



Branson Convention Center 2017 Third Quarter Review

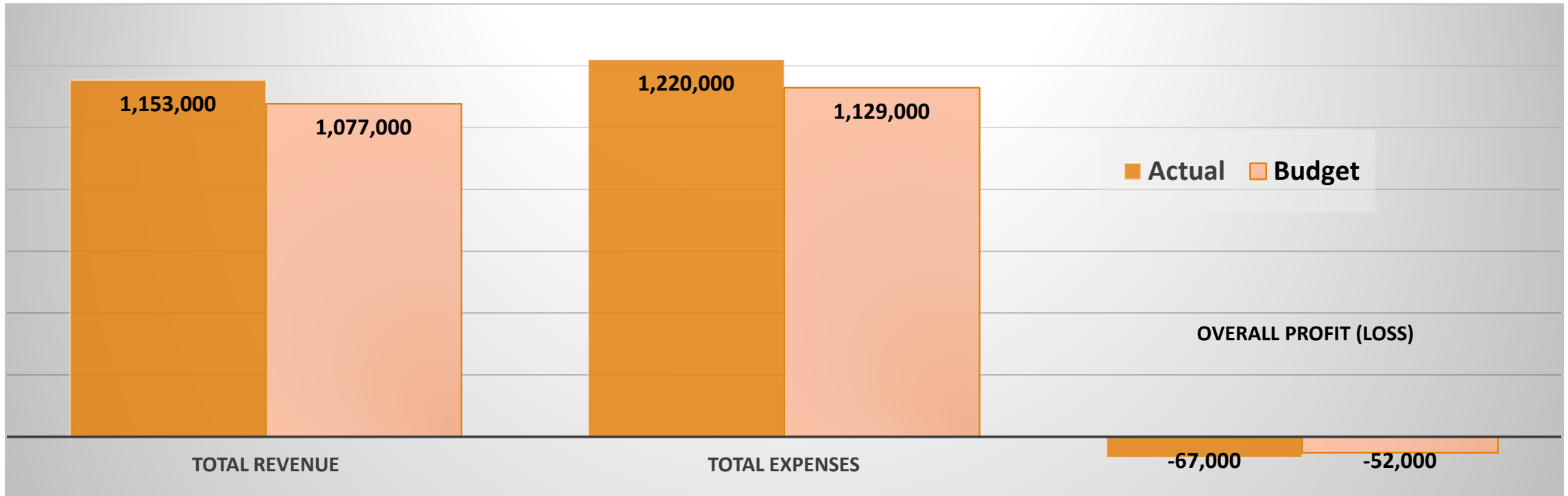
SAVOR...Branson

at Branson Convention Center

at Branson Convention Center

Actual vs. Budget

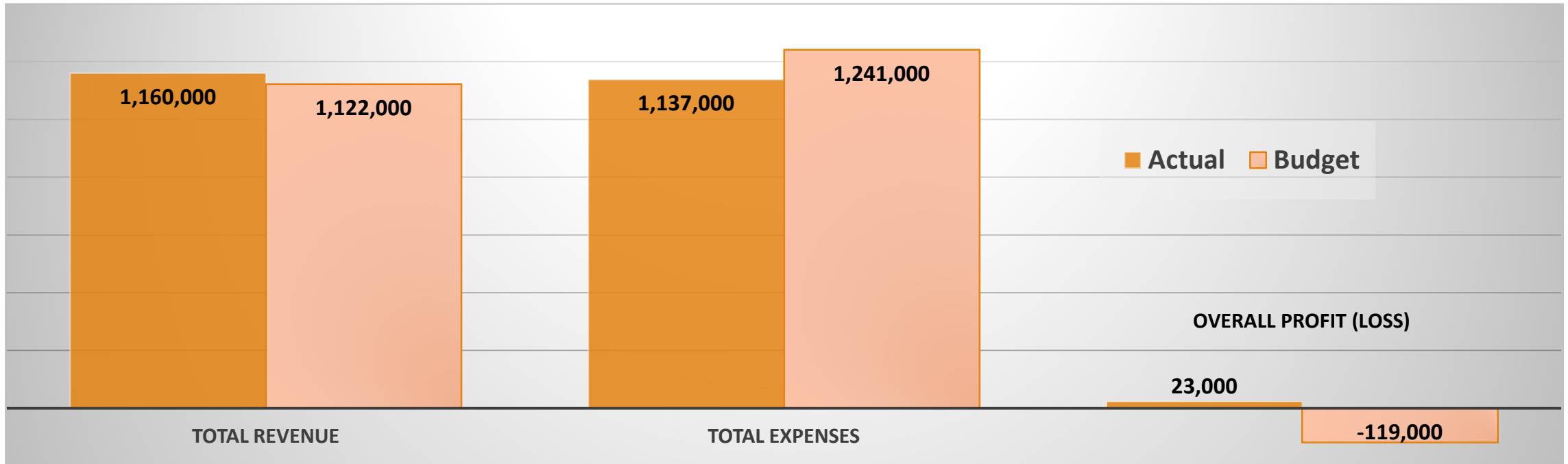
July – September 2017



1. **Total Revenue** - Actual Revenue: \$1.15M / Budget = \$1.08M / Variance = \$76K above budget
2. **Total Expenses** - Actual Expenses: \$1.22M / Budget = \$1.13M / Variance = \$91K above budget
3. **Overall Profit and Loss** – Loss of \$67K which is more than budgeted loss of (\$52k) by **\$15K**

Actual vs. Budget

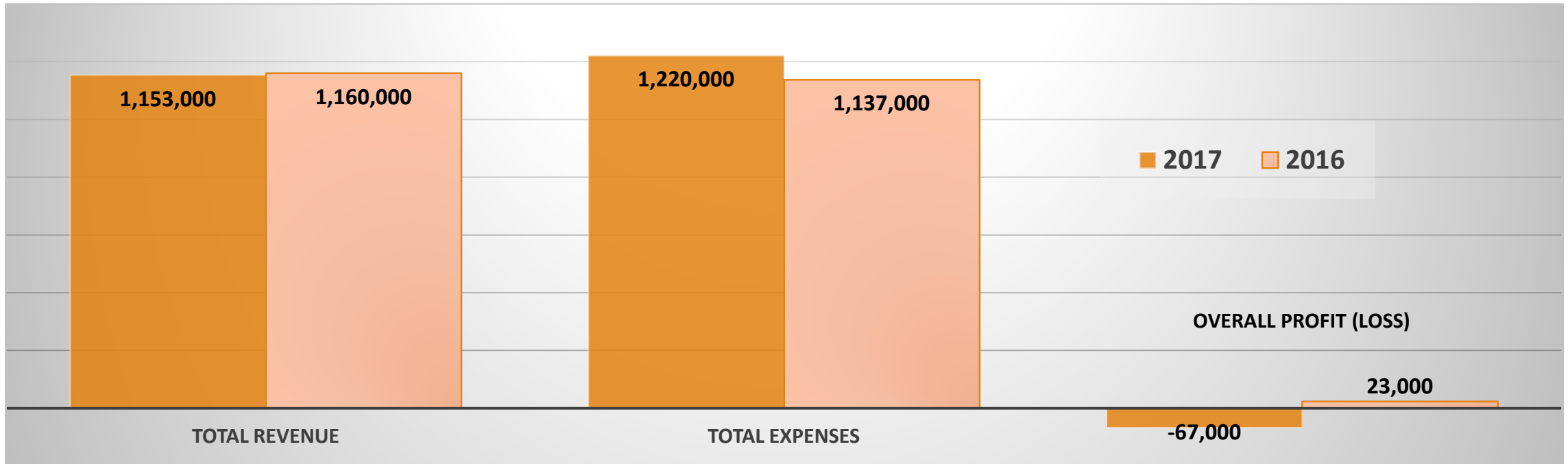
July – September 2016



1. **Total Revenue** - Actual Revenue: \$1.16M / Budget = \$1.12M / Variance = \$38K above budget
2. **Total Expenses** - Actual Expenses: \$1.14M / Budget = \$1.24M / Variance = \$104K above budget
3. **Overall Profit and Loss** – Profit of \$23K exceeded budgeted loss of (\$119K) by **\$142K**

Comparison of Actuals

July– Sept 2016 vs. July – Sept 2017



1. Total Revenue - 2017: \$1.15M / 2016 = \$1.16M / Variance = \$7K less in 2017 vs. 2016
2. Total Expenses - 2017: \$1.22M / 2016 = \$1.14M / Variance = \$83K more in 2017 vs. 2016
3. Overall Profit and Loss – 2017: Loss of (\$67K)/ 2016: Profit of \$23K/ Variance of (\$90K) less in 2017 vs. 2016

Business Overview 2017 Third Quarter Recap

- 1. Room Rental:** Missed budget (\$56K vs \$110K)
- 2. Concessions:** Exceeded budget by \$3K (\$16K vs \$13K)
- 3. Catering:** Exceeded budget by \$125K. (\$712K vs \$587K)
- 4. Parking (Self/Event):** Missed budget by \$24K. (\$15K vs \$39K)

Business Overview 2017 Third Quarter Statistical Recap

1. Estimated Group Attendance:

A. 2016: 12,266

B. 2017: 9,092

2. 2017: Groups: (38) / 2016 (48)

3. 2017: Group Event Days: (84) / 2016 (103)

4. 2017: Group Room Nights at Hilton Properties: 11,090

➤ 3rd Quarter/Based on Average Rate of \$150.00/4% Tax Rate= \$66K Tax Revenue

Business Overview 2017 Groups & Events

- MO EMS Association (2018)
- MO Telecommunications Association (2018)
 - Associated Wholesale Grocers (2018)
 - MO Healthcare Association (2018)
- Midwest Public Risk Association (2018)
 - Play Craft Boats (2018)
 - MASCA (2018)
- MO Governors Conference on Tourism
 - Latham Hi Tech Hybrids

“2017 Third Quarter Complete & In the Books”!

Q & A