

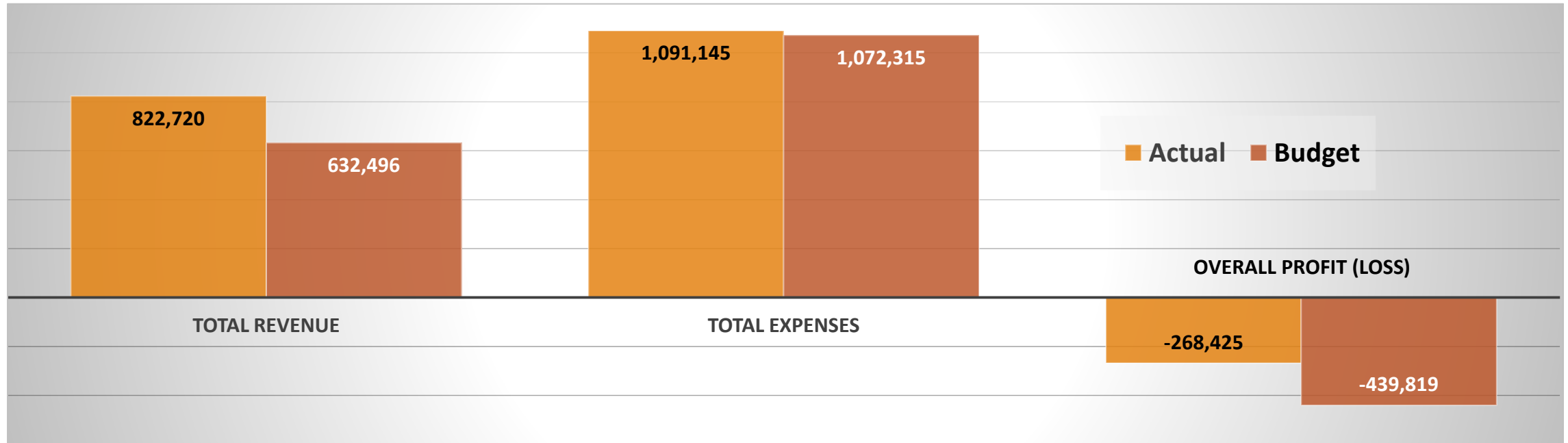


Branson Convention Center 1st Quarter 2015 Review

PRESENTED – APRIL 28, 2015

Actual vs. Budget

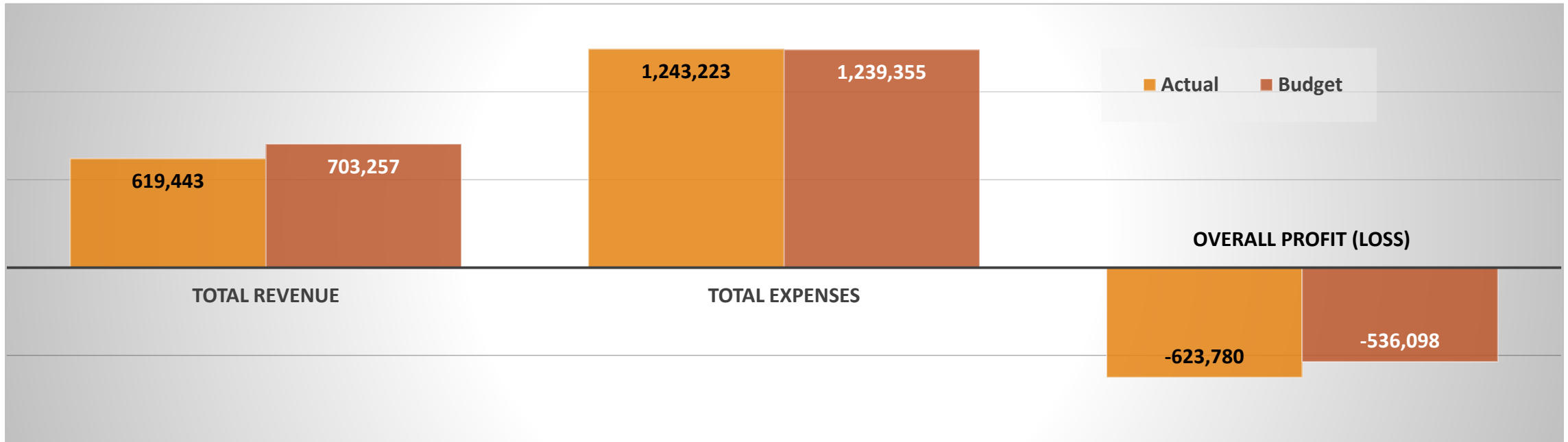
January - March 2015 (SMG)



1. **Total Revenue** - Actual Revenue: \$822,720 / Budget = \$632,496 / Variance = (\$190,224) above budget
2. **Total Expenses** - Actual Expenses: \$1,091,142 / Budget = \$1,072,315 / Variance = \$18,830 above budget
3. **Overall Profit and Loss** – Loss of (\$268,422) exceeded budgeted loss of (\$439,819) by **\$171,397**

Actual vs. Budget

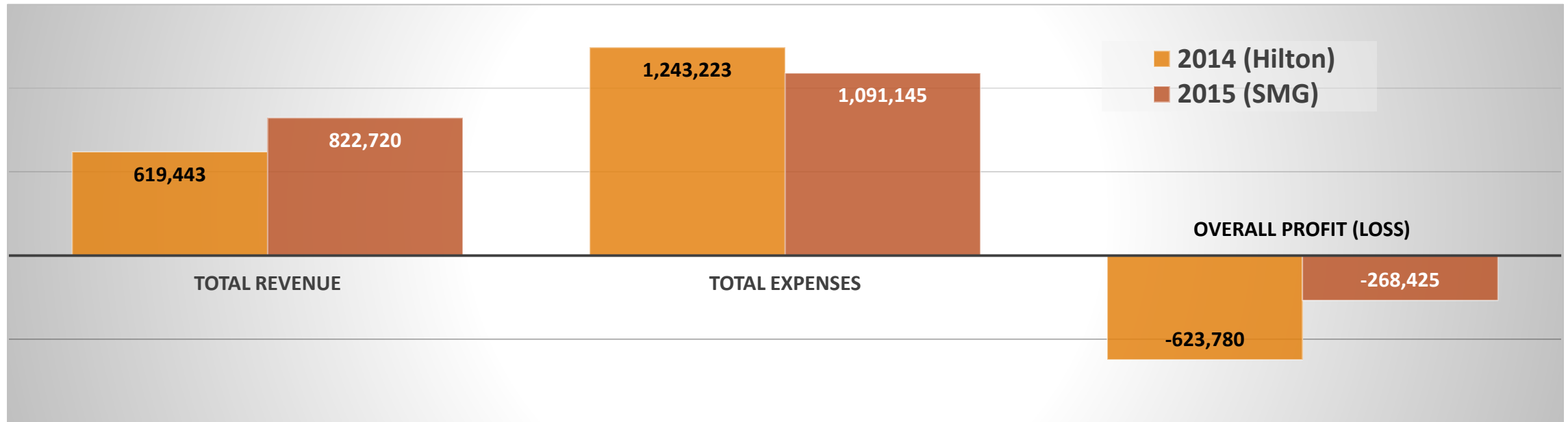
January - March 2014 (Hilton)



1. **Total Revenue** - Actual Revenue: \$619,443 / Budget = \$703,257 / Variance = (\$83,814) below budget
2. **Total Expenses** - Actual Expenses: \$1,243,223 / Budget = \$1,239,355 / Variance = \$3,868 above budget
3. **Overall Profit and Loss** – Loss of (\$623,780) was below budgeted loss of (\$536,098) by **\$87,682**

Comparison of Actuals

January - March 2014 (Hilton) vs. January - March 2015 (SMG)



1. **Total Revenue** - 2014: \$619,443 / 2015 = \$822,720 / Variance = (\$203,277) less in 2014 (Hilton) vs. 2015 (SMG)
2. **Total Expenses** - 2014: \$1,243,223 / 2015 = \$1,091,142 / Variance = \$152,081 more in 2014 (Hilton) vs. 2015 (SMG)
3. **Overall Profit and Loss** – 2014: Loss of (\$623,780) / 2015: Loss of (\$268,425) – difference of (**\$355,355**) less in 2015 (SMG) vs. 2014 (Hilton)

Business Overview

1st Quarter 2015 Review

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

- 1. Room Rental:** Exceeded budget by \$6,513. This was showcased with the help of Worldwide Spirit (\$18K), COA Cheer & Dance (\$18K) and finally Phil Waldrep Ministries (\$40K). WW Spirit and Phil Waldrep are both set to return for 2016. COA is confirming dates and looks strong for 2016.
- 2. Concessions:** Down to budget by \$19,952. A significant reason was due in part to “Pure Joy’s Woman Retreat” held in February impacted greatly by weather. An estimated 4,000 people were expected and about 1800-2000 were able to attend. In addition, we also worked with and modified Conklin Companies Concessions Schedule based on overall decline in sales for the past three years and favorable weather conditions for 2015 had attendees venturing outside for food and beverage.
- 3. Catering:** Exceeded budget by \$112,187. This was due in part to the late (December 2014) booking of Mercy Ministries that was held here in February that actualized over \$50K in catering revenue. Also, MO Rural Water Association in March surpassed their contracted revenue amount by over \$50K.
- 4. Parking:** Exceeded budget by \$13,501. Another bright spot for 2015. With the help of our “Special Event Parking” in our South Lot we have been able to surpass out budget significantly. Large “Public Event Type Shows” have been able to help drive revenue in this area.

Business Overview

1st Quarter 2015 Review

Financial Review Continued... Expenses

- 5. Salaries & Benefits:** This was down to budget by \$6,511. We have maintained current staffing levels in all areas since our transition. Over the course of one year of operations we have had two members leave the team. One to better their career and move up and the other one left to be closer to family. This information is based on our original management and supervisor staff.
- 6. Contracted Services:** This was down to budget by \$3,775. 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:** Significantly down to budget by \$25,787. We have adjusted and implemented our new marketing approach using local providers as well as doing some work in house. We have also “restructured” the focus on the convention center for 2015. We are using top publications, social media as well as attending the top Trade Shows in our industry that focus on the Association Market, Religious & Social, Sports and Consumer Shows.
- 8. Utilities:** A continued strong showing in utilities. In 2014, 1,832,080 KWH were used. In 2015, 1,304,440 KWH were used. This is a reduction of 527,640 KWH. First quarter utilities were \$16,266 below budget overall.

Business Overview

1st Quarter 2015 Review

Overall Economic Impact for the Branson Convention Center

The Numbers at a Glance....

1. Estimated Attendance at BCC in the First Quarter: 20,095 people
2. First Quarter Groups: (44)
***2014 (37) Groups (Slight Increase year over year)
3. Group Event Days: 90 Days
4. Group Room Nights at Hilton Properties: 7,153
5. Estimated Per Capture Rate (Food/Beverage/Rental/Parking): \$12,909 per group / \$28.26 per person

Business Overview

1st Quarter 2015 Review

Overall Economic Impact for the Branson Convention Center

The Branson Convention Center 2015 First Quarter significant events:

Conklin Companies (2016)

FC Legacy Futsal Indoor Soccer Event (2016)

Special Olympics Leadership Conference (2016)

Worldwide Spirit Cheer & Dance (2016)

Missouri Trucking Association

Mercy Ministries

Branson Chamber of Commerce Black Tie Gala (2016)

Business Overview

1st Quarter 2015 Review

Overall Economic Impact for the Branson Convention Center

The Branson Convention Center 2015 First Quarter significant events:

MO Rural Water Association (2016)

McGregor Hardware Trade show & Exhibit (2016)

Poultry Federation & Food Safety Conference

Health Systems “Star of the Year” Banquet (Finalizing Dates)

Phil Waldrep Ministries (2016)

Pure Joy Women’s Conference (Finalizing Dates)

Business Overview

1st Quarter 2015 Review

Customer & Client Satisfaction

What is E-Autofeedback?

E-Autofeedback is a state-of-the-art, Web-based customer feedback software program designed specifically for the hospitality and convention industry. The intuitive, easy-to-use software enables you to easily collect and analyze customer feedback. It compiles data automatically so you can compare trends over time and position your city, hotel, hospitality service company or professional practice to effectively compete against the competition.

2015 Year To Date Survey Information:

Surveys Sent (44)

Surveys Returned (20)

Return Rate of 45%

Business Overview

1st Quarter 2015 Review

Customer & Client Satisfaction

Survey Information (All Scores based out of 100%)

Facility Sales Team:

Knowledgeable: 95.6%

Responsiveness: 95.6%

Professionalism: 95.6%

Readily Available: 95.6%

Clarity of Information: 95.0%

Business Overview

1st Quarter 2015 Review

Customer & Client Satisfaction Continued...

Facility Event/Catering Team:

Knowledgeable: 96.4%

Responsiveness: 96.4%

Professionalism: 96.4%

Readily Available: 96.4%

Clarity of Information: 96.4%

Business Overview

1st Quarter 2015 Review

Customer & Client Satisfaction Continued...

Building Operations & Maintenance:

Courtesy of Building Staff: 92.7%

Cleanliness: 94.5%

Accuracy and timeliness of rooms sets: 94.5%

Exhibitor Electrical: 90.9%

Telecommunications & Internet: 92.0%

Business Overview

1st Quarter 2015 Review

Customer & Client Satisfaction

Continued...

Food & Beverage Services:

Responsiveness of F&B Staff in helping plan your function: 92.7%

Staff Follow Through: 89.1%

Menu Quality, selection & value for price paid: 85.5%

Onsite Response Time: 90.9%

Quality of Food: 92.7%

Business Overview

1st Quarter 2015 Review

Customer & Client Satisfaction Continued...

Food & Beverage Services:

Quality of Service: 94.5%

Cleanliness & Appearance of Banquet Room: 94.5%

Quality & Appearance of Service Staff: 92.7%

Overall performance of food and beverage services: 92.7%

“This was a high-caliber, awesome event and it was because of your amazing staff!”

-Tami Sutton, Missouri State University

Business Overview

1st Quarter 2015 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: 82.7%

Using a scale of 1 to 100 (100 Being the highest) how do you rate the Branson Convention Center
AFTER your event: 93.6% (10.9% Increase)

Overall Satisfaction: 93.6%

Business Overview

1st Quarter 2015 Review

Customer & Client Satisfaction

Continued...

Comments Received from Clients:

“All F & B aspects of our event were delivered flawlessly. Everything was literally on schedule or ahead of schedule. We have one staff member with a severe pepper allergy. The team made sure she had appropriate items to eat at the same time as everyone else.”

-Jason Hadley, STI

“Every staff member I came in contact with was courteous and went above and beyond to meet our needs.”

-Chad Courtney, FC Legacy – Branson Futsal Shootout

Business Overview

1st Quarter 2015 Review

2015 Specific Operating Goals & Updates

Yearly Reduction of Electrical Consumption by 5%

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>Reduction</u>
January	662,120	426,960	235,160 (35%)
February	606,640	484,520	122,120 (20%)
March	563,320	392,960	170,360 (30%)
April			
May			
June			
July			
August			
September			
October			
November			
December			
TOTALS	1,832,080	1,304,440	527,640 (28%)

Business Overview

1st Quarter 2015 Review

2015 Specific Operating Goals & Updates

As of January 1, 2015

Sustainability Goal for the Branson Convention Center

Track & Reduce our Diversion Rate and achieve 40% 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: (2,060) lbs.**
- 2. Food Composting Program: (5,160) lbs.**
- 3. Cardboard/Metal Recycling Program: (11,440) lbs.**

*****Current Diversion Rate: 31.7% (18,660 lbs. total diverted/recycled VS. 58,780 lbs. total waste)**

Business Overview

1st Quarter 2015 Review

2015 Specific Operating Goals & Updates

Other New Ideas & Strategic Implementations

1. ***“What’s Hot & What’s Not”***: Staying current with 2015 Food and Beverage Trends. Looking to rollout various new concessions food and beverage items throughout the year. With a combination of these items we will look to produce and additional 2% of new concessions revenues.
 - A. ***“The Waffler”***: Savory style waffle cone served with chicken salad, pecans, grapes and apples. Other offerings to come based on group demographics.
 - B. ***Artisanal Grilled Panini Sandwiches***: Including turkey, smoked gouda and roasted red peppers. (Branson Auto Auction)
 - C. ***Buffalo Chicken Taquito***: Buffalo style chicken served inside a deep friend tortilla shell. (Branson Auto Auction)
 - D. ***Gourmet “Cheesecake on a stick”***. (American Cheer Power)

2. ***Concessions Survey gathering & tracking***: With the help of SAVOR’s Customer K’nekt Program we will now be able to track customer service scores from our guests regarding our Concessions Food and Beverage Operations. We will be able to track menu selection, quality and cleanliness of our concession stands.

Business Overview

1st Quarter 2015 Review

Contracted Pace Reporting Revenues 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	\$0	\$121,500	\$0	\$121,500	
February	\$100,476	\$185,950	\$85,474	\$0	\$0	\$185,950	\$0	\$185,950	
March	\$149,398	\$233,020	\$83,622	\$0	\$0	\$233,020	\$0	\$233,020	
April	\$160,162	\$211,225	\$51,063	\$400	\$13,375	\$211,625	\$375	\$212,000	
May	\$154,267	\$129,495	-\$24,772	\$2,500	\$6,000	\$131,995	\$0	\$131,995	
June	\$534,112	\$454,300	-\$79,812	\$0	\$27,000	\$454,300	\$2,000	\$456,300	
July	\$173,025	\$238,970	\$65,945	\$0	\$0	\$238,970	\$0	\$238,970	
August	\$270,345	\$330,500	\$60,155	\$14,500	\$52,000	\$345,000	\$18,000	\$363,000	
September	\$131,000	\$265,150	\$134,150	\$0	\$7,000	\$265,150	\$7,000	\$272,150	
October	\$292,295	\$224,775	-\$67,520	\$42,500	\$43,000	\$267,275	\$0	\$267,275	
November	\$148,700	\$46,100	-\$102,600	\$37,250	\$48,750	\$83,350	\$47,250	\$130,600	
December	\$175,398	\$93,270	-\$82,128	\$14,000	\$100,500	\$107,270	\$0	\$107,270	
Totals	\$2,446,111	\$2,534,255	\$88,144	\$111,150	\$297,625	\$2,645,405	\$74,625	\$2,720,030	2014 vs 2015
									Current Pace: \$273,919

Business Overview

1st Quarter 2015 Review

Contract Reporting for 2015

2015 New Contracts Signed

- 2015: (19) Contracts Valued at \$141,000
- 2016: (6) Contracts Valued at \$75,800
- 2017: (3) Contracts Valued at \$49,600
- 2018: (3) Contracts Valued at \$64,600
- 2019: (1) Contract Valued at \$40,000

**Total New Contracts Signed as of January 1,
2015: (32) Valued at \$371,000**

Source of Business Booked

- Repeat: (12)
- SMG: (14)
- Hilton: (4)
- CVB: (2)