



Branson Convention Center 1st Quarter 2016 Review

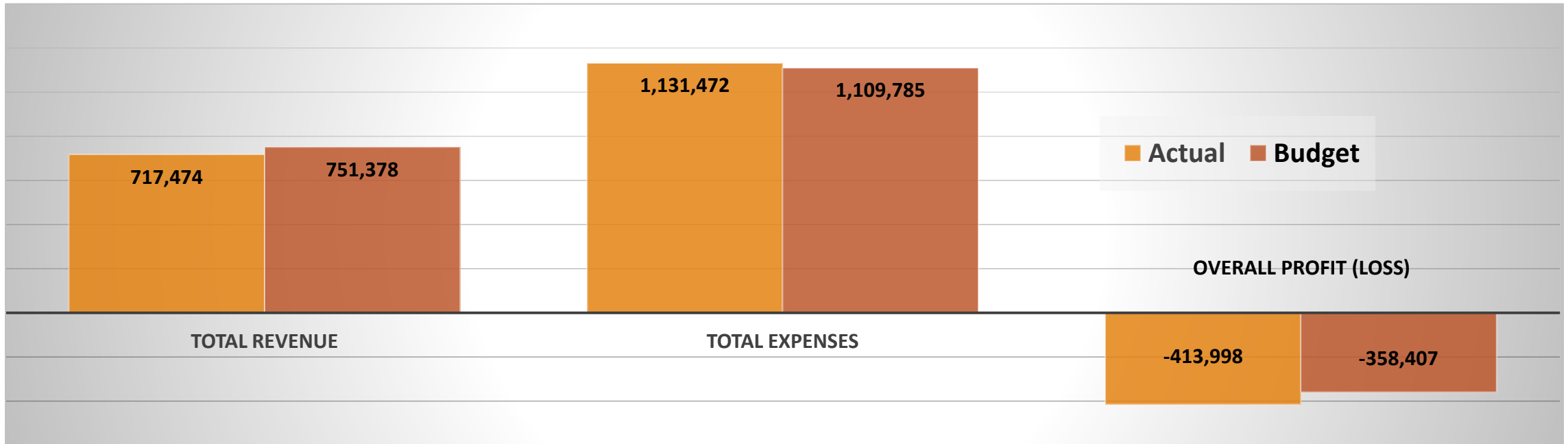
SAVOR...Branson

at Branson Convention Center

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ACTUAL vs. BUDGET

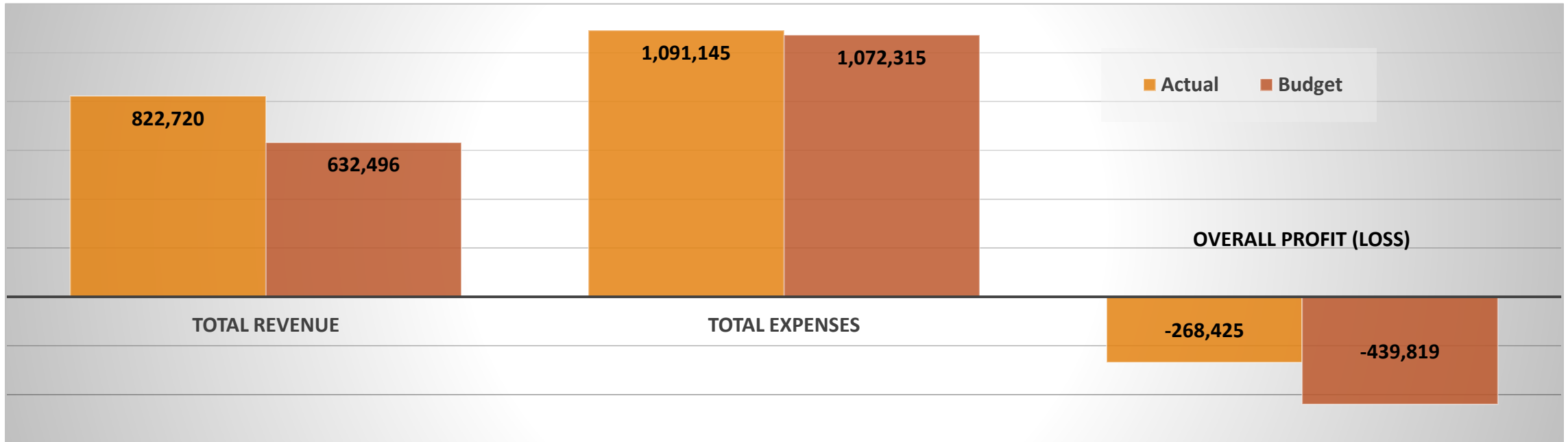
January - March 2016



1. **Total Revenue** - Actual Revenue: \$717,474 / Budget = \$751,378 / Variance = (\$33,904) below budget
2. **Total Expenses** - Actual Expenses: \$1,131,472 / Budget = \$1,109,785 / Variance = (\$21,687) above budget
3. **Overall Profit and Loss** – Loss of (\$413,993) exceeded budgeted loss of (\$358,407) by **(\$55,586)**

ACTUAL vs. BUDGET

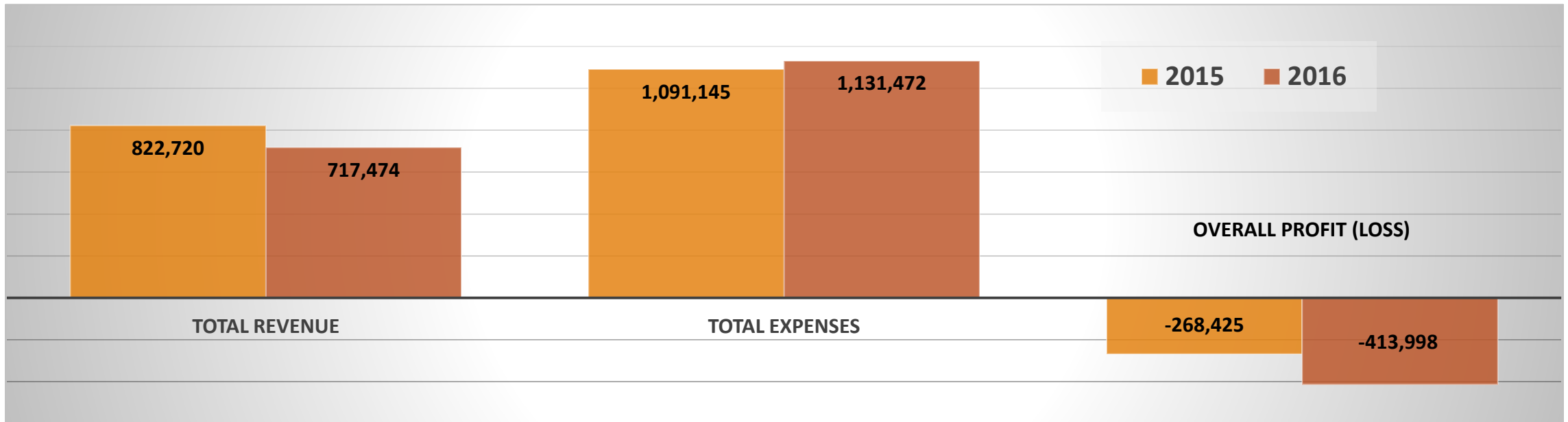
January - March 2015



1. **Total Revenue** - Actual Revenue: \$822,720 / Budget = \$632,496 / Variance = \$190,224 above budget
2. **Total Expenses** - Actual Expenses: \$1,091,145 / Budget = \$1,072,315 / Variance = (\$18,830) above budget
3. **Overall Profit and Loss** – Loss of (\$268,425) was below budgeted loss of (\$439,819) by **\$171,394**

COMPARISON OF ACTUALS

January - March 2015 vs. January – March 2016



1. Total Revenue - 2015: \$822,720 / 2016 = \$717,474 / Variance = \$105,246 more in 2015 vs. 2016
2. Total Expenses - 2015: \$1,091,145 / 2016 = \$1,131,472 / Variance = (\$40,127) less in 2015 vs. 2016
3. Overall Profit and Loss – 2015: Loss of (\$268,425) / 2016: Loss of (\$413,998) – difference of (\$145,573) less in 2015 vs. 2016

Business Overview

1st Quarter 2016 Review

Financial Review Continued... BCC's Big Four – Revenue Producers

- 1. ROOM RENTAL:** Revenue was below the 2016 budget by \$4,903. One major reason was due to Phil Waldrep Ministries (\$42K) being held in the first quarter of 2015 and they shifted to the second quarter in 2016. In addition, rent was down in 2016 compared to 2015 because Pure Woman's Joy (\$8K) moved to the Events Center and COA Cheer and Dance (\$18K) did not return due to low attendance for their 2015 event.
- 2. CONCESSIONS:** Revenue was below the 2016 budget by \$7,795 but equal and in line to the 2015 actual. One major reason was due to the shift of Phil Waldrep Ministries. We are equal and in line to the 2015 actual due in part to contracting new public shows and sporting events including Visioncon and Sugar Bert Boxing.
- 3. CATERING:** Revenue was below the 2016 budget by \$53,364. One major reason was due to losing the "Star of the Year Annual Dinner Event". This event was a one night only catering function valued at \$40K in revenues. This group relocated due to the sleeping room rate offered by the Hilton.
- 4. PARKING:** Revenue was down to the 2016 budget by \$4,641 and down \$3,341 to the 2015 actual. Primary reasons for this was due to COA Cheer & Dance not returning for 2016, a slight decline in monthly parking due to the Reish parking lot opening back up to transient guests and monthly parkers and finally a shift with Phil Waldrep Ministries.

Business Overview

1st Quarter 2016 Review

Financial Review Continued... Expenses

- 5. SALARIES & BENEFITS:** This expense was up to the 2016 budget slightly as well as our 2015 actual. There were (27) employee pay periods in 2016 versus (26) in 2015. Our management staff size still remains the same since our transition in April 2014 and also currently fully staffed.
- 6. CONTRACTED SERVICES:** This expense was down to the 2016 budget by \$10,245 and down \$14,838 to the 2015 actual. Primary areas for this are security, public areas cleaning, convention center houseman/setup and dishwashing/stewarding. We have implemented a weekly tracker of these services and needs to make sure our entire team understand and know how much we have spent in these areas. We have also “cross trained” some of our team to help in other areas before committing to bringing in additional temporary labor.
- 7. GENERAL & ADMINISTRATIVE:** This expense was slightly up to the 2016 budget and 2015 actual. We have modified our marketing programs and publications as well as our tradeshow calendars affecting some early spending in the year. We have also partnered and secured groups like Sugar Bert and Visioncon by offering additional marketing dollars to help them drive and increase their attendance into the BCC and City.
- 8. UTILITIES:** A continued strong showing in managing our utilities. We are currently in line with our 2016 budget as well as our 2015 actual. We continue to focus on managing the building in a cost efficient and high quality manner.

Business Overview

1st Quarter 2016 Review

Overall Economic Impact for the Branson Convention Center

1. Estimated Attendance at BCC in the First Quarter: 22,460 people. Slight increase of 2,365 attendees/guests year over year. (Visioncon & Sugar Bert)
2. First Quarter Groups: 2015: (44) / 2016: (37)
3. Group Event Days: 2015: (90)Days / 2016 (85) Days
4. Group Room Nights at Hilton Properties: 2015: (7,153) / 2016(7,005)
5. Estimated Per Capture Rate (Food/Beverage/Rental/Parking): \$31.94 per person. This is up \$3.68 from 2015. (Price Increases & Reduced COS for Catering/Concession)

Business Overview

1st Quarter 2016 Review

Overall Economic Impact for the Branson Convention Center

Event/Group Breakdown:

(12) Meetings – (2,835) Attendees

(9) Sporting Event/Public Consumer Show – (14,900) Attendees

(9) Banquets – (2,165) Attendees

(7) Conventions – (2,560) Attendees

Business Overview

1st Quarter 2016 Review

The Branson Convention Center 2016 First Quarter significant events:

Conklin Companies (2017)

Visioncon (2017)

2nd Annual FC Legacy Futsal Indoor Soccer Event (2017)

Special Olympics Leadership Conference (2017)

Worldwide Spirit Cheer & Dance (2017)

MO Rural Water Association (2017)

Phil Waldrep Ministries (2017)

Branson Chamber of Commerce Black Tie Gala (2017)

Business Overview

1st Quarter 2016 Review

Customer & Client Satisfaction

2016 Year To Date Survey Information:

Surveys Sent (37)

Surveys Returned (13)

Return Rate of 35%

Client Received Letters: (3)

Business Overview

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Customer & Client Satisfaction

Survey Information (All Scores based out of 100%)

Facility Sales Team:

➤ Knowledgeable: 94.5%

Facility Event/Catering Team:

➤ Readily Available: 98.6%

Business Overview

1st Quarter 2016 Review

Customer & Client Satisfaction Continued...

Building Operations & Maintenance:

➤ Cleanliness: 95.4%

Food & Beverage Services:

➤ Staff Follow Through: 96.4%

➤ Quality of Food: 96.4%

Business Overview

1st Quarter 2016 Review

Customer & Client Satisfaction

Continued...

Using a scale of 1 to 100 (100 Being the highest) how would you have rated the Branson Convention Center

PRIOR to your event: 92.3%

Using a scale of 1 to 100 (100 Being the highest) how do you rate the Branson Convention Center

AFTER your event: 96.2% (3.9% Increase)

Customer & Client Overall Satisfaction: 95.4%

Business Overview

1st Quarter 2016 Review

2016 Specific Operating Goals & Updates

Yearly Reduction of Electrical Consumption by 3%

The BCC's cost include: Electricity, Natural Gas, Water & Sewer. The laundry was removed in July 2014 and is self metered.

(KWH Reduction Year over Year Comparison)

	<u>Electric 2014</u>	<u>Electric 2015</u>	<u>Electric 2016</u>	<u>Reduction (2015 VS 2016)</u>
January	662,120	426,960	481,160	+54,200 (12.6%)
February	606,640	484,520	449,520	-35,000 (-7.2%)
March	563,320	392,960	347,200	-45,760 (-11.6%)
April	361,400	290,280		
May	294,400	285,680		
June	401,000	410,200		
July	349,920	420,560		
August	329,000	323,920		
September	297,840	363,400		
October	301,960	275,120		
November	378,840	271,760		
December	389,640	382,000		
TOTALS	4,846,840	4,343,000	1,277,880	-26,560 (-0.6%)

Business Overview

1st Quarter 2016 Review

2016 Specific Operating Goals & Updates

As of January 1, 2016

Sustainability Goal for the Branson Convention Center

Track & Reduce our Diversion Rate and achieve 45% Diversion

The Goal of the BCC is to increase our diversion rate away from our landfills. Reduction will consist of a bigger focus on recycling of cardboard, glass, metal and other items. Some measures have included:

- 1. Glass Recycling Program: (2,160) lbs.**
- 2. Food Composting Program: (4,800) lbs.**
- 3. Cardboard/Metal Recycling Program: (11,220) lbs.**
- 4. Other/Pallets/Cooking Oil/Paper Shred: (9,583) lbs.**

*****Current Diversion Rate: 51.97% (27,743 lbs. total diverted/recycled VS. 53,380 lbs. total waste)**

Business Overview

1st Quarter 2016 Review

Contracted Pace Reporting Revenues 2015 vs. 2016

	2015	Def (2016)	Pace (15 V 16)	Tentative (2016)	Pace with Tentative	(Strong Prospects)	Pace (Tentative/Strong Prospect)	
January	\$121,500	\$76,200	-\$45,300	\$0	\$76,200	\$0	\$76,200	
February	\$185,950	\$177,050	-\$8,900	\$0	\$177,050	\$0	\$177,050	
March	\$233,020	\$186,460	-\$46,560	\$0	\$186,460	\$0	\$186,460	
April	\$216,873	\$209,204	-\$7,669	\$0	\$209,204	\$0	\$209,204	
May	\$131,872	\$190,750	\$58,878	\$750	\$191,500	\$0	\$191,500	
June	\$419,325	\$415,775	-\$3,550	\$0	\$415,775	\$0	\$415,775	
July	\$250,270	\$269,848	\$19,578	\$3,500	\$273,348	\$4,000	\$277,348	
August	\$358,000	\$194,100	-\$163,900	\$6,750	\$200,850	\$4,000	\$204,850	
September	\$294,521	\$237,500	-\$57,021	\$0	\$237,500	\$4,000	\$241,500	
October	\$253,025	\$311,000	\$57,975	\$0	\$311,000	\$4,000	\$315,000	
November	\$133,350	\$203,300	\$69,950	\$10,000	\$213,300	\$4,000	\$217,300	
December	\$180,570	\$102,870	-\$77,700	\$15,000	\$117,870	\$4,000	\$121,870	
Totals	\$2,778,276	\$2,574,057	-\$204,219	\$36,000	\$2,610,057	\$24,000	\$2,634,057	Overall Current Pace: 2015 V 2016 -\$144,219

Business Overview

1st Quarter 2016 Review

Contract Reporting for 2016

2016 New Contracts Signed

- 2016: (27) Contracts Valued at \$237,600
- 2017: (6) Contracts Valued at \$90,700
- 2018: (2) Contracts Valued at \$50,700
- 2019: (1) Contracts Valued at \$30,000
- 2020: (1) Contract Valued at \$30,000

**Total New Contracts Signed as of January 1,
2016: (37) Valued at \$439,000**

*****Note: (5) More Contracts signed vs. 1st Quarter 2015
& \$68,000 more in contracted revenue.**

Source of Business Booked

- Repeat: (22)
- SMG/New: (11)
 - Hilton: (3)
 - CVB: (2)