units	107	131	129	127	119	85	117	112	143	133	146	158	158	157
Gross sales/ Flat	\$ 121,210	\$ 94,343	\$ 126,632	\$ 87,914	\$ 89,564	\$ 77,846	\$ 109,906	\$ 112,925	\$ 148,115	\$ 96,875	\$ 156,522	\$ 187,009	\$ 179,162	\$ 177,187
Gross sales/Comm	\$ 48,963	\$ 47,522	\$ 71,060	\$ 46,775	\$ 41,956	\$ 54,290	\$ 54,957	\$ 7,963	\$ 30,725	\$ 3,120	\$ 30,566	\$ 41,914	\$ 32,720	\$ 54,420
Total Gross Sales	\$ 170,173	\$ 141,865	\$ 197,692	\$ 134,689	\$ 131,520	\$ 128,770	\$ 164,863	\$ 120,584	\$ 178,840	\$ 99,996	\$ 187,087	\$ 228,924	\$ 211,882	\$ 231,607
Avg Sales/Flat	\$ 2,245	\$ 1,522	\$ 2,638	\$ 1,911	\$ 1,906	\$ 2,780	\$ 2,290	\$ 1,313	\$ 1,763	\$ 959	\$ 1,981	\$ 2,309	\$ 2,036	\$ 2,272
Avg Sales/Comm	\$ 924	\$ 689	\$ 1,015	\$ 850	\$ 856	\$ 952	\$ 806	\$ 995	\$ 715	\$ 312	\$ 695	\$ 776	\$ 711	\$ 1,111
Total Avg Sales	\$ 1,590	\$ 1,083	\$ 1,675	\$ 1,334	\$ 1,370	\$ 1,694	\$ 1,414	\$ 1,283	\$ 1,251	\$ 752	\$ 1,281	\$ 1,449	\$ 1,341	\$ 1,475
Bankcard Sales	\$ 23,049	\$ 17,579	\$ 30,289	\$ 27,000	\$ 22,402	\$ 13,126	\$ 22,594	\$ 10,229	\$ 22,063	\$ 13,477	\$ 23,221	\$ 22,252	\$ 22,107	\$ 29,967
% of gross	12.80%	12.10%	15.10%	16.90%	15.80%	9%	13%	8.00%	12.34%	13.48%	12.41%	9.72%	10.43%	12.94%
<b>Contributions:</b>														
Friends	\$ 1,990	\$ 1,600	\$ 2,350	\$ 2,575	\$ 2,575	\$ 1,350	\$ 1,460	\$ -	\$ 1,325	\$ -	\$ 1,525	\$ 1,175	\$ 810	\$ -
Corporate	\$ 1,330	\$ 1,300	\$ 1,300	\$ 455	\$ 540	\$ 1,195	\$ 100	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Grants	\$ 1,200	\$ 1,500	\$ 5,500	\$ 2,000	\$ -	\$ 4,826	\$ 2,500	\$ -	\$ 3,000	\$ 2,000	\$ -	\$ 1,500	\$ 1,000	\$ -
TOTALS	\$ 4,520	\$ 4,400	\$ 9,150	\$ 5,030	\$ 3,115	\$ 7,371	\$ 4,060	\$ -	\$ 4,325	\$ 2,000	\$ 1,525	\$ 2,675	\$ 1,810	\$ -
<b>Marketplace:</b>														
Total Gross Sales								\$ 2,403	\$ 1,980	\$ 3,120	\$ 3,907	\$ 4,706	\$ 2,817	\$ 4,010
Avg Sales								\$ 300	\$ 396	\$ 312	\$ 391	\$ 471	\$ 352	\$ 401
<b>Flat fee/Comm:</b>														
Gross Sales/Thurs	\$ 5,575	\$ 6,910	\$ 10,410	\$ 6,123	\$ 9,785	\$ -	\$ -	\$ 527	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Friday	\$ 70,125	\$ 54,182	\$ 73,598	\$ 63,652	\$ 55,373	\$ 60,600	\$ 60,727	\$ 44,019	\$ 59,449	\$ 36,886	\$ 71,633	\$ 76,057	\$ 83,861	\$ 78,386
Saturday	\$ 74,295	\$ 48,271	\$ 86,182	\$ 40,897	\$ 57,338	\$ 49,865	\$ 59,280	\$ 50,108	\$ 76,983	\$ 40,236	\$ 79,482	\$ 105,545	\$ 82,222	\$ 101,952
Sunday	\$ 30,452	\$ 36,015	\$ 30,345	\$ 32,021	\$ 19,931	\$ 21,671	\$ 44,856	\$ 26,235	\$ 42,407	\$ 22,874	\$ 35,973	\$ 47,321	\$ 45,799	\$ 51,268
Total Reported sales	\$ 180,447	\$ 145,378	\$ 200,535	\$ 142,693	\$ 142,427	\$ 132,136	\$ 164,863	\$ 120,888	\$ 178,840	\$ 99,996	\$ 187,087	\$ 228,924	\$ 211,882	\$ 231,607

**NOTES ON 2006 FALL SHOW:**

- Even though ticket sales were down slightly, total reported sales were the highest ever reported (up 10%)
- Commission sales were the highest reported in 5 years (Flat fee sales up 12%; commission sales up 57%)
- Marketplace sales were up 43%