

	A	B	C	D	E
1	<b>Effect of Demand at Road Atlantis</b>				
2					
3	<b>Exogenous Parameters</b>			<b>Exogenous Variable</b>	
4	Ticket Price	\$ 35.00		Demand	161
5	Ticket Seller	\$ 350			
6	Spectator Insurance	\$ 5,000		<b>Calculations</b>	
7	Cost per guard	\$ 500	Total Spectator Fixed Cost	\$	5,350
8	Spectators per guard	500	Number of additional guards		1
9	"free" cleanups	400	Spectator Security Cost	\$	500.00
10	Overtime for extra cleanup	\$ 0.60	Spectator Cleanup Cost	\$	-
11	Snack spending per spectator	\$ 4.50	Total Spectator Variable Cost	\$	500.00
12	Concession rate	30%	Total Spectator Cost	\$	<b>5,850.00</b>
13			Snack Net Revenue	\$	217.35
14			Ticket Revenue	\$	5,635.00
15			Total Spectator Revenue	\$	<b>5,852.35</b>
16			Spectator Profit/Loss	\$	<b>2.35</b>
17					
18		Demand	Total Cost	Total Revenue	Profit/Loss
19			\$ 5,850.00	\$ 5,852.35	\$ 2.35
20		0	\$ 5,350.00	\$ -	\$ (5,350.00)
21		160	\$ 5,850.00	\$ 5,816.00	\$ (34.00)
22		161	\$ 5,850.00	\$ 5,852.35	\$ 2.35
23		500	\$ 5,910.00	\$ 18,175.00	\$ 12,265.00
24		501	\$ 6,410.60	\$ 18,211.35	\$ 11,800.75

