

Theater Revenue

Theater revenues have continued to increase steadily during the past several years. As Winterfest's popularity has grown, more theaters stay open year-round. The first two months of 2007 experienced a significant revenue increase that set the tone for a solid year.



2007 THEATER REVENUE

Month	Gross Business	% of Change
January	\$994,862	11
February	\$1,710,763	9
March	\$3,276,402	4
April	\$4,684,652	11
May	\$4,314,086	0
June	\$6,636,956	5
July	\$7,970,953	1
August	\$5,580,939	7
September	\$4,863,748	8
October	\$6,857,356	1
November	\$6,487,923	5
December	\$5,889,229	1
Total	\$59,267,869	4

2006 THEATER REVENUE

Month	Gross Business	% of Change
January	\$745,879	-13
February	\$7,501,328	23
March	\$3,153,459	30
April	\$3,365,081	-11
May	\$3,843,797	1
June	\$4,057,040	8
July	\$7,664,590	11
August	\$5,707,028	8
September	\$3,821,458	-7
October	\$5,838,916	-6
November	\$5,805,650	13
December	\$5,476,532	13
Total	\$52,380,758	6

2006 THEATER REVENUE

Month	Gross Business	% of Change
January	\$896,258	20
February	\$1,563,293	4
March	\$3,136,773	-1
April	\$4,238,605	26
May	\$4,326,729	13
June	\$6,316,553	4
July	\$7,893,919	3
August	\$5,208,122	2
September	\$4,505,801	18
October	\$6,757,494	10
November	\$6,135,731	6
December	\$5,821,913	6
Total	\$56,801,191	8

PRIOR YEARS THEATER REVENUE

Year	Gross Business	% of Change
1996	\$22,249,841	N/A
1997	\$28,448,487	28
1998	\$32,922,581	16
1999	\$33,975,605	3
2000	\$33,837,352	0
2001	\$35,504,439	5
2002	\$44,265,731	25
2003	\$47,903,116	8
2004	\$49,568,251	3