

Planned Fall Tour

location/reach analysis



aldanzopratt
communications

Summary Analysis

- Cost of tour is slated at **\$73,014.44** for a tour with Artist 4, Artist 5, Artist 6, Artist 2, Artist 1, and Artist 2.
- Cost of Tour includes expense outlays of **\$43,314.44** for total mileage expense, as well as **\$29,700.00** to house artists at each stop.
- In order to cover cost of mileage and hotel expense for artists on the entire tour, a total of **4687** tickets must be sold across all locations, for an average of **486** tickets produced at each individual location.
- The **Artist 3** present the most mileage need as they account for a large portion of the mileage needs with **\$9256.60**.
- **Artist 4** Present the largest contingent cost with a possibility of needing to receive **\$19,086.08** in travel reimbursement expense.
- Figures still have not accounted for the need for food expense or Hotel rooms.
- For the duration of the tour, the cost would be **\$14,850** to house the artists for 1 night on the tour. A two-night minimum would bring the total cost of housing to **\$29,700** for the duration of the tour. This does not take into account locations where nightly stays are not required.
- In order to cover cost of mileage expense for artists on the entire tour, a total of 659 (658.11) tickets must be sold across all locations, for an average of 74 (73.12) tickets produced at each individual location.
- Artist 6 presents the most mileage need as he accounts for 47% of total mileage expense, or \$4628.30 of a total \$9871.64 expenditure.
- Figures still have not accounted for the need for food expense or Hotel rooms.

Tour Stops	Mileage Cost	Total Accrual
Atlanta, Georgia	450.74	901.48
Houston, Texas	553.97	1107.94
Greensboro, North Carolina	664.02	1328.04
Jacksonville, Florida	671.46	1342.92
Birmingham, Alabama	349.06	698.12
Indianapolis, Indiana	480.5	961
Memphis, Tennessee	363.94	727.88
Charlotte, North Carolina	608.22	1216.44
Richmond, Virginia	793.91	1587.82
Total	4953	9871.64

- In order to cover cost of mileage expense for artists on the entire tour, a total of 659 (658.11) tickets must be sold across all locations, for an average of 74 (73.12) tickets produced at each individual location.
- Artist 6 presents the most mileage need as he accounts for 47% of total mileage expense, or \$4628.30 of a total \$9871.64 expenditure.
- Figures still have not accounted for the need for food expense or Hotel rooms.

Location	Date	Cost	Members	Ticket Price	Goal	Total	Required
Nashville, TN	09/26/09	0	5406	15	300	4500	0.055494
Atlanta, GA	10/24/09	450.74	2879	15	300	4500	0.104203
Greensboro, NC	11/21/09	664.02	1607	15	300	4500	0.186683
Houston, TX	12/12/09	553.97	10543	15	300	4500	0.028455
Tulsa, OK	02/20/10		605	15	300	4500	0.495868
Jacksonville, FL	03/13/10	671.46	2507	15	300	4500	0.119665
Indianapolis, IN	04/17/10	480.5	1256	15	300	4500	0.238854
Memphis, TN	05/22/10	363.94	5174	15	300	4500	0.057982
Philadelphia, PA	06/19/10		700	15	300	4500	0.428571
Los Angeles, CA	07/17/10		6260	15	300	4500	0.047923

Artist	Total Rooms	Cost Per	Total Cost Per	Tour Total
Artist 1	1	\$75.00	\$75.00	\$675.00
Artist 2	1	\$75.00	\$75.00	\$675.00
Artist 3	3	\$75.00	\$225.00	\$2025.00
Artist 4	12	\$75.00	\$900.00	\$8100.00
Artist 5	4	\$75.00	\$300.00	\$2700.00
Artist 6	1	\$75.00	\$75.00	\$675.00
				\$14850.00

- For the duration of the tour, the cost would be \$14,850 to house the artists for 1 night on the tour. A two-night minimum would bring the total cost of housing to \$29,700 for the duration of the tour. This does not take into account locations where nightly stays are not required.

Artist 2

Beginning		Destination	Mileage	Driving Time	Cost /.31 per	Total Accrued
Houston, Texas	to	Atlanta, Georgia	792	12 hours, 32 minutes	245.52	491.04
Houston, Texas	to	Houston, Texas	0	0 hours, 0 minutes	0	0
Houston, Texas	to	Greensboro, North Carolina	1126	17 hours, 58 minutes	349.06	698.12
Houston, Texas	to	Jacksonville, Florida	870	13 hours, 41 minutes	269.7	539.4
Houston, Texas	to	Birmingham, Alabama	666	10 hours, 33 minutes	206.46	412.92
Houston, Texas	to	Indianapolis, Indiana	1048	17 hours, 5 minutes	324.88	649.76
Houston, Texas	to	Memphis, Tennessee	601	10 hours, 8 minutes	186.31	372.62
Houston, Texas	to	Charlotte, North Carolina	1036	16 hours, 33 minutes	321.16	642.32
Houston, Texas	to	Richmond, Virginia	1326	21 hours, 7 minutes	411.06	822.12
			7465		2314.15	4628.3

Artist 3

Beginning		Destination	Mileage	Driving Time	Cost /.31 per	Total Accrued
Houston, Texas	to	Atlanta, Georgia	792	12 hours, 32 minutes	245.52	491.04
Houston, Texas	to	Houston, Texas	0	0 hours, 0 minutes	0	0
Houston, Texas	to	Greensboro, North Carolina	1126	17 hours, 58 minutes	349.06	698.12
Houston, Texas	to	Jacksonville, Florida	870	13 hours, 41 minutes	269.7	539.4
Houston, Texas	to	Birmingham, Alabama	666	10 hours, 33 minutes	206.46	412.92
Houston, Texas	to	Indianapolis, Indiana	1048	17 hours, 5 minutes	324.88	649.76
Houston, Texas	to	Memphis, Tennessee	601	10 hours, 8 minutes	186.31	372.62
Houston, Texas	to	Charlotte, North Carolina	1036	16 hours, 33 minutes	321.16	642.32
Houston, Texas	to	Richmond, Virginia	1326	21 hours, 7 minutes	411.06	822.12
			7465		2314.15	4628.3

Destination	Total Cost @ 2x Mileage Allowance
Atlanta, Georgia	523.28
Houston, Texas	1275.96
Greensboro, North Carolina	610.08
Jacksonville, Florida	954.8
Birmingham, Alabama	453.84
Indianapolis, Indiana	141.36
Memphis, Tennessee	456.32
Charlotte, North Carolina	602.64
Richmond, Virginia	696.88
Totals	5715.16

Artist 4 - Large Group Contingency

Mileage Expense

Beginning		Destination	Mileage	Driving Time	Cost/.31 per	Total Accrued
Athens, Alabama	to	Atlanta, Georgia	240	3 hours, 57 minutes	74.4	148.8
Athens, Alabama	to	Houston, Texas	758	11 hours, 59 minutes	234.98	469.96
Athens, Alabama	to	Greensboro, North Carolina	524	8 hours, 41 minutes	162.44	324.88
Athens, Alabama	to	Jacksonville, Florida	526	9 hours, 11 minutes	163.06	326.12
Athens, Alabama	to	Birmingham, Alabama	94	1 hour, 31 minutes	29.14	58.28
Athens, Alabama	to	Indianapolis, Indiana	388	6 hours, 10 minutes	120.28	240.56
Athens, Alabama	to	Memphis, Tennessee	205	3 hours, 27 minutes	63.55	127.1
Athens, Alabama	to	Charlotte, North Carolina	440	7 hours, 47 minutes	136.4	272.8
Athens, Alabama	to	Richmond, Virginia	673	10 hours, 47 minutes	208.63	417.26
			3848		1192.88	2385.76

Hotel Expense

Artist	Hotel Rooms	Cost Per Room	Total Cost	Total Tour Cost
Artist 4	12	\$75.00	\$300.00	\$2700.00

Quantitative Analysis

Destination	Total Cost @ 4x Mileage Allowance	Total Cost @ 8 x Mileage Allowance
Atlanta, Georgia	595.2	1190.4
Houston, Texas	1879.84	3759.68
Greensboro, North Carolina	1299.52	2599.04
Jacksonville, Florida	1304.48	2608.96
Birmingham, Alabama	233.12	466.24
Indianapolis, Indiana	962.24	1924.48
Memphis, Tennessee	508.4	1016.8
Charlotte, North Carolina	1091.2	2182.4
Richmond, Virginia	1669.04	3338.08
Totals	9543.04	19086.08

Artist 5

Mileage Expense

Beginning		Destination	Mileage	Driving Time	Cost/.31 per	Total Accrued
Louisville, Kentucky	to	Atlanta, Georgia	422	6 hours 43 min	130.82	261.64
Louisville, Kentucky	to	Houston, Texas	1029	16 hours 13 minutes	318.99	637.98
Louisville, Kentucky	to	Greensboro, North Carolina	492	7 hours, 51 minutes	152.52	305.04
Louisville, Kentucky	to	Jacksonville, Florida	770	12 hours, 17 minutes	238.7	477.4
Louisville, Kentucky	to	Birmingham, Alabama	366	5 hours, 46 minutes	113.46	226.92
Louisville, Kentucky	to	Indianapolis, Indiana	114	1 hour, 50 minutes	35.34	70.68
Louisville, Kentucky	to	Memphis, Tennessee	368	6 hours, 2 minutes	114.08	228.16
Louisville, Kentucky	to	Charlotte, North Carolina	486	7 hours, 56 minutes	150.66	301.32
Louisville, Kentucky	to	Richmond, Virginia	562	8 hours, 51 Minutes	174.22	348.44
			4609		1428.79	2857.58

Hotel Expense

Artist	Hotel Rooms	Cost Per Room	Total Cost	Total Tour Cost
Artist 5	4	\$75.00	\$300.00	\$2700.00

Quantitative Analysis

Destination	Total Cost @ 2x Mileage Allowance
Atlanta, Georgia	523.28
Houston, Texas	1275.96
Greensboro, North Carolina	610.08
Jacksonville, Florida	954.8
Birmingham, Alabama	453.84
Indianapolis, Indiana	141.36
Memphis, Tennessee	456.32
Charlotte, North Carolina	602.64
Richmond, Virginia	696.88
Totals	5715.16

Artist 6

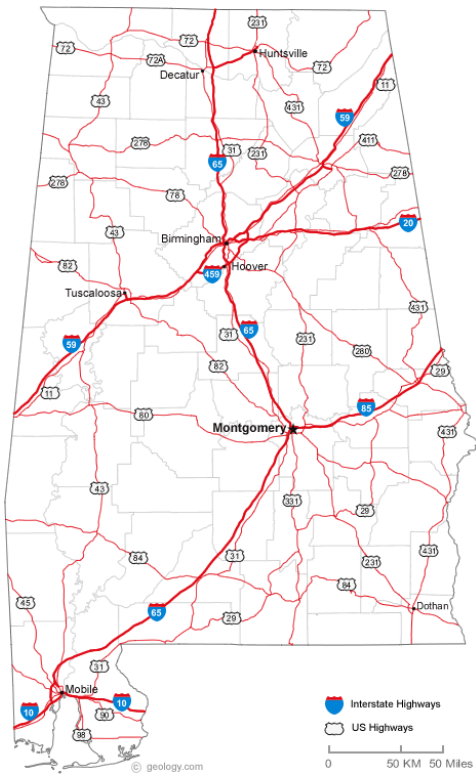
Mileage Expense

Beginning		Destination	Mileage	Driving Time	Cost /.31 per	Total Accrued
Houston, Texas	to	Atlanta, Georgia	792	12 hours, 32 minutes	245.52	491.04
Houston, Texas	to	Houston, Texas	0	0 hours, 0 minutes	0	0
Houston, Texas	to	Greensboro, North Carolina	1126	17 hours, 58 minutes	349.06	698.12
Houston, Texas	to	Jacksonville, Florida	870	13 hours, 41 minutes	269.7	539.4
Houston, Texas	to	Birmingham, Alabama	666	10 hours, 33 minutes	206.46	412.92
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			7465		2314.15	4628.3

Hotel Expense

Artist	Hotel Rooms	Cost Per Room	Total Cost	Total Tour Cost
Artist 6	1	\$75.00	\$75.00	\$675.00

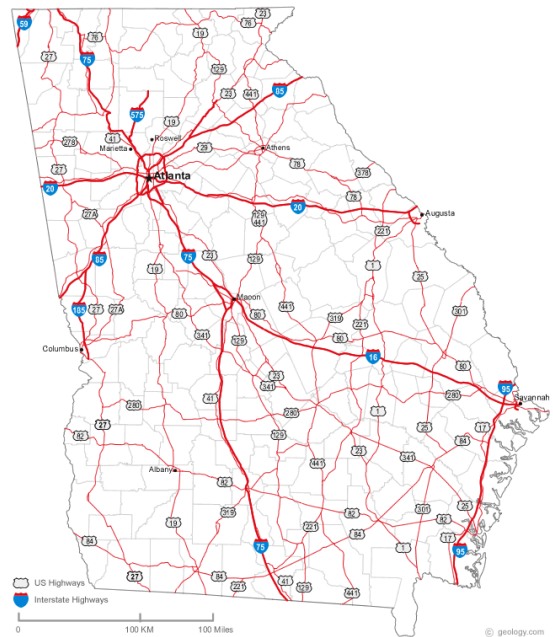
Birmingham, Alabama



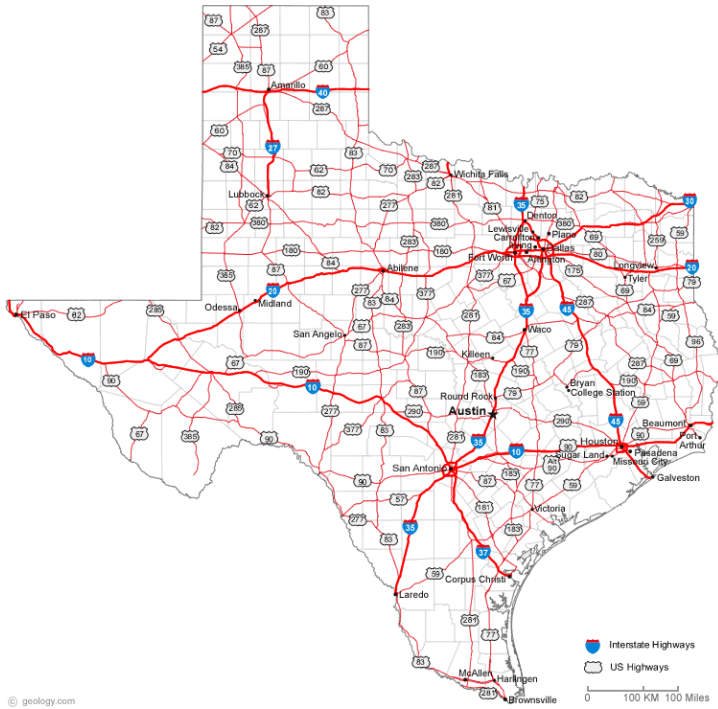
Number of Congregations	21
Total Adherents	1804
Total Attendees	1188
Total Members	1497
Average Adherents	86
Average Attendees	57
Average Members	71

Atlanta, Georgia

Number of Congregations	13
Total Adherents	3721
Total Attendees	2830
Total Members	2879
Average Adherents	286
Average Attendees	218
Average Members	221



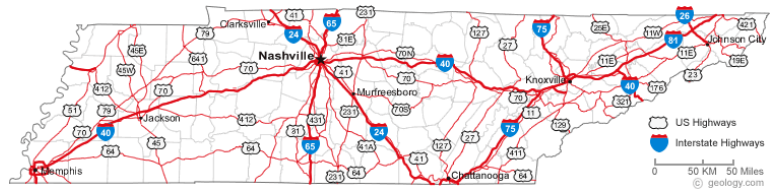
Houston, Texas



Number of Congregations	37
Total Adherents	12734
Total Attendees	6322
Total Members	10543
Average Adherents	344
Average Attendees	171
Average Members	285

Memphis

Number of Congregations	31
Total Adherents	6617
Total Attendees	4806
Total Members	5174
Average Adherents	213
Average Attendees	155
Average Members	167





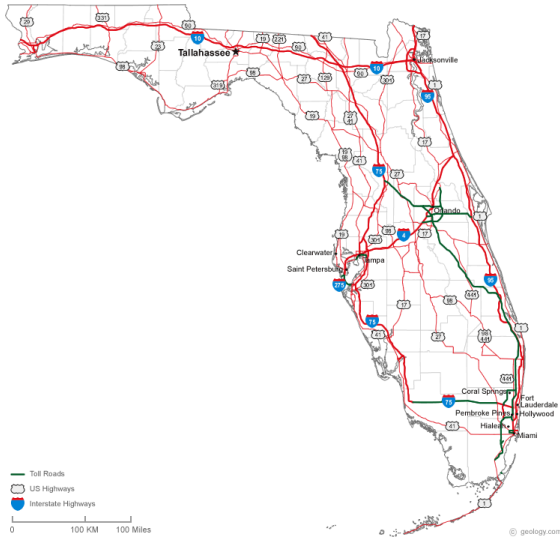
Greensboro, NC

Number of Congregations	6
Total Adherents	2299
Total Attendees	958
Total Members	1607
Average Adherents	383
Average Attendees	160
Average Members	268

Charlotte, NC

Number of Congregations	4
Total Adherents	1042
Total Attendees	695
Total Members	792
Average Adherents	261
Average Attendees	174
Average Members	198

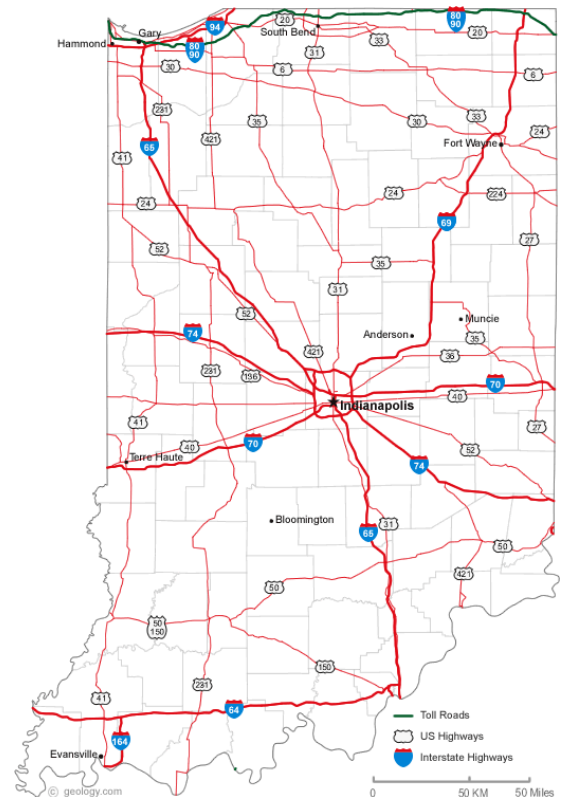
Jacksonville, Florida



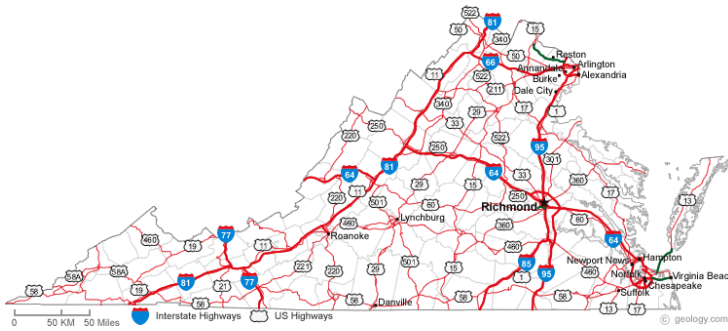
Number of Congregations	11
Total Adherents	3013
Total Attendees	1715
Total Members	2507
Average Adherents	301
Average Attendees	172
Average Members	251

Indianapolis, IN

Number of Congregations	6
Total Adherents	1633
Total Attendees	1003
Total Members	1256
Average Adherents	272
Average Attendees	167
Average Members	209



Richmond, VA



Number of Congregations	3
Total Adherents	456
Total Attendees	365
Total Members	385
Average Adherents	155
Average Attendees	122
Average Members	128