

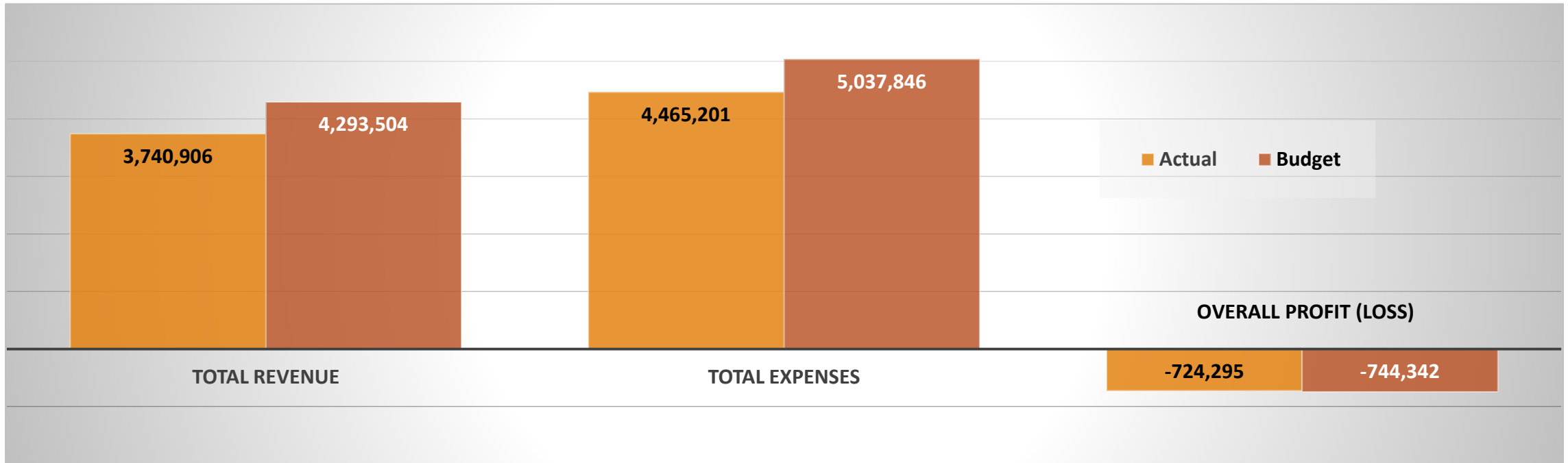


Branson Convention Center 2014 Year End Review

PRESENTED – JANUARY 27, 2015

Actual vs. Budget

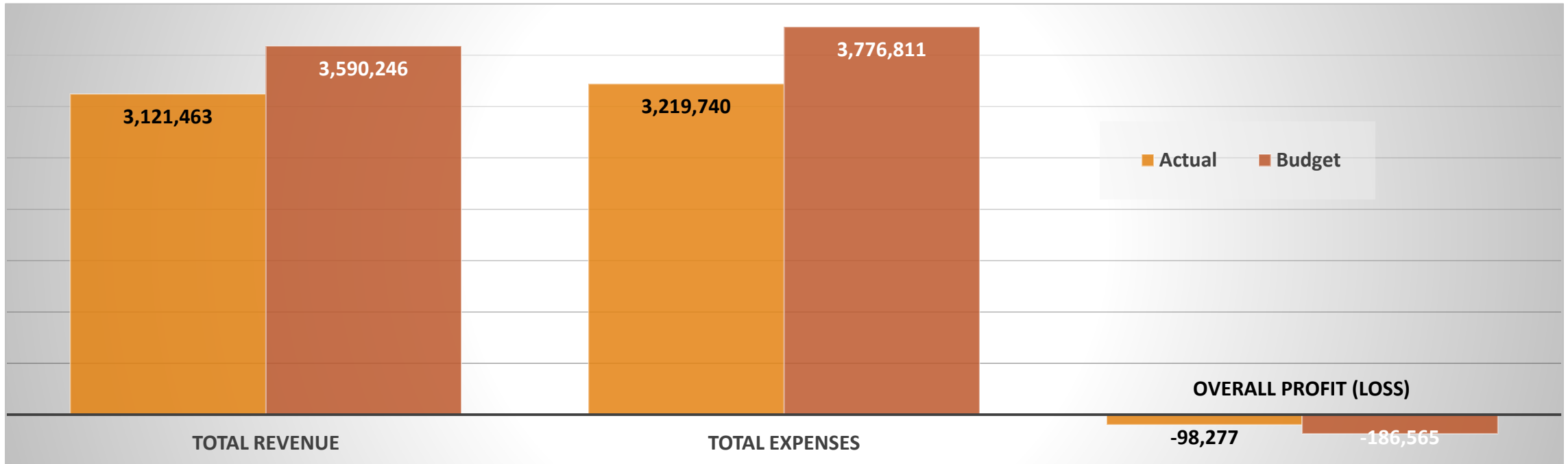
January - December 2014 (Hilton/SMG)



1. **Total Revenue** - Actual Revenue: \$3,740,504 / Budget = \$4,293,504 / Variance = (\$530,767) below budget
2. **Total Expenses** - Actual Expenses: \$4,465,201 / Budget = \$5,037,846 / Variance = \$572,645 below budget
3. **Overall Profit and Loss** – Loss of (\$724,295) exceeded budgeted loss of (\$744,342) by **\$20,047**

Actual vs. Budget

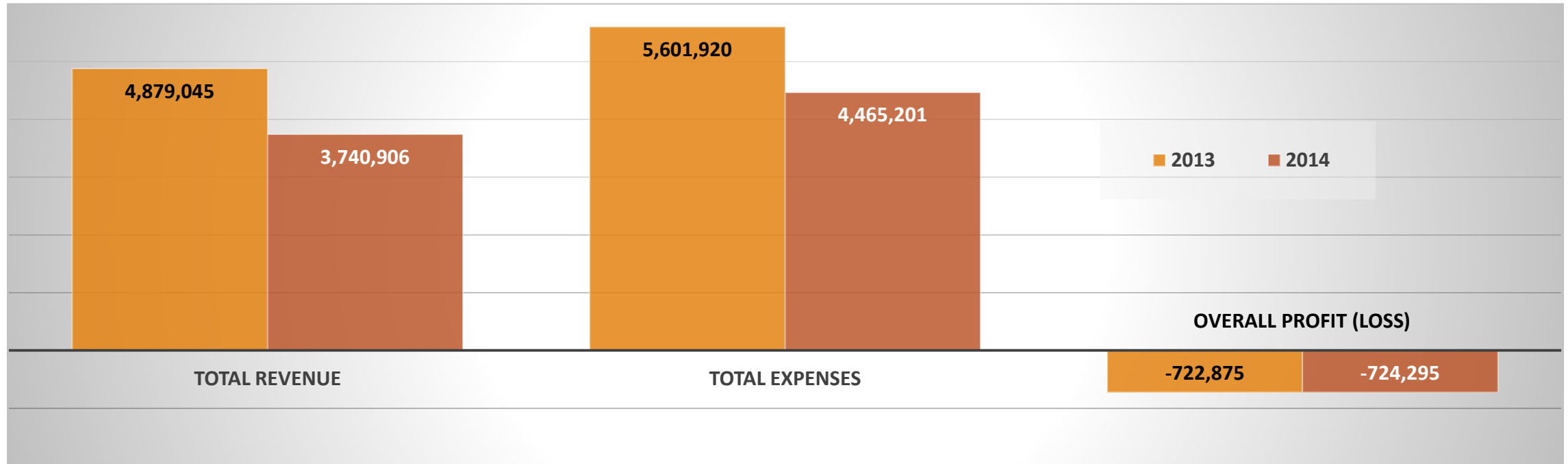
April - December 2014 (SMG)



1. **Total Revenue** - Actual Revenue: \$3,121,463 / Budget = \$3,590,246 / Variance = (\$468,783) below budget
2. **Total Expenses** - Actual Expenses: \$3,219,740 / Budget = \$3,776,811 / Variance = \$557,071 below budget
3. **Overall Profit and Loss** – Loss of (\$98,277) exceeded budgeted loss of (\$186,565) by **\$88,288**

Comparison of Actuals

January - December 2013 (Hilton) vs. January – December 2014 (Hilton/SMG)



1. **Total Revenue** - 2013: \$4,879,045 / 2014 = \$3,740,906 / Variance = (\$1,138,139) less in 2014 vs. 2013
2. **Total Expenses** - 2013: \$5,601,920 / 2014 = \$4,465,201 / Variance = \$1,136,719 less in 2014 vs. 2014
3. **Overall Profit and Loss** – 2013: Loss of (\$722,875) / 2014: Loss of (\$724,565) – difference of **(\$1,690)**

Business Overview

2014 Year End Review

Financial Review Continued...

1. Room Rental: Overstated in Budget. Missed budget by \$141,053. We have taken measures to make sure that when the space rental fee is waived there is a subsidy provided by our hotel partners or that the minimum required amount of food and beverage dollars spent is increased.
2. Concessions: Missed budget by \$45,473. Ozark Prayer Mountain included in budgeted numbers and then moved to the Oak Ridge Boys Theater. This group has done over \$30K in concessions in years past. Also, to make up the difference, we created the Sycamore Street Coffee Co. that has grossed over \$27,000 in new concessions sales for us in 2014 from October to December.
3. Catering: Missed budget by \$176,856. Over (30) less groups in 2014 versus 2013.
4. Parking: Exceeded budget by \$5,551. Bright spot for 2014. Repaired garage back to working conditions as well as rolled out our new \$5.00 South Parking Lot Event Parking Program. We are anticipating a significant increase in 2015.

Business Overview

2014 Year End Review

Financial Review Continued...

5. **Salaries & Benefits:** Team did a very good job managing labor. Team took a more detailed look starting after the April 2014 transition. We also started job cross training that helped in our convention services team and engineering team.
6. **Contracted Services:** Missed the budget on this number, but after taking a harder look at the \$174,284 difference we realized that this was not originally correct in budget and is updated for 2015 appropriately.
7. **General & Administrative:** This number is down by \$361,483. A large part of this was cleaning up our marketing efforts and refocusing them on what will better benefit the convention center for 2015. We have taken a hard look at ad placement, sales calls and our previous provider out of the St. Louis area.

Business Overview

2014 Year End Review

Overall Economic Impact for the Branson Convention Center

The Numbers at a Glance....

1. Estimated Group Attendance at BCC in 2014: 54,758 people
2. Estimated Groups: 212 (Average group size 258 Attendees)
***(244) Groups in 2013
 1. Estimated Group Event Days: 339 Days
 2. Estimated Group Room Nights at Hilton Properties: 29,325
3. Estimated Per Capture Rate (Food/Beverage/Rental/A-V): \$68.30 (Jan-Dec) and \$72.95 (April-Dec)

Business Overview

2014 Year End Review

Overall Economic Impact for the Branson Convention Center

2014 the Branson Convention Center was able to be host to a number of significant events:

Conklin Companies

The Branson Collector Car Auction in April & December

MO Trucking Association

Ozark Mountain Prayer Breakfast

Arkansas Trucking Association

Associated Electric

MO Bar Small Solo Firm

Business Overview

2014 Year End Review

Overall Economic Impact for the Branson Convention Center

2014 the Branson Convention Center was able to be host to a number of significant events.

MO Bankers Association

MO Broadcasters Association

(9) Dance/Cheer groups including Stage One Dance Group

MO Healthcare Association

MO Community College Association

Boys & Girls Club of the Ozarks

Finally, we finished the year with over (10) local company Holiday Parties.

Business Overview

2014 Year End Review

Customer & Client Satisfaction

Survey Information Since SMG Takeover April 1, 2014: (All Scores based out of 100%)

Facility Sales Team:

Knowledgeable: 97.1%

Responsiveness: 95.7%

Professionalism: 97.9%

Readily Available: 95.7%

Clarity of Information: 97.0%

Business Overview

2014 Year End Review

Customer & Client Satisfaction Continued...

Facility Event/Catering Team:

Knowledgeable: 99.5%

Responsiveness: 100%

Professionalism: 99.5%

Readily Available: 100%

Clarity of Information: 99.5%

Business Overview

2014 Year End Review

Customer & Client Satisfaction

Continued...

Building Operations & Maintenance:

Courtesy of Building Staff: 97.3%

Cleanliness: 96.9%

Accuracy and timeliness of rooms sets: 97.3%

Exhibitor Electrical: 96.3%

Telecommunications & Internet: 94.6%

Business Overview

2014 Year End Review

Customer & Client Satisfaction

Continued...

Food & Beverage Services:

Responsiveness of F&B Staff in helping plan your function: 96.7%

Staff Follow Through: 95.8%

Menu Quality, selection & value for price paid: 87.4%

Onsite Response Time: 96.7%

Quality of Food: 92.6%

Business Overview

2014 Year End Review

Customer & Client Satisfaction

Continued...

Food & Beverage Services:

Quality of Service: 96.3%

Cleanliness & Appearance of Banquet Room: 97.2%

Quality & Appearance of Service Staff: 97.2%

Overall performance of food and beverage services: 97.1%

“The Food was the best it has ever been. Our conference attendees and staff are still talking about it!”

-Melissa Ortega, Missouri Primary Care Association

Business Overview

2014 Year End Review

Customer & Client Satisfaction Continued...

Using a scale of 1 to 10 (10 Being the highest) how would you have rated the Branson Convention Center
PRIOR to your event: 84.4%

Using a scale of 1 to 10 (10 Being the highest) how do you rate the Branson Convention Center
AFTER your event: 94.5%

Overall Satisfaction: 95.5%

Business Overview

2014 Year End Review

Customer & Client Satisfaction

Continued...

Letters Received from Clients:

“I would like to take this opportunity to thank you and your staff for making the John Hagee Ministries Rally a huge success! To date this has been our most successful event in Branson”.

-Tony Castro, John Hagee Ministries

“On behalf of PlayCraft, Hampton and Charger Boats, I would like to take this opportunity to say that our annual dealer conference held at the Branson Convention Center on September 14th & 15th, 2014 was a tremendous success.”

-Joe Dorris, Vice President, PlayCraft/Hampton/Charger Boats

Business Overview

2014 Year End Review

Specific Operating Goals, Recycling & Reducing our Carbon Footprint

Yearly Reduction of Electrical Consumption by 5% (KWH Reduction Year over Year Comparison)

	<u>Electric 2013</u>	<u>Electric 2014</u>	<u>Reduction</u>
April	425,080	361,400	63,680 (15%)
May	367,280	294,400	72,880 (20%)
June	440,680	401,000	39,680 (9%)
July	462,080	361,560	100,520 (22%)
August	471,760	338,600	133,160 (28%)
September	393,320	289,720	104,225 (26%)
October	485,960	315,040	170,920 (35%)
November	492,040	375,920	116,120 (23%)
December	581,560	354,400	227,160 (39%)
Totals	4,119,760	3,092,040	1,027,720 (25%)

*****Since the SMG takeover April 1, 2014 we have reduced our usage by 1,027,720 KWH. That is a 25% reduction in KWH usage. Based on an \$0.11 per KWH Rate in 2014 that translates to an additional savings of \$113,049**

Business Overview

2014 Year End Review

Specific Operating Goals, Recycling & Reducing our Carbon Footprint

Sustainability Goal for the Branson Convention Center Track & Reduce our Diversion Rate away from our Dumpster

The Goal of the BCC is to reduce 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. Implemented a glass recycling program. As of December 31, 2014 we have recycled 4,200 lbs. of glass.*
- 2. Composting program that consists of all areas of the convention center including our kitchens and all front of house events. We will start weighing composting barrels in 2015 for more accurate results.*
- 3. Placed recycling bins in all office spaces to help with our efforts.*
- 4. Changed waster provider to receive better pick up and haul rates on our dumpster.*
- 5. Added a cardboard compactor on property to help with diverting cardboard from our dumpster.*

Business Overview

2014 Year End Review

Specific Operating Goals, Recycling & Reducing our Carbon Footprint

Other New Ideas & Strategic Implementations to reduce our Carbon Footprint

1. We have added occupancy sensors to all public area restrooms & storage areas. This allows lights to be off when the building is dark.
2. Start and stop escalators based off of occupancy. Previous practice was to run escalators all day and night even when there was no group activity in the building. We now work with and inform all clients of this new practice. This is a part of our “Greening Efforts” here at the BCC.
3. All HVAC is controlled based on room use as well as tightening up the start and stop times of all units. We make sure all rooms are monitored daily for this to make sure no HVAC units run at an improper temperature or when space is not in use.
4. Implementing the use of compostable flatware and plates for all exhibit hall shows. This is a nationwide trend and also helps with us reducing our labor costs, chemical use, water use and breakage of glass & china.
5. Diverting Exhibit Shows from Exhibit Hall to Concourse or alternate meeting space to save energy costs for Exhibit Hall. This has been a win-win for both the BCC and clients. This has allowed us to reduce our utilities cost for the building due to the nature of heating/cooling and lighting the hall. It has also given the clients a more central location and attractive location for them to hold their tradeshow. Clients are very happy with the opportunity to do this.

Business Overview

2014 Year End Review

Pace Reporting 2014 vs. 2015

	2014	Def (2015)	Pace (14 V 15)	Tentative (2015)	Prospect (2015)	Pace with Tentative	(Strong Prospects)	Pace (Tentative/Strong Prospect)
January	\$156,933	\$121,500	-\$35,433	\$0	\$600	\$121,500	\$0	\$121,500
February	\$100,476	\$185,500	\$85,024	\$0	\$0	\$185,500	\$0	\$185,500
March	\$149,398	\$228,065	\$78,667	\$0	\$5,000	\$228,065	\$0	\$228,065
April	\$160,162	\$198,750	\$38,588	\$0	\$3,000	\$198,750	\$0	\$198,750
May	\$154,267	\$103,895	-\$50,372	\$2,500	\$128,000	\$106,395	\$40,000	\$146,395
June	\$534,112	\$409,300	-\$124,812	\$0	\$0	\$409,300	\$0	\$409,300
July	\$173,025	\$238,970	\$65,945	\$0	\$0	\$238,970	\$0	\$238,970
August	\$270,345	\$315,500	\$45,155	\$0	\$48,500	\$315,500	\$0	\$315,500
September	\$131,000	\$247,675	\$116,675	\$0	\$52,500	\$247,675	\$0	\$247,675
October	\$292,295	\$208,275	-\$84,020	\$4,000	\$42,900	\$212,275	\$28,200	\$240,475
November	\$148,700	\$42,000	-\$106,700	\$5,600	\$67,000	\$47,600	\$62,500	\$110,100
December	\$175,398	\$38,000	-\$137,398	\$5,000	\$171,670	\$43,000	\$65,270	\$108,270
Totals	\$2,446,111	\$2,337,430	-\$108,681	\$17,100	\$519,170	\$2,354,530	\$195,970	\$2,550,500

2014 vs 2015

Current Pace: \$104,389

SAVOR...Branson
at Branson Convention Center
at BRANSON CONVENTION CENTER

Business Overview

2014 Year End Review

Contract Reporting for 2014

2014 New Contracts Signed

- 2014: (16) Contracts Signed in the Year for the Year
Valued at \$88,575
 - 2015: (42) Contracts Valued at \$393,800
 - 2016: (8) Contracts Valued at \$268,850
 - 2017: (5) Contracts Valued at \$250,100
 - 2018: (2) Contracts Valued at \$86,000

**Total New Contracts Signed as of December 31, 2014:
(73) Valued at \$1,087,325**

Source of Business Booked

- Repeat: (45)
- SMG: (16)
- Hilton: (6)
- CVB: (6)