

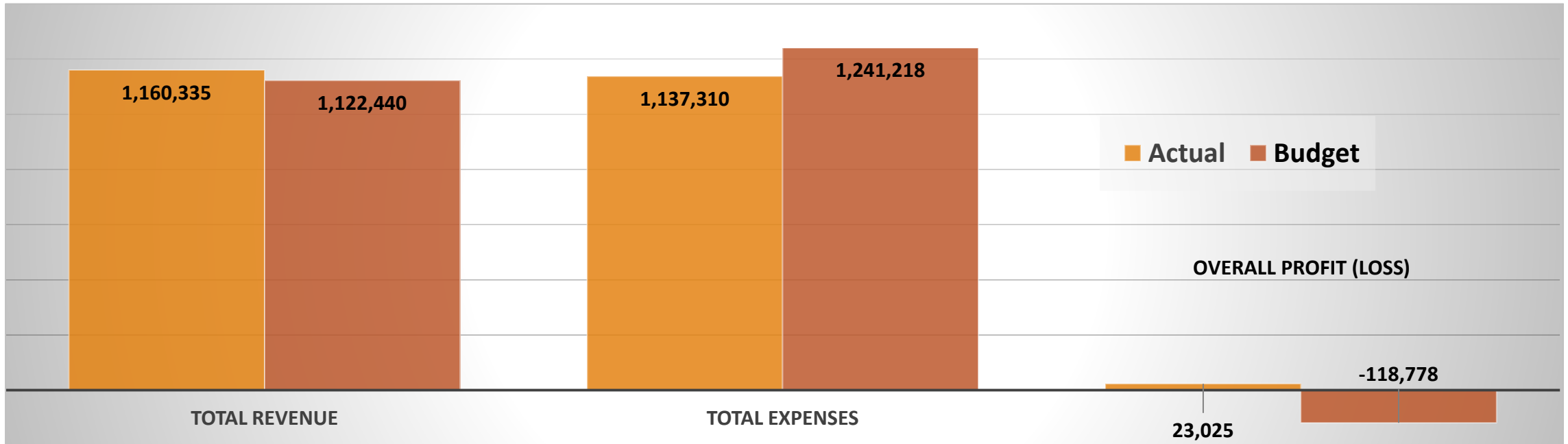


Branson Convention Center 3rd Quarter 2016 Review

SAVOR...Branson
at Branson Convention Center

Actual vs. Budget

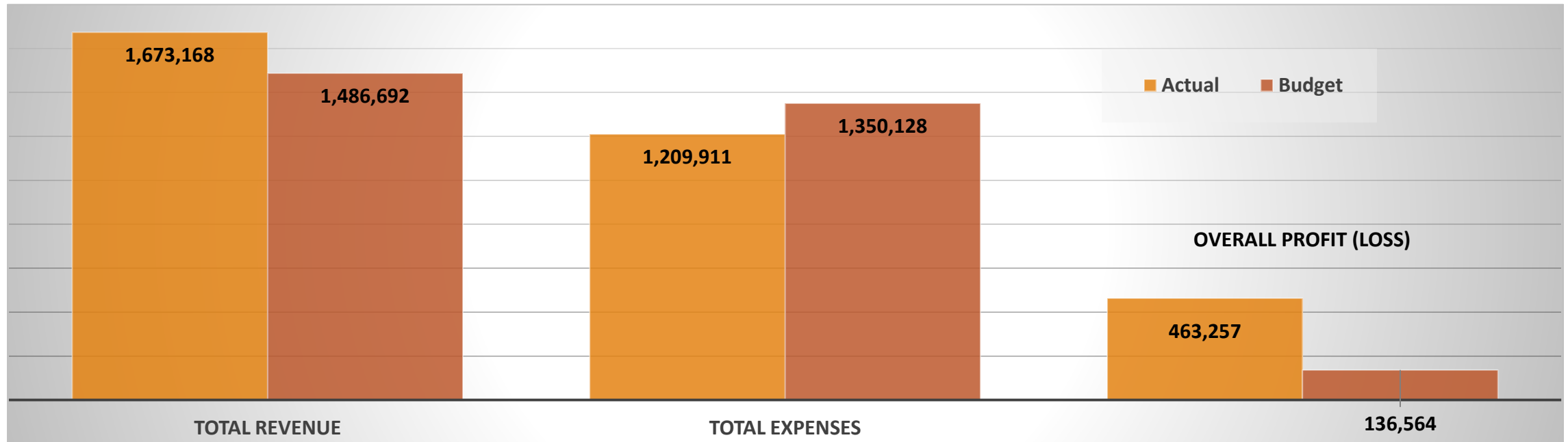
July – Sept 2016



1. **Total Revenue** - Actual Revenue: \$1,160,335 / Budget = \$1,122,440 / Variance = \$37,895 above budget
2. **Total Expenses** - Actual Expenses: \$1,137,310 / Budget = \$1,241,218 / Variance = (\$103,908) better than budget
3. **Overall Profit or Loss** – Profit of \$23,025 exceeded budgeted loss of (\$118,778) by \$141,803

Actual vs. Budget

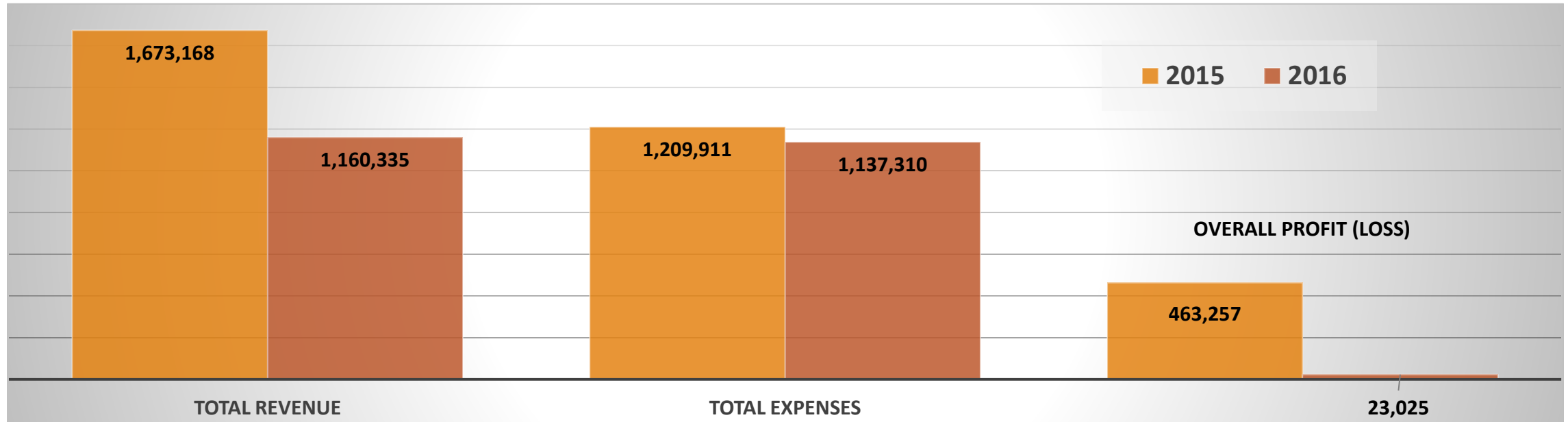
July – Sept 2015



1. **Total Revenue** - Actual Revenue: \$1,673,168 / Budget = \$1,486,692 / Variance = \$186,476 above budget
2. **Total Expenses** - Actual Expenses: \$1,209,911 / Budget = \$1,350,128 / Variance = (\$140,217) better than budget
3. **Overall Profit or Loss** – Profit of \$463,257 was above budgeted profit of \$136,564 by \$326,693

Comparison of Actuals

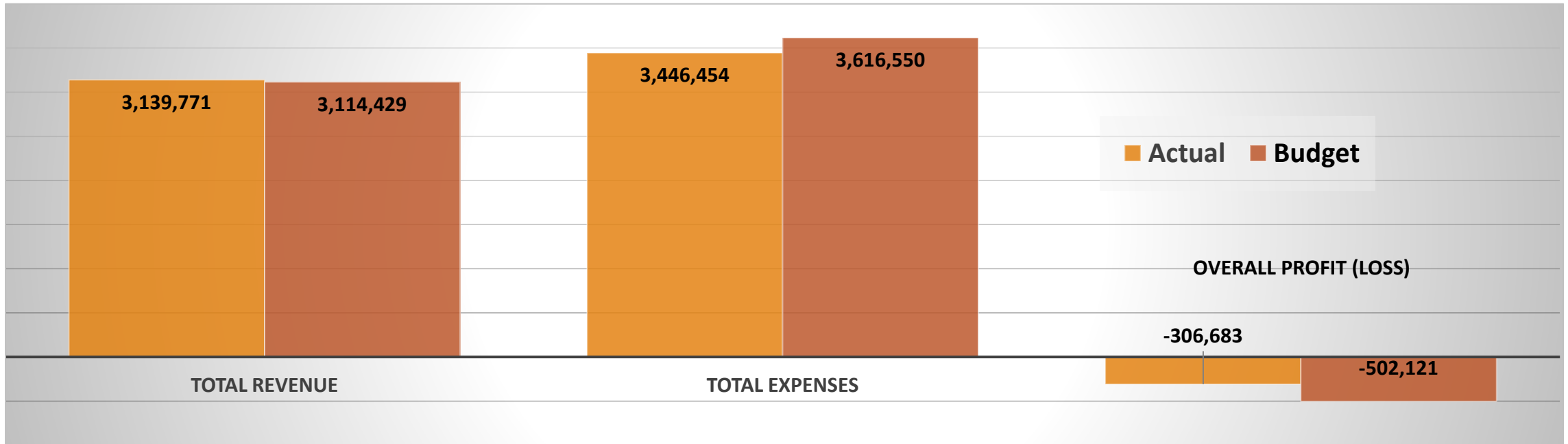
July – Sept 2015 vs. July – Sept 2016



1. Total Revenue - 2015: \$1,673,168 / 2016 = \$1,160,335 / Variance = (\$512,833) less in 2016 vs. 2015
2. Total Expenses - 2015: \$1,209,911 / 2016 = \$1,137,310 / Variance = (\$72,601) less in 2016 vs. 2015
3. Overall Profit or Loss – 2015: Profit of \$463,257/ 2016: Profit of \$23,025 – difference of (\$440,232) less in 2016 vs. 2015

Actual vs. Budget

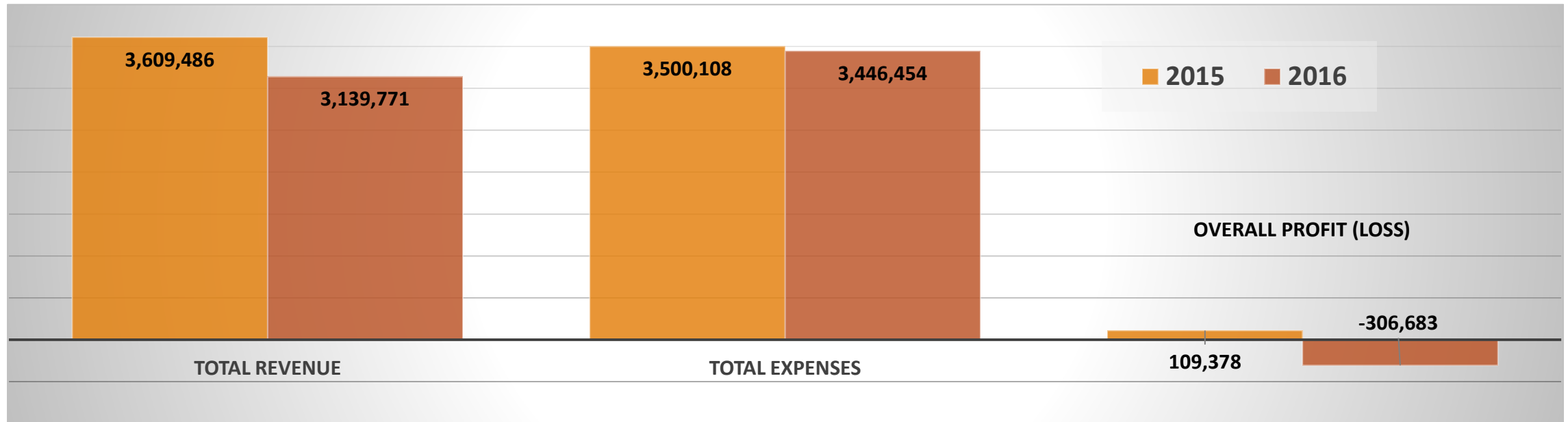
January – Sept 2016



1. **Total Revenue** - Actual Revenue: \$3,139,771 / Budget = \$3,114,429 / Variance = \$25,342 above budget
2. **Total Expenses** - Actual Expenses: \$3,446,454 / Budget = \$3,616,550 / Variance = (\$170,096) less than budget
3. **Overall Profit or Loss** – Loss of (\$306,683) was better than the budgeted loss of (\$502,121) by \$195,438

Comparison of Actuals

January – Sept 2015 vs. January – Sept 2016



1. **Total Revenue** - 2015: \$3,609,486/ 2016 = \$3,139,771 / Variance = \$469,715 more in 2016 vs. 2015
2. **Total Expenses** - 2015: \$3,500,108 / 2016 = \$3,446,454 / Variance = (\$53,654) less in 2016 vs. 2015
3. **Overall Profit or Loss** – 2015: Profit of \$109,378/ 2016: Loss of (\$306,683) – difference of (\$416,061) less profit (loss) in 2016 vs. 2015

Business Overview

3rd Quarter 2016 Review

Financial Review - BCC's Big Four – Revenue Producers

ROOM RENTAL:

- Revenue was down to the 2016 budget by \$37K and \$27K to prior year 3rd quarter.
- Dance group/Showbiz on payment plan for rental through the end of the year which affected this number.

CONCESSIONS:

- Revenue was up slightly to the 2016 budget by \$4K but surpassed the 2015 3rd quarter actual by \$10K.
- Strong turnout for dance groups allowed for increased in house sales. New items and slight price increase assisted as well.

CATERING:

- Revenue was up to the 2016 budget by \$106K but down to the 3rd quarter 2015 actual by \$405K.
- Loren Cook 75th Anniversary Celebration in September helped increase catering revenue. 2015 SYTA & ASCE held in Branson.

PARKING:

- Revenue was down to the 2016 budget by \$4k and down to the 3rd 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

3rd Quarter 2016 Review

Financial Review - Expenses

SALARIES & BENEFITS:

- This expense was up to the 2016 budget slightly by \$12K and up to the 3rd quarter 2015 actual by \$49K.
- Performing Arts/Dance Group Season affects BCC. Revenues are lower but still need staff for cleaning, parking & concessions. (See Contracted Labor)

CONTRACTED SERVICES:

- This expense was down to the 2016 budget by \$18K and down \$3K to the 3rd 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 down to the 2016 budget by \$17K and down to the 3rd quarter 2015 actual by \$48K.
- We have modified and reduced 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 slightly down to 2016 budget but up to our 3rd quarter 2015 actual by \$14K. 2017 Price Increases.

Business Overview

3rd Quarter 2016 Review

Overall Economic Impact for the Branson Convention Center

1. Estimated Attendance at BCC in the Third Quarter: 12,266 people.
 2. Third Quarter Groups: 2015: (50) / 2016: (48)
 3. Group Event Days: 2015: (114)Days / 2016 (103) Days
4. Group Room Nights at Hilton Properties: 2015: (12,094) / 2016(9,070)
5. Estimated Per Capture Rate (Total Revenue/Attendance): \$94.59 per person.

***Loren Cook increased revenue # for 2017.

Business Overview

3rd Quarter 2016 Review

Overall Economic Impact for the Branson Convention Center

Event/Group Breakdown:

- (20) Meetings – (1,821) Attendees
- (5) Sporting Event/Performing Art – (5,325) Attendees
- (2) Public/Trade Consumer Show – (140) Attendees
- (7) Banquets – (1,025) Attendees
- (14) Conventions – (3,955) Attendees

Business Overview

3rd Quarter 2016 Review

Overall Economic Impact for the Branson Convention Center

The Branson Convention Center 2016 Third Quarter significant events:

MO Telecommunications Association (2017)

MO EMS Conference (2017)

MO Deer Association (2017)

Associated Wholesale Grocers (2017)

MO Healthcare Association (2017)

MO Primary Care Association (2017)

(3) Cheer & Dance Groups (2017)

Business Overview

3rd Quarter 2016 Review

Customer & Client Satisfaction

2016 3rd Quarter Survey Information:

Surveys Sent (48)

Surveys Returned (12)- Average of (4) Surveys Per Month Returned

Return Rate of 25%

Letters/Cards Received: (3)

Business Overview

3rd Quarter 2016 Review

Customer & Client Satisfaction

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

PRIOR to your event: 88.6%

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

AFTER your event: 94.3% (5.7% Increase)

BCC Client Overall Satisfaction: 91.4%

Business Overview

3rd Quarter 2016 Review

YTD Contract Reporting for 2016

2016 New Contracts Signed

- 2016: (27) Contracts Valued at \$127,160
- 2017: (35) Contracts Valued at \$386,100
- 2018: (8) Contracts Valued at \$215,000
- 2019: (3) Contract Valued at \$35,800
- 2020: (1) Contract Valued at \$7,500

**Total New Contracts Signed as of January 1,
2016: (74) Valued at \$771,560**

Source of Business Booked

- Repeat: (39)
- SMG/New: (30)
- Hilton: (3)
- CVB: (2)