



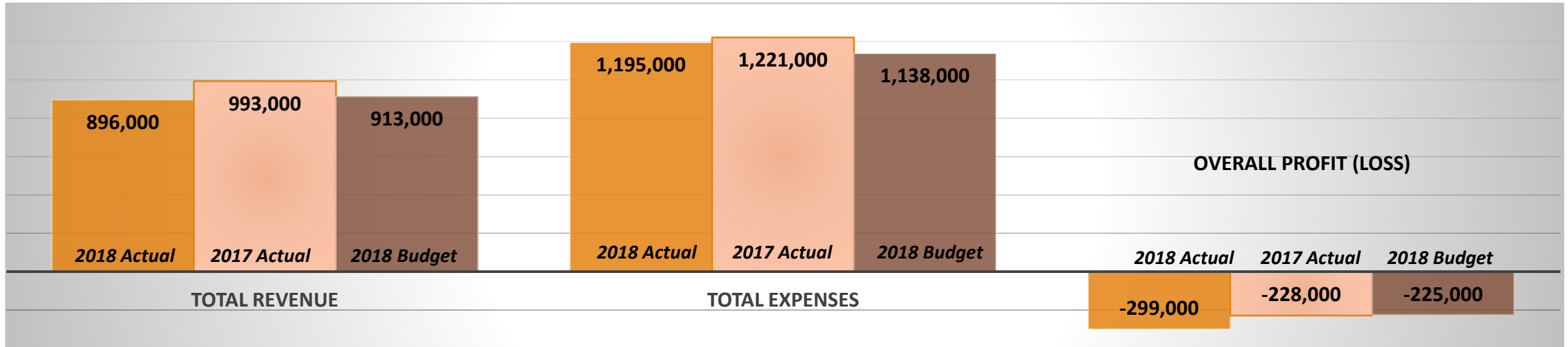
Branson Convention Center 2018 First Quarter Review

SAVOR...Branson

at Branson Convention Center

at Branson Convention Center

1st Quarter 2018 - Comparison of Actuals and Budget



TOTAL REVENUE:

2018= \$896K / 2017=\$993K / 2018 Budget \$913K

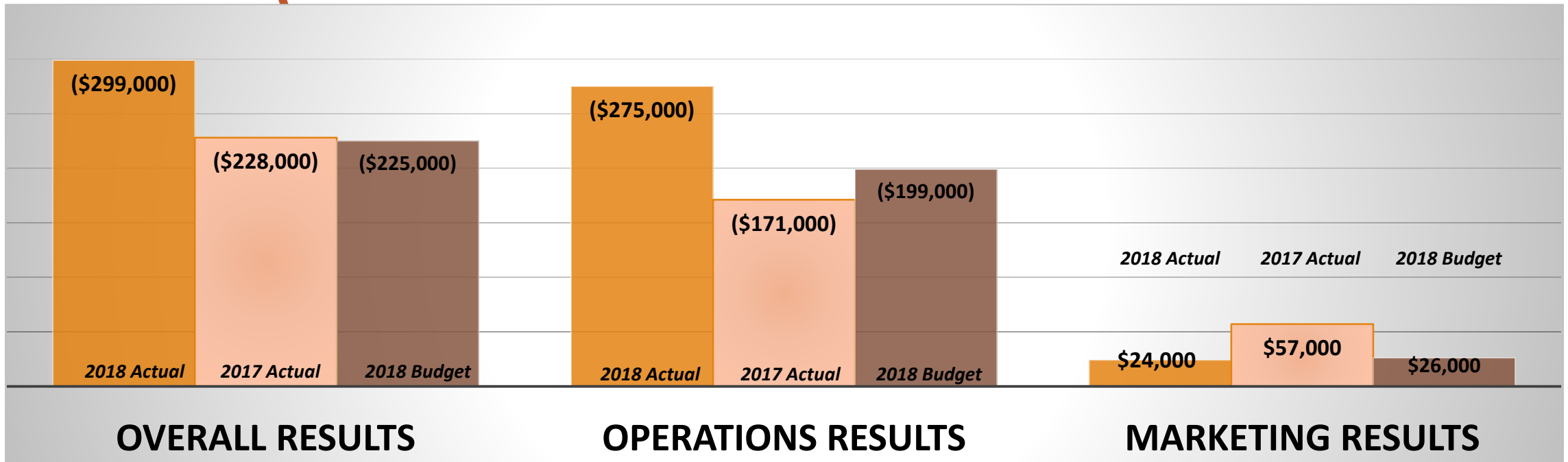
TOTAL EXPENSES:

2018= \$1.195M / 2017 = \$1.221M / 2018 Budget = \$1.138M

OVERALL PROFIT & (LOSS)

2018= (\$299K) / 2017 = (\$228K) / 2018 Budget = (\$225K)

1st Quarter 2018 - Overall Financial Performance



BCC General Operating Results (Loss)

2018= (\$275K) / 2017 = (\$171K) / 2018 Budget = (\$199K)

BCC Marketing Results (Expense)

2018= \$24K / 2017 = \$57K / 2018 Budget = \$26K

BCC Overall (Operating & Marketing) Results (Loss)

2018= (\$299K) / 2017 = (\$228K) / 2018 Budget = (\$225K)

1st Quarter 2018 - Results

REVENUES

CATERING: Strong returning core business for 2018 including Tech Ready, Conklin Companies, MO Rural Water Association, Poultry Foundation and Transportation Engineers (TEAMS). This core business has helped to keep the BCC inline with its budget for the year. Missing from 2018 was the Travel South Showcase which grossed over \$100K in March 2017 Revenues.

CONCESSIONS: Very consistent from 2017 to 2018!

➤ 2017 Gross Sales: \$50,630

➤ 2018 Gross Sales: \$50,828

➤ Highlights: Futsal Soccer Event, Worldwide Spirit, American Cheer Power & MO NASP!

1st Quarter 2018 - Results

REVENUES

EVENT SPACE RENTAL:

- Net Room Rental Revenue of \$128K vs Budget of \$127K. (Futsal, Worldwide Spirit, Vision Con, MO NASP & American Cheer Power)
- 2017 Net Room Rental Revenue: \$128K (Very Consistent Year over Year)

ANCILLARY REVENUES:

- Audio Visual, Equipment Rental and Internet Service.
- Net revenues combining to surpass the \$30K vs Budget of \$34K.

EVENT PARKING REVENUE: Generated over \$22K to a budget of \$18K. LY \$13K

1st Quarter 2018 - Results

EXPENSES

MARKETING: The BCC continues to monitor and evolve it's marketing programs each year.

- 2017: \$57K Actual Marketing Expenses
- 2018: \$24K vs \$26K Actual Marketing Expense vs Budgeted Marketing Expense.
- 2018 Programs consist of heavy trade show activity, individual client meetings and SMG partnered events.

INDIRECT EXPENSES: All indirect expenses were inline with budget or below including salaries & wages, contracted services and operating supplies for the year. Due to the 2018 winter months our Utilities were up \$15K to budget. January & February were challenging months.

1st Quarter 2018 - Results

General Overview Items

CUSTOMER SERVICE SCORES: The BCC Continues to strive in the “Customer Excellence” area.

- Sales & Events Job Knowledge & Professionalism 92.2%
- Cleanliness of Facility: 92.6%
- Quality of F&B Services: 85%
- Overall Satisfaction with the BCC: 92.8%

1st Quarter 2018 - Results

General Overview Items

Estimated Group Attendance:

➤ 2017 (29K)

➤ 2018 (31K)

Groups:

➤ 2017(36)

➤ 2018 (34)

➤ Group Room Nights at Hilton Properties: 2017 (10,563) 2018 (XX,XXX)