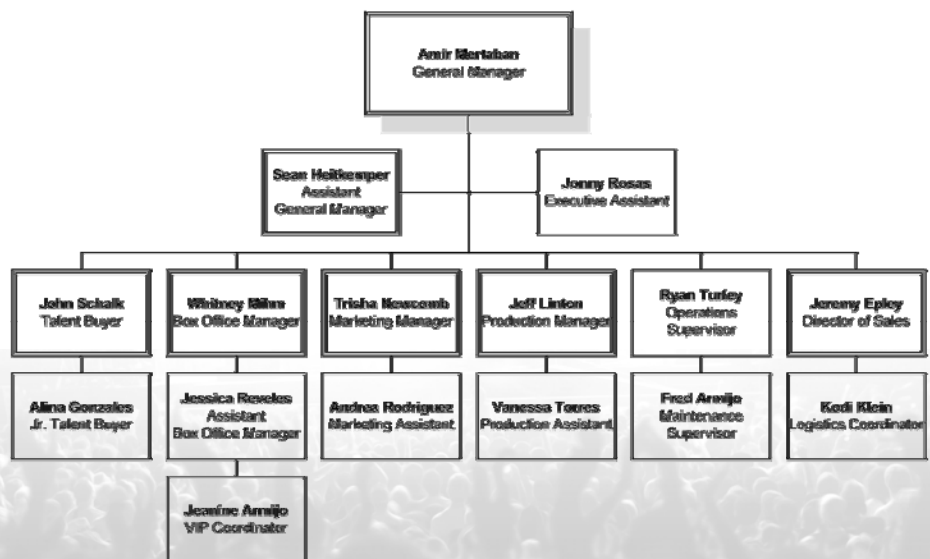




Riverside Market Org Chart



Key Accomplishments for 2017

- **Exceeded budget at the Fox by \$172,000 & at the RMA by \$925,000**
- **Exceeded budgeted event count at the Fox & RMA by a total of 102 events**
- **Increased alternative programming and self produced events at Fox & RMA**
 - **FOX**
 - Summer Movie Series
 - UC Riverside School of Business Speaker Series
 - **RMA**
 - May the 4th Fest “Star Wars”
 - WWE & Lucha Vavoom “Wrestling”

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Key Accomplishments for 2017 (cont.)

- **Capitalized on Latin programming at Fox & RMA**
 - Established a successful run with stage plays in Spanish at the Fox
 - The strategy has paid off. Sold out shows include: Ramon Ayala, Enrique Bunbury, Cesar Lozano, Alejandra Guzman and Amanda Miguel
- **Capital Improvements**
 - Restroom & Fly System renovations at the RMA
 - Live stage feed in backstage areas and lobbies at the Fox and RMA
 - Continued Improvements to Encore Room at the Fox

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Food Truck Festival



Adam West Tribute "Batman"



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Encore Room Upgrade



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Actual Budget 2017

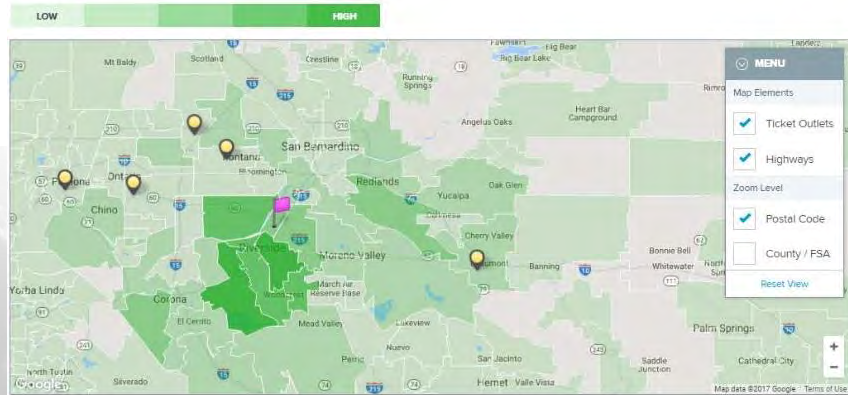
FOX	Budget	Actual	Variance	RMA	Budget	Actual	Variance
Show Count	70	84	14	Show Count	31	59	28
Special Events Count	19	71	52	Special Events Count	25	33	8
Paid Ticket Count	77,518	48,152	-29,366	Paid Ticket Count	32,139	40,891	8,752
Show CM	\$923,000	\$1,031,419	\$352,747	Show CM	\$179,000	\$950,450	\$751,337
Special Events CM	\$101,000	\$202,405	\$101,405	Special Events CM	\$170,000	\$312,207	\$142,207
Total CM	\$1,024,000	\$1,233,824	\$209,824	Total CM	\$349,000	\$1,262,657	\$913,657
Total Fixed	\$953,000	\$990,334	(\$37,334)	Total Fixed	\$648,000	\$636,263	(\$11,737)
AOI	\$71,000	\$243,491	\$172,491	AOI	(\$299,000)	\$626,394	\$925,394

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Heat Map of Ticket Purchases Fox PAC | Year In Review

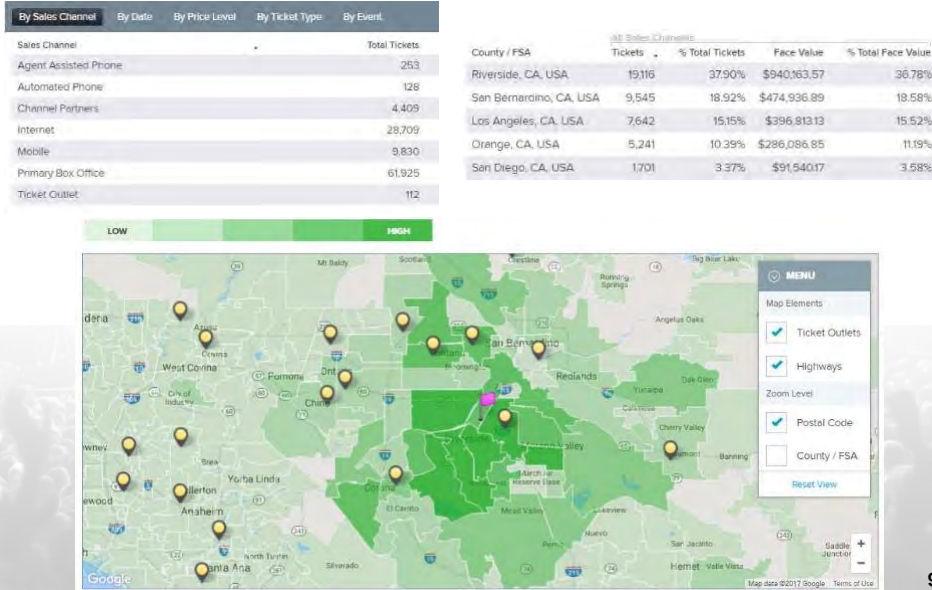
By Sales Channel	By Date	By Price Level	By Ticket Type	By Event
Sales Channel				Total Tickets
Agent Assisted Phone				553
Automated Phone				197
Channel Partners				3,345
Internet				38,241
Mobile				5,918
Primary Box Office				102,273
Ticket Outlet				41

County / FSA	Tickets	% Total Tickets	Face Value	% Total Face Value
Riverside, CA, USA	19,116	37.90%	\$940,163.57	36.78%
San Bernardino, CA, USA	9,545	18.92%	\$474,936.89	18.59%
Los Angeles, CA, USA	7,642	15.15%	\$396,813.13	15.52%
Orange, CA, USA	5,241	10.39%	\$286,086.85	11.19%
San Diego, CA, USA	1,701	3.37%	\$91,540.17	3.58%

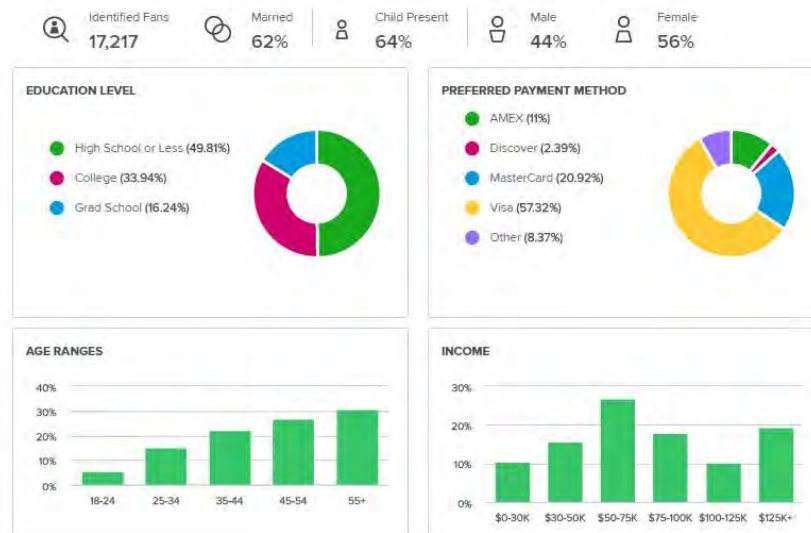


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Heat Map of Ticket Purchases RMA | Year In Review



Lifetime Fan Data Fox PAC | Year In Review



Lifetime Fan Data RMA | Year In Review



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Budget Pacing Fiscal Year 2017/2018

- Q1 & Q2 (July-December) are performing to plan at Fox. We are experiencing softening at the RMA
- Q3 & Q4 (January – June) are forecasted to be on budget at the Fox but not at the RMA

FOX		RMA	
Show Count	75	Show Count	34
Special Events Count	21	Special Events Count	25
Paid Ticket Count	83,055	Paid Ticket Count	35,250
Show CM	\$1,022,000	Show CM	\$207,000
Special Events CM	\$115,000	Special Events CM	\$175,000
Total CM	\$1,137,000	Total CM	\$382,000
Total Fixed	\$974,000	Total Fixed	\$664,000
AOI	\$163,000	AOI	(\$282,000)

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Key Strategies for Fiscal Year 2017/2018

- **Continue to grow alternative programming at Fox & RMA**
 - The pressure of competition makes this our most important task
 - We'll continue with key branded events (i.e. May the 4th Fest, Food Truck Festival, Themed Movies, etc.)
- **Special Events**
 - Increase Special Event count significantly at the RMA
 - Focus on profitability of each event
- **Continue to grow and develop the Broadway market in**
 - The 2016-2017 Broadway Season has brought major improvements in the quality of Broadway shows in Riverside
 - The 2017-2018 Season will focus on continued subscriber growth and increased amenities

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Key Strategies for Fiscal Year 2017/2018 (cont.)

- **Citywide Festivals**
 - Work with local businesses on participation in existing festivals (i.e. Star Wars - Food and beverage specials at all bars in Riverside during May the 4th Fest)
- **Focus on Comedy Shows**
 - Jerry Seinfeld, Kevin Hart, Joe Rogan, Adal Ramones, Adrian Uribe & Omar Chaparro

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May the 4th Fest "Star Wars"



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Trends & Metrics

Trends

- Competition. Competition. Competition.
- The success of the Fox and RMA are only fueling more competition in the entire region, which drive up artist costs and/or their availability
- Consumers don't care for stale, linear experiences (i.e. watching a movie), they want to have robust and holistic experiences (i.e. a movie and costume contest)
- Attention to safety and security continue to be a high priority
- We continue to evolve our food and drink options

Metrics

- Riverside continues to lead national average in F&B spend
- Our Guest Services scores have improve year over year & are growing
- The Fox and RMA had the highest AOI percentage increase year over year to date.

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