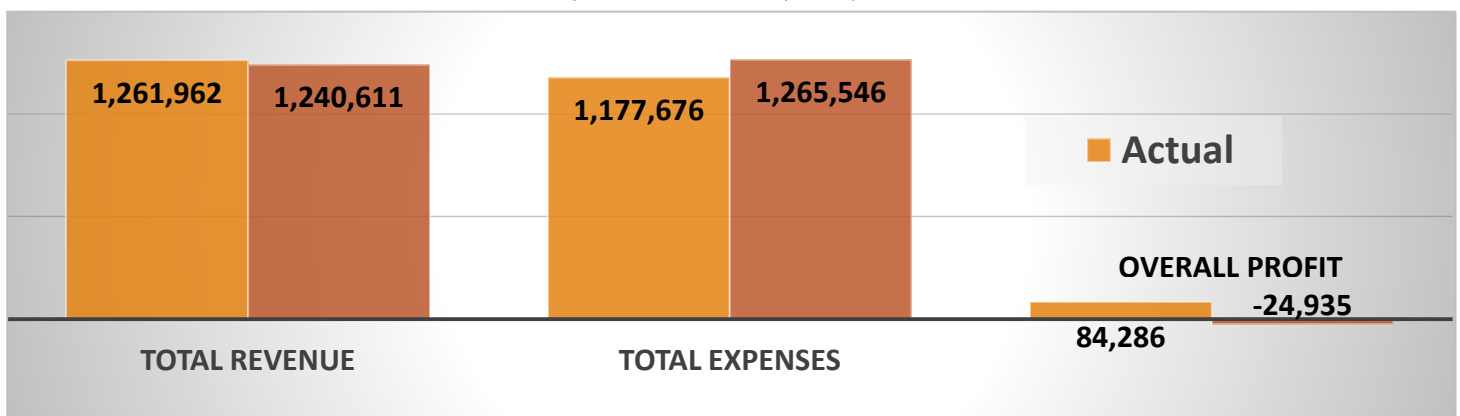




Branson Convention Center 2nd Quarter 2016 Review

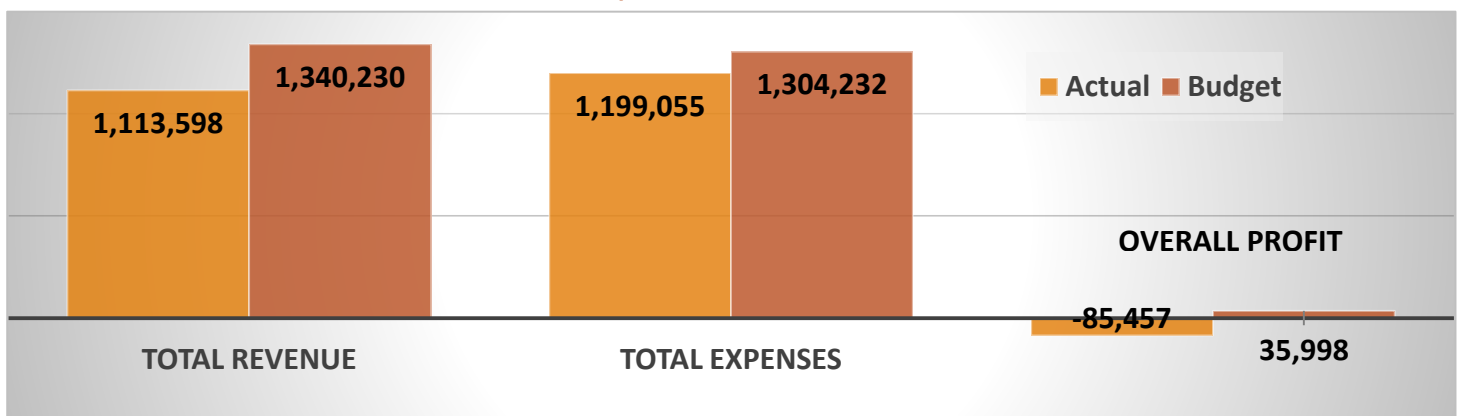
SAVOR...Branson
at Branson Convention Center

Actual vs. Budget April – June 2016 (SMG)



1. **Total Revenue** - Actual Revenue: \$1,261,962 / Budget = \$1,240,611 / Variance = \$21,351 above budget
2. **Total Expenses** - Actual Expenses: \$1,177,676 / Budget = \$1,265,546 / Variance = (\$87,870) better than budget
3. **Overall Profit or Loss** – Profit of \$84,286 exceeded budgeted loss of (\$24,935) by \$109,221

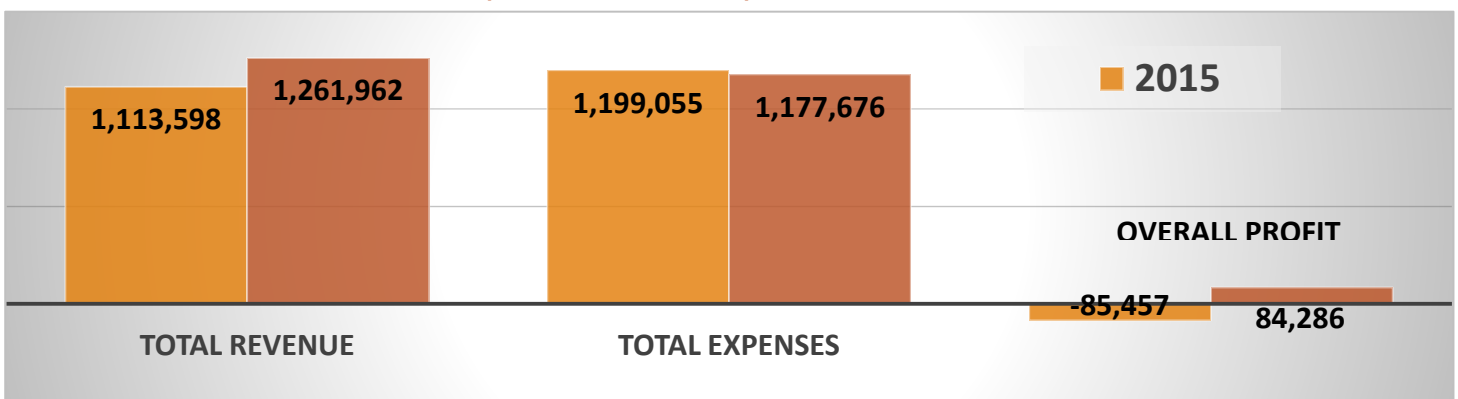
Actual vs. Budget April – June 2015



1. **Total Revenue** - Actual Revenue: \$1,113,598 / Budget = \$1,340,230 / Variance = \$(226,632)- below budget
2. **Total Expenses** - Actual Expenses: \$1,199,055 / Budget = \$1,304,232 / Variance = (\$105,177) better than budget
3. **Overall Profit or Loss** – Loss of (\$85,457) was below budgeted profit of \$35,998 by (\$121,455)

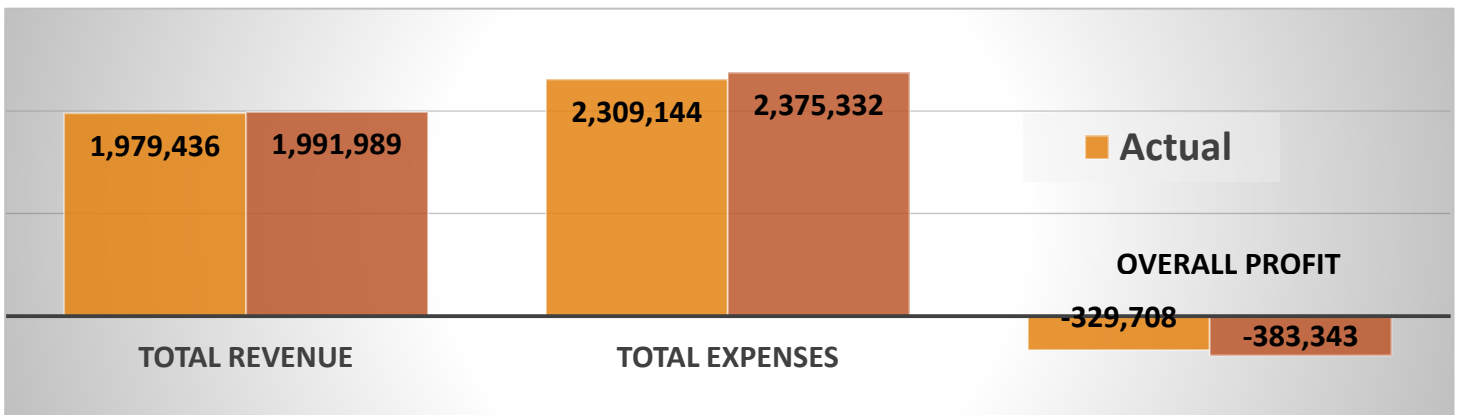
Comparison of Actuals

April - June 2015 vs. April - June 2016



1. **Total Revenue** - 2015: \$1,113,598 / 2016 = \$1,261,962 / Variance = \$148,364 more in 2016 vs. 2015
2. **Total Expenses** - 2015: \$1,199,055 / 2016 = \$1,177,676 / Variance = (\$21,379) less in 2016 vs. 2015
3. **Overall Profit or Loss** – 2015: Loss of (\$85,457) / 2016: Profit of \$84,286 – difference of \$169,743 more in 2016 vs. 2015

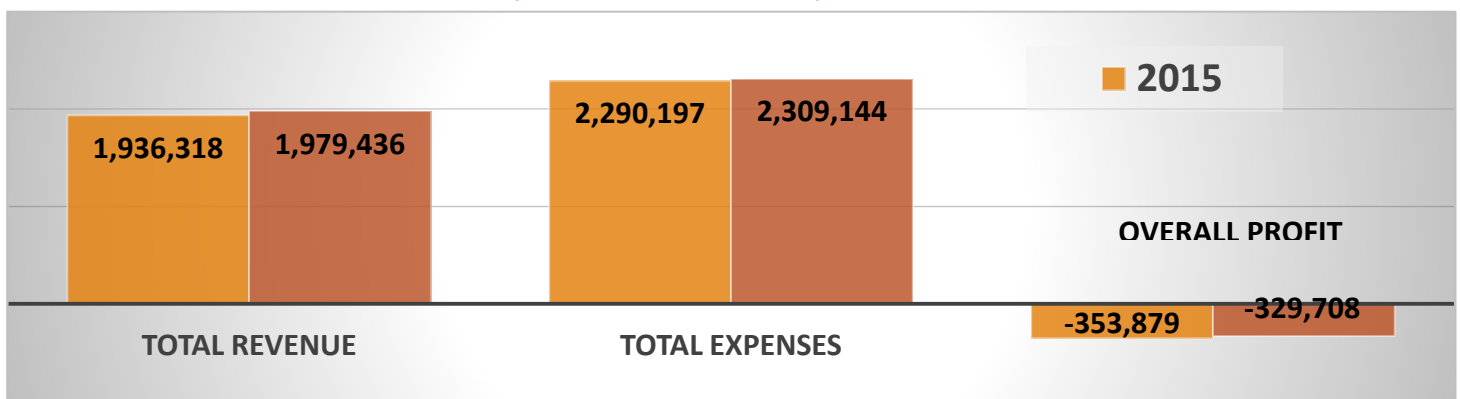
Actual vs. Budget January – June 2016 (SMG)



1. **Total Revenue** - Actual Revenue: \$1,979,436 / Budget = \$1,991,989 / Variance = (\$12,553) below budget
2. **Total Expenses** - Actual Expenses: \$2,309,144 / Budget = \$2,375,332 / Variance = (\$66,188) less than budget
3. **Overall Profit or Loss** – Loss of (\$329,708) was better than the budgeted loss of (\$-383,343) by \$53,635

Comparison of Actuals

January - June 2015 vs. January – June 2016



1. **Total Revenue** - 2015: \$1,936,318 / 2016 = \$1,979,436 / Variance = \$43,118 more in 2016 vs. 2015
2. **Total Expenses** - 2015: \$2,290,197 / 2016 = \$2,309,144 / Variance = (\$18,947) more in 2016 vs. 2015
3. **Overall Profit or Loss** – 2015: Loss of (\$353,879) / 2016: Loss of (\$329,708) – difference of \$24,171 less loss in 2016 vs. 2015

Business Overview

2nd Quarter 2016 Review

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

ROOM RENTAL:

- Revenue was up to the 2016 budget by \$10K and \$61K to prior year 2nd quarter.
- Major reasons were due to a shift in Phil Waldrep Ministries (\$42K) and our increase activity in sporting events such as Basketball, Cheer & Dance Groups, Divas 5K Marathon, Branson Collector Car Auction & Crossfit Branson.

CONCESSIONS:

- Revenue was down slightly to the 2016 budget by \$2K but surpassed the 2015 2nd quarter actual by \$8K.
- One major reason was due to the shift of Phil Waldrep Ministries as well as the sporting events including basketball, Cheer & Dance groups & Crossfit.
- Slight price increases year over year have also benefitted in this area. Our 2016 Goal is to “Net” \$100K in revenues.

CATERING:

- Revenue was up to the 2016 budget by \$64K and surpassed the 2nd quarter 2015 actual by \$70K.
- One major reason for this was the additional 900 person dinner added for Associated Electric which drove revenues up.

PARKING:

- Revenue was down to the 2016 budget by \$5k and up to the 2nd quarter 2015 actual by \$5K.
- Primary reason for this is due to a slight decline in monthly & transient parking due to the Reish parking lot opening back up.

Business Overview

2nd Quarter 2016 Review

Financial Review Continued... Expenses

SALARIES & BENEFITS:

- This expense was up to the 2016 budget slightly by \$14K but down to the 2nd quarter 2015 actual by \$7K.
- Cross utilization of current employees as well as additional labor needed for set up of such events as basketball & Crossfit.

CONTRACTED SERVICES:

- This expense was down to the 2016 budget by \$20K and down \$12K to the 2nd quarter 2015 actual.
- Reduction in Temporary Labor usage as well as cross utilization of our current hourly employees has helped with this decrease.

GENERAL & ADMINISTRATIVE:

- This expense was slightly up to the 2016 budget by \$4K and down to the 2nd quarter 2015 actual by \$14K.
- We have modified some of our trade publication marketing efforts and have also focused more of our efforts on increasing our ROI with marketing dollar spend when it comes to FAM's and additional Tradeshow Activity.

UTILITIES:

- Continued strong showing in managing our utilities. We are currently in line with our 2016 budget but up to our 2nd quarter 2015 actual by \$17K. Sporting events in our Exhibit Hall do impact this number greatly as well as an overall price increase from the electric company.

Business Overview

2nd Quarter 2016 Review

Overall Economic Impact for the Branson Convention Center

1. Estimated Attendance at BCC in the Second Quarter: 27,836 people.
Increase of 6,540 year over year.
2. Second Quarter Groups: 2015: (62) / 2016: (53)
3. Group Event Days: 2015: (128)Days / 2016 (120) Days
4. Group Room Nights at Hilton Properties: 2015: (12,094) / 2016(10,653)
5. Estimated Per Capture Rate (Total Revenue/Attendance): \$45.33 per person.

Business Overview

2nd Quarter 2016 Review

Overall Economic Impact for the Branson Convention Center

Event/Group Breakdown:

(14) Meetings – (1,174) Attendees

(15) Sporting Event/Public Consumer Show/Assemblies – (18,420)
Attendees

(7) Banquets – (1,645) Attendees

(17) Conventions – (6,597) Attendees

Business Overview

2nd Quarter 2016 Review

Overall Economic Impact for the Branson Convention Center

The Branson Convention Center 2016 Second Quarter significant events:

Phil Waldrep Ministries (2017)

Branson Collector Car Auction (2017)

John Hageee Ministries (2017)

Stage One Dance Production (2017)

Ozark Mountain Prayer Breakfast (2017)

MO Broadcasters Association (2017)

Associated Electric Cooperative (2017)

(4) Different Edward Jones Programs (2017)

Business Overview

2nd Quarter 2016 Review

Customer & Client Satisfaction

2016 2nd Quarter Survey Information:

Surveys Sent (53)

Surveys Returned (18)- Average of (6) Surveys Per Month Returned

Return Rate of 33%

Letters/Cards Received: (4)



Business Overview

2nd Quarter 2016 Review

Customer & Client Satisfaction

Survey Information (All Scores based out of 100%)

Facility Sales Team:

➤ Knowledgeable: 95.0%

Facility Event/Catering Team:

➤ Readily Accessible: 98.6%

Business Overview
2nd Quarter 2016 Review

Customer & Client Satisfaction
Continued...

Building Operations & Maintenance:

➤ Cleanliness: 95.6%

Food & Beverage Services:

➤ Staff Follow Through: 94.3%

➤ Quality of Food: 95.7%

➤ Menu Quality/Price Paid: 87.1%***

Business Overview

2nd 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: 90.7%

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

AFTER your event: 96.9% (6.2% Increase)

BCC Client Overall Satisfaction: 93.8%

Business Overview

2nd Quarter 2016 Review

Customer & Client Satisfaction

Comments Received from Clients:

“From start to finish you have been amazing to work with, great communication and top notch facilities.”

-Justin Jones, Crossfit/Throwdown

“Every single member of the BCC staff was friendly and accommodating. I will highly recommend to the next administration that the MO Republican Primary return to Branson for the 2020 Convention.”

-Jonathon Prouty, MO GOP

“You have exceeded our expectations, especially during the special retirement event for our former CEO and general manager the evening of June 20th.”

-Mark Woodson, Associated Electric Cooperative

“The Branson Convention Center is definitely a favorite and we have already scheduled our prom for next school year”.

-Chip Arnette, Branson Public Schools

Business Overview

2nd 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 2015</u>	<u>Electric 2016</u>	<u>+/- Difference</u>
January	426,960	481,160	+54,200 (+13%)
February	484,520	449,520	-35,000 (-7%)
March	392,960	347,200	-45,760 (-12%)
April	290,280	302,120	+11,840 (+4%)
May	285,680	263,480	-22,200 (-8%)
June	410,200	416,720	+6,520 (+2%)
July	420,560		
August	323,920		
September	363,400		
October	275,120		
November	271,760		
December	382,000		
TOTALS	4,343,000	2,260,200	-30,900 (1.4%) ***After 6 Months/Not Full Year

Business Overview

2nd 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: (5,580) lbs.

2. Food Composting Program: (8,400) lbs.

3. Cardboard/Metal/Other Recycling Program: (39,161) lbs.

*****Current Diversion Rate: 38% (53,141 lbs. total diverted/recycled VS. 139,700 lbs. total waste)**

Business Overview

2nd Quarter 2016 Review

Contract Reporting for 2016

2016 New Contracts Signed

- 2016: (18) Contracts Valued at \$101,850
- 2017: (24) Contracts Valued at \$282,600
- 2018: (6) Contracts Valued at \$87,300
- 2019: (2) Contract Valued at \$21,800
- 2020: (1) Contract Valued at \$7,500

**Total New Contracts Signed as of January 1,
2016: (51) Valued at \$501,050**

Source of Business Booked

- Repeat: (32)
- SMG: (14)
- Hilton: (3)
- CVB: (2)