



Branson Convention Center 2nd Quarter 2015 Review

PRESENTED – JULY 28, 2015

Actual vs. Budget

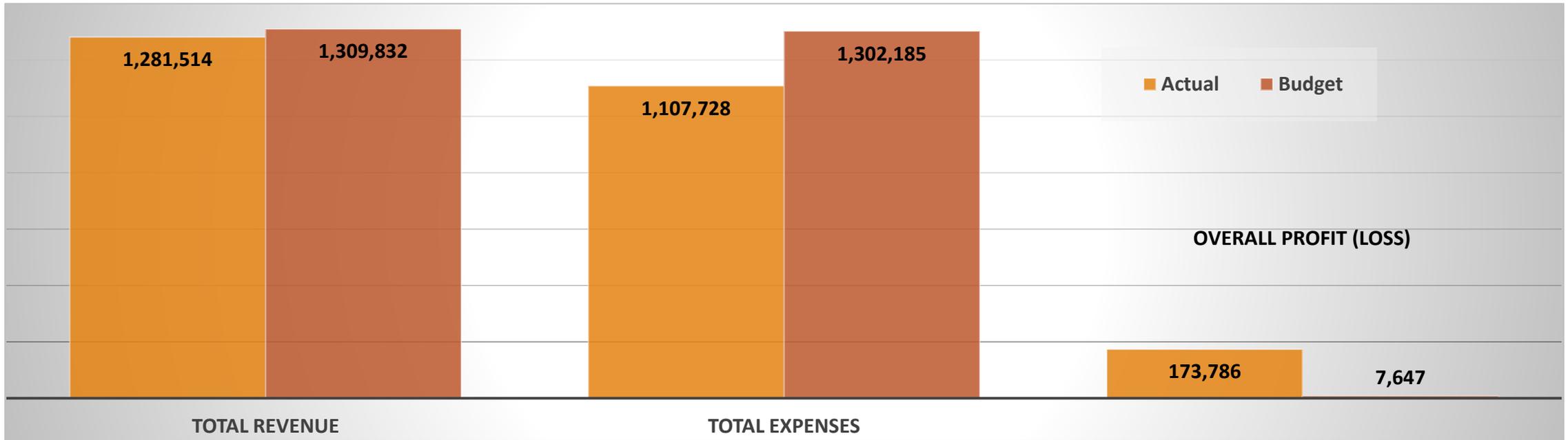
April - June 2015



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 = \$1,461,685 / Variance = (\$262,630) below budget
3. **Overall Profit and Loss** – Loss of (\$85,457) was below budgeted profit of \$35,998 by (**\$121,455**)

Actual vs. Budget

April - June 2014



1. **Total Revenue** - Actual Revenue: \$1,281,514 / Budget = \$1,309,832 / Variance = (\$28,318) below budget
2. **Total Expenses** - Actual Expenses: \$1,107,728 / Budget = \$1,302,185 / Variance = \$194,457 below budget
3. **Overall Profit and Loss** – Profit of \$173,786 was above budgeted profit of \$7,647 by **\$166,139**

Comparison of Actuals

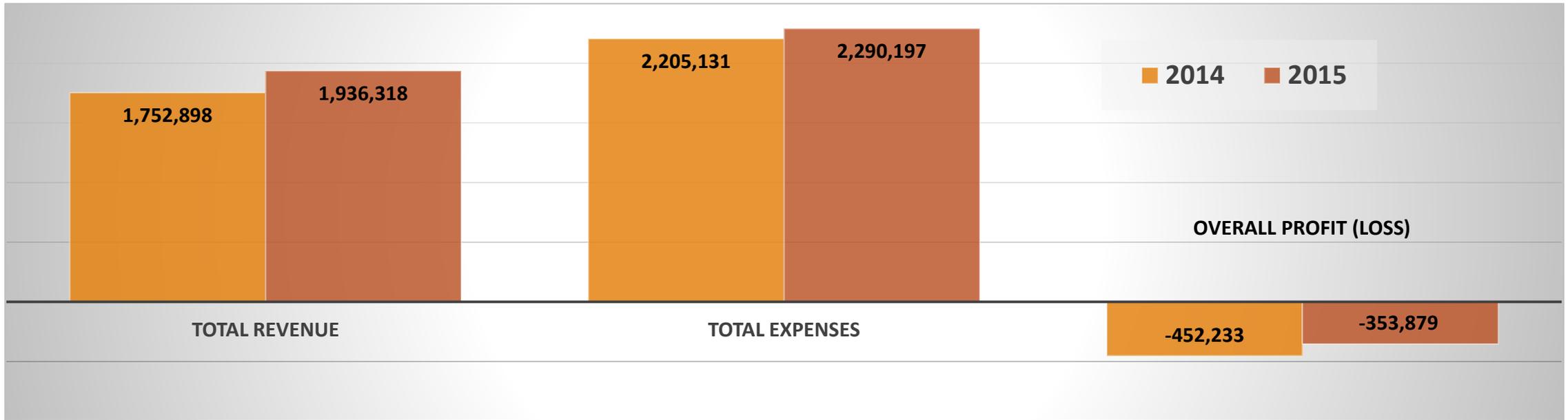
April - June 2014 vs. April – June 2015



1. **Total Revenue** - 2014: \$1,281,514 / 2015 = \$1,113,598 / Variance = (\$167,916) less in 2015 vs. 2014
2. **Total Expenses** - 2014: \$1,107,728 / 2015 = \$1,199,055 / Variance = \$91,327 more in 2015 vs. 2014
3. **Overall Profit and Loss** – 2014: Profit of \$173,786 / 2015: Loss of (\$85,457) – difference of (**\$259,243**) less in 2015 vs. 2014

Comparison of Year-To-Date Actuals

January - June 2014 vs. January - June 2015



1. **Total Revenue** - 2014: \$1,752,898 / 2015 = \$1,936,318 / Variance = \$183,420 more in 2015 vs. 2014
2. **Total Expenses** - 2014: \$2,205,131 / 2015 = \$2,290,197 / Variance = \$85,066 more in 2015 vs. 2014
3. **Overall Profit and Loss** – 2014: Loss of (\$452,233) / 2015: Loss of (\$353,879) – difference of (**\$98,354**) less in 2015 vs. 2014

Business Overview

2nd Quarter 2015 Review

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

- 1. Room Rental:** Down slightly to budget in the second quarter by \$20,721. Room Rental actualized at \$119,830 vs. a budget of \$140,511. One major reason was in 2014 Stage One Dance rented ballroom space on site for an additional \$14K. Multiple small meeting held in June 2014 helped drive this revenue as well.
- 2. Concessions:** Down slightly to budget by \$6,192. With the addition of Sycamore Street Coffee Co. we have modified our entire concessions program. This new revenue stream has grossed an additional \$26K for the BCC YTD. Also, the rollout of our “New Menu” items customized for each individual concessions group. This has provided tremendous new revenues for the BCC. (Future Slide will show information)
- 3. Catering:** Down to budget by \$116,613. This was due in part to the late cancellation of Mercy Ministries 2nd program. This program was valued to generate \$50K to \$70K in May. This also impacted May overall as a whole which is trending to be our slowest month of 2015.
- 4. Parking:** Exceeded budget by \$15,166. Tremendous 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. We have already surpassed our year-end budget number for parking of \$78,500 with (5) months to go!

Business Overview

2nd Quarter 2015 Review

Financial Review Continued... Expenses

- 5. Salaries & Benefits:** Exceeded budget slightly by \$19,351. We actualized at \$509,419 vs. a budget of \$490,068. One primary reason for the increase was due to the event types that were held in the second quarter. Public Shows, Sporting Events & Cheer & Dance Groups. Many of these events require heavy setup/breakdown & cleaning. In addition, staffing for parking for these events has produced an increase in labor.
- 6. Contracted Services:** This was down to budget by \$15,895. 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:** Down to budget slightly by \$3,053. The primary reason for G&A’s change from 2014 is the marketing and advertising efforts implemented in 2015.
- 8. Utilities:** A continued strong showing in utilities. In 2014, 1,056,800 KWH were used. In 2015, 986,160 KWH were used. This is a reduction of 70,640 KWH. Second quarter utilities were \$11,504 below budget overall.

Business Overview

2nd Quarter 2015 Review

Overall Economic Impact for the Branson Convention Center

The Numbers at a Glance....

1. Estimated Attendance at BCC in the Second Quarter: 21,296 people
2. Second Quarter Groups: (62) (Includes In House/City/Special Functions)
***2014 (54) Groups (Slight Increase year over year)
3. Group Event Days: 128 Days
4. Group Room Nights at Hilton Properties: 12,094

Business Overview

2nd Quarter 2015 Review

Overall Economic Impact for the Branson Convention Center

The Numbers at a Glance....

Market Segment & Per Cap Rates

- (12) Banquets – Social Catering/Wedding/Lunch, Dinner or Reception Only. **Per Cap Rate: \$34.00**
- (6) Consumer/Public Shows/Performing Arts/Sporting Events – Open to public: **Per Cap Rate: \$27.66**
- (10) Conventions – Large Groups with multiple overnight stays, food & beverage, trade shows and meetings. **Per Cap Rate: \$142.37**
- (30) Meetings – Smaller one/two day meetings only. Less than (200) guests & no trade show. **Per Cap Rate: \$93.66**
- (4) Trade Shows. **Per Cap Rate: \$42.42**

Business Overview

2nd Quarter 2015 Review

Overall Economic Impact for the Branson Convention Center

The Branson Convention Center 2015 Second Quarter significant events:

Branson Collector Car Auction (2016)

MO State Public Defenders (City Rotation)

American Cheer Power (2016)

John Hagee Ministries (2016)

Ozark Mountain Prayer Breakfast (2016)

Rumble Time Promotions/MMA – New to BCC & Looking at Fall Dates

Gala of the Royal Horses – New to BCC & Looking at Nov/December 2015 Christmas Show

Business Overview

2nd Quarter 2015 Review

Overall Economic Impact for the Branson Convention Center

The Branson Convention Center 2015 Second Quarter significant events:

Associated Electric Cooperative (2016)

The MO Bar Solo Small Firm (Lake of the Ozarks)/(Two Years)

Stage One Dance Production (2016)

Tri – Lakes Shootout (2016)/(Currently Contracting (4) Weekends at BCC)
(First Ever Basketball Event held at BCC with over 35 Teams in attendance)

Business Overview

2nd Quarter 2015 Review



Business Overview

2nd 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 (85)

Surveys Returned (34)

Return Rate of 40%

Business Overview

2nd Quarter 2015 Review

Customer & Client Satisfaction

Survey Information (All Scores based out of 100%)

What is most important to the meeting planners & clients who are coming to the BCC?

BCC Facility Sales Team:

➤ Knowledgeable: **94.1%**

BCC Facility Event/Catering Team:

➤ Readily Available: **96.4%**

Business Overview

2nd Quarter 2015 Review

Customer & Client Satisfaction Continued...

BCC Building Operations & Maintenance:

- Courtesy of Building Staff: **92.9%**
- Cleanliness of the facility (Public space, bathrooms & function space): **95.9%**

Business Overview

2nd Quarter 2015 Review

Customer & Client Satisfaction

Continued...

SAVOR... Branson

Food & Beverage Services:

- Menu Quality, selection & value for price paid: **87.1%**
 - Quality of Food: **93.5%**

Business Overview

2nd Quarter 2015 Review

Customer & Client Satisfaction Continued...

SAVOR... Branson Food & Beverage Services:

- Quality of Service: **95.3%**
- Overall performance of food and beverage services: **94.0%**

“The customer service provided to Missouri State University before, during and after the conference was off the charts!”

-James Baker, Vice President for Research & Economic Development and International Programs,
Missouri State University

Business Overview

2nd 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: **87.8%**

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

AFTER your event: **94.5% (6.7% Increase)**

Overall Satisfaction: 92.5%

Business Overview

2nd Quarter 2015 Review

Customer & Client Satisfaction

Continued...

Comments Received from Clients:

“97% of the respondents were either *satisfied* or *very satisfied* overall with the BCC Locations. The bottom line is if our customers are happy, then we are happy.”

-Jason Hadley, Vice President of Operations, Chalkable

“I also want to commend your event staff, especially Ashlee Webb. She along with the whole event staff were outstanding and wonderful to work with.”

-Danny Kemerling, Mid States President, MO Rural Letter Carriers Association

Business Overview

2nd 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>+/- Difference</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	361,400	290,280	71,120 (-20%)
May	294,400	285,680	8,720 (-3%)
June	401,000	410,200	9,200 (+2.3%)
July			
August			
September			
October			
November			
December			
TOTALS	2,888,480	2,290,600	597,880 (-20.7%)

Business Overview

2nd 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: (6,800) lbs.**
- 2. Food Composting Program: (10,360) lbs.**
- 3. Cardboard/Metal Recycling Program: (22,400) lbs.**

*****Current Diversion Rate: 26% (39,560 lbs. total diverted/recycled VS. 151,440 lbs. total waste)**

Business Overview

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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.

➤ Chicken Strips & Fries	\$5.00	802	\$4,010.00
➤ Grilled Artisanal Panini	\$6.00	48	\$288.00
➤ Buffalo Chicken Taquitos	\$8.00	83	\$664.00
➤ Philly Cheese Steak	\$5.00	72	\$360.00
➤ Rocky Road Brownie	\$5.00	70	\$350.00
➤ Cheesecake Pops	\$6.00	36	\$216.00
➤ Blackberry Lemonade	\$3.00	25	\$75.00
➤ Raspberry Tea	\$3.00	22	\$66.00
➤ Mini Corn Dogs	\$5.00	22	\$110.00
➤ Fruit Pizza	\$5.00	425	\$2,125.00
➤ Ice Cream Novelties	\$2.00	260	\$520.00
Total New Items Sold		(1,865)	\$8,784.00

Business Overview

2nd Quarter 2015 Review

2015 Specific Operating Goals & Updates

Other New Ideas & Strategic Implementations

- 1. 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. Survey program in place as of May 1, 2015

Location	Overall Sat.	Return	% Order Accurate	Food Quality	Menu selection	Friendly	Team Appearance	Cleanliness	Value	Total Surveys
Branson Convention Center	93.8%	87.5%	87.5%	93.8%	93.8%	90.6%	96.9%	96.9%	78.1%	8

Business Overview

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Contracted Sales Pace Reporting Revenues 2014 vs. 2015 (F&B, Rent, Equipment, IT & Labor)

	2014	Def (2015)	Pace (14 V 15)	Tentative (2015)	Pace (Tentative/Strong Prospect)	
January	\$156,933	\$121,500	-\$35,433	\$0	\$121,500	
February	\$100,476	\$185,950	\$85,474	\$0	\$185,950	
March	\$149,398	\$233,020	\$83,622	\$0	\$233,020	
April	\$160,162	\$216,873	\$56,711	\$0	\$216,873	
May	\$154,267	\$131,872	-\$22,395	\$0	\$131,872	
June	\$534,112	\$419,325	-\$114,787	\$0	\$419,325	
July	\$173,025	\$249,970	\$76,945	\$0	\$249,970	
August	\$270,345	\$357,500	\$87,155	\$0	\$357,500	
September	\$131,000	\$287,150	\$156,150	\$10,000	\$297,150	
October	\$292,295	\$241,550	-\$50,745	\$0	\$241,550	
November	\$148,700	\$115,350	-\$33,350	\$27,500	\$142,850	
December	\$175,398	\$114,870	-\$60,528	\$26,500	\$141,370	
Totals	\$2,446,111	\$2,674,930	\$228,819	\$64,000	\$2,738,930	2014 vs 2015 Current Pace: \$292,819

Business Overview

2nd Quarter 2015 Review

Contract Reporting for 2015

2015 New Contracts Signed

- First Quarter 2015: (33) New/Repeat Contracts Valued at \$379,175
- Second Quarter 2015: (48) New/Repeat Contracts Valued at \$739,818

Total New Contracts Signed as of January 1, 2015: (81) Valued at \$1,118,993

Source of Business Booked

- Repeat: (32)
- SMG/New: (33)
- Hilton: (7)
- CVB: (9)

Business Overview

2nd Quarter 2015 Review

Notable Contracts Signed in 2015

- MO Drug Courts – 3 Year Commitment
- Futsal Soccer Tournament –January 2016/Repeat
- Rumble Time Promotions – MMA Event/Sports
- MO Community College Association – 3 Year Commitment
 - Midwest Society of Orthodontist
 - Boys & Girls Club of the Ozarks Annual Dinner
 - Tri Lakes Basketball Shootout/Sports
 - Mid- America Emmy's
 - MO Republic State Convention