NOTICE OF MEETING

FINANCE COMMITTEE

VIRTUAL MEETING NOTICE 610.20(1) RSMO

Committee Meeting – Thursday, December 17, 2020 – 10:00 a.m.

This meeting is being held virtually. The Finance Committee and City Staff will be joining the meeting on an online platform. The public may view the meeting through links on the City of Branson's website.

City of Branson website: www.bransonmo.gov
View meeting link: https://bransonmo.gov/livestream

AGENDA

1) **Call to Order.**

2) **Roll Call.**

3) **Approval of Minutes of the Finance Committee Meeting on November 20, 2020.**

4) **Branson Convention Center Incentive Review.**

5) **Finance Director's Report.**

6) **Adjourn.**

M I N U T E S

MEETING OF
FINANCE COMMITTEE
CITY OF BRANSON, MISSOURI
NOVEMBER 20, 2020

1) CALL TO ORDER.

The Finance Committee of the City of Branson, Missouri met for a virtual meeting on November 20, 2020, at 10:00 a.m.

2) ROLL CALL.

Finance Committee Members Present: Mayor Edd Akers, Jerry Buckley, City Administrator Stan Dobbins, Alderman Larry Milton, Michael Pinkley, Alderman Bob Simmons and Pamela Yancey. Members absent: Alderwoman Julia King and Rod Romine.

Also present were: Jamie Rouch, Stacy McAllister, Melissa Sill, John Manning, and Marcia Chapman.

3) FINANCE COMMITTEE REGULAR REPORTS:

3A) Approval of Minutes:

i. Joint Budget & Finance and Capital Improvement Committee Meeting Minutes of October 22, 2020

Mayor Akers asked for a motion approving the minutes of October 22, 2020. Michael Pinkley moved to approve, seconded by Stan Dobbins. Ayes: 7. Noes: 0. Motion carried.

3B) Monthly Sales & Tourism Tax Reports

Financial Analyst Melissa Sill presented the monthly sales and tourism tax reports to the Committee.

3C) Financials.

i. Monthly Unaudited Financials – October 2020.
Finance Director Jamie Rouch presented the unaudited financials for October 2020.

ii. Cash Reconciliation & Balance Sheet
Finance Director Jamie Rouch provided a brief over of the cash reconciliation and balance sheet.

3D) Departmental Reports.

Jamie Rouch presented departmental reports for year-to-date business license, RFB/RFP reports and annual utilities consumption reports.

4) REVIEW OF DISBURSEMENTS & APPROVAL OF DISBURSEMENTS $15,000 AND OVER (SEPTEMBER 2020 – OCTOBER 2020) AND OUTSTANDING CAPITAL DISBURSEMENTS AS OF OCTOBER 2020.

Discussion was held. Mayor Akers asked the Finance Committee to acknowledge receipt and review of the disbursements. Pamela Yancey made a motion, seconded by Rod Romine. Ayes: 7, Noes: 0. Motion carried.

5) DISCUSSION OF CONTRACT FOR SALE OF SCRAP METAL.

Discussion was held.

Mayor Akers asked for a motion to approve the contract for presentation to the Board of Alderman. Stan Dobbins moved to approve the application, seconded by Michael Pinkley. Ayes: 7. Noes: 0. Motion carried.

6) PRESENTATION OF CID BUDGETS.

The committee acknowledged receipt of the various CID budgets. The budgets will be presented to the Board of Alderman by resolution.

7) PROJECT STATUS REPORT.

Jamie Rouch presented the project status report.

8) FINANCE DIRECTOR'S REPORT.

Jamie Rouch proposed the next Finance Committee meeting to be held on either December 17th at 10 a.m. to complete the Branson Convention Center incentive review.

9) ADJOURN.

Mayor Akers asked for a motion to adjourn the joint meeting of the Finance Committee. The joint meeting adjourned at 11:09 a.m. on a motion by Michael Pinkley, seconded by Pamela Yancey. Ayes: 7, Noes: 0. Motion carried.

MEMORANDUM

TO: **Finance/Capital Committee**

FROM: **Jamie Rouch**

DATE: **12/10/20**

SUBJECTS: **Convention Center Incentive Review**

It is time again for the Convention Center Incentive Review Committee (Finance Committee) to meet to review the performance of SMG as the Management Company for the Convention Center. Below is a brief history and the breakdown of 5 criteria that the Incentive fee should be based upon.

This review is for the fiscal year 2019 and it will complete the original 5 year contract review so we will use the original contract criteria for this review. On October 22 of 2019, the City entered into an additional 5 year Management Services Contract with SMG for the operation of the Branson Convention Center (BCC).

SMG has been operating the facility since April 1, 2014. The agreement between the parties stipulated a fixed management fee ($135,000/yr.), and also provides for an additional annual incentive fee, which may be provided to SMG upon the attainment of certain performance criteria, up to the maximum of the fixed management fee. Each of the 5 criteria had a weighting, which would be used to determine the maximum fee per category.

1. Customer & Client Satisfaction (20%)
2. Completion of Goals & Objectives (20%)
3. Improved Operating Financial Condition (40%)
4. Responsiveness (10%)
5. Ingenuity & Creativity (10%)

Provided with this memo for your review should be the background materials such as: the Management agreement, pertinent sections related to the criteria, customer satisfaction survey tool information, customer satisfaction survey results, and explanations from SMG regarding their perspective on accomplishments.

The following summarizes the past recommended incentive fee based on the materials and discussions provided for your review as an example:

> Customer & Client Satisfaction – SMG utilizes E-Auto feedback survey tool that is sent to all customers. They had a relatively high (100%) return rate, and their overall scores exceeded the 90% satisfaction goal for this category. The committee recommended 100% for this section.

Completion of Goals & Objectives - SMG and City Administration established goals for the year, such as waste and electricity reduction, sales and SMG worked on them throughout the year, with varying success. The committee recommended 85% for this section.

Improved Operating Financial Condition – The SMG agreement provides 4 tiers of percentage of the category incentive based on a reduced net subsidy. Because 2015 was an exceptional year financially SMG did not show improvement in finance. The committee recommended 0% for this section.

Responsiveness – This category reflects adherence to terms and policies in the agreement, and responsiveness to the City. SMG has a high level of responsiveness through contact with the City Administrator and other staff. The committee recommended 100% for this section.

Ingenuity & Creativity – SMG continues to show ingenuity and creativity to increase revenues and reduce expenses through their reduced electricity use, recycling efforts, new events and menu items.

The fixed management fee and maximum incentive fee is $_____. The incentive fee committee recommendation 100% is:

CRITERIA	FEE	WT.	SCORE	AMT.
Customer & Client Satisfaction	$137,700 x	20% x	_____	=$
Completion of Goals & Objectives	$137,700 x	20% x	_____	=$
Improved Operating Financial Condition	$137,700 x	40% x	_____	=$
Responsiveness	$137,700 x	10% x	_____	=$
Ingenuity & Creativity	$137,700 x	10% x	_____	=$
TOTAL:			$_____	

We apologize that this is much later in the year than our past annual reviews, however we had to wait until our audit was completed and it was also postponed later in the year due to COVID. We will be happy to answer any questions you all may have regarding the review and the management agreement.

Thank you all for your service,

COMPENSATIONAND PAYMENT

A. Fixed Management Fees

The CITY shall, in each Operating Year of the Management Term, pay SMG a fee each month equal to 1/ 12 of the annual fixed fee listed below for each such Operating Year (the Fixed Management Fee"). The Fixed Management Fee shall be pro -rated for any partial Operating Year at the end of the Term of the Contract. The annual Fixed Fee shall be $ 135, 000 per year or $ 11, 250 per month through April 1, 2015. Thereafter the fixed fee shall be subject to annual CPI adjustment of no more than 2%. The City shall select the CPI index to be used for the purpose of this adjustment.

B. Incentive Fee

In addition to the Fixed Management Fees described above, SMG shall be eligible, in each Operating Year of the Management Term, for an annual incentive fee (" Incentive Fee") of up to a maximum of the Fixed Management Fee payable for such year. The Incentive Fee shall be composed as follows:

12 1**. Twenty percent (20%) of the Incentive fee will be based on Customer and Client satisfaction**. The level of Customer and Client satisfaction shall be determined by survey conducted by an independent third parry selected by the CITY. hi order to achieve this portion of the incentive fee the survey results must show that SMG has achieved an average Customer/Client satisfaction rating of at least 90% or greater over the course of the Operating year. SMG shall report quarterly to the CITY on progress to attain goals and objectives. The questions and rating system of the survey instrument will be developed in collaboration with SMG, however the CITY reserves the right to make final determination as to the content and rating system of the survey instrument.

2. **Twenty percent (20%) of the Incentive fee will be based on completion of specific operating goals and objectives which shall be assigned annually to SMG by the CITY.** In order to achieve this portion of the Incentive payment SMG must have completely and successfully completed those goals and objectives which are assigned by the CITY. SMG shall report quarterly to the CITY on progress to attain goals and objectives. Determination of successful completion shall be at the sole discretion of the CITY.

3. **Forty percent (40%) of the Incentive fee shall be based on SMG either increasing Gross Revenues or Reducing Gross Expenses so that the operating loss of the BCC is lower than the operating loss from the last complete operating year (2013) which shall be adjusted as a result of the separation of the hotel operations and the convention center operations.** (As an example any immediate new revenues or expenses, such as additional laundry revenues or expenses, or other revenues or expenses that come to the City as a result of the separation will not be included in the incentive calculation.) SMG shall earn 25% of this component for reductions between 5% and 10%, 50% of this component for reductions over 10% up to 20%,

75% of this component if the reduction is between 20% and 30%, and SMG may earn 100% of this component for reductions of over 30%. All such reductions must take place without degradation in service or a reduction in maintenance expenditures unless SMG can demonstrate that such cost reductions will not adversely impact the condition of the BCC, the determination of which will be in the sole discretion of the CITY.

4. Ten percent (100/) of the Incentive payment shall be based on the responsiveness of SMG to the CITY. In order to achieve this portion of the Incentive payment, SMG shall demonstrate adherence to the terms and policies contained in or referenced in this agreement. The determination of SMG's success shall be made at the sole discretion of the CITY.

5**. Ten percent (10%) shall be based on the ingenuity and creativity of SMG in presenting ideas and concepts that either increase revenue, reduce expense, or improve customer service**. The determination of SMG's success shall be made in the sole discretion of the CITY. For the year 2014 both the fixed fee and the incentive fees will be based on a pro -rated period of 13 nine months. Fixed fees will be paid as 9/ 12ths of the total fixed fee and incentives will be calculated as a total year period and then paid out as 9/ 12ths of the total incentive.

CONTRACT NO. C2014-0126

CONTRACT FOR MANAGEMENT SERVICES
BETWEEN CITY OF
BRANSON, MISSOURI

and

SMG

This Contract ("Contract") is made and entered into by and between the City of Branson, Missouri ("CITY"), and SMG, a Pennsylvania general partnership ("SMG"), with headquarters at 300 Conshohocken State Road, Suite 770, West Conshohocken, PA 19428. In consideration of the mutual promises herein contained, the parties agree to all of the provisions contained in this Contract, made the 4th day of March, 2014.

RECITALS

1. CITY is a municipal corporation of the State of Missouri that owns the Branson Convention Center (hereafter the "BCC") on real property located in the CITY.

2. SMG is to perform certain management services pursuant to this Contract and subject to other existing agreements in place related to the operation and maintenance of the BCC.

3. SMG has represented to CITY that it has substantial experience and expertise in supervising and operating convention facilities similar to the BCC.

NOW, THEREFORE, in consideration of the covenants, terms and conditions set forth herein, CITY and SMG agree as follows:

I. PURPOSE

The purpose of this Contract is to provide for the operation of the BCC consistent with the goals of the CITY. The BCC shall be operated in the public interest. The BCC was developed by the CITY to create positive economic impact and stimulate economic growth for the region, and SMG recognizes this goal in programming for the BCC. SMG shall optimize usage of the BCC, serving the public needs of the community as well as attracting convention and conference events that will attract out of town visitors and attendees. The CITY seeks to protect their investment in the BCC, and requires SMG to support this objective through high quality maintenance and supervision of major repairs and capital re-investment. The CITY further seeks to encourage SMG to operate the BCC in such a manner that projected Net Operating Losses decrease over the Term of the Contract.

II. SCOPE OF WORK

SMG shall provide services and staff, and otherwise do all things necessary for, or incidental to, the performance of work. The CITY shall review and approve marketing plans, operation plans, and any other documents that support SMG's services, staff and performance of work pertaining to the operation of the BCC. The CITY shall have the right to establish reasonable annual goals and objectives for SMG and to evaluate SMG'S performance in accomplishing those annual goals and objectives. It is the desire of the CITY to establish these annual operating goals and objectives collaboratively with SMG in a timely and business-like manner. The CITY reserves the right, however, to make final decisions on the content of these annual goals and objectives.

If in its good faith reasonable judgment SMG determines that the content of the annual goals and objectives shall cause SMG to be unable to perform the obligations under this contract or that the content of the annual goals and objectives will significantly limit its ability to earn the Incentive Fees as contemplated in this contract, then SMG shall have ten (10) days after the CITY establishes the annual goals and objectives to give notice of its intent to terminate this contract in writing. The CITY shall have thirty (30) days to respond to the written request either accepting SMG's position or to re-examine the annual goals and objectives. Any such termination notice must be given one hundred twenty (120) days prior to the date of termination.

The CITY shall have the right to review the qualifications of each individual to be designated as the General Manager of the BCC by SMG and to approve or disapprove the use of such person in such position prior to the commencement of any work by such individual, provided such approval shall not be unreasonably withheld, but the decision of the CITY in this matter shall be the CITY's own, and not subject to review of SMG.

An outline of the scope of services is set forth below:

A. Sales and Marketing Services

Consistent with goals and objectives approved by the CITY, and as found in section II of this agreement, SMG shall provide, or cause to be provided, sales and marketing services for conventions, trade shows, conferences, community events and other events as may be appropriate for the BCC. Such services shall include but are not limited to the following:

1. Scheduling events, negotiating contracts and confirming event bookings in accordance with rate and booking policies that shall be mutually agreed to in writing.

2. Creation of an annual sales and marketing plan. The purpose of the sales and marketing plan is the promotion of the BCC to national, regional and local conventions and conferences, commercial trade shows and other events that will benefit the economic vitality of the Branson community, increase hotel occupancy, promote additional retail sales, and maximize net operating income.

3. Develop and implement a customer service program to provide exceptional customer service to all visitors and guests of the BCC.

4. Secure market research by a third party acceptable to the CITY, to include customer satisfaction surveys of patrons and clients. Such customer satisfaction surveys shall be returned simultaneously to the CITY and to SMG.

5. Manage all on site ticket sales with Facilities staff or through contract.

6. Create convention and tradeshow promotional materials, floor plans, maps and other materials used to market the BCC.

7. Develop rate and booking forms and policies, subject to the approval of the CITY, to contract for all BCC rentals, decorating, electrical, A/V, telecommunication, supplies, and other event services for conventions, conferences, trade shows and other events as required.

8. Develop as a part of the annual budget for the BCC, Operating Revenue projections related to rental/charge structures for the BCC's facilities and rooms, equipment and services provided by the center and outside contractors, all subject to the approval of the CITY.

9. Marketing the BCC through the internet, including the continued development and maintenance of a web site and the use of a database designed to increase the exposure of the BCC.

10. The CITY shall retain the rights to any Intellectual Property developed on behalf of the CITY (including, without limitation, BCC operating and procedure manuals, advertising materials, and the web page and the contents thereof developed for the BCC and the CITY), in addition to any other information or data relating to the BCC, except for those items (such as SMG's mainframe and software programs and copyrighted materials) that are proprietary to SMG.

B. <u>Operating Services</u>

Within budgets approved by the CITY, SMG shall ensure that the BCC is maintained to a superior standard in good order and repair and in clean, safe and sanitary condition, which shall include, but not be limited to:

1. Provide operation, maintenance and repair by competent and qualified employees or contractors, of all HVAC, mechanical, telephone, electrical and plumbing systems as well as seating, elevator, sound, lighting, security, fire and life safety monitoring systems as well as furniture, fixtures and equipment.

2. Provide major capital repairs/improvements, which shall be made from capital funds supplied from the Capital Renewals Reserve account as described in section D5, or from the CITY (at the CITY's discretion).

3. Provide, or cause to be provided, all incidental services required in conjunction with convention, conference and other events, including food and beverage (including alcoholic

beverage) services, concessions, A/V services, telecommunications/data services, and other related or required services.

4. Maintain and provide superior service levels for all grounds keeping, housekeeping, custodial and maintenance services required including grounds keeping and custodial services in public areas, yards, walkways and parking lots of the BCC as shown in the attached site map. (Attached hereto as Exhibit B).

5. The CITY retains the right to coordinate and/or combine BCC services with those of the adjacent Hotels if it is the CITY's determination that such a combination is useful to the operation of the BCC. Any added expenses (including, but not limited to, Operating Expenses) to the Facilities resulting from the foregoing will be mutually agreed upon by CITY and SMG.

6. Establish a schedule of preventative maintenance, renovation and long term maintenance to maintain the BCC in superior condition.

7. Carry out painting and structural maintenance and repair work on the BCC, including maintenance and repair of roofs, ceiling, doors, windows, floors and walls (both interior and exterior) either through competent and qualified employees or contractors.

C. <u>Administrative Services</u>

SMG shall provide the following administrative services required in the operation of the BCC:

1. SMG will administer all contracts required in the ordinary course of business for but not limited to services, events, concessions, catering, novelties/merchandise, advertising, and equipment. SMG warrants that any national discounts or credits procured by SMG from vendors or service providers are credited to the BCC as Operating Revenue. SMG will insure that insurance requirements of CITY (as notified by the CITY to SMG in writing) are met by rental clients. SMG will manage claims as required to contain risk to the CITY.

2. SMG will annually inform the CITY as to the proposed establishment of prices and policies, rates and rate schedules for space rental, lease and booking agreements, advertising contracts, concession agreements and other conference/convention center commitments which the General Manager will be responsible for negotiating. Rates and fees are subject to approval by the CITY.

3. SMG will advise the CITY on new or potential changes to sources of Operating Revenue, partnerships, prices and other factors that will add to the financial success of the BCC.

4. SMG will provide or cause to be provided all security services required by the BCC and by events, and will cooperate with the Branson Police Department. Security services include maintaining a sufficient number of well-trained, courteous and qualified security

personnel in and about the center Facilities and other additional personnel as may be required to effectively manage events within the lawful requirements of the CITY.

5. SMG will maintain an adequate staff of courteous employees on duty at the BCC and provide appropriate supervision and training of such employees. Employees hired by SMG will be employees of SMG and not of the CITY. SMG will employ or otherwise contract for its operations only those persons who by training, appearance and habits are judged to be suitable workers appropriate to the environment of the BCC. SMG will be responsible for all personnel related matters to include compensation, labor relations with any union or association, employee training and development, contract negotiation, dispute resolution, provision of employee uniforms and equipment, employee hiring, job assignment and performance evaluation and compliance with equal employment opportunity requirements.

6. During the period commencing on the date hereof and ending one (1) year after the termination of this Agreement, except with SMG's prior written consent, the City will not, for any reason, solicit for employment, or hire the General Manager. In addition to any other remedies which SMG may have, specific performance in the form of injunctive relief shall be available for the enforcement of this provision.

7. SMG agrees that it will not allow key positions in the staff, herein defined as the General Manager, Director of Sales and Marketing, Director of Food Service and Director of Finance, to become vacant for a period of more than one month without SMG supplying temporary replacements for these positions from within its corporate structure, until suitable fulltime employees can be hired and actively employed.

8. SMG shall collect all Operating Revenues generated through the operation of the BCC. All Operating Revenues collected by SMG from operation of the BCC shall be the sole property of the CITY and will be held in trust by SMG for the CITY for application as provided for in the budget and cash flow provisions herein. All Operating Revenues derived from operation of the BCC shall be deposited by SMG into an interest-bearing account in a qualified public depository to be designated by the CITY in writing ("BCC Operating Account") as soon as practicable upon receipt (but not less often than once each business day). Revenues that are not defined as Operating Revenues that are received by SMG shall be disbursed immediately to such accounts as the CITY may designate from time to time. The BCC Operating Account shall be established in the name of SMG, bearing SMG's identification number. SMG shall have access to such accounts in order to perform its duties under this Agreement. SMG shall have the authority to draw upon the BCC Operating Account only pursuant to the terms of this Agreement. SMG acknowledges that it has fiduciary duty to the CITY concerning the use of the BCC Operating Account. SMG shall submit to the CITY, on a monthly basis, copies of all bank statements concerning the BCC Operating Account.

9. All Operating Expenses necessary for the proper management, operation, maintenance and supervision of the BCC, including Operating Expenses as required to operate the BCC as described in the Purpose and Scope of Work of the established annual

budget will be paid by SMG with funds from the BCC Operating Account. SMG shall be responsible to develop short and long term strategies to enhance financial success of the BCC. SMG shall develop purchasing and cash handling procedures consistent with CITY policies and state and federal law.

10. SMG shall assist the CITY in developing and implementing rules, regulations, policies and procedures, which may impact the use of the BCC.

11. Subject to CITY approval, solicit, as necessary, competitive bids or proposals for those services, which may become necessary, to undertake the functions required to manage and operate the BCC and service events. This may include but not be limited to such services as maintenance activities, A/V services, ticketing and other services as may be mutually determined by SMG and the CITY.

12. SMG on behalf of the City shall work closely with the Hotel. In this regard SMG shall not enter into any agreements or arrangements that address the relationship among the City, SMG and/or the Hotel without the City's express written authorization. All matters that relate to shared services between the Hotel and BCC require approval by the City.

13. SMG shall be required to submit to the CITY on an annual basis a report as to all furniture, fixtures, office equipment, technology equipment, supplies, tools and vehicles owned by the BCC. SMG shall document all major damage to, or loss in, such inventory during the Term of this Agreement as soon as such damage or loss is discovered by SMG. SMG shall promptly notify the CITY of such damage or loss. Upon the request of the CITY SMG shall cause additional inventory reports to be prepared.

14. SMG shall provide insurance coverage as specifically defined herein.

15. SMG shall provide the CITY with such financial reports in the format and timeframe as directed by the CITY, to keep the CITY current and knowledgeable as to the financial and operating performance of SMG.

16. SMG shall not engage in the management of any other convention center within a 50 mile radius of the BCC that is comparable to, or directly competitive with, the BCC during the term of this agreement, without the express written consent of the CITY. It shall be the determination of the CITY if the other convention center is competitive with the BCC. Such consent shall not be unreasonably withheld by the CITY, but may be withheld if the CITY considers the arraignment as not being consistent with the goals and objectives of the BCC. Further, SMG shall not undertake any management activity that shall cause a conflict of interest with the obligations of SMG under this agreement.

D. Operating Budgets

1. Establishment of Operating Budgets

A. SMG agrees that ninety (90) days prior to the commencement of each subsequent Operating Year in respect of such year, it will prepare and submit to the CITY a line item budget (in form specified by the CITY) for the BCC (the "Operating Budget"). Each annual Operating Budget shall include, at a minimum a projected income and expense statement and projected year–end balance sheet and statement of projected sources and application of funds and projected pricing levels and pricing policies. Additionally, each annual Operating Budget shall include but shall not be limited to the following projections, presented on a monthly and annual basis: (a) gross revenues, (b) operating expenses, and (c) cash flow budget. The Operating Budget shall serve as an estimate of expected Operating Revenues and Operating Expenses for the BCC. The CITY agrees to take reasonable commercial steps to provide SMG, subject to any limitations of applicable law, with all information in its possession which the CITY reasonably believes is necessary to enable SMG to prepare the Operating Budgets.

B. The Operating Expenses in each annual Operating Budget shall be payable by SMG with funds from the BCC Operating Account, or from funds otherwise provided by the CITY, pursuant to the terms hereof.

2. Approval of Operating Budget and Amendments.

A. The CITY and SMG will use reasonable commercial efforts to cooperate with each other in the preparation of the annual Operating Budgets, including any amendments thereto. In the event of any disagreement regarding a line item expense or the aggregate amounts included in a proposed Operating Budget, or any proposed amendment thereto, the CITY and SMG shall engage in discussions and use reasonable commercial efforts to attempt to resolve such matter to the mutual satisfaction of the parties, provided, that such discussions shall not obligate the parties to resolve such matter, nor affect the CITY's right to approve the Operating Budgets or any amendments thereto in its sole discretion, as provided below.

B. Notwithstanding the terms of paragraph (a) above, each annual Operating Budget shall be subject to the final review and approval of the CITY, which approval may be withheld or granted in its sole discretion. In the event a proposed Operating Budget has not been approved prior to the first day of the period to which it relates, the Operating Budget shall be the budget designated by the CITY, provided that SMG shall have ten (10) days after the CITY designates such Operating Budget to notify the CITY of its intent to terminate this Contract if in a good faith reasonable judgment, SMG determines that the monies allocated to such Operating Budget will be insufficient for SMG to perform its obligations under this Contract or will significantly limit its ability to earn the Incentive Fees as contemplated in this Contract. Any such termination notice must be given one hundred twenty (120) days prior to the date of termination. A failure by SMG to perform its obligations under this Contract shall not be a breach of or default under this Contract if such breach or default is directly caused by the CITY's failure to appropriate sufficient funds for the management, operation and promotion of

the BCC. In order for the CITY to fully evaluate and analyze such budget or any other request by SMG relating to income and expense, SMG agrees to provide to the CITY financial information relating to the BCC in such form as may be requested by the CITY from time to time.

C. If extraordinary events occur during any Operating Year which could not reasonably be contemplated at the time the corresponding Operating Budget was prepared SMG may submit an amendment to such budget for review and approval by the CITY, which approval may be withheld or granted in its sole discretion. In the event the CITY does not approve the amendment to such Operating Budget within a reasonable time after the submission of such amendment, both parties will meet for a period of fourteen (14) days to resolve in good faith any differences. If SMG is not satisfied with the outcome of such discussions, SMG shall have ten (10) days to notify the CITY of its intent to terminate this Contract if, in its good faith reasonable judgment, it determines that the denial of such amendment will significantly limit SMG's ability to perform its obligations under this Contract or its ability to earn the Incentive Fees as contemplated in this Contract. Any such termination notice must be given one hundred twenty (120) days prior to the date of termination.

D. In the event that it appears reasonably likely, in any Operating Year during the Term, that the actual Net Operating Loss/Profit for an Operating Year will be materially different than projected in the Operating Budget for that Operating Year, the CITY may either prepare an amended Operating Budget that will be adopted and adhered to by SMG or request that SMG prepare a plan for reducing Operating Expenses to a level specified by the CITY. SMG shall forthwith comply with any such expense reduction requested by the CITY and the approved budgets for such Operating Year shall be modified accordingly, provided that SMG shall have ten (10) days after the CITY modifies such Operating Budget to notify the CITY of its intent to terminate this Contract if, in its good faith reasonable judgment, it determines that the monies allocated to such Operating Budget will be insufficient for SMG to perform its obligations under this Contract or will significantly limit its ability to earn the Incentive Fees as contemplated in this Contract. Any such termination notice must be given one hundred and twenty (120) days prior to the date of termination. SMG shall not be construed to have breached its obligations under this Contract if the alleged breach is directly caused by the limitations of an amended Operating Budget as set forth in this paragraph.

E. If required by bond counsel to the CITY or counsel to any underwriter, SMG agrees to make modifications to this Contract so that the same is, in the opinion of such counsel, a qualified management contract for purposes of Revenue Procedure 97-13 promulgated by the Internal Revenue Service. In the event such modifications shall materially increase SMG's obligations hereunder or materially decrease SMG's rights or economic benefits hereunder, SMG and the CITY will cooperate with each other in good faith for a period of forty-five (45) days in an effort to amend the Contract and preserve the economic benefits of both parties hereunder in a manner that is satisfactory to SMG, CITY and the CITY's bond counsel, each acting in their sole discretion. To the extent the parties do not amend this Contract within such forty-five (45) day period, SMG shall have the right to terminate this Contract upon not less than one hundred and twenty (120) days prior written notice to the CITY, which right may be

exercised by SMG providing such termination notice to the CITY within ten (10) business days after expiration of the forty-five (45) day negotiation period. If SMG timely exercises its right of termination under this paragraph, SMG shall continue to perform its obligations hereunder through the date of termination and the CITY shall continue to pay SMG its Fixed Management Fees and Incentive Fees, if any, pro-rated through the date of termination in accordance with this Contract.

3. Adherence to Operating Budget.

A. SMG shall manage and operate the BCC in accordance with the Operating Budget. Without the prior consent of the CITY, SMG shall not exceed, commit or contract to expend any sums in excess of the amounts allowed in the Operating Budget or otherwise approved by the CITY, except (i) for Operating Expenses for services provided to the BCC by third parties, the cost of which is not within the reasonable control of SMG, such as the costs of utilities and insurance; (ii) Emergency Repairs; (iii) increased cost resulting from the scheduling by SMG of additional revenue producing events or activities at the Facilities, so long as SMG can document a good faith belief that the projected net operating loss or profit for the operating year as set forth in the applicable operating budget would be improved as a result of such additional events or activities.

B. SMG shall immediately report in writing to the CITY any anticipated expenditures that may exceed the applicable line item or aggregate budgeted Operating Expenses in the Operating Budget.

C. In the event Operating Expenses for a particular budget category exceed ten (10%) percent of budgeted expenses for such category or five percent (5%) of the aggregate budgeted Operating Expenses in the Operating Budget (including any amendments thereto, if any), at the end of the budget year, without the prior written approval of the CITY, SMG shall be responsible for such excess expenditures from its own funds.

4. Operating Budget Cash Flow

A. Source of Funding SMG shall pay all Operating Expenses for the operation, maintenance, supervision and management of the BCC from the funds in the BCC Operating Account. The BCC Operating Account shall be funded with amounts generated by operation of the BCC (including Operating Revenues), or otherwise made available by the CITY, subject to annual appropriations. To ensure sufficient funds are available in the BCC Operating Account, upon reasonable request of SMG the CITY, subject to annual appropriation, will transfer to and/or retain in the BCC Operating Account, by the first (1st) business day of each month, the budgeted or otherwise approved Operating Expenses for such month unless the BCC Operating Account has uncommitted funds equal to such budgeted amount on such date. To the extent the uncommitted funds in the BCC Operating Account exceed the budgeted Operating Expenses for a given year; SMG shall disburse such excess amounts to the CITY on or before the fifteenth day of the following month. Except as otherwise set forth in this Contract, SMG shall have no liability to the CITY or any third party in the event SMG is unable to perform its obligations

hereunder, or under any third party contract entered into pursuant to the terms hereof, due to the fact that sufficient funds are not generated from the operation of the Facilities or otherwise made available by the CITY in a timely manner.

5. Capital Expenditures

A. Capital Expenditures Budget. As discussed above, SMG shall identify capital needs. SMG shall annually, at the time of submission of the annual Operating Budget to the CITY, provide to the CITY for its approval, which may be granted or withheld in its sole discretion, a budget of anticipated capital improvements necessary at the Facilities and requiring a Capital Expenditure (as defined below) in the coming Operating Year. Such budget shall also contain an annual five (5) and ten (10) year Capital Expenditure forecast for the purpose of allowing the CITY to consider for inclusion of such forecasts in its future Capital Expenditures budgets.

B. Capital Renewals Reserve Account. From the revenues from the operation of the Branson Convention Center, SMG will establish and maintain a reserve (the Capital Renewals Reserve) for Capital Renewals. The amount of the required additions to the Capital Renewals reserve shall be calculated monthly concurrently with the delivery of the reports required under Section D of this Agreement, and shall be an amount equal to a percentage of the Convention Center Revenue, as follows:

Contract Year	Convention Revenue
First	2%
Second	3%
Third	4%
Fourth and thereafter	4%

The additions to the Capital Renewals Reserve will be deposited in an interest-bearing account (the Capital Renewals Account) at a qualified public depository to be designated by the City (Branson Convention Center Capital Renewals Reserve) as soon as practicable upon receipt. The Capital renewals reserve shall be used solely for the purpose of paying for Capital renewals. Any amounts remaining in the Capital renewals reserve at the end of each Operating Year will be carried forward until fully expended, but shall not be credited against required contributions to the Capital Renewals Reserve for any subsequent Operating Year. Any funds remaining in the Capital Renewals Account at the expiration or termination of this Agreement will be disbursed to the City.

C. Compliance with Capital Budget. SMG shall at all times comply with the applicable Capital Budget and shall not deviate in any substantial respect therefrom; provided, however that SMG shall be entitled to reallocate the amount budgeted with respect to any item in the Capital Budget to another item budgeted therein, so long as the total amount of expenditures authorized thereunder shall not be exceeded.

D. Emergency Repairs. Notwithstanding the above provisions, SMG shall have the right to make Capital Expenditures at the Facilities for Emergency Repairs (defined as the repair of a condition which, if not performed immediately, creates an imminent danger to persons or property and/or an unsafe condition at the Facilities threatening persons or property), provided, however, that in the event that any such Emergency Repairs will exceed $10,000 in one occurrence or $25,000 in the aggregate during any given Operating Year, SMG must first obtain the written approval of the CITY before proceeding with such work, unless it would be unreasonable to obtain such approval due to the circumstances of such emergency, in which case SMG must at least notify via telephone the CITY's Chief Administrative Officer. SMG shall have the right to terminate this Contract upon one hundred twenty (120) days written notice to the CITY if the CITY fails to make Capital Expenditures to the extent that such omission, in SMG's judgment, materially interferes with, impedes or impairs the ability of SMG to manage the Facilities effectively.

6. Non-Funding

A. Payment of any funds under this agreement by the CITY is subject to annual appropriation by the CITY.

B. Notwithstanding anything contained herein to the contrary, the CITY shall have no obligation to provide funds for the payment of any expenses under this agreement beyond funds that have been appropriated for that purpose.

C. The CITY shall pay all Operating Expenses incurred or committed for after the date of delivery of an "Appropriation Deficiency Notice" that are within the aggregate level of funds appropriated by the CITY. Any failure by the CITY to provide funds (beyond the aggregate level of appropriated funds) for the payment of Operating Expenses or any other expenses shall not be a breach of or default under this Contract by the CITY. Except for Operating Expenses that are incurred or committed for after the date SMG receives the Appropriations Deficiency Notice, any failure by SMG to perform its obligations under this Contract shall not be a breach of or default under this Contract if such breach or default is directly caused by the CITY's failure to appropriate sufficient funds for the management, operation and promotion of the BCC.

D. If the CITY appropriates funds at (or reduces appropriated funds to) a level that, in SMG's good faith reasonable judgment, renders the management of the BCC as contemplated in the Contract not feasible, SMG and the CITY shall meet as necessary to formulate a plan to continue management of the Facilities at a reduced level of services consistent with anticipated. Operating Revenues and available funding. If the parties are unable to agree on such plan within thirty (30) days after commencing such discussions, either party may terminate this Contract without liability or penalty.

7. Reporting/Audit Requirements

SMG shall carry out the following reporting and audit activities:

1. Prepare such monthly reports regarding the use and operation of the BCC as the

CITY may request and in such form as the CITY shall stipulate. These reports must include information on the activities associated with the operation, management, supervision and maintenance of the BCC as well as financial analysis of how the center is operating, a list of upcoming events, a discussion of operating and maintenance issues/concerns, anticipated changes in management, operations or maintenance activities and other information as appropriate or as requested by the CITY. All reports shall be due to the City by the 7th day of the succeeding month.

2. Upon the conclusion of the Operating Year, and within the first three (3) months of the following Operating Year, SMG shall, as an Operating Expense, cause a certified public accounting firm to develop audited financial reports and to certify compliance with generally accepted accounting principles. The CITY reserves the right to conduct its own audit of the BCC by a certified public accounting firm.

III. GENERAL TERMS AND CONDITIONS

Exhibit A, incorporated herein by reference, contains the General Terms and Conditions governing work to be performed under this Contract, the nature of the working relationship between the CITY and SMG, and specific obligations of both parties.

IV. PERIOD OF PERFORMANCE/TERMINATION

Subject to other contract provisions herein, the period of performance under this Contract will be from April 1, 2014 through March 31, 2017. The term shall be extended on the same terms and conditions for an additional two-year period commencing April 1, 2017 and ending March 31, 2019, unless the City, in its sole discretion, provides notice of non-extension not less than one hundred eighty (180) days prior to April 1, 2017.

V. COMPENSATION AND PAYMENT

A. Fixed Management Fees

The CITY shall, in each Operating Year of the Management Term, pay SMG a fee each month equal to 1/12 of the annual fixed fee listed below for each such Operating Year (the "Fixed Management Fee"). The Fixed Management Fee shall be pro-rated for any partial Operating Year at the end of the Term of the Contract. The annual Fixed Fee shall be $135,000 per year or $11,250 per month through April 1, 2015. Thereafter the fixed fee shall be subject to annual CPI adjustment of no more than 2%. The City shall select the CPI index to be used for the purpose of this adjustment.

B. Incentive Fee

In addition to the Fixed Management Fees described above, SMG shall be eligible, in each Operating Year of the Management Term, for an annual incentive fee ("Incentive Fee") of up to a maximum of the Fixed Management Fee payable for such year. The Incentive Fee shall be composed as follows:

1. Twenty percent (20%) of the Incentive fee will be based on Customer and Client satisfaction. The level of Customer and Client satisfaction shall be determined by survey conducted by an independent third party selected by the CITY. In order to achieve this portion of the incentive fee the survey results must show that SMG has achieved an average Customer/Client satisfaction rating of at least 90% or greater over the course of the Operating year. SMG shall report quarterly to the CITY on progress to attain goals and objectives. The questions and ratmg system of the survey instrument will be developed in collaboration with SMG, however the CITY reserves the right to make final determination as to the content and rating system of the survey instrument.

2. Twenty percent (20%) of the Incentive fee will be based on completion of specific operating goals and objectives which shall be assigned annually to SMG by the CITY. In order to achieve this portion of the Incentive payment SMG must have completely and successfully completed those goals and objectives which are assigned by the CITY. SMG shall report quarterly to the CITY on progress to attain goals and objectives. Determination of successful completion shall be at the sole discretion of the CITY.

3. Forty percent (40%) of the Incentive fee shall be based on SMG either increasing Gross Revenues or Reducing Gross Expenses so that the operating loss of the BCC is lower than the operating loss from the last complete operating year (2013) which shall be adjusted as a result of the separation of the hotel operations and the convention center operations. (As an example any immediate new revenues or expenses, such as additional laundry revenues or expenses, or other revenues or expenses that come to the City as a result of the separation will not be included in the incentive calculation.) SMG shall earn 25% of this component for reductions between 5% and 10%, 50% of this component for reductions over 10% up to 20%, 75% of this component if the reduction is between 20% and 30%, and SMG may earn 100% of this component for reductions of over 30%. All such reductions must take place without degradation in service or a reduction in maintenance expenditures unless SMG can demonstrate that such cost reductions will not adversely impact the condition of the BCC, the determination of which will be in the sole discretion of the CITY.

4. Ten percent (10%) of the Incentive payment shall be based on the responsiveness of SMG to the CITY. In order to achieve this portion of the Incentive payment, SMG shall demonstrate adherence to the terms and policies contained in or referenced in this agreement. The determination of SMG's success shall be made at the sole discretion of the CITY.

5. Ten percent (10%) shall be based on the ingenuity and creativity of SMG in presenting ideas and concepts that either increase revenue, reduce expense, or improve customer service. The determination of SMG's success shall be made in the sole discretion of the CITY.

For the year 2014 both the fixed fee and the incentive fees will be based on a pro-rated period of

nine months. Fixed fees will be paid as 9/12ths of the total fixed fee and incentives will be calculated as a total year period and then paid out as 9/12ths of the total incentive.

C. Expenses

Operating Expenses shall be paid and/or reimbursed as set forth in the Scope of Work-Administrative Services section above. SMG has provided the City with a copy of SMG's Travel and Expense Policy, which is attached as Exhibit D. The City agrees to allow as a reimbursable operating expense SMG travel and expense in accordance with SMG's policy.

D. Overhead

General home office administrative overhead expenses of SMG'S offices, including non-approved, corporate-initiated expenses such as home office personnel travel, long-distance telephone calls, courier fees, parking fees and similar items shall be paid by SMG out of its own funds and shall not be reimbursable.

VI. CONTRACT MANAGEMENT

The Contract Manager for the CITY shall be the contact person for all communications and billings regarding the ordinary performance of this Contract. All notices required hereunder shall be provided as follows:

For the City:

Bill Malinen
City Administrator
110 W. Maddux St.
Branson, MO 65616
(417)-337-8521

CC: Contract Management
City Clerk's Office
Suite 205
110 West Maddux Street
Branson, MO 65616

For SMG:

SMG
300 Conshohocken State Rd., Suite 770
Conshohocken PA 19428
Attn: President

CC: SMG
300 Conshohocken State Rd., Suite 770
West Conshohocken, PA 19428
Attn: Counsel

VII. REPRESENTATION AND WARRANTIES

SMG represents and warrants to CITY that:

1. There are no actions, suits or proceedings pending, or to the knowledge of SMG threatened against or affecting SMG which could have a material adverse effect on the ability of SMG to honor its obligations under the Contract or involving the validity or enforceability of this Contract at law or in equity.

2. SMG is not in default or in violation with respect to, or operating under or subject to, any order, writ, injunction, decree or demand of any court or any governmental authority.

3. This consummation of the transactions hereby contemplated and performance of this Contract will not result in any breach of, or constitute a default under, any mortgage, deed of trust, lease, bank loan or credit agreement, partnership agreement, corporate charter, bylaws or other agreement or instrument to which SMG is a party or by which it or any of its assets may be bound or affected.

4. SMG is not insolvent (as such term is defined in the Bankruptcy Code of 1978, 11 U.S.C. Section 101, et seq., as amended) and will not be rendered insolvent by execution of this Contract or the consummation of the transactions contemplated hereby.

VIII. INSURANCE

SMG is to furnish the CITY with a certificate(s) of insurance executed by a duly authorized representative of each insurer, showing compliance with the insurance requirements set forth below. SMG shall obtain and keep in force insurance coverage, which shall be maintained in full force and effect during the Term of the Contract. SMG shall furnish evidence in the form of a Certificate of Insurance that insurance shall be provided, and a copy shall be forwarded to the CITY within fifteen (15) days of the contract effective date.

A. Liability Insurance

1. Commercial General Liability Insurance

SMG shall maintain general liability (CGL) insurance with a limit of not less than $1,000,000 per occurrence and commercial umbrella insurance with a limit of not less than $10,000,000 per each occurrence and in the aggregate. CGL insurance shall be written on ISO occurrence form CG 00 01 (or a substitute form providing equivalent coverage). All insurance shall cover liability assumed under an insured contract (including contract liability), and

contain separation of insured (cross liability) condition.

Additionally, SMG is responsible for ensuring that any subcontractors provide adequate insurance coverage for the activities arising out of subcontracts.

2. Business Auto Policy

As applicable, SMG shall maintain business auto liability with a limit not less than $1,000,000 per accident and commercial umbrella insurance with a limit of not less than $10,000,000 per each occurrence and in the aggregate. Such insurance shall cover liability arising out of "Any Auto." Business auto coverage shall be written on ISO form CA 00 01, 1990 or later edition, or substitute liability form providing equivalent coverage.

B. Employers Liability ("Stop Gap") Insurance

In addition, SMG shall buy employers liability insurance with limits not less than $1,000,000 each accident for bodily injury by accident or $1,000,000 each employee for bodily injury by disease.

C. Additional Provisions

Above insurance policy shall include the following:

1. Additional Insured. The CITY, and its appointed officials, agents and employees shall be named as an additional insured on all general liability, excess, umbrella and property insurance policies as their interests may appear. All insurance provided in compliance with this contract shall be primary as to any other insurance or self-insurance programs afforded to or maintained by the CITY.

2. Additionally, SMG is responsible for ensuring that any Subcontractor or vendor provide adequate insurance coverage for the activities arising out of such subcontract or vending agreement, and provide evidence of no less than $1,000,000 General Liability Limits for such subcontract or agreement and CITY is to be added as Additional Insured.

3. Cancellation. The CITY shall be provided written notice before cancellation or non--renewal of any insurance referred to therein, in accord with the following specifications: The insurer shall give the CITY 45 days advance notice of cancellation or non-renewal. If cancellation is due to non-payment of premium, the CITY shall be given 10 days advance notice of cancellation.

4. Identification. Policy must reference the CITY contract number and the CITY name.

5. All insurance and bonds should be issued by companies admitted to do business within the State of Missouri and have a rating of A, Class X or better in the most recently published edition of AM Best's Reports. Any exception shall be reviewed and

approved by the CITY before the contract is accepted or work may begin. If an insurer is not admitted, all insurance policies and procedures for issuing the insurance policies must comply with Missouri State law. The CITY shall have the right to demand replacement insurance if the rating of SMG's insurance rating falls below A in the most recently published edition of AM Best's Reports.

6. Excess Coverage. By requiring insurance herein, the CITY does not represent that coverage and limits will be adequate to protect SMG, and such coverage and limits shall not limit SMG's liability under the indemnities and reimbursements granted to the CITY in this Contract.

7. Insurance. The limits of liability for each policy coverage amount stated above shall be automatically adjusted upward as necessary to remain at all times not less than the maximum amount of liability set forth in Chapter 537.610 RSMO, as applicable to political subdivisions pursuant to 537.600 RSMO; provided that nothing herein or in any such policy shall be deemed to waive the City's sovereign immunity.

D. Worker's Compensation Coverage

SMG will at all times comply with all applicable workers' compensation, occupational disease, and occupational health and safety laws, statutes, and regulations to the full extent applicable. The CITY will not be held responsible in any way for claims filed by SMG or their employees for services performed under the terms of this Contract.

E. Insurance Specifications

Insurance specifications will be developed by the CITY and SMG and implemented by SMG for certain classes of renters or users per industry standards. It will be the responsibility of SMG to obtain appropriate Certificates of Insurance before any event is allowed to start or set up (i.e. public shows, exhibitions, political conventions, etc.). SMG shall submit to CITY within 15 days of the contract effective date, a certificate of insurance which outlines the coverage and limits defined in the Insurance section. SMG shall submit renewal certificates as appropriate during the term of the Contract.

F. Fidelity Bond

SMG shall maintain fidelity insurance covering all of SMG's personnel under this Contract in the amount of Five Hundred Thousand Dollars ($500,000.00) for each loss, to reimburse the CITY for losses experienced due to the dishonest acts of SMG's employees.

G. Property Insurance

CITY shall carry and maintain (or self-insure) real property insurance covering the Facilities-and CITY owned personal property. SMG shall insure their owned personal property.

X. ASSURANCES

CITY and SMG agree that all activity pursuant to this Contract will be in accordance with all the applicable current federal, state and local laws, rules, and regulations.

XI. ORDER OF PRECEDENCE

Each of the Exhibits listed below is by this reference hereby incorporated into this Contract. In the event of an inconsistency in this contract, the inconsistency shall be resolved by giving precedence in the following order:

1. Terms and Conditions as contained in this basic contract
2. Exhibit A - General Terms and Conditions.
3. Exhibit C - Request for Proposals
4. Exhibit D - SMG Travel and Expense Policy
5. Any other provision, term or material incorporated herein by reference or otherwise incorporated.

XII. ENTIRE CONTRACT

This Contract including referenced exhibits represents all the terms and conditions agreed upon by the parties. No other understandings or representations, oral or otherwise, regarding the subject matter of this Contract shall be deemed to exist or to bind any of the parties hereto.

Nothing contained in this Contract shall be deemed to give any third party any claim or right of action against the CITY or SMG, which does not otherwise exist without regard to this Contract.

XII. CONFORMANCE

If any provision of this Contract violates any statute or rule of law of the State of Missouri, it is considered modified to conform to that statute or rule of law.

XIV. APPROVAL

This Contract shall be subject to the written approval of the CITY'S authorized representative and shall not be binding until so approved. The Contract may be altered, amended, or waived only by a written amendment executed by both parties.

THIS CONTRACT, consisting of 18 pages and Exhibits A through D, is executed by the persons signing below who warrant that they have the authority to execute the Contract.

SMG:

By: _____
(Signature)

Name: John F. Burns, CFO

300 Conshohocken State Rd., Suite 770
West Conshohocken, PA 19428
Ph: (610) 729-7900
Fax: (610) 729-1590
FEIN: 23-2511871

CITY OF BRANSON, MISSOURI:

_____
Raeanne Presley
Mayor

ATTEST:

CITY OF BRANSON INCORPORATED SEAL 1912 MISSOURI

_____
Lisa K. Westfall
City Clerk

APPROVED AS TO FORM:

_____
William T. Duston
City Attorney

EXHIBIT A

GENERAL TERMS AND CONDITIONS

A. DEFINITIONS - As used throughout this Contract, the following terms shall have the meaning set forth below:

1. "Agent" shall mean the CITY Administrator of the CITY, and/or the delegate authorized in writing to act on the CITY's behalf.

2. "Annual Plan" shall mean a contract deliverable that includes information regarding SMG's anticipated operations for the upcoming Operating Year, including planned operating maintenance activities (including a preventive maintenance schedule), expense control initiatives, requested capital improvements and capital equipment purchases, anticipated events at the facilities, anticipated advertising and promotional activities, and planned equipment and furnishings purchases. The Annual Plan shall be subject to review, revision and approval by the CITY. Following review and revision by the CITY, SMG shall have thirty (30) days to incorporate the CITY's revisions into the Annual Plan and present same to the CITY for final approval. Upon final approval, the Annual Plan shall constitute the operating program for SMG for the coming Operating Year.

3. "Appropriation Deficiency Notice" shall a notice given to SMG notifying them of the fact that insufficient funds or no funds have been appropriated for the Facilities.

4. "Capital Expenditures" shall mean all expenditures for building additions, alterations, or improvements and for purchases of additional or replacement furniture, machinery, or equipment, where the cost of such expenditure is greater than $5,000.

5. "SMG" shall mean that firm, provider, organization, individual or other entity performing service(s) under this contract, and shall include all employees of SMG.

6. "City" or "CITY" shall mean the City of Branson, any division, section, office, unit or other entity of the City, or any of the officers or other officials lawfully representing that City.

7. "Laws" shall mean all federal, state, local and municipal regulations, ordinances, statutes, rules, laws and constitutional provisions.

8. "Net Operating Loss/Profit" shall mean, with respect to an Operating Year, the excess, if any, of operating expenses for such operating year over operating revenues for such operating year, in the case of a loss and the excess, if any, of operating revenues for such operating year over operating expenses for such

operating year, in the case of a profit.

9. "Operating Expenses" shall mean any and all expenses and expenditures of whatever kind or nature incurred, directly or indirectly, by SMG in promoting, operating, maintaining and managing the Facilities, including, but not limited to: employee compensation and related expenses (e.g., base salaries, bonuses, severance and car allowances), employee benefits and related costs (e.g., relocation and other related expenses pursuant to SMG's relocation policy (a copy of which will be provided upon request), parking and other fringe benefits), supplies, material and parts costs, costs of any interns and independent SMGs, advertising, marketing and public relations costs and commissions, janitorial and cleaning expenses, data processing costs, dues, subscriptions and membership costs, the costs of procuring and maintaining the insurance and fidelity bond referred to in Section IX above, amounts expended to procure and maintain permits and licenses, charges, taxes, excises, penalties and fees, professional fees, printing and stationery costs, event expenses, postage and freight costs, equipment rental costs, computer equipment leases and line charges, repairs and maintenance costs (e.g., elevators and HVAC), security expenses, utility and telephone charges, travel and entertainment expenses in accordance with SMG's policies, the cost of employee uniforms, safety and medical expenses, exterminator and waste disposal costs, costs relating to the maintenance of signage inventory and systems, the cost of annual independent audits of the Facilities, the cost of compliance with laws and regulations, costs incurred under agreements, commitments, licenses and contracts executed in SMG's name, and the Fixed Management Fees payable to SMG pursuant to this Contract, all as determined in accordance with generally accepted accounting principles and recognized on a full accrual basis; provided that Operating Expenses shall not include Capital Expenditures, and any expenses relating to SMG's personnel based in SMG's corporate headquarters or its regional field locations (other than pre-approved and reasonable costs of travel by such corporate or regional personnel in connection with SMG's management of the Facilities, which costs shall be Operating Expenses). Solely for purposes of (i) calculating Net Operating Loss/Profit and the Incentive Fee and (ii) identifying Operating Expenses which will be budgeted in approved budgets, Operating Expenses shall exclude (A) event expenses which are deducted from the gross receipts of all event activities at the Facilities (in accordance with the last sentence in the definition of Operating Revenues), (B) all extraordinary expenses and all interest, income tax, depreciation and amortization expenses, and (C) contributions made to the Capital Reserve Fund.

10. "Operating Revenue" shall mean any and all revenues of every kind or nature derived from owning, operating, managing or promoting the Facilities, including, but not limited to: license, lease and concession fees and rentals, revenues from merchandise sales, advertising sales, equipment rentals, utility revenues, box office revenues, parking revenues, food service and concession revenues (however, if such revenues are collected in the first instance by and retained by the concessionaire, the amount of such revenues paid by the concessionaire to the Facilities shall be included as Operating Revenues), commissions or other revenues from decoration and set-up, security and other subcontractors (however, if such revenues are collected in the first instance by and retained by such subcontractors, the amount of such revenues paid by such SMGs to the Facilities shall be included as Operating Revenues), miscellaneous operating revenues, revenues generated from separate agreements with SMG Affiliates pertaining to the Facilities, and interest revenues, all as determined in accordance with generally accepted accounting principles and recognized on a full accrual basis.

11. "Operating Year" shall mean one full fiscal year period beginning January 1st and ending December 31.

12. "Subcontractor" shall mean one not in the employment of SMG, who is performing all or part of those services under this contract under a separate contract with SMG. The terms "Subcontractor" and "Subcontractors" means Subcontractor(s) in any tier.

B. ACCESS TO DATA

Upon reasonable advance notice and during business hours, SMG shall provide access to data generated under this Contract to CITY. This includes access to all information that supports the findings, conclusions, and recommendations of SMG's reports, including computer models and methodology for those models.

C. ADVANCE PAYMENTS PROHIBITED

Unless otherwise provided in this Contract, no payments in advance of or in anticipation of goods or services to be provided under this Contract shall be made by the CITY.

D. AMENDMENTS

This Contract may be amended by mutual agreement of the parties. Such amendments shall not be binding unless they are in writing and signed by personnel authorized to bind each of the parties.

E. AMERICANS WITH DISABILITIES ACT CADA) OF 1990. PUBLIC LAW 101-336 ALSO REFERRED TO AS THE "ADA" 28 CFR Part 35

SMG must comply with the ADA, which provides comprehensive civil rights protection to individuals with disabilities in the areas of employment, public accommodations, state and local government services, and telecommunications. Nothing in this Section or elsewhere in this

Contract shall, however, require SMG to undertake the foregoing compliance activity, nor shall SMG have any liability under this Contract therefore, if such activity requires any capital improvements or capital equipment purchases, unless the CITY provides funds for such capital improvements and capital equipment purchases or unless such liability is the result of the negligence of SMG. Furthermore, SMG shall have the right to require any licensee, lessee, tenant, promoter or user of any portion of the Facilities to comply, and to be financially responsible for compliance, with Title III of the ADA in connection with any activities of such licensee, lessee, tenant, promoter or user at the Facilities.

F. ASSIGNMENT

Neither party shall assign or transfer any interest, obligation, or right in this Contract without the prior written consent of the other party, which consent may be withheld or granted on conditions in such other party's sole and absolute discretion.

G. ATTORNEYS' FEES

In the event of litigation or other action brought to enforce contract terms, each party agrees to bear its own attorney's fees and costs.

H. CONFIDENTIALITY/SAFEGUARDING OF INFORMATION

Neither party shall use or disclose any information concerning the other party, or information which may be classified as confidential, for any purpose not directly connected with the administration of this Contract, except with prior written consent of the other party, or as may be required by law.

I. CONFLICT OF INTEREST

The CITY may, in its sole discretion, by written notice to SMG terminate this contract if it is found after due notice and examination by the CITY and a failure to cure by SMG that there is a violation of any Ethics laws or policies of the CITY, County or the State of Missouri or any similar statute involving SMG in the procurement of, or services under this Contract. In the event this Contract is terminated as provided above, the CITY shall be entitled to pursue the same remedies against SMG as it could pursue in the event of a breach of the Contract by SMG. The rights and remedies of the CITY provided for in this clause shall not be exclusive and are in addition to any other rights and remedies provided by law. The existence of facts upon which the Agent makes any determination under this clause shall be an issue and may be reviewed as provided in the "Disputes" clause of this contract.

J. COPYRIGHT PROVISIONS -

1. Unless otherwise provided, all Materials produced under this Contract shall be considered "works for hire" as defined by the U.S. Copyright Act and shall be owned by the CITY. The CITY shall be considered the author of such Materials. In the event the Materials are not considered "works for hire" under the U.S.Copyright laws, SMG hereby irrevocably assigns

all right, title, and interest in Materials, including all intellectual property rights, to the CITY effective from the moment of creation of such Materials.

2. Materials means all items in any format and includes, but is not limited to, data, reports, documents, pamphlets, advertisements, books, magazines , surveys, studies, computer programs, films, tapes, and/or sound reproductions. Ownership includes the right to copyright, patent, register and the ability to transfer these rights.

3. For Materials that are delivered under the Contract, but that incorporate pre-existing materials not produced under the Contract, SMG hereby grants to the CITY a nonexclusive, royalty-free, irrevocable license (with rights to sublicense others) in such Materials to translate, reproduce, distribute, prepare derivative works, publicly perform, and publicly display. SMG warrants and represents that SMG has all rights and permissions, including intellectual property rights of publicity, necessary to grant such a license to the CITY

4. SMG shall exert all reasonable effort to advise the CITY, at the time of delivery of Materials furnished under this Contract, of all known or potential invasions of privacy contained therein and of any portion of such document which was not produced in the performance of this contract. The CITY shall receive prompt written notice of each notice or claim of copyright infringement received by SMG with respect to any data delivered under this contract. The CITY shall have the right to modify or remove any restrictive markings placed upon the data by SMG.

5. Notwithstanding anything to the contrary contained in this Contract, all information proprietary to SMG will remain with SMG.

J. COVENANT AGAINST CONTINGENT FEES

SMG warrants that no person or selling agent has been employed or retained to solicit or secure this contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, excepting bona fide employees or bona fide established agents maintained by SMG for the purpose of securing business. The CITY shall have the right, in the event of breach of this clause by SMG, to annul this contract without liability or, in its discretion, to deduct from the Contract price or consideration or recover by other means the full amount of such commission, percentage, brokerage or contingent fee. SMG warrants that any group or national discounts it receives from vendors will be credited to the CITY.

L. DISPUTES

1. The parties desire to cooperate with each other in the management and operation of the BCC pursuant to the terms hereof. In keeping with this cooperative spirit and intent, any dispute arising hereunder will first be referred to the parties' respective agents or representatives prior to either party initiating a legal suit, who will endeavor in good faith to resolve any such disputes within the limits of their authority and within forty-five (45) days after the commencement of such discussions. Ifand only if any dispute remains unresolved after the parties have followed the dispute resolution procedure set forth above, the matter will be submitted to mediation. Within ten (10) business days from the date that the parties cease direct negotiations, the CITY shall select

a neutral third party mediator, who shall be subject to the reasonable approval of SMG. Each party will bear its own cost of mediation; provided, however, the cost charged by any independent third party mediator will be borne equally by the parties.

2. The parties agree that any mediation proceeding will constitute settlement negotiations for purposes of the federal and state rules of evidence and will be treated as non-discoverable, confidential and privileged communication by the parties and the mediator. No stenographic, visual or audio record will be made of any mediation proceedings or such discussions. All conduct, statements, promises, offers and opinions made in the course of the mediation or such discussion by any party, its agents, employees, representatives or other invitees and by the mediator will not be discoverable nor admissible for any purposes in any litigation or other proceeding involving the parties and will not be disclosed to any third party.

3. The parties agree that this mediation procedure will be obligatory and participation therein legally binding upon each of them. In the event that either party refuses to adhere to the mediation procedure, the other party may bring an action to seek enforcement of such obligation in any court of competent jurisdiction.

4. CITY and SMG agree that, the existence of a dispute notwithstanding, they will continue without delay to carry out all their respective responsibilities under this contract which are not affected by the dispute. Both parties agree to exercise good faith in the dispute resolution and to settle disputes prior to using the dispute resolution panel whenever possible.

M. GOVERNING LAW

This Contract shall be construed and interpreted in accordance with the laws of the State of Missouri, and the venue of any action brought hereunder shall be in the Circuit Court for Taney County, without regard to the conflicts of law's provisions thereof.

N. INDEMNIFICATION

1. Indemnification by SMG. To the extent allowed by law SMG agrees to defend, indemnify and hold harmless the CITY, and its respective successors and permitted assigns, and all agents, servants, officials, directors, consultants and employees of the foregoing (collectively, the "CITY Indemnitees") against any claims, causes of action, costs, expenses (including reasonable attorneys' fees) liabilities, or damages (collectively, "Losses"), in law or in equity, for bodily injury, death or damage to property, or other Losses, suffered by any of the CITY Indemnitees, arising out of or in connection with (a) any negligent act or omission, or intentional misconduct, on the part of SMG, (b) breach by SMG of any of its representations, covenants or agreements made herein, (c) any violation of any copyright, patent, service mark, trade name or trademark by SMG, (d) failure by SMG to perform any obligations of the CITY or SMG under any third party contracts as required in this Contract, unless such failure was caused by any negligence or other fault on the part of the CITY or (e) injury to or death of any person or damage to or destruction of property caused by the conduct of SMG or SMG' s management or operation of the Facilities (or any portion thereof) in violation of this Contract.

2. Indemnification by the CITY. To the extent allowed by law, the CITY agrees to defend, indemnify and hold harmless SMG, its parents, subsidiaries and affiliates, and their respective successors and permitted assigns, and all partners, agents, employees, directors and officers of the foregoing, against any Losses, in law or in equity for bodily injury, death or damage to property, or other Losses, arising out of or in connection with (a) any negligent act or omission, or intentional misconduct, on the part of the CITY, (b) a breach by the CITY of any of its representations, covenants or agreements made herein, including without limitation the CITY's obligation, if any, to fund any budgeted or otherwise approved expenses in a timely manner, (c) injury to or death of any person or damage to or destruction of property caused by the CITY's use or occupancy of the Facilities (or any portion thereof) in violation of this Contract, (d) the fact that at any time prior to, as of, or after the commencement of this Contract, the Facilities have not been operated, or the Facilities and its premises are not or have not been, in compliance with all Laws, including, but limited to, the Americans with Disabilities Act, 42 U.S.C. Sections 2101-12213 as amended by the Civil Rights Act of 1991 (42 U.S.C. Section 1981(a)), as it now exists and as it may be amended in the future by statute or judicial interpretation (collectively, the "ADA"), (e) the fact that prior to, as of, or after the commencement of this Contract there is any condition on, above, beneath or arising from the premises occupied by the Facilities which might, under any Law, give rise to liability or which would or may require any "response," "removal" or "remedial action" (as such terms are defined under the Comprehensive Environmental Response, Compensation and Liability Act, as amended by the Superfund Amendments and Reauthorization Act), (t) any structural defect or unsound operating condition with respect to the Facilities or the premises occupied by the Facilities prior to, as of or after the commencement of the Contract hereunder, (g) any obligation or liability for physical damage or other Loss to any real property located at the Facilities, whether such assets are insured by the CITY or whether the CITY decides not to insure for such damage and Losses (including without limitation damages or Losses falling within any policy deductible), (h) any non--compliance with any pre-existing agreement on or prior to the commencement of this Contract, or (i) any act or omission carried out by SMG at or pursuant to the direction or instruction of the CITY, its agents or employees; provided, however, that the foregoing indemnification under this Section N.2 shall not apply to the extent of any breach by SMG of its obligations hereunder.

3. Conditions to Indemnification. With respect to each separate matter brought by any third party against which a party hereto ("Indemnitee") is indemnified by the other party ("Indemnitor"), the Indemnitor shall be responsible, at its sole cost and expense, for controlling, litigating, defending and/or otherwise attempting to resolve any proceeding, claim, or cause of action underlying such matter, except that (a) the Indemnitee may, at its option, participate in such defense or resolution at its expense and through counsel of its choice; (b) the Indemnitee may, at its option, assume control of such defense or resolution if the Indemnitor does not promptly and diligently pursue such defense or resolution, provided that the Indemnitor shall continue to be obligated to indemnify the Indemnitee hereunder in connection therewith; and (c) neither Indemnitor nor Indemnitee shall agree to any settlement without the other's prior written consent (which shall not be unreasonably withheld or delayed). In any event, Indemnitor and Indemnitee shall in good faith cooperate with each other and their respective counsel with respect to all such

actions or proceedings, at the Indemnitor's expense. With respect to each and every matter with respect to which any indemnification may be sought hereunder, upon receiving notice pertaining to such matter, Indemnitee shall promptly (and in no event more than twenty (20) days after any third party litigation is commenced asserting such claim) give reasonably detailed written notice to the Indemnitor of the nature of such matter and the amount demanded or claimed in connection therewith.

4. Negligence Claims. Notwithstanding any other provision of the contract to the contrary, no insurance procured by the Service Provider shall be construed to constitute a waiver of any sovereign immunity as set forth in section 537.600 through 537.650 of the Missouri Revised Statutes, or any other governmental or official immunity, which is barred under said doctrines of sovereign, governmental or official immunity available to the City, its Board of Aldermen, salaried officers or employees, nor constitute waiver of any available defense. The Service Provider shall cause all policies of insurance related to the contract to be endorsed in accord to this subparagraph.

5. Applicability of Insurance. The parties acknowledge and agree that they (and their respective indemnities) shall look first to the proceeds of any insurance policies carried pursuant to this Contract for recovery in respect of the obligations of the other party. Any party that has primary insurance coverage hereunder shall indemnify any other named or additional insured as to such coverage to the full extent of such coverage. Each insurance policy obtained pursuant to this Contract shall confirm, by way of endorsement or in any other written form, that the insurer agrees to be bound by the terms of this Section, and will not raise any defense to its primary obligations to reimburse the parties under its policy as a result of the indemnification provisions of this Contract.

6. The indemnification obligations of the parties contained in this Contract shall survive the termination or expiration of this Contract.

O. INDEPENDENT CAPACITY OF SMG

The parties intend that an independent SMG relationship will be created by this Contract. SMG and his or her employees or agents performing under this Contract are not employees or agents of the CITY. SMG will not hold himself/herself out as or claim to be an officer or employee of the CITY by reason hereof, nor will SMG make any claim of right, privilege or benefit which would accrue to such employee under law. Conduct and control of the work will be solely with SMG. In the event of the termination or expiration of this Contract, without any further action on the part of either party, the CITY shall, or shall cause another management company retained by it to, accept the assignment of SMG's rights, and assume and perform all of SMG's obligations, arising after the date of expiration or termination of this Contract, under any licenses, occupancy agreements, rental agreements, booking commitments, advertising agreements, concession agreements, and any other contracts relating to the Facilities which have been executed by SMG hereunder PROVIDED any obligation entered into by SMG that extends beyond the Term must be approved by the CITY in writing.

P. WORKERS COMPENSATION INSURANCE COVERAGE

SMG will at all times comply with all applicable workers' compensation requirements of the Chapter 287 of the revised statutes of the State of Missouri, as well as all occupational health and safety laws, statutes, and regulations to the full extent applicable. The CITY will not be held responsible in any way for claims filed by SMG or their employees for services performed under the terms of this contract. Prior to performing work under this contract, SMG shall provide or purchase industrial insurance coverage for SMG's employees, as may be required of an "employer" as defined by Missouri State law, and shall maintain full compliance with Missouri State law during the course of this Contract.. Workers' Compensation Insurance with a company authorized to do business in the State of Missouri having limits not less than one million dollars ($1,000,000.00), including occupational disease provisions for all employees of the Service Provider(s) and Sub-Service Provider(s).

Q. LICENSING ACCREDITATION AND REGISTRATION

SMG shall comply with all applicable local, state, and federal licensing, accreditation and registration requirements/standards, necessary for the performance of this Contract. SMG must comply with all CITY, County and State laws, ordinances, regulations and rules including all health regulations.

R. LIMITATION OF AUTHORITY

Only the Agent or Agent's delegate by writing (delegation to be made prior to action) shall have the express, implied, or apparent authority to alter, amend, modify, or waive any clause or condition of this Contract. Furthermore, any alteration, amendment, modification, or waiver or any clause or condition of this Contract is not effective or binding unless made in writing and signed by the Agent.

S. NONCOMPLIANCE WITH NONDISCRIMINATION LAWS

In the event of SMG's noncompliance or refusal to comply with any nondiscrimination law, regulation, or policy, this Contract may be rescinded, canceled or terminated in whole or in part, and SMG may be declared ineligible for further contracts with the CITY. SMG shall, however, be given a reasonable time in which to cure this noncompliance. Any dispute may be resolved in accordance with the "Disputes" procedure set forth herein.

T. NONDISCRIMINATION

During the performance of this contract, SMG shall comply with all federal and state nondiscrimination laws, regulations and policies.

U. NOTICES

Any and all notices or other communications required or permitted by this contract or by law to be delivered to, served on or given to either party to this Contract by the other party to this contract, shall be in writing and shall be deemed properly delivered, given or served when

personally delivered to such party, or in lieu of personal services, when telecopied or when mailed by United States mail, express, certified or registered, postage prepaid (or other overnight delivery services, charges prepaid), to the contact person and addresses set forth in the Contract. All notices so telecopied shall be deemed delivered upon transmission thereof and all notices so mailed shall be deemed received on the date which is twenty-four (24) hours after delivery to the overnight delivery service by the sender, or if placed in the United States mails, on the date of the return receipt or, if delivery of such United States mail is refused or cannot be accomplished, forty-eight (48) hours after deposit in the United States mails. Either party may change its address for the purpose of the Section by giving ten (10) days' advance written notice of such change to the other party in the manner provided herein

V. PRIVACY

1. Personal information collected, used or acquired in connection with this contract shall be used solely for the purposes of this contract. SMG and its Subcontractors agree not to release, divulge, publish, transfer, sell or otherwise make known to unauthorized persons personal information without the express written consent of the CITY or as provided by law. SMG agrees to implement physical, electronic and managerial safeguards to prevent unauthorized access to personal information.

2. The CITY reserves the right to monitor, audit, or investigate the use of personal information collected, used or acquired by SMG through this contract. The monitoring, auditing or investigating may include but is not limited to "salting" by the CITY. SMG shall certify return or destruction of all personal information upon expiration of this contract. Salting is the act of placing a record containing unique but false information in a database that can be used later to identify inappropriate disclosure of data contained in the database.

3. Any breach of this provision may result in termination of the contract and the demand for return of all personal information. SMG agrees to indemnify and hold harmless the CITY for any damages related to SMG's unauthorized use of personal information.

4. For purposes of this provision, personal information includes, but is not limited to, information identifiable to an individual that relates to a natural person's health, finances, education, business, use or receipt of governmental services, or other activities, names, addresses, telephone numbers, social security numbers, driver license numbers, financial profiles, credit card numbers, financial identifiers and other identifying numbers.

W. PUBLICITY

SMG agrees to submit to the CITY all advertising and public CITY matters relating to this Contract which, in the CITY's judgment, CITY's name can be implied or is specifically mentioned. SMG agrees not to publish or use such advertising and public CITY matters without the prior written consent of the CITY.

X. RECORDS MAINTENANCE

SMG shall maintain complete financial records relating to this contract and the services rendered including all books, records, documents, magnetic media, receipts, invoices and other evidence relating to this contract and performance of the services described herein, including but not limited to, accounting procedures and practices which sufficiently and properly reflect all direct and indirect costs of any nature expended in the performance of this Contract. SMG, at CITY's expense, shall retain such records for a period of six years following the date of final payment. If SMG anticipates charging CITY a charge for the maintenance of records, CITY shall have the option of receiving and maintaining said records at its own expense. At no additional cost, these records including materials generated under the Contract shall be subject at all reasonable times upon reasonable advance notice to inspection, review, or audit by the CITY, the Office of the State Auditor, and federal and state officials so authorized by law, rule, regulation, or agreement. If any litigation, claim or audit is started before the expiration of the six (6) year period, the records shall be retained until all litigation, claims, or audit findings involving the records have been resolved.

Y. REGISTRATION WITH DEPARTMENT OF REVENUE

SMG shall complete registration with the State Department of Revenue and be responsible for payment of all taxes due on payments made under this contract.

Z. RIGHT OF INSPECTION

SMG shall provide right of access to its Facilities to the CITY, or any of its officers, or to any other authorized agent or official of the State of Missouri, or the federal government, at all reasonable times, in order to monitor and evaluate performance, compliance, and/or quality assurance under this contract.

AA. SAVINGS

In the event funding from state, federal, or other sources is withdrawn, reduced, or limited in any way after the effective date of this Contract and prior to normal completion, either party may terminate this Contract, subject to renegotiation upon mutual written agreement under those new funding limitations and conditions.

BB. SEVERABILITY

The provisions of this contract are intended to be severable. If any term or provisions illegal or invalid for any reason whatsoever, such illegality or invalidity shall not affect the validity of the remainder of the contract.

CC. SITE SECURITY

While on CITY premises, SMG, its agents, employees, or Subcontractors shall conform in all respects with physical, fire or other security regulations.

DD. SUBCONTRACTING

Except for subcontracts in the ordinary course, neither SMG nor any Subcontractor shall enter into subcontracts for any of the work contemplated under this Contract without obtaining prior written approval of the CITY.

EE. TAXES

All payments accrued on account of payroll taxes, unemployment contributions, any other taxes, insurance or other expenses for SMG or its staff shall be the sole responsibility of SMG.

FF. TERMINATION FOR CAUSE -

1. In the event the either party determines that the other party has failed to comply with the conditions of this Contract in a timely manner, the non-defaulting party has the right to suspend or terminate this Contract as set forth in this paragraph. The non-defaulting party shall notify the defaulting party in writing of the need to take corrective action. If corrective action is not taken within 30 days, this Contract may be terminated. The non-defaulting party reserves the right to suspend all or part of this Contract, withhold further payments, or prohibit the defaulting party from incurring additional obligations of funds during investigation of the alleged compliance breach and pending corrective action by the defaulting party or a decision by the non-defaulting party to terminate this Contract.

2. In the event of termination, the defaulting party shall be liable for damages as authorized by law including, but not limited to, any cost difference between the original contract and the replacement or cover contract and all administrative costs directly related to the replacement contract, e.g. cost of the competitive bidding, mailing, advertising and staff time. The rights and remedies provided in this Contract are not exclusive and are in addition to any other rights and remedies provided by law.

GG. TERMINATION PROCEDURES -

1. Upon termination of this Contract, the CITY, in addition to any other rights provided in this Contract, may require SMG to deliver to the CITY any property specifically produced or acquired for the performance of such part of this Contract as has been terminated. The provisions of the "Treatment of Assets" clause shall apply in such property transfer.

2. The CITY shall pay to SMG the agreed upon price, if separately stated, for completed work and services accepted by the CITY, and the amount agreed upon by SMG and the CITY for (i) completed work and services for which no separate price is stated, (ii) partially completed work and services, (iii) other property or services which are accepted by the CITY, and (iv) the protection and preservation of property, unless the termination is for default, in which case the CITY shall determine the extent of the liability of the CITY. Failure to agree with such determination shall be a dispute within the meaning of the "Disputes" clause of this contract. The CITY may withhold from any amounts due SMG such sum as the CITY determines to be necessary to protect the CITY against potential loss or liability.

3. The rights and remedies of the CITY provided in this section shall not be exclusive and are in addition to any other rights and remedies provided by law or under this contract.

4. After receipt of a notice of termination, and except as otherwise directed by the Agent, SMG shall:

a. Stop work under the Contract on the date, and to the extent specified, in the notice;

b. Place no further orders or subcontracts for materials, services, or Facilities except as may be necessary for completion of such portion of the work under the contract that is not terminated;

c. Assign to the CITY, in the manner, at the times, and to the extent directed by the Agent, all of the rights, title, and interest of SMG under the orders and subcontracts so terminated, in which case the CITY has the right, at its discretion, to settle or pay any or all claims arising out of the termination of such orders and subcontracts;

d. Settle all outstanding liabilities and all claims arising out of such termination of orders and subcontracts, with the approval or ratification of the CITY to the extent CITY may require, which approval or ratification shall be final for all the purposes of this clause;

e. Transfer title to the CITY and deliver in the manner, at the times, and to the extent directed by the CITY any property which, if the contract had been completed, would have been required to be furnished to the CITY;

f. Complete performance of such part of the work as shall not have been terminated by the CITY; and

g. Take such action as may be necessary, or as the CITY may direct, for the protection and preservation of the property related to this contract which is in the possession of SMG and in which the CITY has or may acquire an interest.

Notwithstanding the foregoing, upon any termination or expiration of this Contract, SMG and the CITY may mutually agree upon a period of time after such termination or expiration (not to exceed ninety (90) days) (the "Transition Period") during which SMG will remain at the Facilities and continue to provide its services hereunder for purposes of transitioning the management of the Facilities to the CITY or a successor management company. During the Transition Period, SMG will continue to earn all fees to be earned by SMG hereunder for providing its services. During the Transition Period, the application of the provisions of clauses 1 through 4 of this Section GG shall be suspended until such time as the end of the Transition Period occurs.

HH. TREATMENT OF ASSETS

1. Title to all property furnished by the CITY shall remain in the CITY. Title to all property furnished by SMG, for the cost of which SMG is entitled to be reimbursed as a direct item of cost under this contract, shall pass to and vest in the CITY upon delivery of such property by SMG. Title to other property, the cost of which is reimbursable to SMG under this contract, shall pass to and vest in the CITY upon (i) issuance for use of such property in the performance of this contract, or(ii) commencement of use of such property in the performance of this contract, or (iii) reimbursement of the cost thereof by the CITY in whole or in part, whichever first occurs. Any property of the CITY furnished to SMG shall, unless otherwise provided herein or approved by the CITY, be used only for the performance of this contract. SMG shall be responsible for any loss or damage to property of the CITY which results from the negligence of SMG or which results from the failure on the part of SMG to maintain and administer that property in accordance with sound management practices.

2. If any CITY property is lost, destroyed or damaged, SMG shall immediately notify the CITY and shall take all reasonable steps to protect the property from further damage.

3. SMG shall surrender to the CITY all property of the CITY prior to settlement upon completion, termination or cancellation of this contract.

4. All reference to SMG under this clause shall also include SMG's employees, agents or Subcontractors.

5. Notwithstanding anything to the contrary set forth herein, all information proprietary to SMG will remain with SMG.

II. WAIVER

Waiver of any default or breach shall not be deemed to be a waiver of any subsequent default or breach. Any waiver shall not be construed to be a modification of the terms of this contract unless stated to be such in writing and signed by the CITY.

Exhibit B

VICINITY MAP
Convention Center Properties

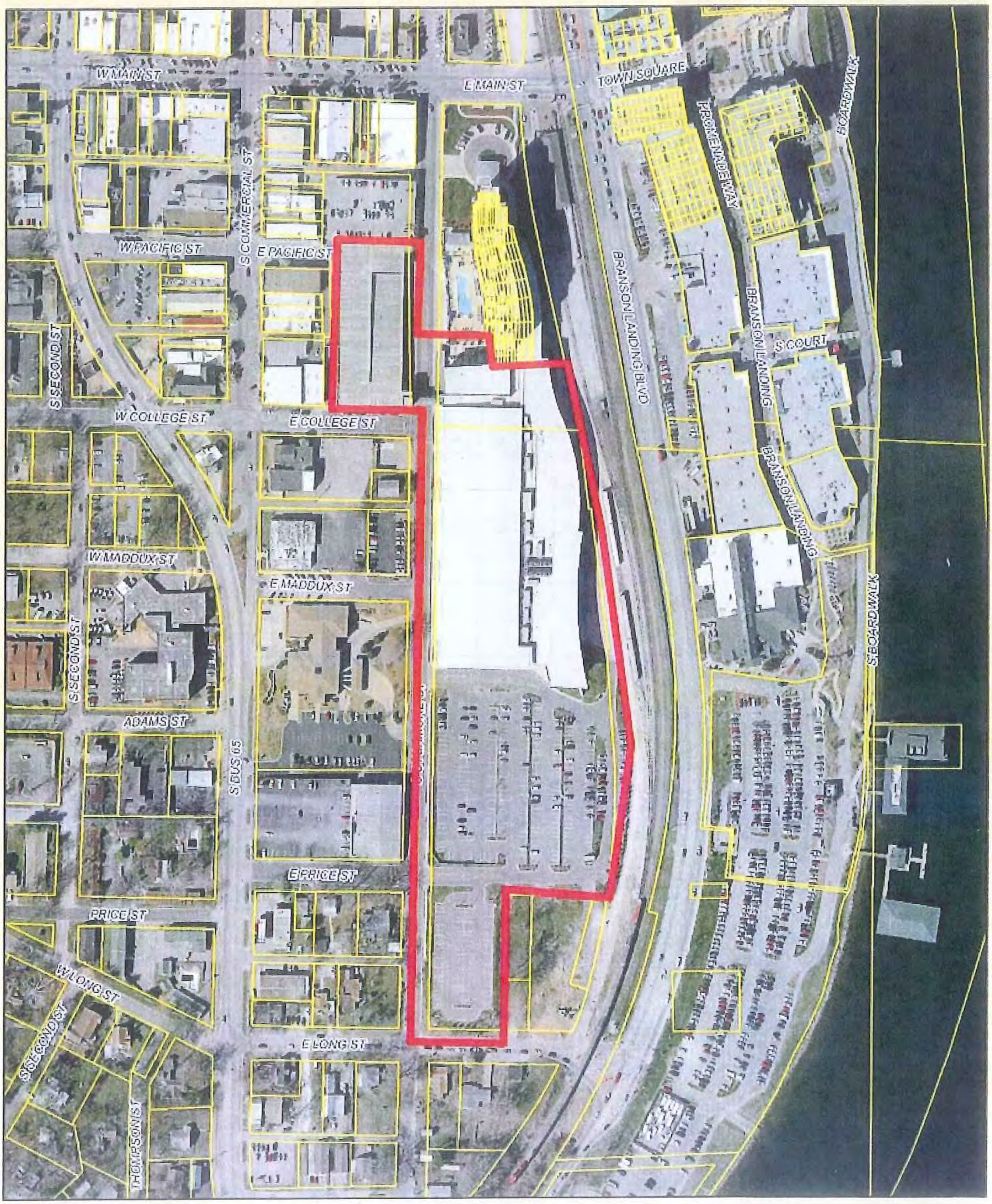
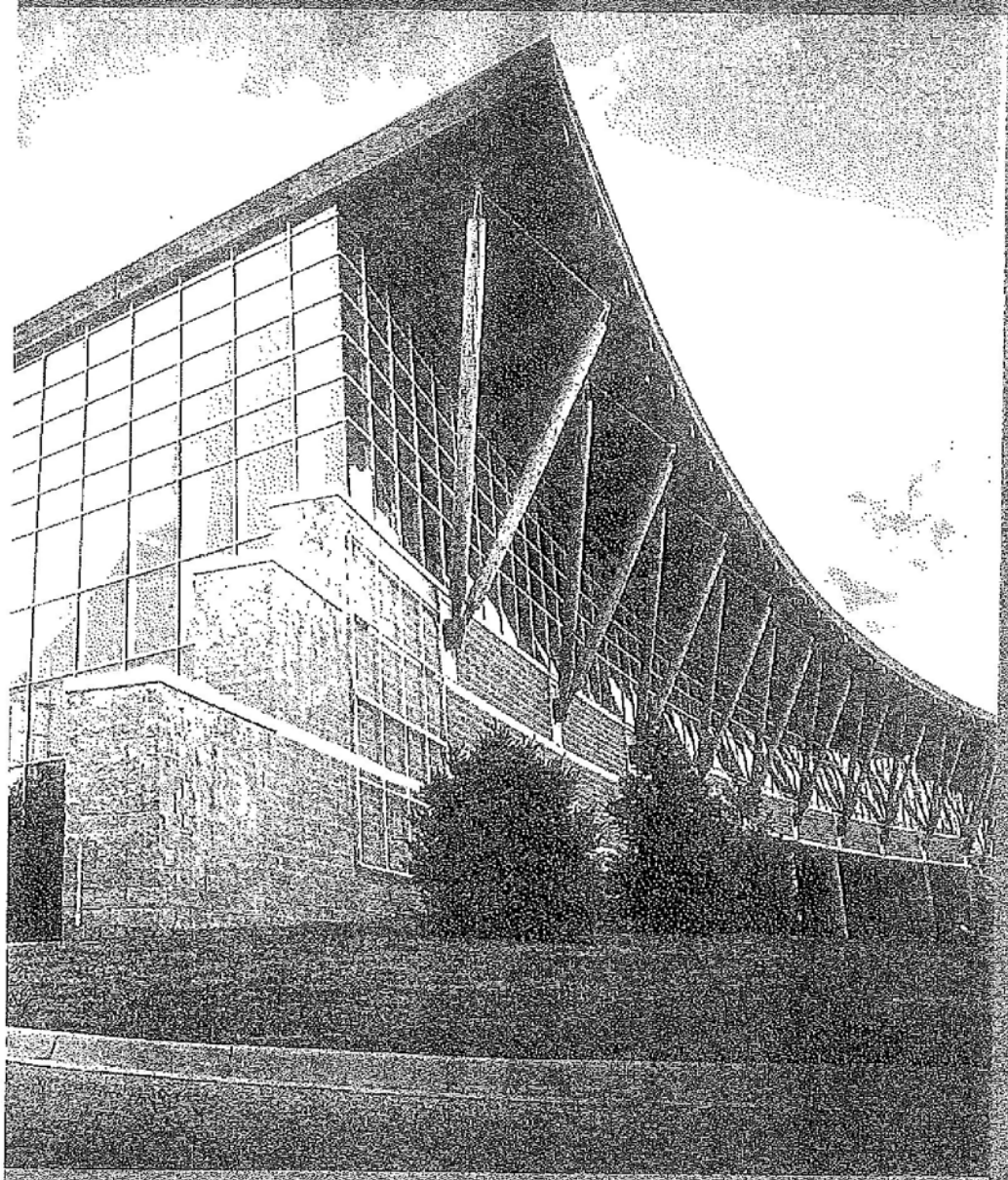


Exhibit C



Proposal To Manage

The Branson Convention Center

RFP 3075-11

SMG

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A.1. Cover Letter

WORLDWIDE ENTERTAINMENT AND CONVENTION VENUE MANAGEMENT

GREGG CAREN
Executive Vice President
Convention and Exhibition Centers

P: 610.729.7922
F: 866.211.3483
gcaren@smgworld.com

300 Conshohocken State Road
Ste 770
West Conshohocken, PA 19428
www.smgworld.com

City Clerk's Office
110 W. Maddux
Suite 205
Branson, MO 65616

Dear Mr. Rockhill and Selection Committee Members:

On behalf of SMG, I am pleased to offer our qualifications for management services for the Branson Convention Center.

Our team of highly seasoned executives in convention centers and entertainment venues, as well as culinary experts has collaborated on this comprehensive response to your RFP. We hope you and your colleagues find it compelling in its detailed solutions, backed by proven performance in dozens of similar markets and venues.

SMG has a strong presence in the central United States, and we believe our regional and national network can provide the support, guidance and collaboration that will help the Board of Alderman and City of Branson meet your objectives.

We have formatted our response following the City's guidelines to provide clear, concise and orderly information as directed within the RFP and specifically focusing on the City's goals and objectives in an effort to provide the City with a clear understanding of the depth of resources SMG provides.

Should you have any questions or comments, feel free to contact me. Thank you for your consideration and we look forward to participating in the process.

Best regards,

Gregg Caren
Executive Vice President, Convention and Exhibition Centers

B. Executive Summary

B. Executive Summary

EXECUTIVE SUMMARY

After considerable market research and listening to City and hospitality leaders, we have identified five key areas of focus for the Branson Convention Center. Though there are certainly numerous items, these seemed most relevant as we consider our role in transitioning this vital asset:

- Branding: The Branson Brand is a big deal. A very big deal. As the third most recognized brand in the consumer sector, you have always enjoyed top of mind awareness among leisure travelers. As the first most recognized convention center brand among meeting and convention organizers, SMG can help capitalize on the Branson and Hilton brands where long-term growth is most needed.
- Autonomy: Local leadership made it clear that this is your one chance to determine the best path forward for an autonomous Branson Convention Center ("BCC"). To continue with the current model, the City may go through numerous cycles as hotel ownership and management is always subject to change. This is by no means a criticism of either, but a simple reality of the private sector and the hotel business. Making a clean break now, early in the life of the BCC, will ensure direct control and fiduciary accountability for decades to come. At the same time, it will provide another layer of branding support, adding the depth and resources of SMG to that which you receive from Hilton. As in markets across the country, the BCC name should have more of an independent presence, rather than appear as an adjunct to the Hilton.
- Alliance: Having said all of the above, we also recognize the critical need for collaboration. As you read about our "Branson Alliance" model, you will see clearly how serious we are about our partnership with the Hilton, Branson Convention & Visitors Bureau and the hospitality and attractions community at large.
- Flexibility: With personal experience in Branson, and changing demographics, we recognize the need to shift over time from the historical reliance on motor coach and leisure business to a balanced approach with the meetings and conventions sector, ensuring a long-range plan to protect and grow hotel revenues, and the tax revenues generated thereby.

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» Stage Presence: More focus on the BCC for transient entertainment opportunities, leveraging our SMG Entertainment Division to seek booking opportunities for entertainment that works within the BCC setting. This will add variety for local and regional residents, as well as special event talent for conventions in house, without competing with the traditional resident shows that have made Branson famous for decades.

While there are many benefits and success stories that you will read on the pages that follow, the benefits and philosophies above will be the driving force behind how we operate over the life of our agreement, backed up by a contract that puts our commitment in writing.

SMG Has What It Takes

As the acknowledged industry leader in the management of convention centers, theaters and performing arts centers, arenas and stadiums, we offer you unmatched experience and expertise. Currently, SMG enjoys positive partnerships in 233 such facilities worldwide, many of which are comparable venues and markets to the BCC. We believe this tremendous opportunity is the perfect fit for SMG given the breadth and scope of what we offer our municipal clients. As you read the backgrounds of our leadership team, you will find the most known and respected names in our industry. We have both a professional and personal interest in maximizing usage and community benefits of this vital community asset.

In responding to this RFP, we have carefully studied the market, the venue and its current position within the community and region. SMG is excited about your future and eager to share with you our vision of what the future holds.

Professional Experience: SMG is the convention center management & marketing company.

Operating 70 convention centers throughout North America, SMG's Convention Center Division has no peer. Just one of our convention centers, McCormick Place in Chicago, encompasses more square footage than all of the convention centers managed by our competitors combined. Of more importance to Branson, more than half of the centers that we manage are less than 100,000 square feet, with numerous "sister properties" in the five state area around Missouri. And most importantly, Branson would be our sole focus in the state, without any other conflicting venues.

In the convention center industry, SMG is the most recognized "brand" by meeting planners throughout the country. As you will read, no other company can offer the resources, programs, expertise and value that SMG provides. **In the past three years, SMG has been selected in eleven (11) RFPs for management of convention centers that were not already in our network, including three venues where we were selected to replace an incumbent management firm.** This is clear evidence of our leadership in the convention center sector. Cities, CVBs and clients know and trust us with their venues and events!

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SAVOR...Branson: Integrated Culinary Services With a Local Flavor

SMG's experience and expertise in providing first class culinary services instills creativity, local flare and service. Equally important is our ability to target our culinary approach to the greater goals of the Center, and the community. We believe that a destination is best showcased by the quality of food and service from the men and women who are front and center serving our visitors. We have provided this integrated approach for decades in landmark venues like San Francisco's Moscone Center, and regional facilities like the Evansville Convention Center and Tulsa's Cox Convention Center. Our approach is anything but institutional, ensuring that the quality of the culinary experience for the visitor exceeds their expectation, while highlighting local specialties.

Since SAVOR is simply a division of SMG, we can accomplish two key goals; creating a singular management team (like a fine hotel) with a single mission, and leaving more facility revenue in your account, rather than seeing it leave town. No other convention center management firm can offer the sole source of facility and food service management that would allow a continuation of the 'hotel model' in providing clients with a single resource at the BCC, and allowing our convention center manager the ability to ensure service levels are consistent, and negotiations are balanced.

Professional Experience: SMG is the theater and performing arts center management company.

With more than 1.45 million entertainment seats in convention centers, theaters and arenas of all sizes, only SMG has invested in a dedicated Live Entertainment Division, tasked solely with the responsibility of driving business into these venues. SMG has three senior executives based in our corporate office working full time to put world-class events in our performance venues. No other company has a specialized Theater Division with experienced theater-management professionals focusing exclusively on event bookings, effective event marketing, and industry relations and providing the best possible theater experience for our patrons. Additionally, as various acts tour across the nation, we see a natural 'stop' in Branson as artists route between our Oklahoma, South Bend and other central US venues.

SMG has a plan for Marketing and Sales

As you will see in our response, SMG's expertise in marketing our convention centers and relationships with meeting and event planners are unmatched. Our marketing plan is specifically written for each venue we operate, but seeks to leverage our branded "co-ops" to complement the efforts of Hilton National Sales and the Branson CVB. Don't just take our word for it, we have also provided numerous references from many of our hotel partners. In just a short time, we have no doubt that our new colleagues at PHR would be compelled to write a similar letter of support.

As a preview, the BCC will benefit from SMG's regularly scheduled booking conference calls, local event creation, networking and sharing of marketing ideas between our facilities, proprietary Intranet SMGbooking.com, social and database marketing in cooperation with our strategic partners. SMG has a proven history of partnering and maximizing occupancy and revenues for our facilities and local hotel stakeholders.

Finally, you will see a financial proposal that immediately saves the City precious dollars, and holds SMG accountable for our performance during the term of our agreement. This, combined with a commitment and plan to garner more events will be your ticket to growth.

Reputation: Our most important asset.

We have provided countless references from our municipal clients, convention bureau partners and hotel stakeholders. If you ask major event planners like Microsoft, Experient and Nielsen Business Media, "what is the top/only brand in convention center management", you will hear a three letter response time and again: "SMG". This is evidenced by the fact that we are the only firm that holds national contracts, making us their preferred choice when in need of convention and conference facilities.

Rooted in Hospitality, we are the preferred hotel partner.

We are most proud of our hospitality roots and relationships. Originally founded by Hyatt Hotels in 1977, SMG has long mirrored the organizational structure and hospitality delivery promise of our first class hotel roots. Today, we partner with dozens of hotels, including all national hotel brands serving as our headquarters hotel properties. As you read our response, take note of the relationships we have forged, that recognizes their needs ranging from bookings to flexibility – all underscored by service delivery. As you make the break from having the hotel manage the BCC, it is critical that the City, clients, employees and PHR have a firm they can trust in delivering a smooth transition. PHR knows SMG from so many other markets – and we see this as yet another synergy that should benefit the BCC!

SMG is a good corporate neighbor & community citizen.

It is part of our management credo that we become a great partner with our client and a significant contributor to the local community. Around the country, our local teams are committed to community involvement through Convention and Visitors Bureaus, Chambers of Commerce, and service to volunteer and charitable organizations like the Boys and Girls Clubs. We will immediately reach out to local business and tourism leaders, seeking partnership opportunities such as signature menu items from local restaurants and specialty shops. Our Branson Alliance, noted elsewhere, is not just a slogan. It is typically established through a memorandum of understanding with our hotel and destination partners to ensure we collaborate on sales and marketing initiatives.

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C. Provider's Qualifications

C. Provider's Qualifications

A. PROVIDER'S NAME AND ADDRESS
B. NAME, TITLE, PHONE AND FAX NUMBER OF TWO CONTACT PEOPLE
C. TYPE OF ENTITY

RESPONDER:

SMG
300 Conshohocken State Road
West Conshohocken, PA 19428
610-729-1082
1-800-964-4SMG

CONTACT PERSON:

Gregg Caren
Executive Vice President, Strategic Business Development
gcaren@smgworld.com
610-729-7922 (p)
866-211-3483

Bob McClintock
COO, Convention Centers
bmcclintock@smgworld.com
610-729-7908
610-729-1595

TYPE OF ENTITY:

SMG is a General Partnership formed in the State of Pennsylvania. SMG is a stand-alone company of which American Capital is a major shareholder. SMG operates on an independent basis and stands on its own financial merits.

D. PROVIDER'S PHILOSOPHY - DISCUSS WHAT YOU BELIEVE DISTINGUISHES YOUR COMPANY IN THE INDUSTRY
E. FEDERAL EMPLOYEE IDENTIFICATION NUMBER

SMG Background

Beginning in 1977 with its first account, the Louisiana Superdome, SMG has defined a management philosophy and style that has led to its industry-leading position: 233 facilities throughout the United States, Canada, Puerto Rico, Jamaica, England, Northern Ireland, Germany, and Poland.

Our success has been built on local, regional and national relationships and partnerships, including privately and publicly owned facilities, professional and college sports teams and administrations, meeting planners, travel associations, corporations, event producers, suppliers, architects, developers, and industry associations.

- In 2013, SMG-managed facilities had gross revenues in excess of $1.5 billion, and hosted more than 28,000 event days, attracting more than 51 million patrons.
- SMG manages and programs more than 1.45 million entertainment seats and more than 15 million square feet of exhibition space.
- Our network of facilities, coupled with the industry's most qualified management team, allows SMG to set industry standards for quality, commitment, best practices and leadership.

SMG MANAGEMENT PHILOSOPHY

Our goal is to manage facilities with the highest concern for the public purpose and community mission of the project. We will maintain accountable standards of operational and fiscal responsibility and continually establish and achieve new goals of operational excellence.

Federal Identification Number

23-2511871

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F. STATEMENT OF PROVIDER'S COMPLIANCE WITH THIS RFP

G. REFERENCES

Compliance with the RFP

I, John F. Burns

John F. Burns, EVP & CFO

as an authorized officer of the firm (SMG) state that any related contracts with the City will comply with criteria defined in this RFP, and that all material, dates and conditions contained in the provider's proposal (SMG) to this RFP shall remain in effect for at least 90 days.

References

EVANSVILLE CONVENTION CENTER AND THEATER

Robert L. Warren
Executive Director,
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bwarren@evansvillecvb.org
812-421-2200

Joe Kiefer
President,Vanderburgh County Board of Commissioners
jkiefer@vanderburghgov.org
812-435-5241

Honorable Lloyd Winnecke
Mayor, Evansville, Indiana
lwinnecke@evansville.in.gov
812-436-4967

BOK CENTER, TULSA, OK

Honorable Dewey Bartlett
Mayor, City of Tulsa
918-582-5553
dbartlett@cityoftulsa.org

CHARLOTTE HARBOR EVENT AND CONFERENCE CENTER

Kelly A. Shoemaker
Deputy County Administrator
bcc.administration@charlottefl.com
941-743-1944

IRVING CONVENTION CENTER

Maura Allen Gast
Executive Director,
Irving Convention & Visitors Bureau
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DEVOS PLACE

Honorable George Heartwell
Mayor, City of Grand Rapids
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616.456.3168

THE ONCENTER

Bill Fisher
Deputy County Executive
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David Holder,
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JAMES L. KNIGHT CENTER

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CENTURY CENTER

Gregory S. Downes
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Executive Director, Visit South Bend/Mishawaka
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C.1.D. The City's Goals And Objectives And Supporting Detail Regarding SMG's Ability To Meet Them

SMG understands the City's goals for the Branson Convention Center as outlined in Section 2 Goals and Objectives in the RFP. In the section that follows, we have outlined our ability to meet those goals.

C.1.1) The City's Goals and Objectives and Supporting Detail Regarding SMG's Ability To Meet Them

AS YOU SEEK OUR PHILOSOPHY IN PROVIDING THE SERVICES CONTEMPLATED HEREIN, WE FELT IT IMPERATIVE THAT WE FOCUS ON THE CITY'S GOALS AND OBJECTIVES OUTLINED IN SECTION 2 OF "SCOPE OF WORK." IN SO DOING, WE HAVE LISTED EACH OF YOUR GOALS AND OBJECTIVES, PROVIDING SPECIFIC COMMENTARY ON OUR EXPERTISE AND PHILOSOPHY FOR MEETING THEM. MANY OF THESE CONCEPTS AND DELIVERABLES ARE OUTLINED IN GREATER DETAIL IN THE LATTER PORTION OF THIS RESPONSE.

2.A. MANAGING THE BRANSON CONVENTION CENTER IN A COST EFFICIENT, HIGH QUALITY, EFFICIENT MANNER

As the acknowledged industry leader in the management of convention centers, theaters and performing arts centers, arenas and stadiums, we offer you unmatched experience and expertise. Currently, SMG enjoys positive partnerships in 233 public facilities worldwide, many of which are comparable venues and markets to the Branson Convention Center. We believe this tremendous opportunity is the perfect fit for SMG, given the breadth and scope of what we offer our municipal clients. As you read the backgrounds of our leadership team, you will find the most known and respected names in our industry. We have both a professional and personal interest in maximizing usage and community benefits of this vital community asset. To focus on the key words in this objective...

- Cost efficient: we will continually benchmark the BCC against our other comparable venues, focusing on every line item to maximize revenues and manage expenses while providing a 'high quality' experience;
- High Quality: quality is a measurable deliverable in our business. Read and listen to the comments on improved service from our clients in South Bend, Miami, Detroit and other recently transitioned venues; and
- Efficient Manner: likewise, note our immediate improvements in efficiency – whether through SMG's master service agreements or green initiatives – we are efficient while maintaining customer and employee satisfaction. Likewise, we will work with Pillar Hotels & Resort ("Pillar") both short term and long term to do what is best for the complex and City.

SMG's entire response is an approach to maximizing the operation of the Branson Convention Center. Throughout this proposal, we highlight not just a philosophy, or an approach, but a plan. A plan in all functional areas that – by all accounts – is "outside the box" versus any other firm in our industry. Highlights include:

- The industry's only unified approach to management of both operations and food service;
- A consolidated financial proposal that immediately yields better results;
- An incentive plan that focuses incentives on your goals, not ours;
- A proven alliance, the Branson Alliance, that formalizes our local partnerships;
- Commitments to local businesses and suppliers offered not as token, but as our modus operandi in all markets;
- A detailed marketing plan with regional and national support to help the local team deliver more;
- A regional and national brand that is targeted by meeting, convention and performing arts clients;
- And so much more – all contained in this proposal, and substantiated by clients from Evansville to Peoria to Chicago and beyond.

EXAMPLES OF MANAGEMENT PERFORMANCE IN:

- Website Development and related equipment – we have developed websites for 233 facilities around the world, some facilities multiple times
- Telephone System/equipment – we have been involved in the writing of specs and selection of vendors for telephone systems in many replacement projects or new facility construction and are responsible for the maintenance of such systems in several facilities

- Sign Systems – we have participated in the development of way-finding systems in renovations and new construction as well as sign production for individual shows
- Security Camera Systems – most of our facilities have a significant number of security cameras, and we have been involved in writing specs and selecting vendors in many projects
- Computer Systems for internet and email/equipment – we have the responsibility in several facilities for the purchase and maintenance of all computer equipment and servers
- Point of Sale Systems/equipment – particularly through Savor, we have established relationships with several POS companies, such as Micros
- Payroll System/equipment – we have established relationships with ADP in particular as well as other time and attendance systems
- Key Control System/equipment – many of our facilities are using key control systems to monitor access and sign out system for building keys.

PARKING GARAGE EXPERIENCE

- In many of the markets in which we operate, as an adjunct to our facility management services we have been asked to also manage the parking operations. Just among our convention center operations, parking management ranges from a 200-space surface lot in South Bend to several thousand spaces in markets such as Columbus, Providence and Chicago. The systems used in these operations are also rather diverse and include Federal APD, Amano McGann, Sentry and more. With the breadth of parking operations we have, we are confident we can work with any Parking Access Revenue Control Systems (or PARCS) that exists on the market today. Additionally, should the City desire to have us manage the parking garage in conjunction with management of the convention center, we would do so under the same fee structure as proposed instead of a separate management fee for the parking operation.

MAXIMIZING OPERATION UTILIZATION AND PROFITABILITY

The following areas are unique to SMG and impossible for other firms to duplicate. They represent our extraordinary back-of-house and operating systems, including an intranet loaded with hundreds of best practices, case studies, national buying programs and more.

Given the opportunity, we would be happy to let you look under the hood, with a demonstration of how much exists – literally at the fingertips – for the benefit of our on site operations team.

SMG Operations

SMG is the only private management firm of public assembly facilities to provide a professional asset management approach to day to day venue operations. SMG has achieved this by establishing policies and procedures specific yet flexible for each facility through a dedicated corporate department.

SMG accounts are provided support through resources and technology to meet their clearly defined expectations. A system of measuring compliance is then used to gauge results. The entire system is then reviewed to ensure continual improvement.

The SMG Operations discipline is based on the following core elements:

- Identifying best methods, techniques and processes to ensure:
  - Compliance
  - Efficiency
  - Safety
  - Optimal performance
  - Longevity of equipment

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- Communication & Resources focusing on achieving established, quantifiable goals
- Measuring/Accountability going forward to ensure continued performance and improvement
- Professional development of staff

BEST PRACTICES

SMG's Best Practices Program is the culmination of the hard work and efforts of many SMG operators combined with industry knowledge and information from easy-to-access industry information resources. SMG's vast experience is used to author these Best Practices which form the cornerstones of the operational excellence found throughout the SMG network. Best Practices are the first of four core operations elements described here.

Summary of Areas of Focus for Policies and Procedures:

- Capital Plan
- Emergency Procedures
- Electrical Systems
- Environmental Initiatives
- Fire / Life Safety
- Hazardous Materials
- HVAC
- Janitorial
- Maintenance Administration
- Material Handling / Storage
- Plumbing
- Rigging / Fall Arrest
- Security
- Sports Surfaces
- Technical Services
- Vertical Transportation

OSCAR - OPERATIONS SUPPORT THROUGH COMMUNICATIONS AND RESOURCES

The platform we have developed to facilitate dissemination of our knowledge-base is our internal, proprietary OSCAR program (Operations Support through Communications and Resources), this website is designed to be constantly revised, modified and adapted to meet the ever-changing needs of our venues.

Using the wealth of knowledge and resources available only to SMG, OSCAR offers the industry's deepest base of resources for venue operators. OSCAR disseminates clear guidelines for operations, delivers preferred goods and services to SMG venues and responds to the needs of those venues. Communicating through OSCAR is the second core component of SMG's operations program. Here all SMG produced Best Practices reside along with cut sheets, vendor provided product information, sample templates, contracts, etc., that all provide direction to the individual venues on how to enact these vital processes.

ASK OSCAR

SMG's interactive educational component.

Questions to "Ask OSCAR" are routed to a group of SMG veterans in numerous locations, venue types, etc. who post a response in line with SMG Best Practices.

Responses are then posted and stored in an archive for future research. Archives are searchable by subject, keywords, etc.

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Financial Systems and Support

We provide resources in the following areas to ensure timely and accurate financial reporting:

- Internal Controls
- Risk Management and Insurance
- Data Processing
- Cash Management
- Audit Procedures

Event Time and Attendance Tracking

We have an industry-customized financial accounting and reporting system. This system is tailored to meet the specific needs of the Facility. It has the ability to meet our mutual reporting needs, as well as, provide information useful in making sound management decisions. We work on a preferred basis with nationally recognized vendors of payroll and time and attendance systems. These relationships exist due to both the high quality of the product provided and the preferential pricing we enjoys as a result of our size.

Corporate and Regional Support

Our Corporate Center Accounting Team provides support and guidance in all areas of financial administration and works closely with the Center's Finance Department in the development of:

- Yearly Budgets
- Purchasing Strategy
- Short-Term Investment Strategy
- Capital Improvement Planning
- Financial Systems/Internal Controls
- Comparisons to Budget and Prior Results
- Cash Flow Management
- Contracts (tenants, subcontractors, etc.)

Financial Statements

In addition to our participation in the annual audit, and at the discretion of the City, an annual audit by an independent accounting firm, we also maintain audit support in the form of dedicated staff whose only job is to review the financial operations of our facilities in order to find opportunities for improvement. Internal audit reviews are conducted regularly and often unannounced. The reviews will ensure adherence to our and the client's standards regarding all center personnel, operations and third-party contractors. The goal is to review and address all areas tangibly affecting the Center's financial performance and our responsibilities to the client.

Our knowledge, resources and flexibility are available to the Facility to meet your unique financial management and reporting needs. Our center-based and corporate finance staffs are dedicated to working with you on an ongoing basis to remain at the forefront of industry financial management practices and systems.

Finance and Administrative Systems and Procedures

We accept the highest level of fiduciary responsibility and accountability to the clients we serve. Our ability to meet that standard is unique in the industry.

- Our Corporate Finance Department provides supervision and support in all fiscal areas including internal controls, risk management, data processing, audit and cash management. A comprehensive accounting manual created by our financial professionals offers the staff at our facilities a complete set of procedures and policies to be followed.
- When a facility joins our network, its monthly financial statement is formatted to comply with both the client's requirements and our standards. This ensures that the revenues are collected for each event and enables us to identify weak areas and evaluate changes to improve performance. A standard payroll system is also implemented to make sure that all labor related expenses for a particular event or project are recorded appropriately.
- Internal audit reviews are conducted annually, often unannounced, and address all areas tangibly affecting the bottom line: box office, concessionaire operations, cash management, payroll, purchasing, etc. These audits examine the facility's operation for opportunities to improve.
- Our management team, with input from our client and key corporate administrators, prepare yearly statements of facility

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objectives, which are then incorporated into fiscal yearly plans encompassing issues such as cash flow management, short-term investment strategies, tax planning and payroll administration.

- Yearly budgets, including capital improvement requests, are submitted to our governmental partners for review and approval. They contain a condensed income statement, an event analysis, and a management fee calculation, along with key facts, assumptions, and trend analysis on which the budget was based.
- We also prepare annual and monthly cash-flow projections so that appropriate funding is obtained. Our Finance Department has established a standardized box office sales report to track sales for ticketed events in the months and weeks before the events. These "flash" reports provide a snapshot of each event and its success, along with monthly cash forecast which allows us to monitor adherence to our policies and procedures for controlling cash to ensure maximization of investment earnings.

Information regarding cash management and banking procedures is contained in the Finance Department Procedures Manual. It is available upon request.

Facility Accounting Systems - Monthly Financial Statement Reports

- Financial Highlights: A monthly and YTD executive summary of the income statement for the facility highlighting events and activities significantly impacting the income statement. Compares current year numbers to budget and provides explanations of major variances.
- Balance Sheet: Statement of financial position as of the current month end.
- Statement of Cash Flows: Monthly and YTD statement of sources and uses of cash.
- Aged Accounts Receivable Listing: Summary of the accounts receivable broken down into aged categories with explanations of items in the 90 day categories.
- Facility Statement of Income: Summary income statement reflecting major event income categories and a breakdown of departmental expense totals.
- Monthly Event Income: Income broken down by event reflecting major revenue categories for each.
- Statement of Services Income: Schedule of revenues billed to clients and associated expenses to the facility measuring effectiveness of the event management staff in the billing of services.
- Event Income Statement: Accumulation of expenses and revenues for all events during the year. Identifies individual expense and revenue categories that have significantly changed from budget or from the prior year. Provides information on profitability of all revenue centers within the events.
- YTD Event Summary: Allows the operator to see the total number of events within any specific category and the total event income generated by those categories.
- Departmental Income Statement: Detailed listing of expenses by department. Allows the operator to determine if individual department heads are staying within their budget constraints.
- Indirect Expense Summary: Category 1 includes all expenses related to in-house labor costs. Category 2 is materials and services which breaks out all other expenses. This allows the operator to determine if overall goals for expenses are being met.
- Annual Reports: Includes the budget, financial statement, cash flow forecast, marketing/capital improvement/repairs and maintenance plans. The Budget serves as the primary document for setting financial management goals and objectives for the fiscal year. It also provides the Center with a forecast of cash requirements for the facility. This document is put together with input from all departments with the objective of identifying all sources of revenues and expenses.
- Facility Annual Report: Provides the Facility with an accounting of the activities of the facility for the prior year as well as a brief preview of the year to come. This report will

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typically include sections related to meeting such goals as local management involvement with community organizations. Annual reports typically include the annual reports listed in the paragraph above.

Budget Overview

We view the budgeting process as an important tool for overall facility management. We will work closely with the City to develop a specific budget plan for the Center. Furthermore, we will adhere very closely to the City's policies and procedures with regard to the budget for the Facility as well as seeking the most competitive bids for goods and services.

In developing the budget for the Facility, we strive to always include:

- The City's goals for the venue
- The impact of SMG's experience and programs
- SMG's knowledge of the industry and it's impact
- The dynamics of the local market

The end result of our process is a specific, targeted budget plan for the Facility that incorporates all of the above.

The Budget Package is Flexible

Our facilities have budget packages ranging in size from 1 to 200 pages, demonstrating the flexibility and customization implemented at the request of our clients worldwide. This flexibility will ensure the City receives the information at the level desired.

The Budget Process

Developing a budget requires fact gathering, analysis and judgment. Some information is obtained from actual experience, some by inquiry and some by intelligent assumption. The Director of Finance is responsible for the information collection and works with the General Manager, all department heads and SMG Corporate staff. The following outlines the basic information compiled for the budget:

- Event Programming - event types and attendance
- Event Related Income:
  - Rental and Services Income
  - Food and Beverage Income
  - Novelty Income
  - Other Income (Interest, Sponsorships, Ticket Incentives & Other)
- Expenses:
  - Salaries Administrative
  - Wages - maintenance, custodial, security, event coordinators, etc.
  - Part-time Wages
  - Payroll taxes
  - Employee Benefits
  - Repair and Maintenance
  - Utility Expenses
  - Venue Marketing and Advertising
  - Liability Insurance

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CORPORATE RESOURCES, PERSONNEL AND EXPERIENCE

In addition to on-site staff, SMG employs full-time management and executive staff in its corporate office, dedicated to supporting the daily needs of our clients. This includes corporate expertise in all operational disciplines, including finance and accounting, risk management, operations, human resources and sales & marketing. These industry leaders are part of what sets SMG apart from its competitors.

WES WESTLEY

President and Chief Executive Officer

Mr. Westley has been SMG's President and CEO since October 1994. In the years that Wes has been President, the number of facilities managed by the company has increased sevenfold. Under his direction, the company was reorganized to focus on convention centers and stadiums/arenas as distinct entities. The European Division was established to recognize the special needs and features of that market.

Wes joined SMG in December 1991 as Senior Vice President and Chief Financial Officer, with responsibility for the company's financial reporting and systems, including corporate finance, facility accounting and internal audit. Prior to being named President, Wes was Executive Vice President of Finance and Development. In that capacity, he was responsible for: strategic planning; corporate development; analysis and negotiation of new business ventures; acquisitions and capital expenditures; risk management; management information systems; and sales and business development.

A native Philadelphian, Wes' background includes an MBA in Finance from Drexel University and a BS in Business Administration/Accounting from Temple University. He is a Certified Public Accountant. Wes served with the United States Marine Corps in Vietnam.

MAUREEN GINTY

Executive Vice President Marketing Services and Human Resources

Maureen joined SMG in 1991 as Vice President of Human Resources. She was named Senior Vice President of Human Resources in 1993. In 1995, Maureen assumed responsibility for a newly created Corporate Communications Department in addition to her responsibility to oversee the Human Resources Department. In 1996, her responsibilities were further increased to include the Public Relations, Advertising, Presentation Development Services, and Meeting and Event Production Departments.

Maureen is a member of various industry organizations including IAVM, and is a 2013 recipient of Venues Today's Women of Influence Award. She is currently an executive committee member and previous chairperson of the Hospitality and Tourism Management Advisory Board for the School of Business at the College of Charleston. She has held memberships in professional organizations, such as the Society for Human Resources Management, The World at Work Benefits and Compensation Association, from which she gained her SPHR and CCP designations. Maureen has a Bachelor of Arts in Political Science from the University of Delaware. A native Philadelphian, she has served on various community boards including the Pennsylvania Horticultural Society and the Philadelphia YMCA.

Before joining SMG, Maureen was Assistant Vice President with Colonial Penn Group in Philadelphia.

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JOHN BURNS

Executive Vice President and CFO

John is responsible for financial reporting, internal control systems, treasury, and tax functions, as well as the risk management and information technology departments of the Company. John started his SMG career in 1982 working in the finance department at one of the world's most active and successful arenas. Since joining SMG's corporate office in 1989 as Director of Finance, John's role has continually expanded to include oversight of all finance and administrative functions. He also serves as the Company's contract administrator for all major venue and food service agreements. Prior to joining SMG, John was a manager at KPMG, one of the world's leading international financial services firms.

A native Philadelphian, he holds a Bachelor of Science degree in Accounting from Villanova University and is a Certified Public Accountant.

GREGG CAREN

Executive Vice President Convention and Exhibition Centers

A graduate of The Pennsylvania State University's Hotel & Restaurant Management program, Gregg started his hospitality career in 1984 with Marriott Hotels & Resorts, subsequently working with Hilton and Sheraton properties. Gregg joined SMG at the Atlantic City Convention Center in 1998. Today, he is responsible for business development. He also leads the International sales and booking support for 70 convention centers in the SMG network, including facilities in Chicago, Denver, Honolulu, Toronto, as well as San Francisco's world renowned Moscone Convention Center.

Gregg represents SMG's portfolio of more than 14 million square feet of exhibition space, serving as home for nearly ten thousand events and twenty million visitors yearly. Gregg has a unique perspective of the convention and tradeshow industry, instilling the best practices in the industry and managing the SMG "brand" of convention centers much in the same way as international hotel chains.

BOB MCCLINTOCK*

COO and Senior Vice President - Convention Centers

Bob is responsible for the operation of the more than 70 convention centers, and more than 15 million square feet managed by SMG. Bob led the enormously successful transitions at the Cobo Center in Detroit and McCormick Place in Chicago, where SMG commenced operation of almost 4 million square feet of combined exhibitspace and has produced more than $6 million in savings to our municipal partners in the first year of operation. He also led the SMG team that supported the construction and management of the David L. Lawrence Convention Center in Pittsburgh, the largest LEED Gold Certified Convention Center in the US at the time, which was recently awarded LEED-EBOM Platinum status. The Center is the only Convention Center and the largest building in the world to certified at LEED Gold or higher throughout its entire lifespan.

Bob also heads up our corporate support teams for high impact events like the 2009 G-20 Summit in Pittsburgh and the 2012 NATO Summit in Chicago, each of which were the largest gathering of world leaders outside of the United Nations in history. Bob also developed and implemented the industry leading model for Convention Center/ CVB cooperation. After its successful debut as the Denver Alliance, this model has been utilized in a number of markets with great success enhancing the ability of the partners to drive business to the Center and increasing the economic impact from the industry to the community.

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SHAUN BEARD

Senior Vice President - SAVOR

A 25 year hospitality professional who has excelled in the area of food and beverage management, sales and marketing, and the development of hospitality food and beverage leaders. Shaun is the former Regional Vice President with Levy Restaurants, where he oversaw and set strategic direction and development for multiple marquee facilities and businesses throughout the country, including Wrigley Field, Lambeau Field, US Cellular Field, McCormick Place and NASCAR. Prior to his tenure with Levy, Shaun enjoyed 16 successful years with Centerplate where he led the expansion of Centerplate's businesses along with the development of management personnel, which successfully supported and grew these businesses. With the addition of Shaun's leadership, SAVOR will continue to expand on the guest service experience adding diversity of industry knowledge and executive leadership, making SAVOR the preferred choice when selecting a food and beverage provider.

JIM MCCUE

Senior Vice President, Entertainment

A facility management veteran, McCue comes to SMG from Arena Network where he was Senior Vice President. He was integral to North American launch of "Walking with Dinosaurs, The Live Experience" arena tour, one of the most successful family entertainment tours in recent years, winning the Ticketmaster Platinum ticket award in 2008. Prior to that position, he was Senior Vice President for House of Blues/Denver Market, where he supervised all talent buying, marketing, finance, ticketing, sponsorship sales and business development for venues that included: Coors Amphitheatre, Red Rocks Amphitheatre, and Paramount Theatre.

McCue has also held executive positions at the Rose Garden Arena and Palace of Auburn Hills, and has been a Talent Agent for ICM Talent Agency.

GARY MCANENEY

Senior Vice President, Finance and Administration

Gary has spent 20 years in the venue management business. For the past 15 years, Gary has worked for SMG and in his current capacity he is directly responsible for the financial and accounting functions for all SMG facilities. He and his staff are responsible for hiring and training all financial personnel.

Gary provides oversight during the budgeting, funding and month-end processes. Gary also works closely with the facilities in coordinating yearend audits and other year-end reporting required by the client.

Gary also oversees a staff that is responsible for new business proformas and acquisition analysis.

SHAUNA ELVIN

Senior Vice President, Human Resources

Shauna has worked in the Human Resources field for more than 20 years, the past 15 of which with SMG. Shauna oversees all employee relations, recruitment, benefit and compensation matters for SMG. In addition her department works with each SMG venue on a daily basis to ensure Human Resources best practices are in place. The Corporate Human Resources Division is also involved in transitioning employees of newly acquired facilities as smoothly and seamlessly as possible to SMG.

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MICHAEL GODOY

Vice President, Operations

Michael is responsible for pre-opening services for new construction and renovation of existing facilities. He has provided design review and consulted on operational, marketing and event requirements during facility planning, negotiated national contract pricing with vendors (yielding average savings of 5.4%), developed pre-opening operations standards for all SMG facilities, enhanced intranet website to provide existing facilities access to national contract pricing and specifications and oversight of furniture, fixtures and equipment (FF&E) procurement (more than $45,000,000). Mike has overseen the openings of major facilities across the United States, including: BOK Center (Tulsa, OK), Joe Robbie (Dolphins) Stadium, (Miami, FL), FedEx Field (Landover, MD).

SHERRY CHAMBERS

Regional Director of Sales

Sherry Chambers is the Senior Director of Sales for SMG at the Greater Columbus Convention Center and has been working in the hospitality industry for over 30 years. In Columbus she is responsible for a sales team that brings more than 360 events into the Center annually. During her tenure, sporting events have grown from 16 annual events to 72 annual events. In addition, the event days for all groups have gone from 737 in 2001 to 897 in 2012.

Regionally, she mentors 9 additional convention centers in the Midwest encouraging networking and continuity within the SMG family of facilities to bring additional business to these properties.

Sherry has been a community leader serving as president of the Pike County Merchant's Organization, while owning and operating a Bed and Breakfast and general store, on the CVB Board of Directors and chairperson for many community events. She served as president of CSPI (formerly ACME) based out of Washington D.C. Sherry is currently serving on the Advisory Board of the School of Hospitality at Columbus State University.

CRAIG LISTON

Regional General Manager

Craig Liston joined SMG as Director of Finance of the St. Louis Arena in 1992 and was promoted to General Manager of the Grand Center and DeVos Performance Hall in Grand Rapids, MI in 1994. During his tenure in Grand Rapids, he also opened the Van Andel Arena. Liston left SMG in 1998 but rejoined in 2004 as General Manager of the Knoxville Convention Center. In 2007, he became General Manager of the Greater Columbus Convention Center, a 1.7 million square foot facility in Columbus, OH. While there, he also served as a Regional General Manager overseeing other accounts for SMG. In September 2013, he was promoted to Regional Vice President for Convention Centers and now oversees several facilities for SMG including our operations in Columbus, Cleveland, Knoxville, Syracuse, South Bend and others.

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2.B. MAXIMIZE THE GENERATION OF CITY AND BRANSON HOTEL AND MOTEL ROOM OCCUPANCY AND OCCUPANCY TAXES

Through our Convention Center National Sales Division, SMG provides a unique package of corporate sales, marketing and promotional support to all SMG-managed facilities. Our goal is to enhance the image of facilities within the marketplace and generate event activity for the venue and the community. Specifically, SMG is the only firm with a formalized sales effort that mirrors the national hotel brands. We offer 'SMG Branded' direct sales opportunities at industry events throughout the year, and have formal "preferred status" from major meeting and convention planning firms. Moreover, our "Alliance Model" – a highly crafted formal relationship with our CVB and hotel partners – has garnered high praise from every new market we have entered in the past few years. Our proposed marketing approach is detailed later within this response, and validation can be seen in reference letters from our partners. Please take the time to call our clients and partners where we have transitioned either from public service or another management firm to SMG.

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What Our Hotel Partners are Saying

"IF THE PARTNERSHIP WE SHARE WITH THE LOCAL SMG TEAM IS INDICATIVE OF WHAT YOU CAN EXPECT, I CAN THINK OF NO FIRM BETTER SUITED TO LEAD YOUR NEW VENUE TO SUCCESS. I KNOW THAT THEY ALSO PROVIDE A VERY STRONG REGIONAL AND NATIONAL SALES PROGRAM WHICH HELPS GET MORE EXPOSURE FOR OUR MARKET THAN WE MIGHT OTHERWISE SEE. EQUALLY IMPORTANT IS THE LEVEL OF SERVICE OUR MUTUAL CLIENTS RECEIVE ONCE THEY GET HERE."

Bill Mead
Regional Vice President
John C. Macomber Lodge Management, LLC

"IT IS NO COINCIDENCE THAT THE LARGEST, MOST SUCCESSFUL FIRM IN MANAGING CONVENTION CENTERS WAS THE BRAINCHILD OF OUR FOUNDER, A.N. PRITZKER. THE VERY PRINCIPLES THAT GUIDE SMG'S MANAGEMENT STYLE, DEDICATION AND NATIONAL ACCLAIM ARE ALL ROOTED IN THE SAME "HYATT TOUCH" THAT HAS MADE US SUCCESSFUL ... WE EXPERIENCE FIRSTHAND THE LOCAL RELATIONSHIPS AND NATIONAL SUPPORT THAT SMG PROVIDES. LIKE US, SENIOR MANAGEMENT OF SMG HAS PERSONAL RELATIONSHIPS WITH NATIONAL MEETING AND EVENT PLANNERS, OUR MUTUAL AND PROSPECTIVE CLIENTS."

Marc W. Ellis
Senior Vice President Field Operations
Hyatt Hotels & Resorts
7500 E Doubletree Ranch Road
Scottsdale, AZ 85258

"I HAVE WORKED WITH MANY CONVENTION CENTERS IN MY CAREER. IN MY OPINION THIS FACILITY IS RUN VERY WELL FROM CUSTOMER SERVICE TO CLEANLINESS. OUR MEETING PLANNERS CONTINUE TO PROVIDE POSITIVE FEEDBACK ON HOW WELL THE CENTER IS RUN."

Daniel Kaperschmid
General Manager
Hyatt Regency Albuquerque
330 Tijeras NW
Albuquerque, New Mexico 87102

"MY EXPERIENCE AS A HYATT GENERAL MANAGER, WORKING WITH SMG HAS BEEN POSITIVE AND PROFESSIONAL THROUGHOUT. THEIR LEADERSHIP IS COMMITTED TO WORKING WITH NOT ONLY OUR HOTEL, BUT WITH THE ENTIRE HOSPITALITY COMMUNITY IN AN EFFORT TO BETTER SERVE CUSTOMERS AND DRIVE INCREMENTAL BUSINESS INTO THOSE COMMUNITIES. FROM GENERAL MANAGER JOHN WILUSZ, TO REGIONAL GENERAL MANAGER CRAIG LISTON TO SENIOR VICE PRESIDENT GREGG CAREN; THE SMG TEAM CONTINUES TO BE A SOLID PARTNER FOR HYATT HOTELS."

Tom Dean
General Manager
Hyatt Regency Columbus
350 N. High Street
Columbus, OH 43215

STRATEGIES RESULTING IN INCREASED UTILIZATION, ROOM NIGHT GENERATION, OR ECONOMIC IMPACT

Please refer to the Case Studies provided on the following pages of our managed facilities for numerous examples, both qualitative and quantitative, of our successful strategies for increased efficiencies and impact in our management services. Additional results can be furnished upon request.

The Evansville Auditorium and Convention Centre (The Centre)

EVANSVILLE, INDIANA

- 2571 Seat Auditorium
- Permanent proscenium stage
- 12-1,000 sq. ft. meeting rooms with sub divisible walls
- 13,300 sq. ft. column free ballroom with sub divisible walls to 4 spaces
- 36,000 sq. ft. carpeted, column free, exhibition hall divisible to 2 spaces
- 280,000 sq. feet for conferences, trade shows, entertainment, and social events

The Centre, an SMG managed facility located in downtown, is Evansville's only auditorium and convention centre and is just 10 minutes from The Evansville Regional Airport.

Prior to the renovations and re-dedication in 2000, the location was referred to as the Vanderburgh Auditorium. The Vanderburgh County Commissioners felt the need for greater space and facility with the anticipation of growth and expanded revenue in the downtown area. The original Vanderburgh Auditorium was razed with the exception of the stage and underground dressing rooms. The four year project yielded a modern day state-of-the-art facility with wide-open spaces, versatility and accessibility with present day amenities. The impressive $40 million dollar, 280,000 square-foot facility offers affordable, flexible space and in-house services including catering, audio/visual, marketing agency services and full –service event coordination. The Centre is the third largest convention facility in Indiana.

SMG Facility Management Company, selected in January, 2001 to manage The Centre, set in motion policies and procedures to become a productive team of marketing, sales, operations and finance bringing many well known artists and interested groups to the venue.

The 2,571 seat auditorium has hosted such acts as Bill Cosby, Jerry Seinfeld, David Copperfield, Jason Aldean, Tony Dungy, Daughtry, and many other well-known artists. The lists goes on with many more including exciting family shows such as Wiggles, Sesame Street, Wizard of Oz, Discover the Dinosuars, and Disney Live to name a few, along with our own Centre'd on Kids series offered to the local schools. A six-show Broadway Series is held annually in The Centre Auditorium with shows ranging from Mamma Mia and Hairspray to Mark Twain tonight. A variety of entertainment is a major focus of the Centre for the greater Evansville community.

The staff at The Centre is committed to a professional, efficient venue management team which supports Evansville's recreational, conference, and entertainment needs with dependable, high quality services.

SIGNIFICANT ACHIEVEMENTS:

- In 2006 The Evansville Auditorium & Convention Centre, known as "The Centre", won the top Industry Award and was recognized with a Prime Site Award as one of the top entertainment and meeting facilities in North America by the industry publication Facilities Magazine.
- The Centre continues to increase the number of events hosted with 210 events in 2010 and 226 events in 2011.
- Continue to decrease the deficit at the Centre to $286,000 for FY 2011, even though the convention hotel closed in 2009. In 2009 the last year of the hotel, the deficit was $27,000. Under budget for 7 straight years.

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C.1.0 The City's Goals and Objectives and Supporting Detail Regarding SMG's Ability to Meet Them

- Host of The largest annual Right to Life Banquet in the Midwest since 2002 with attendance of more than 2,200
- SMG staff has played a vital role in the community as participating members of community focused organizations such as the Rotary Club, Kiwanis, Chamber of Commerce, and CVB. Membership is held in state organizations with IMPI and ISAE, and national organizations including RCMA, ASAE, MPI, IAEE and IAVM.

SIGNIFICANT HIGHLIGHTS:

- The Centre hosts annual charitable and social events including the United Way campaign breakfast, March of Dimes Signature Chef's Event benefiting research for premature births, Evansville Blind Association fundraiser gala, Indiana Business Diversity Council meeting and tradeshow supporting growth in diversity businesses, and the local NAACP fundraiser dinner benefiting minorities.
- In 2004 hosted Vice President Dick Cheney as a guest speaker.
- In 2007 The Centre hosted former Secretary of State General Colin Powell as guest speaker.
- In 2003 hosted the first North American Leadership Conference of the Church of God of Prophecy.
- In 2003, 2004 and 2005 host of the Heartland Dental Convention.
- Host of the International Apostolic World Christian Fellowship Annual Conference 2003-2009.
- Host of the annual Midwest cheerleading event, Jamfest
- In 2004 and 2007 host of the Indiana Associations of Cities & Towns Convention
- In 2004 host of the Association of Indiana Counties Convention
- In 2006 and 2007 host of the Indiana Rural Health Association Conventions
- In 2008 host of the Indiana Farm Bureau Convention
- Hosted the General Association of General Baptists Convention on numerous occasions. 2009 being the latest.
- Host of the Illinois Oil and Gas convention since 2007
- Host of a Taste of Home Women's conference from 2006-2010
- Host annual Golf Shows, Food shows(6), a Home show, and the annual Chamber Expo in our exhibit hall
- Host Old National Bank's 100 Hundred Men who Cook event annually. This event has a different benefiting charity each year.

Wilmington Convention Center

WILMINGTON, NORTH CAROLINA

- 107,000 total sq. ft. of venue space
- 30,000 sq. ft. Exhibit Hall
- 12,000 sq. ft. Ballroom, divisible into 6 rooms
- 5,700 sq. ft. meeting rooms-total 8 rooms
- 11,700 Event Lawn
- 578 space attached parking facility

The Wilmington Convention Center opened in November 2010 and serves the southern US, North Carolina, and Wilmington as a leading destination for a multitude of events in prime convention space.

The Center complex is located on the north side of the City of Wilmington's downtown core along the bank of the Cape Fear River. The City's River walk, spanning 2 miles, was extended around portions of the Center and links the Center to Wilmington's vibrant historic district.

The Center features a dramatic interior design including red cedar wooden walls and ceilings; reminiscent of its celebrated regional use in boat building. This beautiful showpiece is enhanced by its extraordinary maritime themed art collection reflecting local artists and industry from the past that shaped Wilmington's future.

SMG began work with the City of Wilmington in 2006 and contracted in November 2008 for pre-opening consultation services regarding design and engineering, marketing development, equipment identification and procurement, and advisement on overall operational aspects of management.

In November 2010, the City of Wilmington executed a three year contract for facility management with two additional one-year options. Added responsibility to the SMG agreements were the Food & Beverage operation in the Center, the 11,700 sq. ft. Event Lawn (Park Space), and the 578 space attached Parking Deck.

SMG Responsibilities:

PRE-OPENING:

Advised on design elements and technical aspects during the construction period. Provided FF&E consultation services (furniture, fixtures and equipment) for $2 million of equipment including: specification, quantity, selection and procurement. Developed of an FF&E list and specifications for one half million dollars of food and beverage equipment.

MANAGEMENT:

Enhance operational excellence by providing daily administrative oversight, open & steady interaction with customers and vendors, regular financial reporting to the owner, integration of safety and LEED practices with facility users and employees for greater environmental quality.

MARKETING:

Engage in advertising, solicitation and promotional activities in solid coordination with the Wilmington Convention & Visitors Bureau to maximize the economy, facility revenues, and cultivate broad community support.

ACCOMPLISHMENTS:

- Aided the City in FF&E expenditures, resulting in spending well under-budget.
- Provided advanced and future bookings exceeding the expectations of the new facility.

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Peoria Civic Center

PEORIA, ILLINOIS

- 110,000 sq. ft. exhibition halls
- 27,000 sq. ft. Ballroom
- 17,000 sq. ft. of meeting space
- 15 meeting rooms
- 12,000 seat Arena
- 2,200 seat Theater

Managed by SMG since 1990, the Peoria Civic Center is the centerpiece of downtown Peoria and is regarded as both an economic generator and a magnet for entertainment and meetings of all types.

The Civic Center is located halfway between Chicago and St. Louis on the banks of the Illinois River. The facility is within walking distance of several hotels, restaurants, shops and a beautiful Riverfront that offers year-round activities in downtown Peoria.

The Civic Center is a three building complex that was designed by nationally renowned architect Philip Johnson. A glass arcade connects the 12,000 seat Arena, 2,200 seat Theater, 110,000 sq. ft. of continuous exhibit space, and 27,000 sq. ft. Ballroom. There are 15 additional breakout rooms totaling 17,000 sq. ft.

In June 2005, the Civic Center broke ground on a $55 million expansion and renovation project. It is estimated that more than 100 local jobs per month were created during the life of the Revitalization project.

Much of the new space opened in Spring 2007 with a final completion date of October 2007. This Revitalization project makes the Civic Center the largest convention facility in downstate Illinois with more than 900,000 sq. ft.

The Civic Center hosts more than 350 events each year drawing nearly 1,000,000 annual visitors.

The Civic Center staff is committed to providing the highest level of service to its sporting and performing arts tenants as well as the convention and meeting clients that utilize the facility.

SMG ACHIEVEMENTS:

- The Peoria Civic Center generates about $134 million in annual economic activity for Peoria.
- Six new flat-screen TVs demonstrate SMG's commitment to working with the Peoria Civic Center Authority to acquire the necessary technology needed for a successful public assembly facility.
- SMG is very active in local community initiatives, some examples include:
- The District 150 Public Schools "Celebrating Our Success" showcase
- The Mitchell J.J. Anderson All Star Basketball Camp
- The Salvation Army "Share the Spirit" toy giveaway program
- The Urban League "Youth Doing the Right Thing" program to recognize local students' achievements
- A partnership with Harrison Primary School which includes financial donations (for uniforms or other items as determined by the school), participation in special reading programs, and ticket donations to YouTheater performances.

SIGNIFICANT HIGHLIGHTS:

- Bradley University Men's Division I Basketball and AHL Rivermen Hockey share the Arena with a host of family shows and concerts.
- Three local performing arts tenants maintain a busy calendar at the Theater.

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» Andrew Lloyd Webber's "Phantom of the Opera" played its first downstate Illinois performances in the Civic Center Theater drawing fans from a multi-state region. There were 32 shows held during 4 weeks, with 63,000 tickets sold.

Facility Statistics:

GREAT HALL:

» The Great Hall was designed to be the largest interior space in downtown Peoria. It's 65 feet tall, which is more than 6 stories from the floor to the ceiling.
» The Great Hall was carefully located over the existing lower level truck dock in order to minimize the additional structural loads over that area – thereby reducing the need for additional columns
» New entrance into the Arena from the Great Hall. This opening will help diminish the crowds and lines in the Arena concourse by offering patrons the opportunity to use the Great Hall restrooms and concessions.
» The interior color palette of the Great Hall is based on the local colors of the nearby Illinois Riverbed and cut stone. Layered and striated colors compliment the existing building's color palette and continue the theme of the Civic Center's Riverfront location.

CONCESSIONS AREA BY THE GREAT HALL:

» New concessions area was designed to be 2-sided, serving patrons in the Arena and the Great Hall with 14 points of sale.

WIRELESS CAFE:

» The Verizon Wireless Internet Café allows patrons to access the internet for free via their laptops.

ARENA:

» Arena capacity 12,248; Basketball setup 11,100; Hockey setup 9,400
» The Arena is home to the Bradley University men's basketball team and the Peoria Rivermen hockey team
» 500 sections of insulated floor allow the ice to remain and basketball or concert set-up to be placed on top of the ice.
» It takes 30 workers 6 hours to change from ice to basketball or concert.
» For rodeos and monster trucks, approximately 80 truckloads of dirt are brought in.
» Event highlights: IHSA Boys' Basketball Tournament, World's Toughest Rodeo, Harlem Globetrotters, Monster Trucks, Disney on Ice, Ringling Brothers & Barnum and Bailey Circus, and for concerts The Eagles, Aerosmith, Elton John, Kenny Rogers, George Strait, Van Halen, New Kids On The Block, Metallica, Alan Jackson, Limp Bizkit, Nickelback, Kenny Chesney, Kiss, Cher
» Two of the old, smaller Arena concession stands along Jefferson Avenue were transformed into two new women's restrooms to help minimize restroom lines for women at Arena events. There are now four women's restrooms along the Jefferson Avenue side of the Arena, with a total of 26 facilities in that area.
» The Civic Center also remodeled three of the existing women's restrooms in the Arena with new floor tile and textured wall paint.

MEZZANINE LEVEL (MID-POINT ESCALATOR LANDING) AND 4TH FLOOR BALLROOM:

» Beyond the glass door, is a new Club Room and four sponsored Arena suites.
» The 4th floor Ballroom & flexible meeting space is 27,000 sq. ft.
» This new space gives the Civic Center a new total meeting space of 45,000 sq. ft. (including Meeting Rooms 134-222)
» 27,000 sq. ft. of new flexible meeting space:
  - Can be used as one large ballroom that accommodates 1,600 people or it can be divided into 9 separate meeting rooms
  - There is 12,000 sq. ft. of pre-function space on the 4th floor in the hallways outside the Ballroom/flex meeting space
» The 4th floor features two coat check areas, high finish restrooms, a "Green Room" dressing room for an entertainer, and high-tech audiovisual capabilities.
» Patrons can walk out onto the balcony, which overlooks the Peoria River Front and O'Brien Field, home of the Peoria Chiefs minor league baseball team.

Lynnwood Convention Center

LYNNWOOD, WA

Opened in April 2005, the Lynnwood Convention Center is situated in the heart of Washington's aerospace, high-tech and bio-med corridors. 15 minutes north of downtown Seattle, the Lynnwood Convention Center offers an affordable, first-class facility for meetings, social gatherings and conferences. The Center is the cornerstone of Lynnwood's New City Center project.

Total Building Area:

- 53,985 sq. ft.
- 34,000 total sq. ft. of functional exhibition & meeting space
- 600 FREE parking spaces on site
- 11 meeting rooms
- 950-person dining capacity
- 1,200-seat capacity for general session

SMG Provide Services:

- Pre-Opening - Procurement of $1.5 million of FF&E on behalf of owner prior to the grand opening of the $28 million dollar project; Providing owner, construction project manager and design team with convention industry standards relating to operating and marketing the facility; Creation of the Lynnwood Marketing Cooperative with community stakeholders to generate leads and room nights in the local/regional meeting market.
- Current – Full Facility Management Services and Food & Beverage Management
- Contract Status – Initially contracted for 3 years in 2005; Renewed for 2 more years in 2008; Renewed for 5 years in 2010, with a 5 year renewal option in 2015.

SMG Achievements:

- Reduced subsidy every year since 2007.
- Finished 2010 with the highest revenues, lowest subsidy, and highest customer service ratings in the facility's history.
- In 2010, Lynnwood Convention Center events generated $17.3 Million in direct and indirect economic impact.

SMG Community Involvement:

- SMG is active in a number of community organizations and initiatives to include:
- Snohomish County Tourism Bureau, Board Membership
- South Snohomish Chamber of Commerce, Board Membership
- Edmonds Community College Hospitality Management Program, Advisory Committee
- United Way of Snohomish County, Board Membership
- Big Brothers Big Sisters of Snohomish County, Board Membership
- Snohomish County Lodging Association
- Lynnwood Tourism Advisory Committee
- Lynnwood Arts Commission

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Palm Springs Convention Center

PALM SPRINGS, CALIFORNIA

- 92,000 sq. ft. of column-free carpeted exhibit space (expandable to 112,000 w/ columns)
- 34,000 sq. ft. of meeting space including a 20,000 ballroom
- Adjoining 410 room hotel featuring an additional 30,000 sq. ft. of meeting space sq. ft. of meeting space including a 20,000 ballroom

SMG is responsible for operating the Palm Springs Convention Center, Bureau of Tourism and the Palm Springs Visitor Center, on behalf of the City of Palm Springs. The Palm Springs Convention Center is considered an ideal destination for associations and corporations hosting meetings, conventions, exhibitions and trade shows.
The Center offers a casual but elegant setting surrounded by world-class hotels, intimate inns, fine restaurants, shopping and easy five minute access to Palm Springs International Airport, America's "Resortport."

SMG ACHIEVEMENTS:

- Winner of the Association Meetings Inner Circle Award for Excellence
- With the support of local tourism partners, directed and completed a comprehensive 18 month study of existing and potential visitors for use in planning targeted and effective marketing programs.
- Re-organized the operations of the Convention Center, Bureau of Tourism and Visitor Center to integrate the various operations for improved efficiency in operations and customer service.
- Confirmed event bookings that will generate an additional 54,000 room nights in future years.
- Received an average 4.6 rating on a 5 point scale for customer service / satisfaction based on client surveys.
- Since SMG began managing the facility, the operation has exceeded all budgetary goals established by the City of Palm Springs.
- SMG has initiated a number of innovative programs such as the Best of the Best Awards, to recognize front line employees across the spectrum of businesses associated with the tourism community that interface with the City's visitors; numerous recycling efforts, and "Green Meeting" initiatives.
- The Center staff and its subcontracted partners have participated in numerous activities that support causes important to the local community, including:
  - Host site for the Annual Palm Springs International Film Festival Gala, the Desert Aids Project Steve Chase Awards and the Well in the Desert Holiday Party for the underprivileged as well as many other important events.
  - Staff participates as board members and officers in local organizations such as the Chamber of Commerce and Rotary Club.
  - "Trash to Treasure" program diverts usable exhibitor give away products to local schools and senior center rather than discarding them.
  - Participation in work experience and internship programs with College of the Desert, Riverside County Office of Education and Workforce Investment Board promoting hospitality careers.

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Opened in January of 2009, and nestled in the heart of Southwest Florida on the shores of the Peace River, the Charlotte Harbor Event & Conference Center offers 44,000 square feet of event space, pristine water front views, top food service management for events of all sizes and budgets, and a heart-felt welcome from our community. If you can imagine it, we can make it happen: consumer expos and trade shows, sports tournaments, regional and national conventions, weddings, formal gatherings, and everything in between.

Total Building Area:

- 44,000 sq. ft.
- 19,800 sq. ft. Hibiscus Hall
- 4 breakout rooms of 980 sq. ft. each
- 1,000 person dining capacity
- 1,800 seating capacity for concerts or general sessions
- 15 theatrical linesets for touring events and other productions

SMG Achievements:

- Greatly reduced the Event Center's subsidy and exceeded budgetary goals in first year of operation.
- Reorganized Event Center operations for improved efficiencies while maintain and surpassing customer service levels with increased event loads.
- Established a previously absent, sales and marketing plan for the Event Center to increase bookings and ancillary income.
- SMG has demonstrated active community involvement through membership in the Charlotte County Chamber of Commerce, Punta Gorda Chamber of Commerce, Charlotte County Young Professionals, Punta Gorda Kiwanis Club, and leadership roles in the Charlotte County Sports Commission and Charlotte County Boys & Girls Club.
- 308 events and attendance of more than 96,000 in fiscal year 2010

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SMG Client Experience

SMG is the leading facility management firm in the world, managing more than 233 venues. With such a large number of clients and varying facility types, a full listing of client contacts and individual contractual agreements would be prohibitive. The majority of our clients are contracts consisting of full service management, encompassing administration, operations, marketing, and financial responsibility. We have provided several references of similar size and scope of venue and or market for your inspection. Should you require additional information, it will be made available upon request.

Convention Center Clients

			Sq. Ft. Exhibition Space				
McCormick Place	Chicago	IL	2,600,000	Savannah Int'l Trade and Convention Ctr.	Savannah	GA	100,000
Reliant Center	Houston	TX	1,484,000	Fresno Convention Center	Fresno	CA	96,000
Direct Energy Centre	Toronto	ON	1,000,000	Shreveport Convention Center	Shreveport	LA	95,000
Moscone Center	San Francisco	CA	738,000	Ontario Convention Center	Ontario	CA	90,000
Cobo Center	Detroit	MI	722,000	El Paso Convention Center	El Paso	TX	80,000
Pennsylvania Convention Center	Philadelphia	PA	679,000	Prime F. Osborn III Convention Center	Jacksonville	FL	78,500
Colorado Convention Center	Denver	CO	584,000	Montego Bay Convention Centre	Montego Bay	Jamaica	77,000
Salt Palace Convention Center	Salt Lake City	UT	515,000	American Bank Center Convention Ctr.	Corpus Christi	TX	76,000
Atlantic City Convention Center	Atlantic City	NJ	500,000	SeaGate Convention Centre	Toledo	OH	75,000
Greater Columbus Convention Center	Columbus	OH	426,000	Wildwoods Convention Center	Wildwood	NJ	73,000
TD Convention Center	Greenville	SC	368,000	Miami Convention and Conference Center	Miami	FL	72,000
David L. Lawrence Convention Center	Pittsburgh	PA	313,400	Irving Convention Center	Irving	TX	70,000
South Towne Exhibition Center	Salt Lake City	UT	243,000	Kansas Expocentre	Topeka	KS	68,000
Long Beach Convention Center	Long Beach	CA	224,000	The Oncenter - Nicholas J. Pirro Conv. Ctr.	Syracuse	NY	65,000
DeVos Place	Grand Rapids	MI	202,000	Century Center	South Bend	IN	61,600
Broward County Convention Center	Fort Lauderdale	FL	200,000	Meadowlands Exposition Center	Secaucus	NJ	61,000
Cleveland Convention Center	Cleveland	OH	200,000	Nassau County Expo Center	Uniondale	NY	60,000
Dena'ina Civic and Convention Center	Anchorage	AK	200,000	Ford Park	Beaumont	TX	50,000
Hawaii Convention Center	Honolulu	HI	200,000	Ogden Eccles Conference Center	Ogden	UT	50,000
Festival Hall at Navy Pier	Chicago	IL	170,000	Sioux Falls Convention Center	Sioux Falls	SD	50,000
Albuquerque Convention Center	Albuquerque	NM	167,000	Osceola Heritage Park	Kissimmee	FL	48,000
Mercedes-Benz Superdome Conv. Ctr.	New Orleans	LA	166,000	Pontchartrain Center	Kenner	LA	47,000
Puerto Rico Convention Center	San Juan	PR	152,700	Pershing Center	Lincoln	NE	45,000
Charleston Area Convention Center	Charleston	SC	135,000	Jekyll Island Convention Center	Jekyll Island	GA	45,200
Palm Springs Convention Center	Palm Springs	CA	130,600	William A. Egan Civic and Convention Ctr.	Anchorage	AK	45,000
Jackson Convention Complex	Jackson	MS	128,000	Francis Marion Exhibition Hall	Florence	SC	44,500
Knoxville Convention Center	Knoxville	TN	120,000	The Hall at the Dow Event Center	Saginaw	MI	42,500
Peoria Civic Center	Peoria	IL	110,000	The Centre, Evansville	Evansville	IN	38,000
Hampton Roads Convention Center	Hampton	VA	102,000	Lynnwood Convention Center	Lynnwood	WA	34,000
Cox Business Center	Tulsa	OK	102,000	Valdez Hall	Fresno	CA	32,000
Baton Rouge RiverCenter	Baton Rouge	LA	100,000	Edgar H. Wilson Convention Centre	Macon	GA	30,800
Cabarrus Events Center	Concord	NC	100,000	Iowa State Center	Ames	IA	30,000
Cox Convention Center	Oklahoma City	OK	100,000	Wilmington Convention Center	Wilmington	NC	30,000
DCU Center	Worcester	MA	100,000	Charlotte Harbor Event & Conference Ctr.	Punta Gorda	FL	20,000
Arthur R. Outlaw Mobile Convention Ctr.	Mobile	AL	100,000				
Rhode Island Convention Center	Providence	RI	100,000				

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Stadium Clients

			# of Seats
Mercedes-Benz Superdome	New Orleans	LA	76,000
EverBank Field	Jacksonville	FL	73,000
Reliant Stadium	Houston	TX	71,500
Reliant Astrodome	Houston	TX	70,000
Soldier Field	Chicago	IL	62,000
Wroclaw Stadium	Wroclaw	Poland	42,000
Baseball Grounds of Jacksonville	Jacksonville	FL	7,200
Banner Island Ballpark	Stockton	CA	5,000
Stadium at Devon and Kedzie	Chicago	IL	2,200

Arena Clients

Phones 4U Arena	Manchester	UK	21,000
Smoothie King Arena	New Orleans	LA	19,711
BOK Center	Tulsa	OK	19,200
Chesapeake Energy Arena	Oklahoma City	OK	19,000
Nassau Veterans Memorial Coliseum	Uniondale	NY	18,100
Coliseo de Puerto Rico	San Juan	PR	18,000
Times Union Center	Albany	NY	17,500
Save Mart Center	Fresno	CA	16,182
John Paul Jones Arena	Charlottesville	VA	16,000
Cox Convention Center	Oklahoma City	OK	15,000
INTRUST Bank Arena	Wichita	KS	15,000
Pinnacle Bank Arena	Lincoln	NE	15,000
DCU Center Arena	Worcester	MA	14,800
Jacksonville Veterans Memorial Arena	Jacksonville	FL	14,500
Atlantic City Boardwalk Hall	Atlantic City	NJ	14,500
1st Mariner Arena	Baltimore	MD	14,000
Blue Cross Arena	Rochester	NY	14,000
CenturyLink Center	Bossier City	LA	14,000
Dunkin' Donuts Center	Providence	RI	14,000
Richmond Coliseum	Richmond	VA	13,553
Long Beach Arena	Long Beach	CA	13,500
North Charleston Coliseum	North Charleston	SC	13,295
Konig-Pilsener Arena	Oberhausen	Germany	13,000
First Direct Arena	Leeds	UK	12,500
Petersen Events Center	Pittsburgh	PA	12,500
Idaho Center	Nampa	ID	12,279
Van Andel Arena	Grand Rapids	MI	12,100
Baton Rouge RiverCenter Arena	Baton Rouge	LA	12,000
Peoria Civic Center	Peoria	IL	12,000
Stockton Arena	Stockton	CA	12,000
Verizon Wireless Arena	Manchester	NH	11,770
Selland Arena	Fresno	CA	11,300
Metroradio Arena	Newcastle	UK	11,000
American Bank Center	Corpus Christi	TX	10,500
Silver Spurs Arena	Kissimmee	FL	10,500
Mobile Civic Center	Mobile	AL	10,112
Florence City County Civic Center	Florence	SC	10,000
Landon Arena	Topeka	KS	10,000
Laredo Energy Center	Laredo	TX	10,000
BMO Harris Bank Center	Rockford	IL	10,000
Odyssey Arena	Belfast	N Ireland	10,000
Pensacola Bay Center	Pensacola	FL	10,000
Oslo Spektrum	Oslo	Norway	9,700
Bank of Kentucky Center	Highland Heights	KY	9,400
Macon Centreplex Coliseum	Macon	GA	9,250
George M. Sullivan Sports Arena	Anchorage	AK	9,046
Santander Arena	Reading	PA	9,000
Ford Park Arena	Beaumont	TX	8,500
Mohegan Sun Arena at Casey Plaza	Wilkes-Barre	PA	8,500
Big Sandy Superstore Arena	Huntington	WV	8,101
Humacao Arena	Humacao	PR	8,000
Huntington Center	Toledo	OH	8,000
Reliant Arena	Houston	TX	7,800
The Arena at The Dow Event Center	Saginaw	MI	7,600
Pershing Auditorium	Lincoln	NE	7,500
Covelli Centre	Youngstown	OH	7,000
Eastern Kentucky Expo Center	Pikeville	KY	7,000
Sioux Falls Arena	Sioux Falls	SD	7,000
The Oncenter - War Memorial Arena	Syracuse	NY	7,000
John A. Carlson Center	Fairbanks	AK	6,100
Cambria County War Memorial Arena	Johnstown	PA	6,000
Meridian Centre	St. Catharines	ON	6,000
ShoWare Center	Kent	WA	6,000
Canton Memorial Civic Center	Canton	OH	5,500
Hershey Centre	Mississauga	ON	5,500
Rogers K-Rock Centre	Kingston	ON	5,200
Cabarrus Arena and Events Center	Concord	NC	5,200
Five Flags Center Arena	Dubuque	IA	4,800

Theater and Performing Arts Center Clients

			# of Seats
Bellco Theatre	Denver	CO	5,000
James L. Knight Center	Miami	FL	4,600
Arie Crown Theater	Chicago	IL	4,249
Landmark Theater	Richmond	VA	3,667
Terrace Theater	Long Beach	CA	3,051
Shreveport Municipal Auditorium	Shreveport	LA	3,007
Moran Theater	Jacksonville	FL	2,979
Stephens Auditorium	Ames	IA	2,747
Macon City Auditorium	Macon	GA	2,688
William A. Egan Center Theater	Anchorage	AK	2,500
Larry Aiken Theater	Evansville	IN	2,500
Abraham Chavez Theater	El Paso	TX	2,500
American Bank Center - Selena Auditorium	Corpus Christi	TX	2,500
Plaza Theater	El Paso	TX	2,410
DeVos Performance Hall	Grand Rapids	MI	2,400
Akron Civic Theatre	Akron	OH	2,400
Saroyan Theater	Fresno	CA	2,353
Bridgewater Concert Hall	Manchester	UK	2,341
Coronado Performing Arts Center	Rockford	IL	2,300
Hanover Theater for the Performing Arts	Worcester	MA	2,300
Kiva Auditorium	Albuquerque	NM	2,300
The Theater at the Dow Event Center	Saginaw	MI	2,275
North Charleston Performing Arts Center	North Charleston	SC	2,260
Sands Bethlehem Event Center	Bethlehem	PA	2,250
Peoria Civic Center Theater	Peoria	IL	2,200
The Oncenter - Crouse Hinds Theater	Syracuse	NY	2,117
Bob Hope Theatre	Stockton	CA	2,042
Mobile Civic Center Theater	Mobile	AL	1,950
Saenger Theater	Pensacola	FL	1,921
RiverCenter for the Performing Arts	Baton Rouge	LA	1,900
Cox Business Center	Tulsa	OK	1,900
Baths Hall	Scunthorpe	UK	1,900
Jacoby Symphony Hall	Jacksonville	FL	1,800
Satander Performing Arts Center	Reading	PA	1,800
Wagner Noël Performing Arts Center	Odessa	TX	1,800
Richmond CenterStage Carpenter Theater	Richmond	VA	1,800
National Theatre	Washington	DC	1,676
Charlotte Harbor Event & Conference Ctr.	Punta Gorda	FL	1,500
York Barbican	York	UK	1,500
Mill Volvo Tyne Theater	Newcastle	UK	1,050
Paramount Theater	Charlottesville	VA	1,040
Centro de Bellas Artes	Humacao	PR	1,000
Peery's Egyptian Theater	Ogden	UT	855
Center Theater	Long Beach	CA	825
Plaza Theater	Palm Springs	CA	800
Five Flags Theater	Dubuque	IA	700
Orpheum Theater	Sioux Falls	SD	680
PLAYHOUSE Whitley Bay	North Tyneside	UK	630
Terry Theater	Jacksonville	FL	600
The Oncenter - Carrier Theater	Syracuse	NY	463
Fisher Theater	Ames	IA	450
Plowright Theatre	Scunthorpe	UK	354
Palm Canyon Theater	Palm Springs	CA	230
Richmond CenterStage Gottwald Playhouse	Richmond	VA	200
The Oncenter - BeVard Studio	Syracuse	NY	162

Outdoor Amphitheater Clients

CMAC	Canandaigua	NY	15,000
Ford Pavilion	Beaumont	TX	14,000
Idaho Center	Nampa	ID	11,000
Koka Booth Amphitheater	Cary	NC	7,000
Davis Park	Rockford	IL	5,000
McKelligon Amphitheatre	El Paso	TX	1,503

2/6/13

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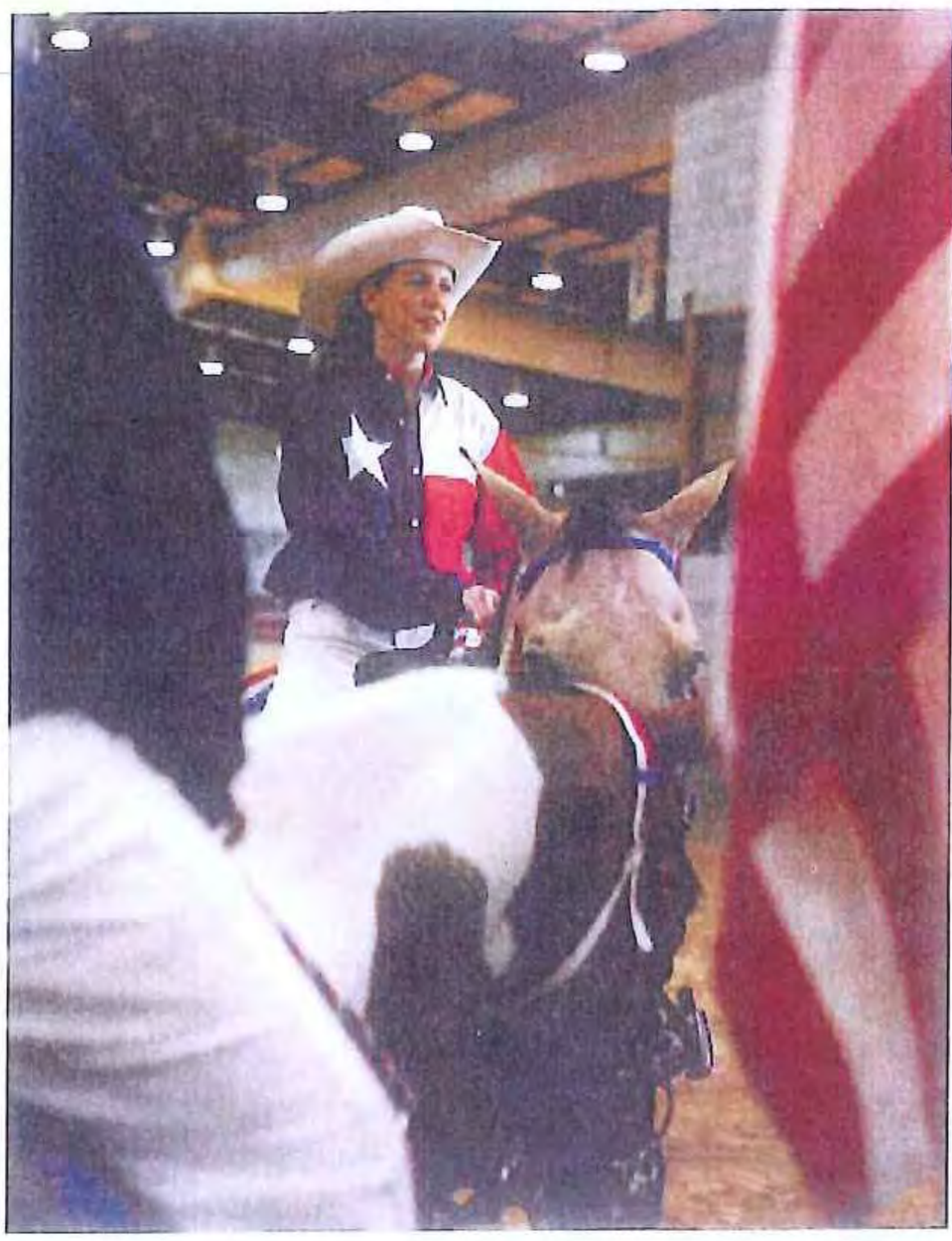
Equestrian + Specific Use

Equestrian Center Clients

Cabarrus Arena and Events Center	Concord	NC
Idaho Horse Park	Nampa	ID
Jacksonville Equestrian Center	Jacksonville	FL
Kansas Expocentre Agricultural Hall	Topeka	KS
Osceola Heritage Park	Osceola	FL

Specific-use Clients

Ben Boeke Ice Rink	Anchorage	AK
Dempsey Anderson Ice Rink	Anchorage	AK
Global Center for Health Innovation	Cleveland	OH
Idaho Sports Center	Nampa	ID
Millennium Youth Entertainment Complex	Austin	TX
North Central Recreation Center	Johnstown	PA
Oak Park Ice Arena	Stockton	CA
Scheman Continuing Education Building	Ames	IA



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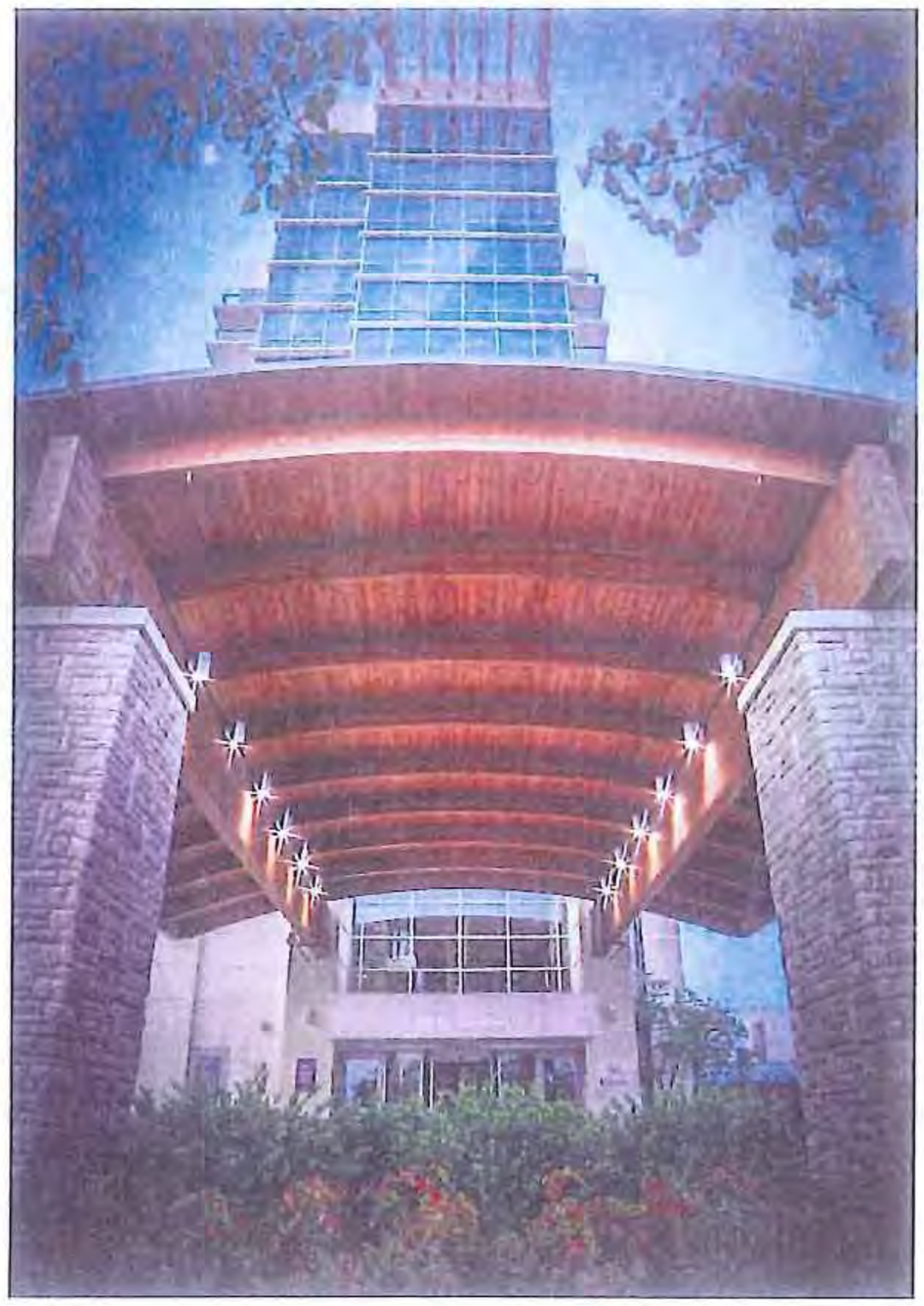
2.C. DEVELOP AND MARKET PRODUCTS AND SERVICES ASSOCIATED WITH THE BCC

One of the highest compliments a meeting planner can pay to a venue and management team is that the facility was easy to do business with. Being easy to do business with means offering the breadth of services desired by the meeting planner at a highly perceived value. As the industry leader in convention center management, no one understands that dynamic more than us. We are constantly evaluating both the services we provide at the facilities we manage as well as watching for that next hot button for meeting planners. One of the most critical unique selling propositions (USPs) for SMG is our in-house food and beverage division, "SAVOR..." Like much of what we do, SAVOR follows our hospitality model, providing everything from haute cuisine to healthy concession opportunities, always incorporating local brands, farm-to-fork local procurement, and most importantly, eliminating yet another party to deal with. We think that making the clean break between the public asset – the BCC – and the private investment makes a lot of sense for the City. But we do not believe that the BCC itself requires two firms to manage and provide culinary services. SMG is the only convention center management company that can provide both services, without the need for a third party or affiliate firm to provide catering services.

For instance just look at the changes we've made at McCormick Place in Chicago at the 23rd Street Café and the AMEX Open Card Holder Lounge.



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2.D. PROMOTE THE BUSINESS OF EXISTING LOCAL RESTAURANT AND RETAIL ESTABLISHMENTS AND HELP MAXIMIZE SALES TAX REVENUES

We understand that the destination is the primary draw for event planners to choose Branson as the site for their events. Once we attract the events, we focus on providing the best possible experience to the attendee, which must include experiencing what Branson has to offer. In many of our markets, we will feature local products as part of our food and beverage offerings. We have also established Restaurant Guide Kiosks to promote businesses near the convention center, as well as working with the CVB to provide information on other attractions and destinations in the area.

Immediately upon our assignment in South Bend last year, we began reaching out to signature restaurants and specialty food products like South Bend Chocolate Company. Our offer was simple: to give local establishments the chance to provide signature items that would allow our out of town convention delegates to "SAVOR...South Bend," and also entice guests to then sample more local flavor through specialty shops and restaurants. Likewise, our food service operation for your facility will be branded "SAVOR...Branson." (More on that in the pages that follow!)

Knowing Branson and its rich history built on hospitality, we will make it a point to communicate regularly with business and community leaders. In addition to being a sleek, modern, state of the art venue, the convention center should be an extension of the community, reflecting history and culture – perhaps through permanent or changing exhibits showcasing legends like Peter Engler, and the many other crafters he inspired and helped flourish.

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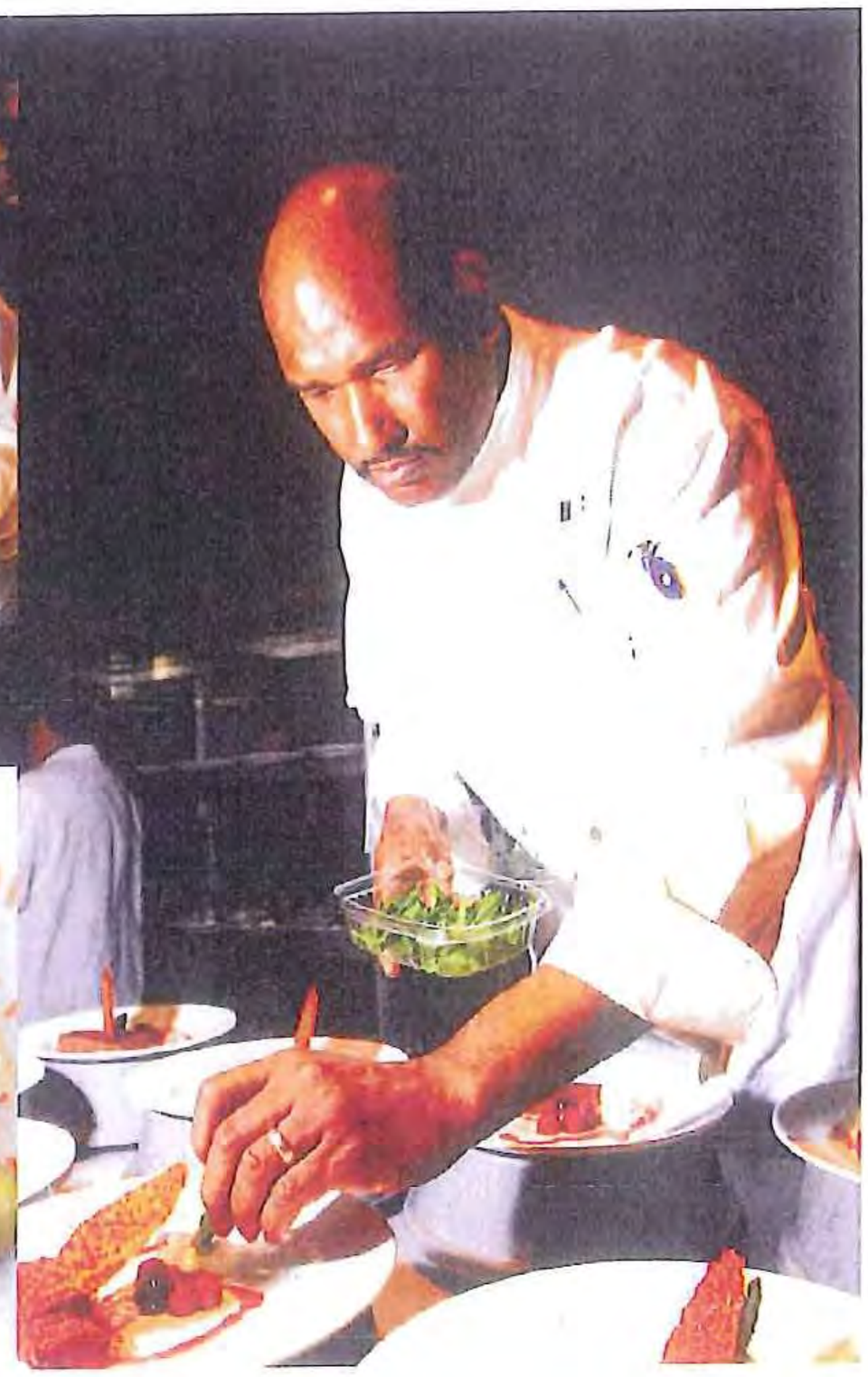
2.E. PROVIDE HIGH QUALITY FOOD AND BEVERAGE SERVICES

Introducing "SAVOR... Branson"

Our objective is to showcase the Food and Beverage operations at the Branson Convention Center as quality focused with unbridled passion to expand the customer experience through our ONE Team, ONE Message, ONE Focus mentality, creative and innovative services and quality menu options. In addition, SAVOR places significant focus on expanding customer service, quality and flexibility while implementing a passionate food and beverage marketing campaign to retain existing business and attract new business in the marketplace resulting in increased pride and economic impact for Branson and the existing area.

Our approach begins with our name SAVOR... Branson. This branding lays the frame work of ensuring SAVOR is fully integrated into the Cities we serve. SAVOR will reach out into the Branson hospitality community and start conversations and form strategic relationships with key food and beverage businesses, suppliers, and other professionals ensuring we deliver the Branson brand better than any other company. SAVOR will connect and promote what makes Branson unique and marketable better than the competition.

Another deliverable of SAVOR is to use and source the best local products to truly represent the best the region has to offer. From local family grocery suppliers to specialty shops, SAVOR will first source the finest local foods and beverages and support through its national suppliers to ensure Branson Convention Center food and beverage services represent Branson as Best-in-Class.



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SAVOR...

MISSION STATEMENT

SAVOR...Branson TASTE, FEEL, AND EXPERIENCE.

We stand committed to high standards of service, product quality, and social responsibility. SAVOR...Branson will implement results driven programs that will deliver world class service, imaginative presentation with an emphasis on flexibility as a means to be responsive to the specific needs of the Center. Our goal is to create a food service experience in alignment with the customers we serve and become the valuable stakeholder which enhances the City's economic vitality and drives the total Branson hospitality experience.

GOALS FOR SAVOR...BRANSON

- One Customer focus – enhancing the guest experience and relationship building within each diverse market segment of these facilities
- Promoting food service at the Branson Convention Center as a valued amenity that drive business
- Providing superior service and the highest quality product in an environmentally responsible manner at a competitive price
- Culinary focus – professional talent providing regional familiarity with trend and socially conscious, crowd pleasing favorites
- Cross promotions of the facilities with local stakeholders by identifying target markets to focus on within the existing business at each facility.
- Community Development – create a local hospitality program and community outreach program

RETAIL FOOD OPERATIONS

- Develop a flexible operating plan for each specialty location within the facility that can be customized to each event that will maximize the opportunities of the food and beverage business.
- Develop, communicate and coordinate retail plan for each event with SMG management and clients
- Focus on quality, research buying habits and preferences, include regional favorites, introduce local specialty partners, identify national brands, incorporate technological conveniences, and provide on-site marketing

EXPAND FOOD AND BEVERAGE LOCAL PARTNERSHIPS WITH THE FACILITIES

CATERING SALES

- Proactively partner with all of the stakeholders sales teams to expand target markets and utilize shared marketing efforts to showcase the facilities and F&B Services.
- Strengthen the operations by implementing promotions, menu development, market analysis/tracking, branding, sales collateral, surveys, website development, client retention/relationship building, personal touch program, standardization, consistent service, involvement in industry-appropriate organizations.
- Operating Responsibly, Living Responsibly – incorporating SAVOR Best Practices – Waste Reduction, Compost Collection, Product Donation, Non-Traditional and Hazardous Waste Recyclables, Environmental Purchasing, Volunteer Programs, Press and Industry Outreach, Partnerships.
- Implement F&B Sponsorships Programs were available
- Competitive pricing – research and compare pricing of local and national competition to evaluate menu pricing and offerings at the Facilities.

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Strategies

CATERING & RETAIL FOOD OPERATION, VALUE CREATION, SALES & MARKETING

At SAVOR, we strive for what we call the "wow" factor – having patrons exclaim that the food was better than they ever expected.

To earn this reputation for our facilities, we focus on presentation, exceptional quality, fresh authentic flavors, flexibility and creative concepts. We treat each facility individually and carefully consider demographics, trends, pricing, integrity, food safety, ethnic and regional choices, marketability and client service.

Collective sales and marketing collaboration to implement and finalize the details of the programs for Branson focusing on each diverse market segment.

Integrated Approach – work in a collaborative effort with the Downtown Business stakeholders to promote our ONE Team, ONE Message, ONE Focus mentality

MARKETING AND ADVERTISING

We know how important marketing and advertising is to growing the business. We will work all of the Branson business stakeholders to support and expand their existing marketing and advertising efforts focusing on programs that will provide consistent presence with an emphasis on the local, social and corporate markets.

Establishing ourselves as a leading community member by advertising, attending local events, joining local clubs and fundraisers and utilizing web based materials. All of our collateral will have a consistent look, as the examples that have been provided. Lots of photos, great angles, little copy and straight to the point and market specific.

Advertising

- Ads in local publications
- Local Chamber/Bureau Directory
- Local Business Journal advertising
- Wedding Magazines
- Direct Mail Postcards to local businesses
- On-line media – Linkedin, Facebook and Myspace SAVOR....pages.
- Website with direct link to SAVOR menu, pricing and packaging

PUBLIC RELATIONS

A press release following each SAVOR worthy event will be sent to the local and industry related media as well as posted on our website(s) and become a part of our menu packet on an 'as client needs' basis. Press releases are a great form of cost effective advertising because they generate media leads that turn into local and trade publication articles.

Participation in industry competitions and awards in industry organizations and trade publications such Venue's Today, Special Events Magazine and CaterSource is also a great form of cost effective advertising that often generates media leads as well. For example – SAVOR...Pensacola recently

took first place in the WSRE Wine and Foods Classic for both best food presentation and booth display.

SAVOR...PENSACOLA HITS A HOME RUN AT THE WSRE WINE & FOODS CLASSIC

Fourteen, high-profile, area chefs offered their finest in hopes to capture the awards for best food presentation and booth display. The event was baseball themed and judging was conducted by former, professional baseball players..

PROMOTIONAL EVENTS AND PRESENTATIONS

We deal directly with the decision makers with most of our business. The decision process consists of our presentation of our menu options, presenting our value, tasting our product, site visits to our location and interaction with our friendly staff. All of these add value to our product and will assist in the decision making process.

In conjunction with the facility, host open houses and promotional events for specific target audiences as well as work with SMG Management and other local stakeholders to be a part of FAM trips to demonstrate the capability of each space and food service. We will host promotional events, in conjunction with the Branson Convention Center, on a regular basis such as a progressive reception and dinner utilizing multiple spaces of the facilities for local meeting planners and planning committees for social events in the city fully decorated so they can visualize and experience the capabilities of the facility and food service. We would work with our local vendor partners to provide the opportunity to showcase their products and services for décor, specialty product and production which will help control costs for such events

Provide gift bags to show management, event producers, meeting planners consisting of personal favorites, SAVOR goodies, promotional materials and/or gifts. Goodies in the form of homemade desserts and/or specialty items prepared with ingredients from the Chef.

CUSTOMER VALUE CREATION

Creating events within events – develop programs or ancillary events with show managers that they can promote within their event to increase attendance and promote value both to the customer and the Show Manager – example for retail food operations – create custom value packages for attendees that correspond to the theme of the show or identifies with the target base of the show. Offering family meal packages for the Branson Boat Show would add value for families to

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come to the show and stay for a meal. Resulting in increased attendance for the show and increased revenue for the Convention Center. Work in conjunction with Show Management promotions – radio and print ads to promote

Host hospitality events specifically targeted to existing and potential customers during site visits to introduce and promote the SAVOR...Branson brand.

Supplemental Marketing –marketing events on the SMG/SAVOR web site (s) – tie into custom show site within web site. Promote events on all social media programs. Promote and market ancillary events to keep clients/attendees in the building and at the show. Custom marketing at retail food operations to promote events.

Establish a client amenity program based on understanding the client's needs and desires in the client or show management office to include personal preferences, such as - daily delivery of a client's favorite treats, or having the Chef showcase signature or new items each day. We understand each client is unique and personal touches mean something different to everyone.

SALES AND MARKETING

- Collaborated sales effort is how SMG/SAVOR delivers extraordinary results:
- Joint sales effort regarding appropriate customer bid detail
- All stakeholders communicate during the bid process to determine the partnering approach in best efforts to land the piece of business
- Joint customer survey evaluation process that emphasizes Branson as a destination
- Customers receive an on-line survey to enhance current and future business
- Joint creative customer solution finding
- SMG/SAVOR takes a solution finding approach to actively show a customer why

PENSACOLA BAY CENTER

SAVOR . . . Pensacola
at Pensacola Bay Center
Catering | Concessions | Special Events

For Immediate Release

Contact: Casey Sparks
850-432-0800
csparks@smgpcola.com

SAVOR Hits a Home Run at the WSRE Event

Pensacola, Fl (October 22, 2012) - WSRE hosted its 24th annual fundraising event at Pensacola Bay Center on Sunday, October 21. Fourteen, high-profile, area chefs offered their finest in hopes to capture the awards for best food presentation and booth display.

SAVOR, catering division of SMG and exclusive food and beverage partner of the Pensacola Bay Center, knocked it out of the park and took first place in both categories. The event was baseball themed and judging was conducted by former, professional baseball players.

Robert Pettway, head chef for SAVOR... Pensacola commented, "We were excited to participate and take first place among the many fine restaurants within our community. It is a true honor."

SAVOR... Pensacola also provides the food and beverage services for the Saenger Theatre and other special events in the area.

###

SAVOR
SAVOR is the food and beverage division of SMG, the global leader in public facilities and special event venue management. Since its inception in 1983, SAVOR has specialized in creating menus that showcase local cuisine expertly prepared and presented to ensure a seamless dining and entertainment experience. SAVOR currently provides catering, concessions and special event services, to more than 100 facilities worldwide.
The company is also industry leader in introducing green standards and programs to public facilities. SAVOR's commitment to farm to table freshness and food quality features locally grown products for their venue clients whenever possible. SAVOR staff prides themselves on being on the cutting edge of the latest food and beverage trends in addition to searching out the most innovative food technologies available on the market.
To learn more, visit www.savorking.com

SMG
Since 1977, SMG has provided management services to over 220 public assembly facilities including arenas, stadiums, theatres and performing arts centers, equestrian facilities, convention, congress and exhibition centers, science centers and a variety of other venues. Across the globe, SMG manages more than 12 million square feet (1.1 million square meters) of exhibition space and over 1.5 million arena and theatre seats. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming, construction and design consulting, and pre-opening services. SMG also offers food and beverage operations through its concessions and catering division SAVOR, currently serving more than 100 accounts worldwide. For more information, visit www.smgworld.com.

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Branson is the perfect destination for their meetings
» Joint continuing education to enhance the sales process

SMG/SAVOR invites our vendor partners in to help us remain up-to-date on the latest trends and information in-and-through our industry

Client Meeting Schedule – develop a client meeting schedule of existing and potential customers to introduce the new food service team. Beginning with the existing booking schedule, targeting repeat and local clients in chronological order of their upcoming events.

SHOW MANAGEMENT EXPERIENCE

Show Management communication – communication is key to developing the customer relationship. Our sales teams, through our k'nekt sales training program, are able to engage customers instead of just order taking. They know the right questions to ask to really understand the customers' needs and to be able to deliver the expectations.

In June 2004, the G-8 Summit was conducted in Savannah and Sea Island, Georgia. The Savannah International Trade & Convention Center was selected as the International Delegations and Media Center for the summit. SAVOR..Savannah, exclusive food and beverage provider at the Trade Center, was challenged to create a premium, 24-hour catering and retail foods operation for the delegations, media organizations and host groups. SAVOR created an International Festival of Foods theme, ensuring that guests were welcomed with menus attuned to their respective home country's cuisine--and available on their "home clocks". This involved much coordination with international culinary experts--notably from within the SAVOR network--and expert assistance from other SAVOR locations. In addition, SAVOR.. Savannah proudly presented locally-sourced "Low Country" offerings representing the best of Coastal Georgia.

ALL INCLUSIVE F&B PACKAGES

» Create menu packages for specific target markets to meet their specific needs – CMP packages – all day meeting packages for corporate groups that combine facility services with F&B.
» All day beverage for retail outlets – offer 1 price for all day beverage with reusable facility logo beverage container.

CUSTOM MARKETING SERVICES

» Create retail Marketing Sponsorship Packages
» Custom logo cup sleeves, cups, napkins, napkin dispensers for concessions locations
» Custom logo table top decals for table tops in concessions location
» Promote additional added value services to clients to create a one stop shop experience – providing floral, décor and production services. Example – SAVOR...Tulsa Floral Design Capabilities

BUSINESS DEVELOPMENT

» Client Meeting Schedule – develop a client meeting schedule of existing and potential customers to introduce the new food service and operations teams
» Market other services to existing clients/ attendees for future business

SOCIAL MARKET DEVELOPMENT

» Build upon the existing base with focus in the Performing Arts Facilities by:
» Social Market industry participation by hosting, attending and exhibiting such as Wedding and Bridal Expo's. Example - SAVOR...Tulsa was the host as well as exhibitor for the local bridal expo at the Tulsa Convention Center where they were able to showcase the talented food and beverage team.
» Booking local Quinceanera and Prom business which we have experienced is strong future wedding business
» Develop Wedding, Quinceanera and Prom Packages that promote each Facility space as a potential event location
» Develop and implement an aggressive sales and marketing plan to target new markets and potential new business to include site visit schedule to research and observe execution of future booked and potential events. New target markets may include:

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- Local charity or non-profit fundraising events
- Local corporate social functions
- Association and Trade Organizations
- Local community programs
- Holiday parties
- Local private events

Host events with existing clients and future clients to promote new food service initiatives such as an open house for existing and/or potential clients that showcases the flexibility of the event facilities and food and beverage operations.

INDUSTRY PARTICIPATION

SAVOR participates in every major professional organization in the meetings, conference, convention and tradeshow industries. Such as:

» DMAI – Destination Marketing Association
» IAVM – International Association for Venue Management
» PCMA – Professional Convention Management Association
» MPI – Meeting Professionals International
» NACS – National Association of Consumer Shows
» IAEE – International Association of Exhibitions and Events
» ICCA – International Conventions & Congress Association
» RCMA – Religions Conference Management Association

Participate in local industry events such for above organizations or local organizations - attending meetings, networking functions and committees to promote business.

TRANSITION EXPERIENCE AND SUPPORT

SAVOR has had many successful transition throughout the years from the largest convention center in the county to the smallest business units. The one item which resonates stronger than any other is who is on your transition team and do they have the experience and the tools to make this a seamless experience for all the stakeholders and customers.

In SAVOR's case the answer is yes. Our Senior Vice President, Shaun Beard leads each of our transitions not from an office but from the location itself. Meeting with key stakeholders and customers to ensure without a doubt that the word "transition" transforms to customer comments such as "we should have done this years ago." Shaun will bring his years of on-site convention center experience.

CUSTOMER SERVICE TRAINING PROGRAMS

Enhancing the guest experience and relationship building by implementing customer service training through SMG/SAVOR's k'nekt series of training, learning and development sessions.

» k'nekt Customer Service - trains employees to learn who their customers are and how best to serve them.
» Sales k'nekt - All SMG/SAVOR sales associates attend the Sales k'nekt Sales Training program, featuring outside experts and industry-recognized professors, the course covers such critical topics as business etiquette, industry trends, sales techniques and tools, building public relations and measuring the components of success.
» Culinary k'nekt is both a training and information-sharing program for executive chefs and food and beverage directors.
» Expand on the customer experience and touch points by implementation of Customer K'nekt Progressive Feedback System.
» Employee recognition program – a program that allows the customer to recognize the staff fostering an incentive to provide better customer service as well as promoting relationship building between the customer and the service staff resulting in high personal touch experiences.
» Develop a customer VIP recognition program to foster customer recognition and high personal touch experiences
» Establish a client amenity program based on understanding the client's needs and desires in the client or show promoters office to include personal preferences.

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SOCIAL MEDIA

E-Marketing - Social Media Integration

- Expand on the clients reach with its customers – Develop the social media presence to be able to reach a large audience. Serving as platform to establish the "personality" of each facility. Social media is the most cost-effective source of PR, advertising and brand awareness. It has the capability of reaching exponential networks of customers. There is minimal amount of staff to participate in the electronic conversation that already exists.

Facebook

- Create a fan base, run promotions and contests
- Facebook Ads for upcoming events help increase attendance or sell tickets as well as building the fan base
- Add Facebook to business cards, e-mail signatures, napkins, cups, etc. to help drive the fan base.
- Special e-mail marketing campaigns focused on Facebook to top tier customers who use the facilities, giving them a preferred service if they "like" SAVOR... Branson.
- Status updates to include posting of photos and videos of events keeping people interested as well as establish the brand.

Twitter

- Allow customers to engage in more of a conversations online instead of a monologue
- Cross promote Facebook through Twitter
- Monitor event feeds – allows interaction with customers and a chance to respond as well as build awareness and interaction
- Create YouTube and Flickr accounts to house videos and pictures of events, customers and information –post regular Chef cooking demonstrations
- Create a LinkedIn Network for direct sales contacts and prospecting efforts - All Sales staff to join LinkedIn and ask all current customers to join their LinkedIn page. The pages can be utilized in two ways, all news worthy promotions and topics can be announced, and the sales staff can prospect from all second and third degree contacts from their individual LinkedIn page.

Integrated Website

Augmenting the existing site with an interactive, eye-catching food-focused home page including rotating pictures of events, staff and customers

- Include a calendar of events
- Add convenient online ordering for both retail food operations as well as catering services
- Create custom event sites within the web site

Customer comments from our recent transition:

"New caterer did an outstanding job. They listened to all our concerns and addressed them to our satisfaction."

INTERNATIONAL AIR-CONDITIONING, HEATING, REFRIGERATING EXPOSITION

"Much improved quality of food served"

CHICAGO DENTAL SOCIETY

"Saw a noticeable improvement on the food quality and options...there was a significant increase of exhibitors who rated the food service excellent... was pleased with the proactive approach in creating new menus for show management events"

INTERNATIONAL HOME AND HOUSEWARES

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Recently SAVOR... San Francisco was asked to take part in an EPA roundtable on sustainability practices. The purpose of the roundtable was to gather decision makers in large facility event centers to describe their sustainability practices, identify barriers for improving programs. SAVOR's involvement was to describe our practices, how we implemented the practices and the municipal support needed. The outcome of the roundtable was the following Sustainable Food and Beverage Service Criteria.

SUSTAINABLE FOOD AND BEVERAGE SERVICE CRITERIA

The following represent guidelines for making a food and beverage service as sustainable as possible within a venue's geographic, regulatory and economic confines.

Prevent or Divert Waste, Recycle and Reuse Resources

- Recycle glass, plastic, paper, cardboard, aluminum, pallets and other materials where local, municipal and facility guidelines allow, including printer cartridges, and fluorescent light bulbs.
- Compost organic waste (food waste and cooking grease) where local or municipal regulations and facility guidelines allow.
- Use reusable utensils and dishes unless it outweighs the environmental footprint of alternatives (i.e., is water conservation sacrificed, etc.).
- Reduce packaging waste by replacing individual serving size condiment packages with bulk condiments where possible, and by selecting largest available containers for dairy products and other supplies.

Support Sustainable and Humane Fishing and Farming Practices

- Select seafood supply in accordance with the Marine Stewardship Council's (MSC) sustainably-fished seafood list or lists that are approved comparable to the MSC.
- Supplement menus with locally grown or sourced products (transported from within 200 miles), seasonal, non-GMO, and organic produce, including organic beers and wines
- Use agricultural products such as grass-fed and organic beef, cage-free eggs, dairy produced without antibiotics or hormones.
- Provide coffee, tea, rice and other certified fair trade products where possible.

Green the Supply Chain and Purchase Environmentally Preferable Products

- Use compostable service ware and the highest available post-consumer content paper products or Forestry Stewardship Council, tree-free products for the food service as well as office product needs.
- Use cleaning products that are third-party certified as environmentally safe and non-toxic (i.e.,Green Seal certified).
- Purchase Energy Star rated equipment for energy conservation (if not available, consult with local utility for energy efficient appliances that meet energy star standards (proper operations and maintenance are important steps in maintaining the energy efficiency of appliances).
- Incorporate sustainable practices into contract language.

Education and Outreach

- Educate clients, contractors, event attendees and staff on sustainable practices.
- Provide "green meeting" suggestions to event planners.
- Provide green messaging throughout facility to educate and promote sustainable practices.
- Train staff in all aspects of sustainable practices so they are able to carry out the practices as well as educate.

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SAVOR SECRET SHOPPER PROGRAM

We propose receiving up to four reports each month, depending on the time of year. They arrive throughout the month as they are completed. Guests give each aspect of their visit a score from 0-4 and explanatory comments. The reports include analysis on every aspect of the guests' visit beginning with their impression of the website and telephone system. It then progresses through their arrival and greeting at parking booth, their impression of the facility (i.e.: cleanliness, appearance, and working order), interactions with staff throughout the facility. The survey also reviews the information desk, exhibits, gift stores and all eateries. Staff members are measured on consistent and important criteria ranging from attitude, inviting persona, and knowledge. The food and beverage environments are evaluated on the entire experience from ambience to ordering, appearance, taste and freshness. Price and portions are also analyzed to understand the value perception. Finally, guests are invited to offer suggestions for improvement and give a summary of their overall impression of the visit and to name an outstanding team member they may have encountered throughout the experience.

Completed feedback is then passed onto management for review. Management has regular customer satisfaction meetings where survey performance is analyzed and immediate corrective action is taken on any areas were constructive feedback was issued. Employees who were recognized in the process receive an award and recognition placard.

SAVOR'S EXPANDED SURVEY SYSTEM

Introducing 2012's Revolutionary Customer k'nekt Survey System!

Through our Customer k'nekt customer feedback program, our operations are able to intimately understand customer desires and needs by allowing us to capture valuable real-time data which is used to enhance the customer experience, loyalty and retention. Utilizing leading edge technology to collect and analyze responses from multiple consumer feedback streams such as the SAVOR feedback website, our centralized 1-800 call center, mobile devices, and directly from our retail service outlets, we are able to convert information into action. The analytics behind the data collection turns this information into concise valuable trends that not only prioritizes the data but offers areas of improvement. It will even measure corrective implementations to see if the changes are making a positive impact.

Our Customer k'nekt program is managed and implemented by our talented SAVOR customer relation experts. These managers are responsible for assisting with the design and implementation of the overall program for each respective participating SAVOR facility. Such a tailor-made program with access to far-reaching qualitative and quantitative industry data, allows for creation and testing of targeted surveys that appropriately address essential audiences for particular venues.

The reporting of the data is comprehensive yet easy to understand and usable. Information can be drilled all the way down to hearing a specific recorded message from a surveyed customer, and as high as an enterprise-level summary view with benchmarks comparisons. Information has historical trending to show if improvement is made and continues to offer up "Areas to Work On." Scoring is measured on a core set of SAVOR established criteria so that measurement over time is consistent. Best of all, this information is made available instantly so changes based on customer information can be made immediately. For example, we have seen events span over a few days and based on day one survey information, we have made the fine tuning changes by day two. Customers are truly amazed by SAVOR's world-class service when they have offered up information early on in their stay and see the topic addressed within 24 hours!

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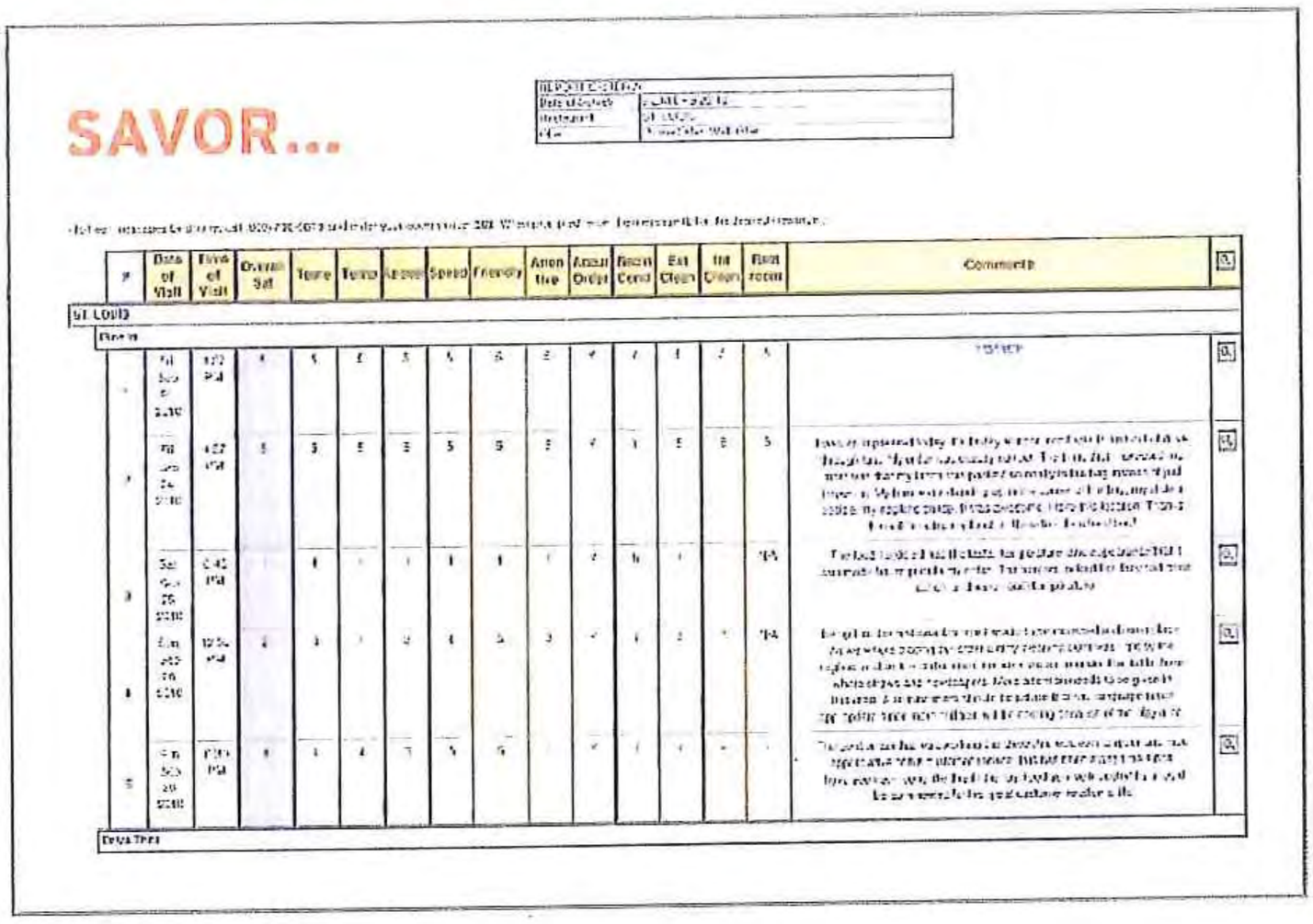
EVALUATING OUR SERVICES

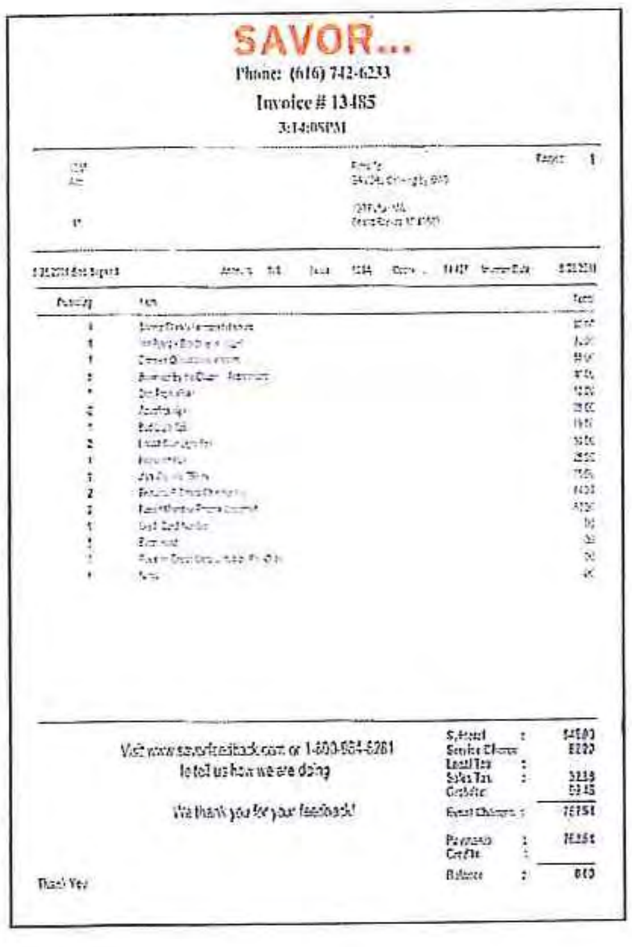
SAVOR takes great pride in the service we provide to our guests, that's why we utilize many methods of feedback to ensure that we are delivering on our promise. Below are some examples of the forms we use to gauge how we are doing and make improvements when needed.

Location Summary Spread Sheet



MANUAL CARD

GUEST RECEIPT



CARD FOR GUESTS AT CONCESSION LOCATIONS

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2.F. WORK TO ENSURE THAT EVENTS, EXHIBITIONS, TRADE SHOWS, AND OTHER MEETINGS ARE ATTRACTIVE TO AND RETAINED AT THE BCC BY PRODUCING AN EXHIBITOR-FRIENDLY AND COST EFFECTIVE ENVIRONMENT.

As indicated in the answer to 2.c., we are committed to ensuring that the Branson Convention Center is easy to do business with. The lifeblood of any trade show or convention is the exhibitor base, and it is important to recognize them as vital to the success of the venue. We will ensure that the load-in and load-out of exhibits is cost effective yet safe. Additionally, the provision of services on the floor, such as electric and Internet needs to be handled with a service mentality.

Plus having an in-house food and beverage operation means we're attentive to the food likes, preferences and needs of our planners. We do the little touches that mean so much.

In recent years, SMG has been selected to tackle some of the most challenging markets where exhibitors saw little to no value in what was being provided at the particular convention center. Since transition, we have been credited with changing the culture in both union and non-union environments. Exhibitor satisfaction can be equally – if not more – important as attendee satisfaction. Since exhibitors 'pay the bills' for these events, planners will listen to what they have to say. As such, we look at the back dock as another 'front door,' evaluating the customer experience from load-in to load-out. Given our success in tough markets like Chicago, we have no doubt about our ability to enhance the groundwork laid in such a customer-focused community as Branson. So much so, that we are happy to make this a part of our incentive calculation if so desired by the City.

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Convention and Exhibition Marketing Division

Through our Convention and Exhibition Marketing Division, SMG provides a unique package of corporate sales, marketing and promotional support to all SMG-managed facilities to enhance the image of facilities within the marketplace and generate event activity for the venue and the community.

SMG'S EXCLUSIVE INTEGRATED SALES AND MARKETING PROGRAMS

Marketing and promoting a facility doesn't just happen on a local level, but on a national level as well. That is where SMG's broad base of experienced personnel and extensive communication network really come into play. We know venues, audiences, industries, and we know marketing. The other thing we know how to do is bring all that experience together and make it work locally.

SMG's corporate and regional offices will provide added value to the Facility and the region in a variety of ways. The following details corporate driven strategies and new booking techniques designed to supplement and enhance the on-site sales and marketing approach. Features of SMG's corporate programs include specifically how the corporate office generates or initiates:

- New, qualified convention and association business leads to pursue.
- Utilize corporate contacts and sister facilities to uncover and target touring show opportunities.
- Media placements as part of the SMG National Advertising Program.

Destination Marketing and Sales Support

- SMG supports and enhances the efforts of our clients and the local CVBs to attract and market meetings, conferences, trade shows, sport tournaments, and special events/ festivals for the venue and the community.
- SMG has a track record of success in attracting world-class events, partnering with other clients in similar markets and venues.
- We provide the CVB with access to resources and opportunities unmatched by any other firm. This includes lead generation, telemarketing and sales programs, promotional exposure opportunities and existing client relationships.

NATIONAL SALES FOCUS

A DIRECT APPROACH

- Focus on national sales support and developing "brand" messages through industry activities, collateral and public relations.
- Ongoing emphasis on direct client relationships, presentations and deal-brokering aimed at soliciting events for the Facility.
- SMG solicits and negotiates any agreements (standard agreements, preferred provider agreements, etc.) to facilitate booking SMG venues first.
- Create cooperative opportunities for reinforcing the "corporate sales support" to our client cities.
- Assist regionally and locally with targeted direct sales efforts based on database marketing prospect lists.

SMG NATIONAL SALES/MARKETING SUPPORT

SMG Means Leads and Access to Information

One of the keys to successful selling is lead generation. SMG has developed a unique approach to database research with a proprietary database incorporating more than 200,000 customers and events from both internal and external sources. This database generates qualified leads for each SMG-managed facility. These prospects are drawn from competitive markets and a historical database, and cover short and long term objectives of the Facility.

National Sales Plan for Meetings and Conventions

Our corporate office has created introduction and direct selling opportunities for all facilities in our network through "Face-to-Face Expos," wherein facility staff meet with and expose their venues

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to major show managers. These opportunities will include on-site presentations at corporate headquarters as well as "co-op" participation in national sales events sponsored or coordinated by SMG.

SMG National Advertising

The "branding" message and inclusion of the Facility in SMG's national network of facilities is integral to the ongoing marketing effort.

SMG'S INTEGRATED SALES AND MARKETING PLAN

The following text provides an overview of SMG's approach to integrating its corporate-based and national programs to its individual properties. SMG employs a multi-layered approach to the sales and marketing of its venues. SMG's sales effort focuses on industry distribution channels, to which we have unique access. These include interacting with trade show organizers, special event promoters, consumer show producers and entertainment promoters.

Sales Programs

OUR PROCESSES

- Client Relationships – national contracts and constant communication with the major players
- Trade Show Co-ops – our national sales exhibits and sponsorships are highly visible at 10-12 events each year, plus in-office presentations to multi-management firms. These events are open to SMG facility sales staff and our CVB partners!
- Advertising Co-Ops – more exposure for the Facility at fractional cost
- SITEPAS lead referral system – we send leads on a regular basis both from our national sales office and between facilities, referring events that rotate from year to year
- Marketing Plan – on both a national and local level, we are focused on sales activities that complement the local CVB, and leverage our relationships and buying power
- Signature "Tele-Blitz" events using proprietary database
- SMG National Sales: SMG is the only firm involved with the management and marketing of convention and conference centers that offers personal and ongoing sales relationships with trade show organizers and convention planners.

National Sales Plan Programs

An outline of our National Sales and Marketing Programs is as follows:

- Trade Show Participation and Sponsorships
- Toll Free Sales Hotline: 1-866-BOOK-SMG
- Corporate Initiated Telemarketing Events
- Preferred Client Relationships
- National Trade Advertising
- SISO Member Affinity Program
- On-line Services and Cross-Selling Links
- SITEPAS Lead Referral Program

OUR PEOPLE

- National Sales Office:
  - Regional Sales Directors – six team leaders around the US
  - k'nekt Sales Training – ongoing advanced training, focusing on current trends and technology, and open to CVB partners
  - National Sales Meetings – annual face to face event, inclusive of key national clients
  - Recognition – our management teams consistently are recognized for achieving the best in convention center sales, service and industry participation
- Corporate Initiated Telemarketing Events: Using our proprietary database, our corporate sales coordinator will work with a specific region of SMG venues to contact prospects who fit the profile of the venues and markets and create an environment for our multi-unit clients to book more readily, and more often. National agreements with large meetings and trade show management companies have created contract templates which expedite the booking and negotiating process. We focus our attention on companies that manage multiple events, matching their destination preferences with

Catered Events

SMG will work on branding and sales initiatives designed to increase awareness of the Branson Convention Center as a high end catering/banquet facility:

- Jointly produce new sales collateral and marketing piece branding the venue as a venue for weddings, corporate business and other catered events.
- Jointly develop a brochure that would be distributed to meeting planners via packets sent out by the CVB.
- With the support of SAVOR, we will assist with the development of a new Core Catering Menu, featuring locally known products that will appeal to the customer base.
- Host network events such as bridal fairs and meeting planner events working in conjunction with the CVB.
- Conduct monthly sales meetings to "brainstorm," tap into Corporate and regional resources and to establish new leads and strategies to secure business.
- With the popularity of social networking, target new audiences through social media, advertising.
- Attendance at local Chamber and CVB events to network with local businesses and corporations.

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Prime Site Awards are given to the top convention, exposition and exhibition centers throughout North America and the Caribbean based on venue quality, features and services.

29 SMG Prime Site Award Winners.

This highly anticipated award of excellence recognizes special achievement.

The Facilities PRIME SITE AWARD is received by the TOP Convention Centers in the Country.

Each year there are more SMG-Managed Convention Centers on this list than Centers managed by any other private facility manager.

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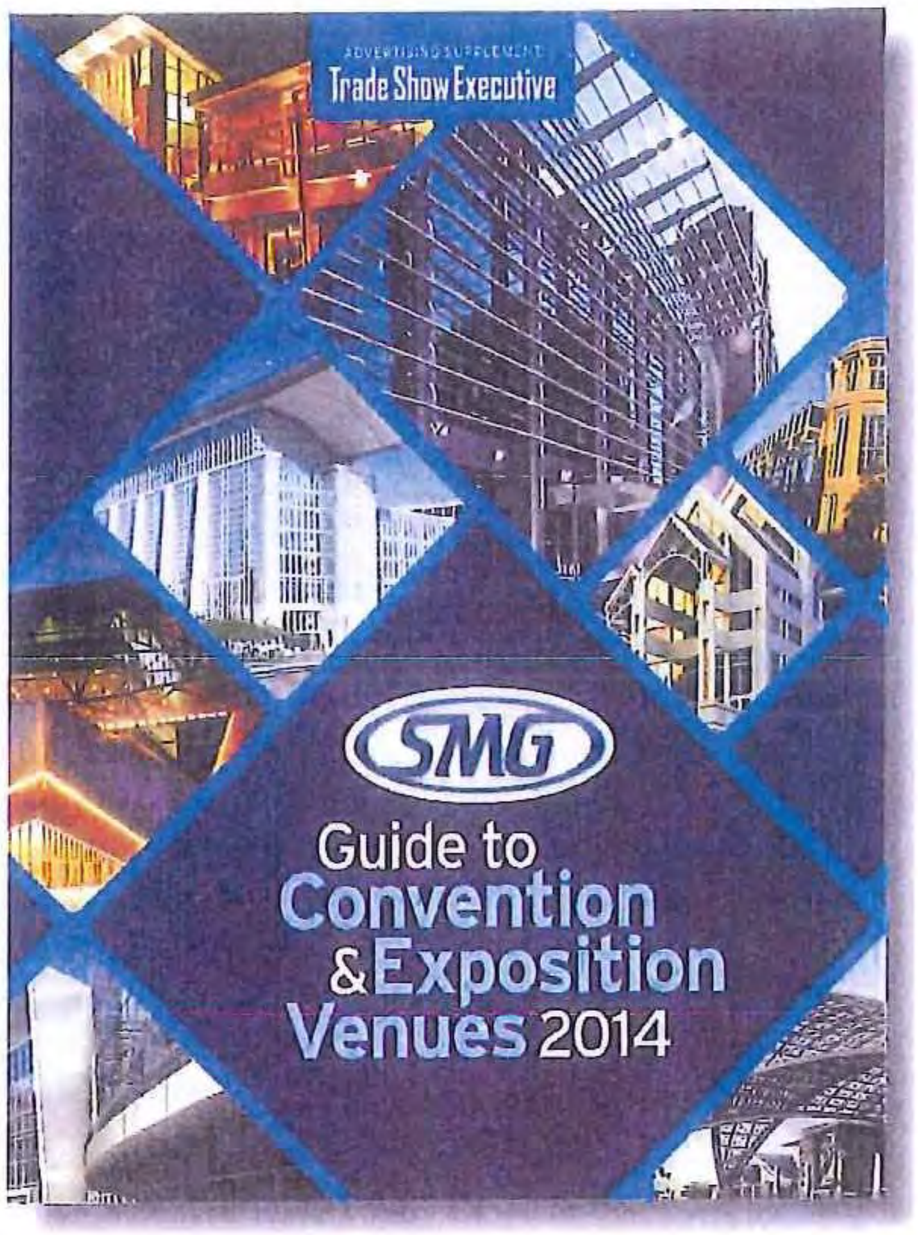
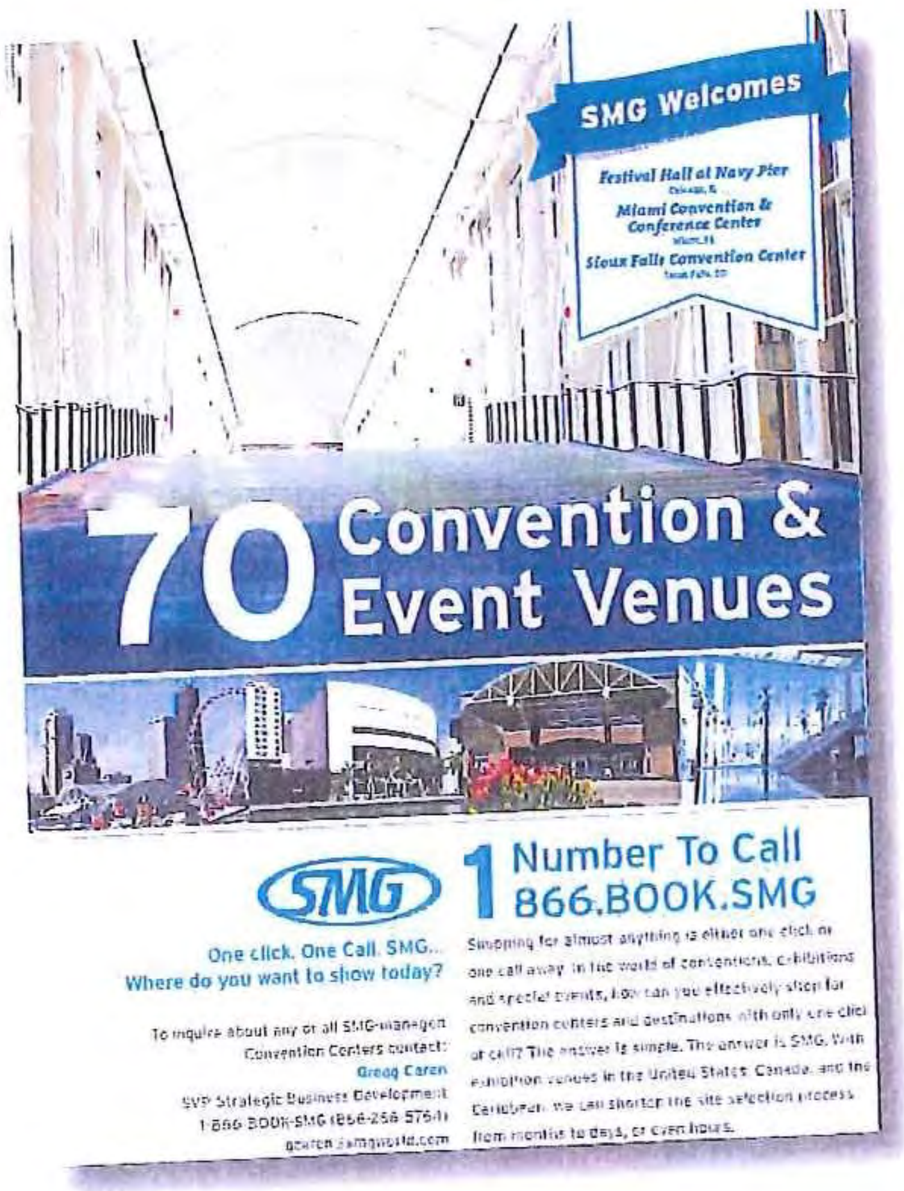
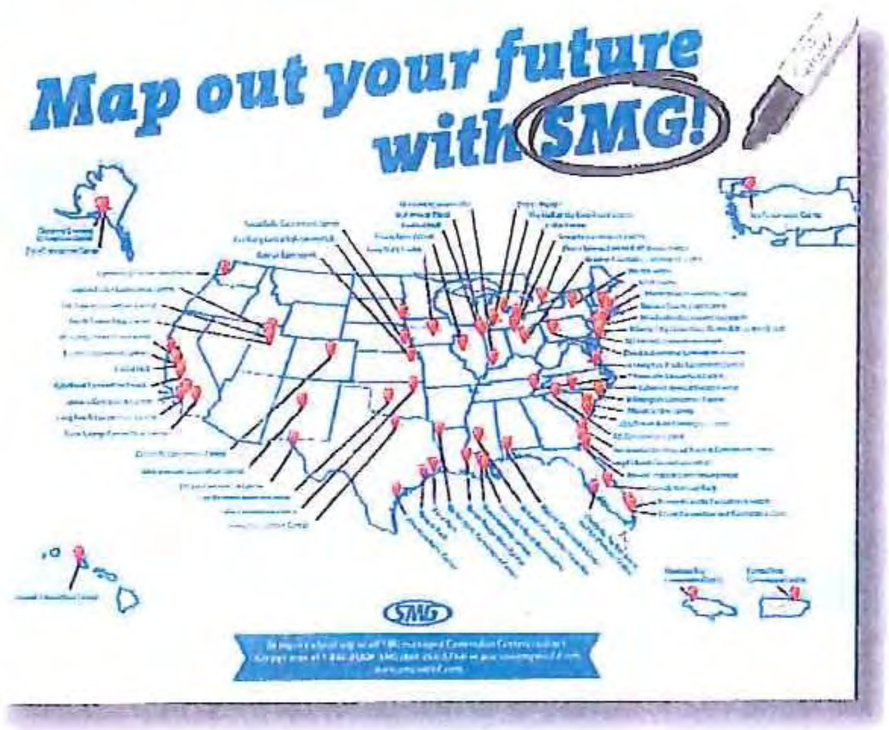
C.1.D. The City's Goals and Objectives and Supporting Detail Regarding SMG's Ability To Meet Them



Recent SMG facilities promotional pull-outs featured in Trade Industry Publications and magazines provide easy reference for show planners





National Sales Hotline offers a one-stop shopping opportunity for show organizers, meeting planners and event planners.

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C.1.D. The City's Goals and Objectives and Supporting Detail Regarding SMG's Ability To Meet Them

Branson Convention Center (BCC)

BRANSON, MISSOURI

Sales and Marketing Plan

prepared by SMG

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Introduction

In order to achieve the greatest possible profitability, consistent with the goals and objectives of the City of Branson, this marketing plan will address the following topics:

- Bringing new business and retaining current business, which will generate an increase in the number of room nights and overall economic impact for Branson.
- Identifying, developing, and implementing initiatives to penetrate new markets, attract new events and promote the BCC to enhance usage of the facility as well as nearby hotel and motel occupancy.
- Defining and targeting groups and events, which would be a good fit for Branson's unique characteristics, demographics, and infrastructure.
- How the BCC can work cooperatively with local stakeholders, most importantly with the Branson Convention and Visitors Bureau (BCVB) and the Hilton Branson Convention Center Hotel, in order to attract citywide events.
- Developing strategies for marketing and selling to short-term events.
- SMG's commitment to sales and customer service training, as well as ongoing support through national sales initiatives and partnerships.

As a framework for developing an effective marketing plan, it is helpful to divide prospective business into the following market categories:

- Conventions
- Trade Shows
- Consumer Shows
- Meetings (to include all events that do not fit into one of the above markets)
- Stand-alone food & beverage events/banquets

Although each market and sub-market has its own unique characteristics, there are commonalities which all markets share. In the next section, we will look at those factors that impact all events.

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Key Strategies/Initiatives for All Markets

1) Improving customer service in all departments will increase new, but more importantly, repeat events for the BCC. Sales and event personnel will attend SMG'S K'NEKT training, which is customized for Convention Center sales people and customer service staff. These sessions will offer training and nurturing of professional staff, establish teachable systems, and will increase the likelihood of retaining the BCC's most profitable business.

2) Stress the importance of, and compensate sales staff for, booking repeat business. It is much more cost effective to rebook an event than it is to attract a new event.

3) Each event must be assessed in terms of financial impact both to the BCC as well as the local community. In conjunction with the BCVB, a quantifiable measurement will be established to ensure that events with high room night impact will be given top priority for space/dates at the BCC.

4) Increase revenue per event by strategizing with catering to increase and up-sell food and beverage spend. This is perhaps the most effective strategy for substantially increasing revenue without increasing the number of events.

5) Tantamount to successful marketing of a destination is consistency in branding. All marketing and public relations efforts should be administered through the BCVB, in collaboration with the BCC, and to a lesser degree, with the Hilton Branson Convention Center Hotel. Consistency in all print media, electronic media, social media, and marketing collateral is essential. Both internally and externally, one voice and one unified message are critical in bringing targeted business to the city and the convention center.

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MARKETS - Initiatives & Action Steps

CONVENTIONS & TRADE SHOWS*:
Statistically and historically, this market is the most valuable in terms of profitability - not only for the BCC, but also for the destination. Conventions and trade shows generate more revenues and associated room nights for a destination than any other market. As a result of Branson's unique characteristics, the most promising growth markets are religious conventions, fraternal events, and military reunions.

*For the purpose of this plan, the convention and trade show markets will be addressed together since both markets have similar characteristics.

Initiative #1
Foster and maintain a strong partnership with the BCC's most important internal customer, the BWCVB.

Action Steps:

- Establish the "Branson Alliance" (detailed at the end of this plan).
- Schedule, at minimum, bi-weekly meetings with both sales teams to discuss strategies, accounts, booking calendar, need periods, etc.
- On an annual basis, jointly establish a co-op trade show and travel plan to ensure there is no duplication of efforts or missed opportunities. Plan to include participation in BCVB sales efforts such as sales calls, client events, and industry tradeshows. Religious tradeshows for event planners (such as RCMA and Rejuvenate) would be valuable to attend with the BCVB.
- Integrate the BCVB and BCC websites - linking one to the other for a unified marketing presence.

Initiative #2
Foster and maintain a good working relationship with the hotel community, understanding that what benefits the BCC will also benefit the city.

Action Steps:

- Establish the "Branson Alliance" (detailed at the end of this plan).
- Regularly scheduled meetings with the sales staffs of the Hilton Branson Convention Center Hotel and hotels within walking distance of the BCC, to target events that require multiple properties.
- Share and collaborate on up-scale convention leads that require both the BCC and surrounding hotel properties, thus increasing revenue for the entire community. These large citywide events will also be a boon for perimeter hotel properties due to large room night needs causing compression.
- Host "meet and greet" site-tour for hotel community.

Initiative #3
Collaborate with the SMG network of convention centers to attract conventions and trade shows that have a geographical rotation. The most beneficial relationships may be with some of the BCC's major comparative destinations - such as Tulsa, Oklahoma City, South Bend, Evansville, and Peoria.

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Initiative #4
Solidify valuable trade show and convention base.
Action Steps:

- Host a client appreciation event for repeat trade show and convention clients.
- Tentatively hold future dates and encourage signing multi-year contracts with high-value repeat events by offering financial and/or date protection incentives.

Initiative #5
Optimize revenue share to BCC for conventions and trade shows by increasing ancillary income.
Action Steps:

- Regular strategy meetings with F&B department - trade shows and conventions with an exhibit component are dependent upon the BCC to provide high quality F&B particularly on the exhibit show floor. A high quality/value food product will guarantee increased revenues for the facility. For the show promoters, an attractive F&B product will increase sponsorship dollars for on-site events, creating a "win-win" scenario.
- Develop plan to expand catering services in order to capture higher revenues per promoter/client, exhibitor, and attendee.

CONSUMER SHOWS:
Consumer shows are an excellent growth area for the BCC. This market books fairly short-term and can be scheduled around convention and trade show business. These events generally relate to high concessions revenue for the facility, as well as surrounding restaurants and entertainment venues. Almost exclusively, consumer shows are organized by for-profit promoters who expect to pay for space rental, as well as generating substantial ancillary revenue. Additionally, they bring heightened community awareness to the BCC, due to the fact that tourist, regional, and local populations attend these events. Due to high revenues for the facility and a nominal need for hotel rooms, this market needs to be pro-actively solicited. Consumer shows are valuable in that they fill need periods during the winter months.

Initiative #1
Develop a list of prospective consumer shows. Some shows that would be a good fit for the destination are: new and antique auto shows, gun/knife shows, RV shows, boat shows, home & garden shows, outdoor sports shows, and family shows (for example - pet shows, carnivals, winter/holiday festival).
Action Steps:

- Leverage SMG sponsorship by attending the National Association of Consumer Shows (NACS) Annual Convention - the leading association for consumer show promoters.
- Garner leads from SMG sister facilities through the SITEPAS program - SMG's lead referral system. Many consumer show producers have a national or regional presence, with like-shows in all major cities. SMG's referral system makes the process of uncovering leads time-effective and increases the likelihood of converting prospects to clients.

Initiative #2
Develop dance/cheer and competition market. The dance/cheer market is an excellent target market for Branson in that the majority of these events take place in

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the winter and early spring, when convention center space is most available. Additionally, these events have associated hotel room nights with less price sensitivity than other groups.

Action Steps:

- Produce cheer/dance/competition specific marketing collateral in conjunction with the BCVB.
- Develop list of key prospects by leveraging SMG's strong relationships in the sports market.
- Participate in and garner leads through SITEPAS (Send It To Every Peer At SMG) - SMG's lead referral system

Initiative #3
Increase revenue to BCC by offering high market demand concessions offerings. Concession sales, especially within the consumer show niche of competitions is a substantial source of revenue.

MEETINGS:
Meetings encompass a broad range of events - corporate, government, religious, educational, etc. These events are valuable short-term, filler business that can garner rental, ancillary, and quite often, large F&B revenues. The BCC, with its large ballroom for general sessions and associated banquet functions, is ideal space for the meetings market. The Hilton Branson Convention Center Hotel increases desirability for groups who seek meeting space and sleeping rooms all "under one roof". In terms of profitability, one large corporate meeting has the potential to produce as much revenue as a convention. With the case of larger meetings, they also generate room nights. Corporate meetings tend not to be as cost conscious as other types of events. This is of great benefit to service businesses, retail businesses, and hotel properties that are in close proximity to the BCC.

Initiative #1
Develop target list of prospects. Examples of groups to solicit include: government, local and regional businesses, religious, local organizations such as Rotary Clubs and the Chamber of Commerce, educational, youth groups such as Boy Scouts and Girl Scouts, and not-for-profit organizations.

Initiative #2
Work with food and beverage department to coordinate products and services tailored to the meetings market.

Action Steps:

- Offer customizable "Meeting Planner Packages" for F&B.
  For example: continental breakfast/AM break/lunch/PM break - all for one price per person.
- Host a client event/open house to showcase catering.
- Encourage "tastings" to capture more F&B revenue from existing clients.
- Develop rental discount structure, tied to F&B revenue, as an incentive for planners to keep catered events on-property.

Initiative #3
Develop a sales strategy to increase high revenue producing meetings.

Action Steps:

- Coordinate with the BCVB to participate, as appropriate, in local chapters of Meeting Professionals International (MPI) and Hospitality Sales and Marketing Association International (HSMAI).
- Partner with the Hilton Branson Convention Center Hotel and area hotels to refer corporate and association meeting business with extensive meeting/exhibit space requirements. That is the BCC gets the function and hotels get the room nights.

Stand-alone Food & Beverage / Banquets:
Banquets, although not the highest sales priority, are important short-term filler business. Given the BCC's extensive ballroom space, this affords a captive market for events that are too large for competing venues. Capturing these events, and maintaining repeat annual banquets, is all part of overall increased profitability and space utilization.

Initiative #1
The primary initiative will be to "get the word out" to local and regional associations, not-for-profit organizations, corporations, hospitals, educational institutions, etc. These groups specifically need large spaces for fund-raising banquets, awards banquets, and holiday parties.

Action Steps:

- Develop public relations, advertising, and social media strategy focused on banquets.
- Host a reception to showcase catering to the BCC's client base and prospects. Particularly focus on those events that require a large ballroom.

THE BRANSON ALLIANCE

Our experiences in the convention and meetings industry has shown us the competitive nature of our business, the importance of a cohesive approach, and the need for coordination of goals and strategies in order to effectively and successfully market the facility and destination. Clients demand an excellent working relationship between the CVB and convention centers. Destination appeal and hotel/convention center negotiations are all one buy in the eyes of the client. To this end, a unified message/identity is mandatory for increasing revenues for Branson. SMG is eager to partner with the BCVB and the Hilton Branson Convention Center Hotel in development of a new and comprehensive sales and marketing program that recognizes the unique strengths, challenges, and characteristics of Branson.

Most markets historically follow the traditional model of CVB/Convention Center/Hospitality Community relationships, where the parties act independently of each other as a loose coalition with similar goals but limited investment in the overall joint goals of the city at large. This system has, at its root, a collection of talented professional teams working largely independently of each other and producing what each feels is their mission. While this system can be successful in producing some results, the growth in opportunity for the Branson market demands a new approach. A formalized strategic partnership between the BCVB and the BCC, which acts to manifest the City of Branson's goals, would be branded as "The Branson Alliance." The principal benefits of this new model are:

- A joint commitment to hierarchy of goals - participants will commit to support the delivery of other alliance member goals as well as their own.
- A truly seamless Team-Sell approach - delivered through a comprehensive marketing agreement of Alliance Members. In this way, we will begin to think as a team, comprised of the various sales team resources of the BCVB, the BCC, and the convention hotels.
- "One sight, one sound, one sell" - A clearly defined set of branded, priority customer messages for the Alliance to employ, thus delivering a new brand program for the community to rally around and support.
- "Team Branson" - an enhanced service team that continues and reinforces the team-sell approach for a complete customer experience.

SMG is committed to the development of the Branson Alliance. To this end, we offer the following commitments for consideration:

- Participate with the BCVB at industry trade shows and offer access to SMG national trade show co-ops to enhance exposure for the destination while saving money.
- Provide tours and related amenities during BCVB FAM and site trips.
- Partner with the BCVB during all relevant sales missions, and offer access to SMG national client events and sales missions.

- Facilitate real time access for the BCVB to BCC space availability information on SMGbooking.com.
- Attend all sales meetings with the BCVB.
- Quote competitive pricing, with sensitivity to competitive market conditions.
- Review the current booking policy and recommend changes to better accommodate changing market conditions.
- Develop a cross-training program for all Alliance sales professionals, including the option to join our K'nekt sales training programs.
- Participate in year-end reports for the community to review the year's efforts and results of the Alliance.
- Develop joint goals for bookings, room nights, space and revenue with the BCVB.
- Establish regular strategic meetings to continually assess overall goals and progress toward achievement of those goals.
- In conjunction with the BCVB, review and confirm agreement on the standardized definitions of business performance (measurement metrics) in accordance with the standards of the Destination Marketing Association International (DMAI).
- Deliver a year-end report for the Alliance, which reviews past year bookings and future booking goals, to include hotel room nights generated and estimated economic impact for the BCC and the community.
- As demand of function space increases, create a "yield management" system that would allow the sales teams to maximize the utilization of space at the BCC.
- Create an electronic customer feedback system that would allow the Alliance to constantly monitor its performance against its qualitative goals and enhance its performance accordingly.

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SMG NATIONAL SALES INITIATIVES

SMG's mission is to work with our municipal, destination marketing and facility user partners in order to maximize the desired outcome for each and every stakeholder. The result is an optimal balance of facility utilization, business tourism growth, customer service, and financial performance.

Ten years ago, SMG established the first and only formalized national sales effort with the express purpose of generating sales leads and bookings to support the efforts of our local sales teams and their partner Convention and Visitors Bureaus. This effort has grown into the program that today can claim established relationships and affinity programs with the largest event planers in the United States, premier status with the industry associations that support them and proven co-op programs and direct sales opportunities that deliver value and savings to our centers and their partner CVBs. Today, SMG is still the only firm offering an integrated national sales approach that mirrors those of nationally branded hotels. Just as with Hilton, Hyatt, Marriott and Starwood, we strive to create opportunities that expand the sales reach of the Convention Center through various means. A few prime examples include:

- National contract and preferred vendor relationships to include:
  - Experient
  - Conference Direct
  - Microsoft Corporation
- Nielsen Business Media (formerly VNU Expositions) – SMG Corporate "bridge" agreement, simplifying contracts with individual SMG facilities.
- Advertising Co-Ops including a special negotiated rate with Trade Show Executive.
- Industry Trade Show Co-Ops. Examples include:
  - International Association of Exhibitions & Events (IAEE)
  - Travel Entertainment and Management in Sports (TEAMS)
  - National Association of Consumer Shows (NACS)
- SITEPAS (Send it to Every Peer at SMG) – An electronic lead referral system designed to help research availability and share leads within all SMG facilities.
- SMG K'nekt Sales Training – we are committed to offering sales training for our sales teams across the country in order to produce the best-trained professionals in the industry. In doing so, we have competitive advantage over non-SMG facilities. This training works to develop and fine-tune skills to close more sales. We offer a series of three classes: "Introduction to Sales," "Advanced Sales and Prospecting," and "Sales Leadership and Accountability."

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2.G. PROPERLY MAINTAIN AND SAFEGUARD THE CITY'S CAPITAL INVESTMENT IN THE BCC THROUGH THE EXERCISE OF THE HIGHEST STANDARDS OF MAINTENANCE AND PRESERVATION, AND, AS THE NEED ARISES, RECOMMEND CAPITAL IMPROVEMENTS, INCLUDING MEETING ALL CITY REQUIRED LEVELS OF INSURANCE.

Measurement and accountability are intrinsic to SMG operating standards. Whether using technological tools such as SMG's proprietary computerized maintenance management program or physical venue audits by regional Operations personnel, compliance is trusted but verified.

SMG Maintenance offers the best real time preventative maintenance and work order tracking program available. It is 100% customizable not only to the specialized equipment in sports, entertainment and public assembly facilities but also around the unpredictable schedules by which these venues operate. Protecting what is likely one of your City's biggest investments is critical to the value proposition we provide. Ask us about "Ask OSCAR," our proprietary intranet system that connects every one of our 233 venues with our corporate operations team, sharing best practices, national service contracts, and so much more. Examples of these systems focused on asset and environmental protection can be found in the Operations section of this response.

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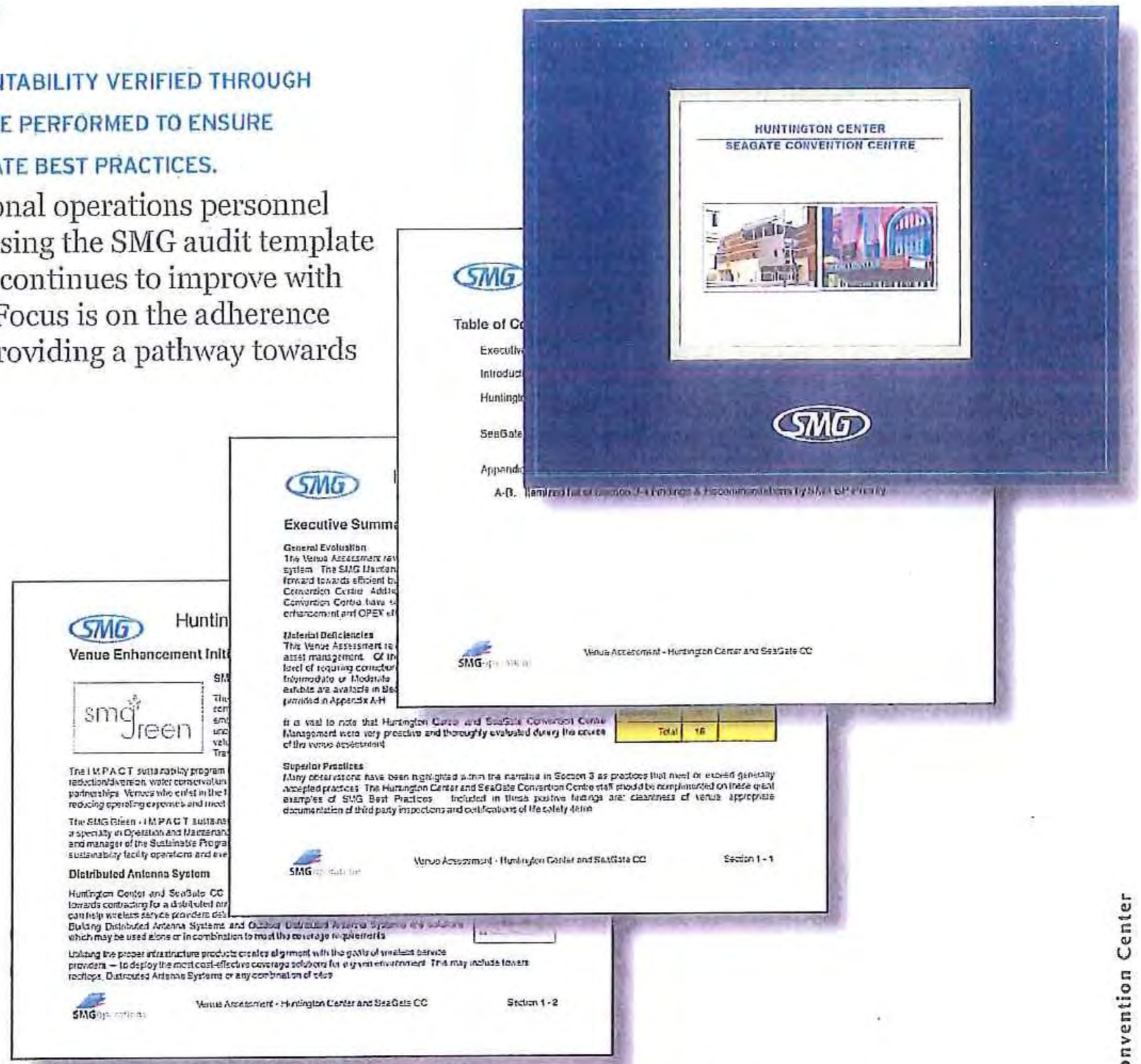
Venue Audits

MEASUREMENT AND ACCOUNTABILITY VERIFIED THROUGH PHYSICAL VENUE AUDITS ARE PERFORMED TO ENSURE COMPLIANCE WITH CORPORATE BEST PRACTICES.

SMG's network of regional operations personnel conduct venue audits using the SMG audit template which has evolved and continues to improve with each audit conducted. Focus is on the adherence to Best Practices and providing a pathway towards meeting goals.



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Safety:

SMG OCCUPATIONAL SAFETY & HEALTH PROCEDURES

The goal of SMG's safety and health procedures is to promote a safe working environment that minimizes accidental injury and property damage. In order to achieve this goal dozens of safety and health specific Best Practices have been implemented by SMG venues as directed and supported through SMG's Corporate Operations Department.

SMG's Corporate Operations personnel are authorized OSHA trainers and experts in venue operations. This combination is unique to SMG and a testament to delivering the highest standards of venue management to SMG's clients.

All SMG facilities are required to maintain current written safety programs, staff and user training sessions on an annual basis as well as other safety focused requirements.

As an example, SMG venues must maintain Safety Committees to administer safety and health programs and identify, evaluate and respond to conditions and issues that could represent a threat to the safety or a potential loss to our clients. These Safety Committees are made up of local staff from executive management, operations, human resources and finance departments. The overall program is reviewed and updated each year and is administered by our Corporate Operations Department.

Our Operations Department conducts facility audits to ensure the optimal utilization and efficiency of our safety & health, maintenance and operations programs. We review all programs, training and physical site conditions on an annual basis to ensure goals are met. SMG institutes and monitors all OSHA programs in accordance with SMG's Best Practices Program.

BELOW IS A SAMPLING OF SMG SAFETY CATEGORIES WHERE PROGRAMS ARE REQUIRED AT SMG VENUES:

- Record Keeping and Reporting
- Walking-Working Surfaces (Ladders)
- Exit Routes / Emergency Evacuation
- Lifts & Platforms (Aerial Lift)
- Occupational Health & Enviromental Control (Hearing Protection)
- Hazardous Materials (Compressed Gases, Flammables, etc.)
- Personal Protective Equipment (Eye, Head, Foot, Electrical Protection)
- General Enviromental Controls (Confined Spaces, Lock Out / Tag Out, etc.)
- Medical and First Aid
- Fire Protection
- Materials Handling & Storage (Forklift)
- Machine Guarding
- Portable Powered Tools
- Welding, Cutting and Brazing
- Electrical
- Toxic Hazardous Substances (Asbestos, Blood Borne Pathogens, HazCom, Lead etc.)
- Contractor (Third Party or Sub-Contractor) Safety

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2.H. PROVIDE SUPERIOR SERVICES TO USERS OF THE BCC AND PATRONS AND VISITORS ATTENDING EVENTS, THEREBY MAXIMIZING CUSTOMER SATISFACTION AS EXHIBITED BY AN INDUSTRY-WIDE POSITIVE IMAGE OF THE BCC, AND MAXIMIZING RE-BOOKINGS.

SMG is unequalled in the field of public-assembly facility management, and we bring our knowledge and expertise into every element of facility management. The first requirement of managing a public-assembly facility is building a knowledgeable, dedicated management staff. SMG has specialist department heads responsible for overseeing all operating functions. We make a comprehensive effort to hire and place management personnel based upon their talents and the needs of the facility.

We see to it that our staff is given all the training and tools necessary for success. Finally, we take every measure to ensure the satisfaction of the facility's patrons. SMG is poised and ready, with 70 convention centers in our network able to provide expertise in virtually any area needed. In many instances, we are able to bring in Event Managers who have worked with rotational convention, corporate, or tradeshow events in our other venues, providing a level of confidence and comfort for our users unmatched in the industry. From major associations to the Super Bowl, SMG has the ability to provide the highest level of service to any and all show organizers at the Center.

Don't take our word for it. We encourage you to read detailed references like the enclosed letter from Greg Downes, our board chairman in South Bend, Indiana. Greg talks in detail about the improvements to customer service – validated through a third party – in just our first six months since transitioning from another management firm.

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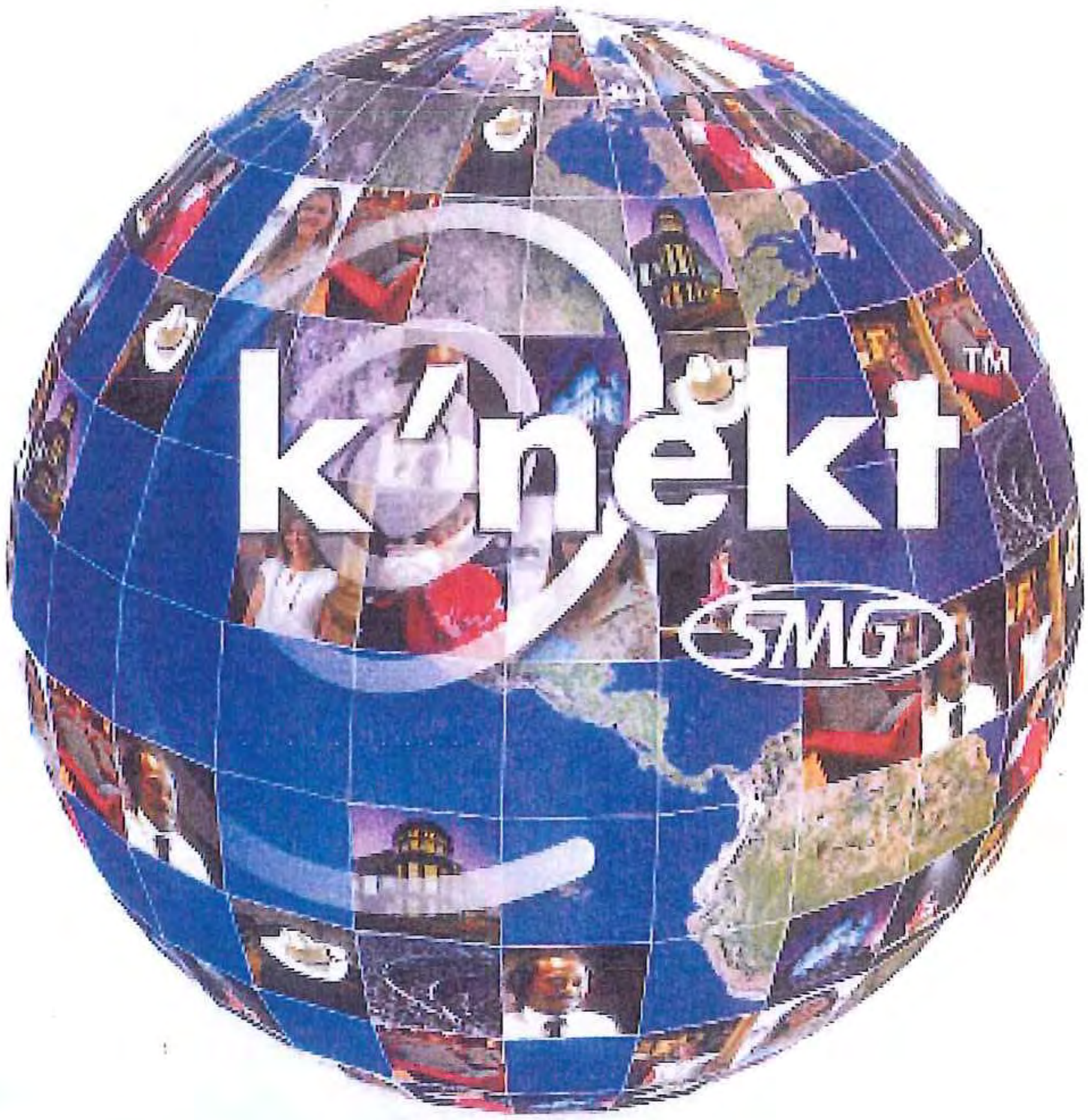
The World of Kinekt



Leading the way for your development personally and professionally

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Philosophy

SMG believes in developing our employees. We want to provide tools that will help our employees to be better in all aspects of their lives: their work lives and their personal lives. We understand that in order for training to be valuable it must be relevant. Our programs focus on life skills. By doing so, we have given people a reason to engage. We believe that by understanding the purpose in our work and focusing on the "how" of how we deliver service, the outcome is improved for all. This philosophy underscores the format and materials in all of our programs. Creating a great guest, customer, and employee experience takes creativity and must be multi-dimensional. We all win when we feel good about the job we are doing and how we are doing it.

Even the name we have chosen for our programs, k'nekt, exemplifies how we feel about it. "We are all in this together." All of our behaviors impact each other. Every aspect of our industry is people-centric: entertainment and sporting events, meetings, conferences and social events. We needed to design programs exclusively for our unique requirements. We understand the importance of hospitality and quality of service, of increasing sales and driving revenues, of always looking to exceed guest, client, and customer expectations.

Methodology

Making training engaging and relevant to the adult learner is critical in order for it to be effective. SMG takes this theory one step further in all of the training programs. Not only are all of the messages and skills pertinent for the success of the employees at their jobs, but many of the lessons taught are also relevant to personal interactions. Employees engage and incorporate concepts when they see value. By showing value beyond the workplace, employees embrace and take ownership of the training. Each program includes the following:

- Professionally delivered training utilizing industry experts and/or nationally recognized speakers
- A blend of media that is current and engaging
- Messages and skills that are directly applicable to work and often personal lives
- Versatile skills that allow the learner to internalize and personalize for a more genuine application and delivery
- Current topics that address the fast-paced, digital world we operate in
- Customized programs that significantly improve results

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k'nekt Training Programs

AN INTRODUCTION TO CUSTOMER SERVICE AND THE SMG STORY

The SMG story begins by recognizing that there is a purpose to our work, not simply tasks to be performed. The first training program in the k'nekt portfolio is meant for all new-hires and temporary employees. It is a cutting edge training video explaining the company's philosophy. Each of the SMG's core beliefs are explored in a way that the individual employee understands how he or she is part of the success of the company. By the end of the 17 minute video, employees understand that at SMG:

- We Engage our customers by making a great first impression through our body language and facial expressions.
- We Celebrate our affiliation with the SMG team by presenting ourselves professionally and wearing our uniform with pride.
- We Entertain our guests by acting as a host of events and ensuring that each and every guest has a positive experience.
- We Amaze our patrons by going above and beyond to really WOW them. Satisfied guests aren't good enough. . . we want to amaze them.
- We k'nekt when we focus on our purpose and our core beliefs. We "k'nekt" with our customers to build loyalty and ultimately success for all.

"We have had several other SMG customer service training sessions administered in previous years but none can compare to the outstanding interactive and comprehensive training seminar put on by k'nekt earlier this month. The energy and charisma of the k'nekt trainer, Katie Wells connected with our SMG employees at the Times Union Center. At the end of the class several employees commented that this customer service training was the best one they have ever attended."

Bob Belber, Regional General Manager
Times Union Center, Albany, NY

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CUSTOMER SERVICE

Once employees have been trained in their specific jobs, they are encouraged to attend the half-day, interactive program further exploring the skills of customer service. A blend of live facilitation and captivating multimedia is tailored specifically for each individual facility. Our employees engage because they see relevancy. We show them how the skills they learn have application in their personal lives as well as their business lives. The skills taught are centered around the core beliefs.

We Engage:

- Initiate eye contact
- Maintain positive body language
- Properly shaking hands

We Celebrate:

- Excellent personal grooming
- Professional dress
- SMG attire guidelines

We Entertain:

- Taking ownership of situations
- Handling challenges

We Amaze:

- Going above and beyond so our guests have an amazing experience

Target Audience – All employees.

FUNDAMENTALS OF LEADERSHIP

This course addresses the core skills necessary for effective leadership. Communicating expectations and providing feedback based on observable behaviors are some of the key concepts. Specific departmental goals and objectives are incorporated for immediate results. Participants will be able to:

- Effectively communicate expectations for all employees
- Create a plan and/or schedule to observe employees' performance
- Provide feedback based on performance
- Communicate observable behaviors for reinforcement and correction
- Establish accountability in each department

Target Audience - All supervisors, managers, directors of all departments that supervise employees

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SALES I – THE CONSUMMATE SALES PROFESSIONAL

The main focus of this intensive three-day session is to arm the SMG sales person with the right tools to convert potential business into booked business. This program encompasses all aspects of the sales job teaching interactive selling points, etiquette & protocol, networking, online communication, letters and proposal writing. The course is led by two extremely experienced hospitality executives and calls on some of the field's top experts to share their experience and knowledge with the trainees. Speakers include a nationally recognized etiquette expert who has appeared on national broadcast programs such as Dr. Phil and Oprah, and Professors from The College of Charleston's Tourism and Hospitality division and Executives from SMG.

Within the training program, the following are reviewed:

- Correctly opening the sales call
- Querying the customer with the right questions to discover pertinent information
- Describing the SMG product in terms of customer benefits
- Overcoming objections
- Confidently quoting prices and closing the sale
- Presenting ourselves with polish
- Social Media

Target Audience – All Sales, Catering and Event Management personnel who have responsibility for booking business into a SMG facility as well as leaders who oversee the sales role.

SALES II – ADVANCED SELLING TECHNIQUES

Whereas, Sales I focuses on the reactive selling process, Sales II takes that to the next level. Participants work on extensive evaluation of business opportunities and the different buyers within that opportunity. It is a complex approach to assessing customers' buying styles and presenting offerings that best influence and persuade those styles. Participants will apply the theory presented to current business opportunities. They will also develop action plans that support this theory in order to persuade future customers. Additionally, participants explore the proactive portion of sales – prospecting. Sources for new business, effective strategies and necessary action plans are all developed in order to ensure a constant flow of business. Participants learn to:

- Gather and synthesize necessary information to fully assess a business opportunity
- Assess customers' buying styles and select an approach that best persuades each style
- Offer solutions to customers that provide value and show results based on the customers' business objectives
- Organize information and deliver presentations (including proposals) that persuade different types of buyers and influencers
- Identify the purpose/need for prospecting
- Establish a unique system that ensures frequent and effective prospecting calls
- Identify sources relevant to specific market segments
- Identify critical information needed before attempting to contact a prospect
- Create a compelling opening statement and questioning strategy that will entice different prospects
- Recognize challenges when making prospecting calls and respond to typical customer objections on a prospecting call

Target Audience – All Sales, Catering and Event Management personnel who have attended Sales I – The Consummate Sales Professional and/or have attended a similar sales program demonstrating the foundation of selling skills. It is also beneficial for leaders who oversee the sales role.

SALES III – SALES ACCOUNTABILITY AND LEADERSHIP

SMG understands that companies that embrace a sales culture are the most successful in any industry or marketplace. Infusing a sales culture throughout the organization begins with leadership, measurements and accountability. This training has many components that support the accountability model.

- Developing a comprehensive Marketing Plan that incorporates specific nuances of the facility, the marketplace, the competition and stakeholder expectations
- Establishing team and individual measurements per market segment, per year that directly link to the facility's initiatives, budget and market expectations
- Developing and executing sales strategies that support the team and individual sales (revenue) goals
- Developing an efficient sales team by coaching sales people on sales skills, strategies and account management
- Implementing measurement tools to track team individual performance
- Enneagram Personality Profile

Target Audience – All Sales, Catering and Event Management leaders who have responsibility for overseeing the business booked into a SMG facility

"SMG's corporate k'nekt programs have made a huge difference in how our company is perceived by our Contract Administrator and our County Commission in Broward County. When our sales training certificate program was announced through the College of Charleston it truly made the value difference for our company against any and all competitors.

For those of us who rose to our current positions from the sales and marketing discipline the introduction of k'nekt has made us a better company all around and a company that understands the importance of finding and booking new business for our buildings through better sales techniques, and then keeping our customers happy through superior customer service. Our Contract Administrator could not be happier and with her full support Broward County just signed SMG to another 10 year operating contract."

Mark Gatley, Regional General Manager
Broward County Convention Center, Ft. Lauderdale, FL

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EVENT MANAGEMENT

The Event Management Program details the key responsibilities of this critical function. It addresses all the elements of the Event Manager's role from file management and ownership, to contract understanding and enforcement, program closure and payment, upselling opportunities, handling difficult guests, and pre/post convention meeting protocol. It also addresses the importance of professional polish and instructs in this key area.

- Persuasion skills to drive revenue
- Pre-/Post-con effectiveness
- Challenging/unique situations
- Effective turnover
- Interdepartmental communication
- Presenting ideas for improvement
- Social media
- Professionalism 24/7 – dress for success
- Best Practices – BEOs, resumes, complex diagrams
- The life cycle of events

Target Audience – All Catering and Event Management personnel who have responsibility for overseeing the service delivery of programs booked into a SMG facility as well as leaders who are responsible for events.

PROMOTING ARENAS AND SUCCESSFUL EVENTS

Marketing arenas goes beyond ticket sales. Promoters expect complex media strategies and significant guidance in-market in order to make a show successful. Additionally, suite sales, naming rights, and advertising may also be the responsibility of the sales and marketing representatives in the arenas. This course has value for stadium and theater marketers as well. The course covers the following topics for arenas specifically:

- Media Buying
- Social Media
- Public Relations
- Managing Promoters
- Grass-roots Marketing
- Strategic Prospecting
- Effective Selling Skills
- Compelling Advertising
- Overcoming Objections and Resistance

Target Audience – All arena, stadium and theater marketing personnel.

k'nekt CULINARY FOR SAVOR FOOD AND BEVERAGE

Culinary k'nekt includes training and information sharing for Executive Chefs and the Food and Beverage Directors. Special attention is given in the following areas:

- Embracing and integrating the green initiatives into the kitchen and ensuring that the guests are aware of the unique attributes that SAVOR Food Service offers
- Recipe suggestions and idea sharing
- Technical training in banquet service
- Food safety
- Alcohol awareness
- Concept design
- Trends and new technologies

Target Audience – All SAVOR Executive Chefs and F&B Directors.

SALES I WITH SAVOR ENHANCEMENTS

A four-day session utilizing food and beverage-specific topics, examples, role plays, etc. This program is offered to SAVOR employees to allow for food and beverage specific content and networking. In addition to the core Sales I curriculum, the following topics are added:

- Stakeholders
- Competitive food and beverage environment
- Community participation
- Brand consistency
- Taking ownership of all food and beverage opportunities, not just contracted
- Internal resources
- Trends

Target Audience – All SAVOR personnel who have responsibility for booking business into a facility as well as SAVOR leaders who oversee the sales role.

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SALES ADMINISTRATIVE ASSISTANT WEBINAR

When customers contact a sales office, it is not unusual to initially speak to an Administrative Assistant. That first point of contact can make or break a sale, so providing training to this audience is necessary to accomplish the following:

- Understand the importance and value of business opportunities that are handled in the sales office
- Understand their role in the success of the sales process
- Manage the call (or walk-in customer) in a way that efficiently gets the customer to the right person
- Effectively explain necessary information to customers when directing them to the next step of the sales process

Target Audience – All Sales, Catering and Event Management personnel who have responsibility for answering inquiry calls and supporting the sales department.

SOCIAL MEDIA WEBINAR

The world of social media is ever changing and can be overwhelming. This webinar gives an overall understanding of the business application of social media. The philosophy and general guidelines for navigating the most common platforms are explained and effective tools and apps are shared. Participants will:

- Understand the value of social media
- Learn the uses of the most popular platforms
- Discover effective tools and apps to become more efficient at social media

Target Audience - All personnel that have input for or access to social media at their facility

LEADERS WEBINAR

Periodic briefings for managers and leaders in sales, food and beverage (SAVOR) and event management. Reviews direction and materials (checklists, standards, etc.) supplied in the various training programs. Helps ensure utilization.

Target Audience - Managers and leaders in sales, F&B and event management

EXTERNAL ATTENDEES

The success of many of the training programs has prompted external employees to attend. When employees of major hotel chains and CVBs request to attend SMG training, it proves that the content, delivery and skills taught are in high demand, and highly successful.

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Training Measurements

SMG recognizes that training is only beneficial if it provides results. Quantifying the effectiveness of training is a difficult task in any industry, especially with personal interaction skills. However, SMG is able to measure results and training effectiveness in a variety of ways. By gathering data from different sources, the collective feedback indicates that the training programs are not only successful but ultimately effective for the facilities and produce results for the company as a whole.

External Measurements

MYSTERY SALES SHOPS

The Sales I – Consummate Sales Person training is supported and monitored with mystery shop calls to recognize if learned skills are being maximized. Extensive scenarios are built and presented to sales people in order to measure their ability to convert the sale. Training experts provide written and verbal feedback, as well as suggesting new techniques to the sales managers as a means of evaluation.

ON-LINE POST EVENT EVALUATIONS

A cost effective measurement of customer satisfaction. Externally generated instruments from firms such as Mind Share have been developed and are utilized. Also facility generated instruments using Survey Monkey are utilized.

Internal Measurements

PROGRAM EVALUATIONS

Each of the classroom training sessions gathers feedback from participants. This feedback measures a culture of learning, retention, new skills and changed behaviors applicable to the training provided. All aspects of the training are measured and assessed. Evaluations are tallied and adjustments are made to the content when necessary. Consistently, the evaluations average 9.3-9.7 on a scale of 1-10, with 10 being considered outstanding.

SUCCESS MEASUREMENTS

Additionally, SMG seeks and documents proof sources directly attributable to class attendance of program effectiveness such as individual promotions, success at securing business, management and/or client testimonials.

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2.I. DEVELOP AND OVERSEE A CUSTOMER FRIENDLY, COST EFFICIENT LABOR WORKFORCE.

SMG places significant emphasis on developing and maintaining a professional staff and operating approach. Our operating plans have six main goals:

- Enhance the operation, appearance and reputation of the facility
- Develop and nurture a highly-skilled workforce
- Use its resources as efficiently as possible while adopting and maintaining tight cost control
- Extend the life span of the materials and equipment
- Provide highest levels of customer service
- Achieve desired financial results of the client

Our on-site management team will be involved in all aspects of the facility's events including planning and coordination of services and technical requirements. This will include, but not necessarily be limited to:

- Coordination and oversight of subcontractors and show labor
- Event set up and teardown
- Utility service delivery and collection
- Temporary event staffing
- Security and Crowd management
- Event settlement

Additionally we conduct:

- Regular finance reviews and procedural updates
- Box office standards and procedures training
- Annual and periodic audit review
- Advanced computer and management system training
- National sales meetings
- Smart Maintenance
- SMG "k'nekt" Customer Service Training, "k'nekt" Sales Training
- Human Resources Training for Managers and Supervisors
- Webinars for administrative support staff

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2.J. MAXIMIZE THE ECONOMIC IMPACT TO THE COMMUNITY, REGION, AND STATE (VIA THE ACCOMMODATION OF NON-LOCAL EVENTS, TRADE SHOWS, CONFERENCES AND MEETINGS) AND OVERALL UTILIZATION OF THE FACILITY, WHILE FOCUSING ON MINIMIZING THE ANNUAL OPERATING COST FOR THE BCC.

SMG's entire history is founded on this approach to maximizing the operation. Throughout this proposal, we highlight not just a philosophy, or an approach, but a plan. A plan in all functional areas that – by all accounts – is "outside the box" versus any other firm in our industry. Highlights include:

- The industry's only unified approach to management of both operations and foodservice;
- A consolidated financial proposal that immediately yields a major deficit reduction to the Board of Managers;
- An incentive plan that focuses incentives on your goals, not ours;
- A proven alliance, the Branson Alliance, that formalizes our local partnerships;
- Commitments to local businesses and suppliers offered not as a token, but as our modus operandi in all markets;
- A detailed marketing plan with regional and national support to help the local team deliver more;
- A regional and national brand that is targeted by meeting, convention and performing arts clients;
- Employee development builds loyalty and translates to retention;
- Community involvement which engenders good feelings;
- And so much more – all contained in this proposal, and substantiated by clients from Evansville to Peoria to Chicago and beyond.

2.K. ACHIEVE THE GREATEST POSSIBLE PROFITABILITY, CONSISTENT WITH OTHER CITY OBJECTIVES INCLUDING THE PRIMARY BUSINESS GOAL OF THE FACILITY WHICH IS TO INCREASE INCREMENTAL ROOM NIGHTS AND THUS CITY REVENUES.

As indicated in the response to 2.j., the maximization of convention center occupancy and achieving the greatest possible profitability can go hand in glove. However, for many state and national associations, profitability is sometimes sacrificed for utilization and overall economic impact. We will work with the City of Branson to develop an approach to these events and determine the level of tolerance the City has for sacrificing profitability in exchange for maximizing economic impact through hotel and sales tax revenues. Seeing pedestrian traffic downtown is often the best indicator that we are doing our jobs.

2.L. DEVELOP AND IMPLEMENT INITIATIVES TO PENETRATE NEW MARKETS, ATTRACT NEW EVENTS AND PROMOTE THE BCC TO ENHANCE USAGE OF THE CONVENTION CENTER AND TO INCREASE LOCAL AND NEARBY HOTEL AND MOTEL OCCUPANCY.

Marketing and promoting a facility doesn't just happen on a local level, but on a national level as well. That is where SMG's broad base of experienced personnel and extensive communication network really come into play. We know venues, audiences, industries, and we know marketing. The other thing we know how to do is bring all that experience together and make it work locally.

SMG's corporate and regional offices will provide added value to the Facility and the region in a variety of ways. This response details corporate driven strategies and new booking techniques designed to supplement and enhance the on-site sales and marketing approach. Features of SMG's corporate programs include specifically how the corporate office generates or initiates:

- New, qualified convention and association business leads to pursue.
- Utilize corporate contacts and sister facilities to uncover and target touring show opportunities.
- Media placements as part of the SMG National Advertising Program

ENCLOSED WITHIN THIS RESPONSE WE HAVE PROVIDED A DRAFT MARKETING PLAN FOR YOUR REVIEW.

2.M. WORK COOPERATIVELY WITH LOCAL ORGANIZATIONS TO ATTRACT CITYWIDE EVENTS INCLUDING NATIONAL/ INTERNATIONAL EVENTS, TRADE SHOWS AND MEETINGS TO THE BCC.

SMG supports and enhances the efforts of our clients and the local CVBs and Chambers of Commerce to attract and market meetings, conferences, trade shows, competitive events, and special events/festivals for the venue and the community. SMG has a track record of success in attracting world-class events, partnering with other clients in similar markets and venues. We provide the CVB with access to resources and opportunities unmatched by any other firm. This includes lead generation, telemarketing and sales programs, promotional exposure opportunities and existing client relationships.

Our immediate focus would be on the creation of the "Branson Alliance." This is a program we started in other markets ranging from Denver to Chicago and South Bend to Syracuse. It is a formalized method – secured through a memorandum of understanding – to bring together the convention center, convention hotel(s), CVB and city to focus on growing the business. If you speak with our Alliance partners in any of the cities noted above, you will find a clear value proposition that separates us from any other firm.

THE BRANSON ALLIANCE - A NEW MODEL FOR MARKETING THE PACKAGE

Our experience in the convention industry has shown us the competitive nature of the marketplace, the importance of a cohesive approach to the meeting planner and attendee, and the need for coordination of goals and approaches. SMG is prepared to partner with the CVB and the Hotelier in development of a new and comprehensive sales and marketing program that recognizes these critical areas. Our other CVB partners, in cities from Denver to Chicago to Syracuse, have been most appreciative of this new, more formalized partnership.

CREATE A NEW MODEL FOR THE COOPERATIVE MARKETING OF A DESTINATION AND CONVENTION FACILITY.

Most markets historically followed the traditional model of CVB/Convention Center/Hospitality Community relationships where the parties act independently of each other as a loose coalition with similar goals but limited investment in the overall joint goals of the city at large. This system has, at its root, a series of talented professional teams working largely independently of each other and producing what each feels is their mission. While this system can be successful in producing some results, the growth in opportunity for the Branson market demands a newer approach.

For Branson, we believe that the optimum approach is to now transcend traditional relationships to form a new and powerful Strategic Alliance that assures our collective future success in economic development through convention bookings. To achieve that goal for the city, we recommend adoption of this exciting new program, which would be branded for future community convention development as "The Branson Alliance."

In our opinion, a strategic alliance is a serious business relationship that is built upon mutual trust, ideology, business need and opportunity. Only a few business relationships can actually be classified as genuine alliances—and, as stated previously, we have demonstrated success with our Alliance partnerships in Denver, Detroit and Jacksonville. This new strategic alliance opportunity can be best fostered through a written agreement to leverage resources for the greater collective good of the community –in this case, the CVB.

WHAT IT DELIVERS - HOW IT WORKS.

In most communities, their destination industry agencies and components focus primarily on their own requirements and deliverables -- and are not necessarily vested in the interests of other supportive partners. Through the Branson Alliance, there will be a new community commitment, fostered by the CVB with these principal benefits:

- A joint commitment to hierarchy of goals—Participants will commit to support the delivery of other alliance member goals as well as their own.
- A truly seamless Team-Sell approach—delivered through a new comprehensive marketing agreement of Alliance members. In this way, we will begin to think of the Branson sales team as one comprehensive team, compromised of the various sales team resources of the CVB, the convention center, and convention block hotels.
- "One sight, one sound, one sell"—A clearly defined set of branded, priority customer communications messages for everyone to employ; delivering a new brand program for the community to rally around and support.
- "Team Branson"—an enhanced service team that follows up on the team-sell approach with prescribed mutual training and evaluative processes to measure and produce even greater success.

KEY PARTICIPANTS IN THE BRANSON ALLIANCE.

The overall policy direction would be provided by both the CVB and the convention center management company. The lead contact for convention sales and service would be the CVB, supported by SMG, the Hilton Hotel, along with other potential participants — and the new Branson Alliance would become a new branded program that is prominently noted in all participant communications, on their websites and other collateral. Onsite display plaques for all Alliance business participants would proclaim, "A proud member of the Branson Alliance: committed to service excellence." The extended Branson Alliance Team of facility management, hotel participants and other important partners required by the client will be ever-present with the CVB for sales calls, familiarization programs and other related marketing needs.

Details of our Branson Alliance can be found within our draft marketing plan.

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2.N. WITH THE ASSISTANCE OF THE CITY, PROCURE AND NEGOTIATE VARIOUS CONTRACTS AND AGREEMENTS INVOLVING FACILITIES, PRODUCTS AND SERVICES RELATED TO THE BCC.

Think of resources of 70 other convention centers (and over 230 public venues). We offer immediate benefits ranging from master service and procurement agreements to best practices and procedures that all focus on preserving your asset and your back account. For example, our master service agreements with companies like Kone and Schindler provide pricing based on our global inventory of elevators and escalators. Our favored nation pricing would immediately be applied to the BCC. Expand this concept to specialized industry goods and service ranging from advertising and trade show participation to furniture, fixtures and equipment needed over the life of a facility.

No other facility management firm has the depth and breadth of venues that can leverage relationships and contracts in such an impactful way.

2.O. RESPOND TO THE EVER-CHANGING NEEDS OF THE COMMUNITY AND USERS OF THE FACILITY WITH RECOMMENDATIONS FOR EXPANSION, RENOVATIONS AND UPGRADES OF SERVICES.

In the past decade alone, SMG has been a part of at least 25 new building, expansion and/or renovation projects. In each of these, our corporate team provides the expertise needed in every discipline to help you analyze and execute these substantial projects. From our financial analysts' work on pro forma development, to our Operations Development Department that provides blueprint review and operator input to the architects and engineers involved, our on site team can tap into these corporate and regional resources whenever needed to help the City evaluate all options and make the best decisions.

On an ongoing basis, our management team will maintain prioritized capital project schedules to ensure that repairs, replacements and renovations are an ongoing discussion with the City. If you wish, ask to see one of our comprehensive Facility Audit documents. Typically anywhere from 50 to 150 pages (based on venue age and size), our external team evaluates every aspect of facility operations from the front entrance to the loading dock.

As your fiduciary, it is incumbent on us to make recommendations, though the final decision is always yours. As a team, our common mission is to keep the BCC current and marketable to best serve its primary purpose: attracting and servicing conventions and other events that bring visitors to Branson.

2.P. ACHIEVE ALL OBJECTIVES IN A PROFESSIONAL MANNER, CONSISTENT WITH BEST INDUSTRY PRACTICES AND ALL APPLICABLE LAWS AND ORDINANCES.

With no ego and much pride, we submit that our firm literally founded the industry that we now lead some 34 years later. The concept of "private management for public facilities" has driven a need to not only understand the laws and ordinances that govern what we do, but often times to help draft them based on our experiences in so many other municipalities. Our best practices are the industry's best practices, and our 93% retention rate in the last ten years is a testament to providing City's like Branson exactly what is needed.

SMG is the only private management firm of public assembly facilities to provide a professional asset management approach to day-to-day venue operations. SMG has achieved this by establishing policies and procedures specific yet flexible for each facility through a dedicated corporate department.

SMG's Best Practices Program is the culmination of the hard work and efforts of many SMG operators combined with industry knowledge and information from easy-to-access industry information resources. SMG's vast experience is used to author these Best Practices, which form the cornerstones of the operational excellence found throughout the SMG network.

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2.Q. DEVELOP AND IMPLEMENT AN EQUAL EMPLOYMENT OPPORTUNITY AND WORKFORCE DIVERSITY PLAN.

A written statement is the starting point for emphasizing to all employees that SMG's top management is committed to making and advising all employees that equal employment opportunity is a basic company policy.

Employees are provided a copy of this policy both through the HR Policy and Procedure Manual and SMG's Business Conduct Policy.

In addition to this, we issue a statement that each employee is individually responsible for pursuing a policy of equal employment opportunity and nondiscrimination. This statement is consistently posted in conspicuous places, available to all employees and applicants for employment, along with notices setting forth State and Federal law provisions prohibiting discrimination in employment and SMG's own policies regarding nondiscrimination, equal employment opportunity and affirmative action.

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Diversity

SMG'S COMMITMENT TO EQUAL OPPORTUNITY EMPLOYMENT

In all contracts executed by SMG we provide not only all required services to our client, but also are committed to meet/exceed any and all Minority Business Enterprise/ Women Business Enterprise (MBE/WBE) goals/requirements established for and by the client and provide all supporting documentation as required. Our policy regarding equal employment and minority participation is provided below.

EQUAL EMPLOYMENT OPPORTUNITY

SMG believes in, and is committed to, the principles and practices of equal employment opportunity and nondiscrimination. Employment is based upon personal capabilities and qualifications regardless of race, color, religion, sex, age, national origin, disability, marital status or any other protected characteristic as established by federal law. In addition, we comply with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including but not limited to, recruitment, employment, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation and training.

SPECIFICALLY:

- Employment opportunities are and shall be open to all qualified applicants solely on the basis of their experience, aptitudes, abilities and training;
- Advancement is and shall be based entirely on the individual's achievement, performance, ability, attitude and potential for promotion.
- SMG is committed to creating and maintaining a work environment in which all individuals are treated with respect and dignity.
- The Human Resources Department, in compliance with all federal, state and local laws, has overall responsibility for this policy and maintains the reporting and monitoring of procedures. Employees' questions or concerns should be referred to the Human Resources Department.
- Appropriate disciplinary action may be taken against any employee willfully violating this policy.

SMG's Equal Opportunity Programs

AFFIRMATIVE ACTION RECRUITMENT AND TRAINING PLAN

SMG takes affirmative action, consistent with sound policies and applicable law, to ensure that business enterprises owned and controlled by minorities (MBE), and women (WBE) are afforded a maximum feasible opportunity to do business with SMG. We are firmly committed to promoting and advancing the meaningful participation of minority-owned business enterprises and women-owned business enterprises in all venues.

SMG has a proven history of minority and women business enterprises in its business activities as joint venture partners, managers, employees, subcontractors and vendors in pre-opening, construction and management operations. Some examples of our successes are found further on.

SMG recognizes that municipal entities, universities and private companies, like SMG, bear an important and influential responsibility to help improve MBE/WBE representation in the economy on a local and national level. SMG also recognizes that the meaningful inclusion of minority and women-owned and disabled individuals firms is not simply about extending economic opportunity to a few, but about building a foundation to achieve social equity and economic self sufficiency for all.

To give credence to its policy of promoting the full participation of MBE/WBEs, SMG enacts a wide array of post-contract award efforts such as extensive and aggressive outreach efforts to the elimination of gratuitous economic barriers (like bonding requirements where appropriate) that hinder opportunities for minority, women businesses and disabled individuals. SMG is keenly aware that MBE/WBEs not only have to confront problems related to race and gender, but need to

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address economic obstacles that stand in the way of all small businesses. SMG is confident that its substantial efforts will help minority and women businesses and individuals attain their full measure of entrepreneurial self sufficiency and economic self reliance.

Equal Employment and Affirmative Action Practices

A written statement is the starting point for emphasizing to all employees that SMG's top management is committed to making and advising all employees that equal employment opportunity is a basic company policy.

Employees are provided a copy of this policy both through the HR Policy and Procedure Manual and SMG's Business Conduct Policy.

In addition to this, we issue a statement that each employee is individually responsible for pursuing a policy of equal employment opportunity and nondiscrimination. This statement is consistently posted in conspicuous places, available to all employees and applicants for employment, notices setting forth State and Federal law provisions prohibiting discrimination in employment and SMG's own policies regarding nondiscrimination, equal employment opportunity and affirmative action.

SMG's Equal Employment Officer

SMG has appointed Shauna Elvin, Senior Vice President, Human Resources, as its equal opportunity employment officer. This top-ranking SMG executive is responsible for overseeing and implementing SMG's Affirmative Action program. She is empowered to act as a direct liaison with all subcontractors, vendors and employees of SMG, to answer any questions or problems regarding SMG's equal employment opportunity and Affirmative Action efforts, and nondiscrimination obligations.

Monitoring & Reporting

SMG will monitor and audit all affirmative action activities (nondiscrimination: affirmative action policies; MBE/WBE participation) to identify problems which will enable the speedy undertaking of corrective action measures, to identify cases of under utilization and to devise internal and external remedies to address problems issues (e.g., better and more aggressive recruiting; internal employment goals; review of subcontracting standards and processes; compensation practices; interview and testing process).

Recruitment & Training

During this contract, SMG maintains contacts with appropriate governmental and non-governmental entities to find qualified minority and women subcontractors, vendors and employees.

SMG is committed to ensuring that women and minorities hired by SMG have the opportunity to gain the skills necessary to perform their jobs in a satisfactory manner. We offer an educational assistance programming addition to other in-house designed training programs.

PINNACLE HR CONSULTING SERVICES

solutions beyond compliance

Over the past ten years, Pinnacle has become the industry leader for affirmative action plan development and recruitment compliance consulting. Pinnacle represents clients in all 50 states and Puerto Rico. SMG recognizes its continuing responsibility to make best faith efforts to help Minorities and Women enter the economic mainstream. Because of SMG's commitment, they have partnered with Pinnacle.

In Pinnacle's experience with SMG, they have demonstrated their commitment to embracing Minorities and Women in its business activities as joint venture partners, managers, employees, subcontractors and vendors. In its continued facility management operation, SMG currently administers (86) individual Affirmative Action Programs nationwide, which all share the same fundamental goal to provide meaningful and substantial levels of minority and women employee participation in all levels of the organization.

Affirmative Action Programs are generated annually by Pinnacle to report on the success of SMG's programs toward meeting their Affirmative Action goals. The success of SMG's Affirmative Action Program is evidenced by SMG's total population of minority and women employees, which as of 2012 exceeds 54% of all SMG employees nationwide.

Pinnacle works closely with each SMG facility to provide a customized affirmative action policy that is compliant with all Federal regulations. This includes a customized written policy narrative for Minorities and Women, as well as a separate written policy narrative for the Disabled and Veterans. Also included are comprehensive statistical analyses for Minorities and Women based on each facility's specific recruiting assumptions. Additionally, Adverse Impact Analyses are conducted annually for each facility for their Hires, Promotions, and Terminations, and includes a Progress towards Goals summary to underline each facility's accomplishments during the plan year.

In our continuing effort to install Affirmative Action best practices, on May 10th, 2013, Pinnacle provided SMG with a live, customized training webinar focused on effective Affirmative Action planning strategies that included Human Resources Designees from all of SMG's facilities nationwide. This two hour webinar enabled participants to ask questions and discuss with the Pinnacle consulting team, challenges they face.

In closing, SMG is resolutely committed to achieving meaningful and substantial levels of Minority and Women participation in their business, and in a manner consistent with the Affirmative Action guidelines.

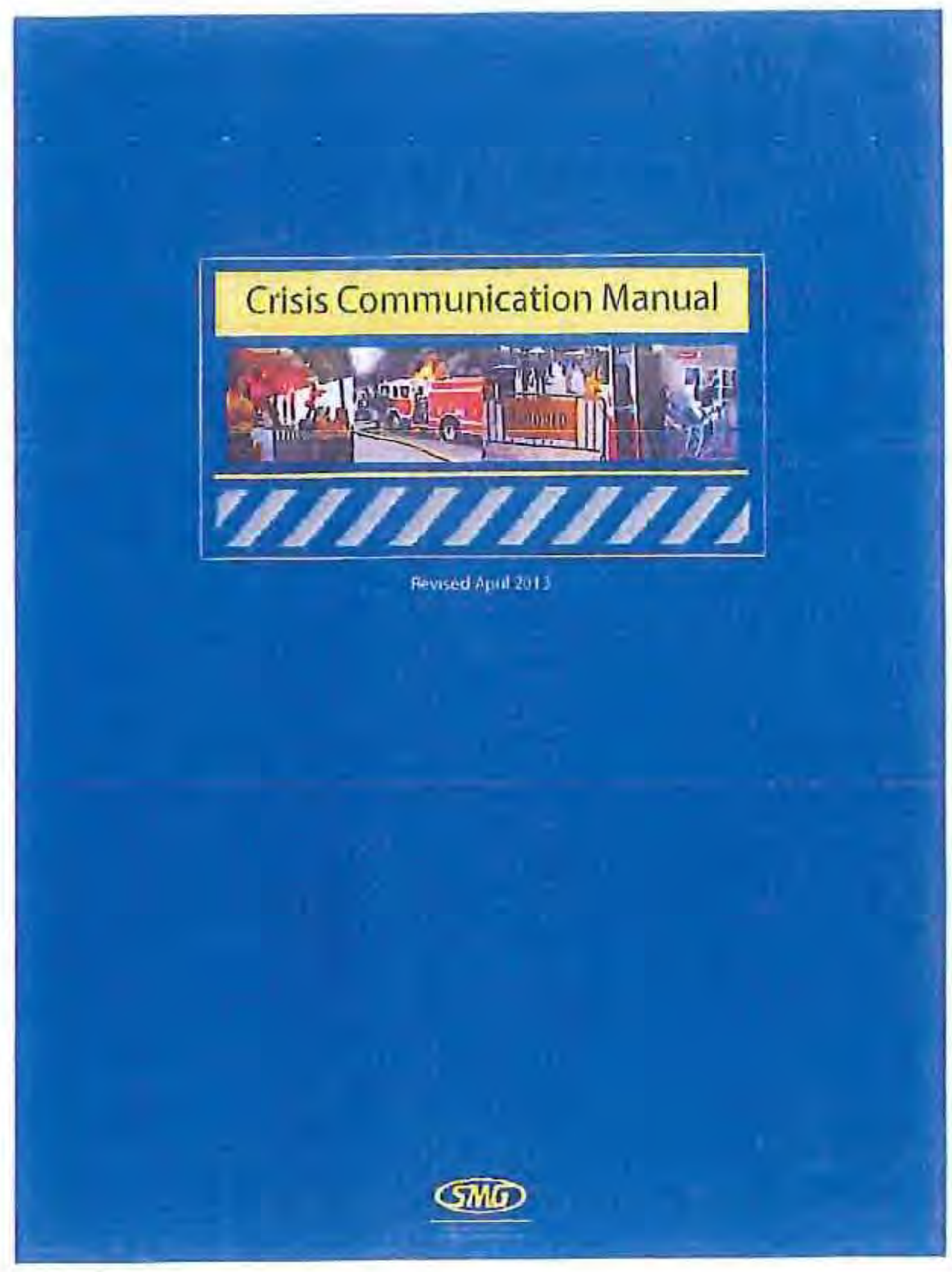
Sincerely,

Bobbie G. Bieta, PHR
Sr. Vice President|Partner

3850 North Causeway Boulevard · Suite 1070 · Metairie, Louisiana 70002
Phone: 800.61.3369 · Fax: 504.553.5335 · www.Pinnacle-AAP.com

2.R. DEVELOP AND IMPLEMENT EMERGENCY PREPAREDNESS PROCEDURES.

As indicated in 2.p., SMG has resources of Best Practices available to our operators. One component of these Best Practices is Emergency Preparedness. These procedures are tailored to specific venues in cooperation with local life safety officials, including police and fire. Once developed, these policies are made available to all employees, and adherence and knowledge of these policies is a part of our ongoing training of employees.



If you look at a map of our public facilities, you will see that we work in every extreme, and have not only been prepared for but also managed through some of the countries greatest tragedies and challenges. After the devastation of Hurricane Katrina, SMG's top executive was the last man out after serving as the last refuge for citizens unable to escape. Subsequently, at least a dozen of our venues were prepared for, housed and fed tens of thousands at our venues along the Gulf Coast and through the Southeast. You might not think that our experience hosting dozens of Super Bowls, Final Fours and All Star games would have merit in Branson. But it all feeds our expertise on public safety, crowd control and emergency preparedness.

We have hosted everyone from presidents to popes, Bill Gates to Steve Jobs and world leaders at events like the G-8 and G-20. No firm, hotel or convention center manager has the level of preparedness and – more importantly – the resources to manage whatever nature or other forces have to test us.

We also have a Crisis Communication Manual that we provide to each facility.

We routinely conduct threat assessment and venue risk assessment that helps to identify potential exposures.

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FIRE AND LIFE SAFETY MANAGEMENT

SMG has also developed and implemented a Fire and Life Safety Management Plan for its facilities that includes the following:

- Floor plan approval procedures
- List of prohibited materials, processes and equipment
- Guide for materials requiring flame-retardant treatment
- Policy regarding use of combustible materials
- Policy regarding obstruction of exits, emergency equipment, etc.
- Storage of crates and cartons
- OSHA Programs
- List of prohibited equipment and operations during set-up or tear-down
- List of materials, processes or equipment requiring special permits
- Process by which promoter or exhibitor may receive special approval for equipment or process

SMG has also developed a Crisis Communication Procedure Manual. Designed with executive level management staff in mind, the manual provides guidelines for effective communication with the media and public in crisis situations. The manual is tailored to the needs and processes of the facility.

SECURITY AND CROWD CONTROL

Our security operations operate under the following guidelines and specific responsibilities as follows:

- Keep daily journal documenting any and all occurrences. Examples are arrival times of employees, deliveries, visitors, any problems or issues.
- Provide supervision and direction to part-time security staff working a "non event" shift.
- Be aware of all building activities.
- Screen all visitors and verify appointments with employees. Issue visitor credentials and maintain visitor log(s).
- Monitor CCTV network and take action of any suspicious or illegal activities.
- Issue two-way radios to supervisors. Ensure return and maintenance of radios.
- Issue of building keys to specific areas. Verify authorization, sign keys out and back in. Keep key inventory.
- Verify authorization on any property removals. A property removal system will be in place.
- Monitor all show truck arrivals or other event related activities. Ensure service yard is clear and able to accept vehicles.
- Receive and log incoming packages. Track package until picked up by personnel.
- Checking all perimeter doors, interior areas, concourses and perimeter of building including parking lots, garages.
- Have good knowledge of the facility's Crisis Management Plan. Security Command will become the command post during crisis.
- Complete a building incident report for any incident occurring on facility property.
- Maintain an inventory of appropriate forms.
- Maintain the cleanliness of the security command area.
- Maintain a full telephone list of all employees and emergency County departments such as police, fire, bomb squad and EMS.

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2.S. DEVELOP WORKING RELATIONSHIPS WITH HILTON BRANSON CONVENTION CENTER HOTEL MANAGEMENT AND THE BRANSON CONVENTION AND VISITORS BUREAU.

Our experience in the convention industry has shown us the competitive nature of the marketplace, the importance of a cohesive approach to the meeting planner and attendee, and the need for coordination of goals and approaches. SMG is prepared to partner with the Branson Convention and Visitors Bureau and the Hilton in development of a new and comprehensive sales and marketing program that recognizes these critical areas. Specifically, we partner with over 50 other convention and visitors bureaus nationally, and every hotel brand under the of Hilton, Hyatt, Marriott and Starwood flags. Our other CVB partners, in cities from Denver to Chicago to South Bend, have been most appreciative of this new, more formalized partnership. As noted elsewhere, this formalized partnership would be known as the "Branson Alliance." The Branson Alliance, a new model for marketing the destination package, is discussed more fully earlier in this response.

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2.T. THE CITY OF BRANSON PREFERS THAT EXISTING EMPLOYEES OF THE CONVENTION CENTER BE GIVEN AN OPPORTUNITY TO SECURE EMPLOYMENT WITH THE SELECTED MANAGEMENT COMPANY. PROPOSERS ARE DIRECTED TO ADDRESS THEIR APPROACH TO HIRING OF EMPLOYEES AND THE POSSIBILITY OF EXISTING EMPLOYEES BEING ABSORBED BY THE MANAGEMENT COMPANY. THESE ISSUES SHOULD BE ADDRESSED IN THE PROPOSER'S FINAL SUBMISSIONS.

No area is more sensitive than the concerns of existing staff, at any level. Rest assured, no facility management company has transitioned more convention centers, arenas and stadiums than SMG. What happens to the existing staff? In situations such as these, it is important for us to understand the City's objectives and comfort levels. With that in mind, our typical process is outlined here.

- First and most clearly, neither SMG nor anyone else has a "warehouse of personnel" ready to be airlifted in to an already functioning facility. Additionally, there is no more valuable asset than the human element already in place. Everyone is treated with dignity and sensitivity. They are, by all accounts, knowledgeable about the facility and its clientele. Many of them carry the history of events in their heads, providing a comfort level for repeat clients.
- Our HR professionals will sit with all team members, in groups for overall introduction, and individually for a one-on-one dialogue. There are often surprises like the server with a professional sales background or the administrative assistant with an interest and aptitude for public safety. We strive to build relationships with our staff and identify their strengths in order to foster his/her true potential.
- People have a desire and basic need to understand their new employer. They want to know about our company history and philosophy of providing first-class service. We show and orientation video to all new hires. More importantly, they need to know how we will meet their basic needs like insurance and other SMG employment benefits. As you speak with your counterparts at any of our recently transitioned venues, you will hear firsthand of our respect for and desire to work with current associates.

We take pride in our ability to sensitively transition employees. No management firm has transitioned more employees than SMG. This is what one of our newest clients has to say about SMG and Employee Transitions:

"One could not ask for more in this area since every employee who wanted to stay was retained, and I believe that employee moral is at an all-time high."

Gregory S. Downes, President
Century Center Board of Managers
Century Center, South Bend, IN

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Transition Plan

EXPERIENCE IN TRANSITIONING

Employee Transition Timeline of Events

SMG will work with the City to transition operations and employees currently at the Facility. Once the transition plans are adopted, we will begin the on-site transition process for existing employees. It is important to involve all levels of staff in the process of incorporating our proven systems into the daily operation.

OUR PROCESS CONSISTS OF:

SMG Benefits Presentation

After contract execution, SMG's Human Resources Representative will make a presentation to all employees identifying and explaining SMG's benefits. We will also distribute written information regarding benefits.

At that time, they will be provided with welcome kits and benefit enrollment information.

Employee Meetings

During the beginning stages of the transition, SMG will have an on-site representative available to meet with each employee individually. The purpose of these meetings will be to identify and address concerns and issues the employee may have.

Employee Questions

Throughout the transition period and beyond, representatives of SMG's Human Resources Department will be available by phone and in person to respond to any questions or concerns related to human resources.

Human Resources Designee

SMG's Corporate Human Resources Department and the General Manager will designate a Human Resources Designee for the facility. This individual will be responsible for the day-to-day operation of the facility's human resources needs in conjunction with the Corporate Human Resources Department.

Benefits Enrollment

Once employees of the facility have been identified to work with SMG at your facility, our Human Resources Representative will explain and distribute orientation packets to include benefits enrollment forms and information.

On-going Support

To provide continuous support for all employees, SMG's Corporate Human Resources Department is available to answer any employee's questions. In addition, SMG's human resources designees are involved in conference calls throughout the year. During these conference calls, HR Designees have the opportunity to discuss general issues and concerns of their employees. Additionally, they are provided with information regarding new legal legislation that affects HR practices, new company policy and procedures, and an opportunity to share ideas.

Reinvention of Staffing Structures

Our experience and past performance show that, very often, there are efficiencies and service enhancements through a reinvention of the staffing structure. This doesn't necessarily mean job-cuts, but rather combination and crossover positions where similar skill sets and best use of time are utilized.

Staffing Opportunities in Transitioning

We have built an enviable track record of transitioning employees from the public sector and then promoting from within. Additionally, we maintain a highly diversified management staff. With an opportunity to share in the company's success, our employees are motivated to do the best job possible. SMG undertakes all responsibilities with regard to personnel at your facility. We will:

- Identify staffing gaps and develop a hiring plan for new employees
- On board and train on-site a Human Resources representative
- Implement ongoing hiring/training policies and procedures for facility

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Existing Staff Intentions

No area is more sensitive than the concerns of existing staff, at any level. Rest assured, no facility management company has transitioned more convention centers, arenas and stadiums than SMG. What happens to the existing staff? In situations such as these, it is important for us to understand the City's objectives and comfort levels. With that in mind, our typical process is outlined below.

First and most clearly, neither SMG nor anyone else has a "warehouse of personnel" ready to be shipped in to an already functioning building. Additionally, there is no more valuable asset than the human element already in place. Everyone is treated with dignity and sensitivity. They are, by all accounts, knowledgeable about the facility and its clientele. Many of them carry the history of events in their heads, providing a comfort level for repeat clients.

Interview All Staff

Our HR professionals will sit with all team members, in groups for overall introduction, and individually for a one-on-one dialogue. There are often surprises like the server with a professional sales background or the administrative assistant with an interest and aptitude for public safety. We strive to build relationships with our staff and identify their strengths in order to foster his/her true potential.

HAVE STAFF INTERVIEW US

People have a desire and basic need to understand their new employer. They want to know about our company history and philosophy of providing first class service. More importantly, they need to know how we will meet their basic needs like insurance and other SMG employment benefits.

TRANSITION PLAN

Through the experience of transitioning many municipal facilities' during many years, SMG has developed a "Facility Transition Manual" detailing more than 400 specific tasks. This is a proprietary manual developed after years of experience in countless transitions. Nothing is left to chance. We will work with City to implement this plan. Every detail for each operating department is planned for. As the sample pages below indicate, each task is assigned to the proper team member, with targeted completion dates. A flow chart detailing duties and activities for the employee-based items and people assigned can be found on the following page.

GENERAL DATA	
PROJECT	BRANSON CONVENTION CENTER
LOCATION	BRANSON, MO
VENUE TYPE	CONVENTION CENTER
PROPOSED TRANSITION DATE	3/11/14
DOCUMENT TITLE	TRANSITION CHECKLIST

TRANSITION TEAM	
DIVISION	BOB MCCLINTOCK
REGIONAL	CRAIG LISTON
FACILITY ACCOUNTING	HOWARD FELDMAN
OPERATIONS	MICHAEL GODOY
GENERAL MANAGER	TBD
SALES	SHERRY CHAMBERS
THEATRE BOOKINGS	BOB PAPKE
FINANCE	GARY MCANENEY
HUMAN RESOURCES	CHARLOTTE JONES
EVENT MANAGEMENT	CRAIG LISTON
LABOR RELATIONS	BOB MCCLINTOCK
RISK MANAGEMENT	BRUCE HANSEN
LEGAL	BRUCE HANSEN
MIS	KURT SINCLAIR

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C.1.D. The City's Goals and Objectives and Supporting Detail Regarding SMG's Ability to Meet Them

TRANSITION CHECKLIST

PROJECT BRANSON CONVENTION CENTER
LOCATION BRANSON, MO
VENUE TYPE CONVENTION CENTER
DIVISION BOB MCCLINTOCK
PROPOSED TRANSITION DATE 3/11/14

SALES — COORDINATED BY SHERRY CHAMBERS

TASK DESCRIPTION & DOCUMENTATION REFERENCE	ASSIGNED TO	DAYS OUT	DUE DATE	COMPLETED	COMMENTS

TRANSITION CHECKLIST

PROJECT BRANSON CONVENTION CENTER
LOCATION BRANSON, MO
VENUE TYPE CONVENTION CENTER
DIVISION BOB MCCLINTOCK
TRANSITION DATE 3/11/14

FINANCE — COORDINATED BY GARY MCANENEY

TASK DESCRIPTION & DOCUMENTATION REFERENCE	ASSIGNED TO	DAYS OUT	DUE DATE	COMPLETED	COMMENTS
EVALUATION OF STAFFING, PERSONNEL AND NEEDS	GARY MCANENEY	15	3/26/14		
DETRMINE ALLOCATION OF RESOURCES BETWEEN CITY AND MPC	RY MCANENEY	15	3/26/14		
REVIEW EXISTING PROCEDURES AND CONTROLS		15	3/26/14		
GENERAL LEDGER - CHART OF ACCOUNTS AND REPORTING STRUCTURE		15	3/26/14		
PAYROLL CYCLE		15	3/26/14		
A/P - DISBURSEMENT CYCLE		15	3/26/14		
A/R - BILLING CYCLE	HOWARD FELDMAN		3/26/14		
PRUCHASING, PURCHASE ORDERS, INVENTORY			3/26/1		
PROJECT MANAGER - EVENTS		15			
DEVELOP PLAN FOR CONSOLIDATION OF MPC INTO CITY FINANCIAL REPORTING PACKAGE		15	3/26/		
PLAN FOR CONVERSION / PARALLEL REPORTING / HISTORICAL DATA IMPORT		15	3/26/14		
REVIEW CONTRACTS FOR COMPLIANCE. PROPOSE ADJUSTMENTS FOR SMG NEEDED FOR SMG TO ADMINISTER CONTRACTS / AGREEMENTS / OBLIGATIONS	GARY MCANENEY	15	3/26/14		
ESTABLISH MECHANISM FOR CASH FLOW FUNDING AND REIMBURSEMENT IN ACCORDANCE WITH MANAGEMENT/LEASE AGREEMENT.	HOWARD FELDMAN	15	3/26/14		
REVIEW PROCEDURES FOR ONGOING FINANCIAL REVIEW WITH CITY CONTRACT ADMINISTRATOR.	GARY MCANENEY	15	3/26/14		

SAMPLE

TRANSITION CHECKLIST

PROJECT BRANSON CONVENTION CENTER
LOCATION BRANSON, MO
VENUE TYPE CONVENTION CENTER
DIVISION BOB MCCLINTOCK
TRANSITION DATE 3/11/14

FIXED ASSETS — COORDINATED BY HOWARD FELDMAN

TASK DESCRIPTION & DOCUMENTATION REFERENCE	ASSIGNED TO	DAYS OUT	DUE DATE	COMPLETED	COMMENTS
REVIEW CONTRACTUAL REQUIREMENTS CONCERNING FIXED ASSETS	GARY MCANENEY	30	4/10/14		
DETERMINE HOW CITY WANTS TO HANDLE F&B FIXED ASSETS AND IMPLEMENT PLAN	GARY MCANENEY	30	4/10/14		
OBTAIN FIXED ASSET DETAIL LISTING FROM CITY	GARY MCANENEY	30	4/10/14		
OPERATIONS TO REVIEW INVENTORY OF FIXED ASSETS TO ESTABLISH OFFICIAL "PRE-SMG" LISTING. CONDITION OF ASSETS TO BE NOTED ON INVENTORY. OBTAIN SMG "PHYSICAL INVENTORY PROCEDURES" AND DISTRIBUTE MEMO TO ALL PARTICIPANTS PRIOR TO TAKING INVENTORY. FINANCE TO OBSERVE AND TAKE TEST COUNTS. SMG INTERNAL AUDIT TO PARTICIPATE, IF REQUIRED BY CONTRACT	GARY MCANENEY	30	4/10/14		
REVIEW CAPITAL ASSET REQUIREMENTS FOR ANNUAL BUDGET SUBMITTAL TO SMG. REVIEW FUNDING MECHANISMS AND APPROVALS REQUIRED BY CITY	GARY MCANENEY	30	4/10/14		
DETERMINE DOLLAR AMOUNT OR OTHER GUIDELINES FOR DIFFERENTIATING CAPITAL EXPENDITURES FROM MAINTENANCE AS SPECIFIED IN SMG MANAGEMENT CONTRACT.	GARY MCANENEY	30	4/10/14		

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Financial Proposal

CONTRACT AWARD

1. This Request for Proposal does not commit the City of Branson to award a contract, pay any costs incurred in preparation for travel to Branson to present a proposal to this request, or to procure or contract for services.

2. The City reserves the right to reject any or all proposals and to waive any minor informality or irregularity in an offeror's response if deemed in the best interests of the City.

3. All proposals submitted in response to this Request for Proposal become the property of the City of Branson. The City of Branson reserves the right to accept or reject any or all proposals received or to cancel this Request for Proposal in part or in its entirety. After proposals are reviewed, the City will select the proposal in the best interest of the City.

   Award of a contract resulting from this RFP will be made only by written authorization from the City's Purchasing Office.

The above pricing information is hereby provided in accordance with the terms and conditions of this Request for Proposal.

SIGNATURE AND IDENTITY OF BIDDER: The undersigned states that the correct **LEGAL NAME** and ADDRESS of (1) the individual proposer, (2) each partner or joint venture (whether individuals or corporations, and whether doing business under a fictitious name), or (3) the corporation (with the state in which it is incorporated) are shown below; that (if not signing the intention of binding himself to become the responsible and sole contractor) he is the agent of, and duly authorized in writing to sign for the proposer or proposers; and that he is signing and executing this (as indicated in the proper spaces below) as the proposal of a (check one):

( ) sole individual (X) partnership ( ) joint venture

( ) corporation, incorporated under laws of State of Missouri

Respectfully submitted,
Signed John F. B Title **CFO** Date **02/07/14**

CONTACT PERSON:
PrintedName **Gregg Caren**
Email **GCaren@smgworld.com** Phone (**610**) **729-7922**
Address **300 Conshohocken State Rd.**
West Conshohocken PA 19428

Financial Proposal

SAVOR...

SMG FEE PROPOSAL FOR MANAGEMENT, FOOD SERVICE AND PARKING FOR THE BRANSON CONVENTION CENTER

FEBRUARY 7, 2014

As with all our clients, we remain flexible with regard to the overall compensation structure and will work closely with the City to arrive at business terms that meet our mutual goals for successful operation of the Branson Convention Center.

Term:

Three (3) years with two (2) three-year renewal options per RFP.

Base Management Fee:

$135,000 annually; subject to annual CPI adjustments, capped at 3% per year.

Incentive Fee:

SMG will work with the City to create an incentive fee structure to best meet the goals and objectives of the City and the Branson Convention Center. By way of example, SMG proposes an incentive fee that is split into four categories, each valued at 25% of base fee, that reflect the goals of the Century Center Board. Examples for your consideration include:

- Achievement of operating budget
- Customer Satisfaction measured by independent electronic survey
- Operating standards (repairs and maintenance)
- Community and local business engagement

We remain open to aligning our incentive categories and their relative weighting with your goals.

Note: Per IRS regulations, SMG's total incentive fee will be capped at the amount of the Base Management Fee.

Transition Costs: SMG will cover the reasonable cost of transitioning from the current operators to SMG.

Note: SMG will ensure the final negotiated terms of the Management Agreement comply with all IRS regulations governing the use of facilities financed with tax-exempt bonds.

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Appendix

Forms

COMMONWEALTH)
OF PENNSYLVANIA) ss
MONTGOMERY COUNTY)

AFFIDAVIT

(as required by Section 285.530, Revised Statutes of Missouri)

As used in this Affidavit, the following terms shall have the following meanings:

EMPLOYEE:
Any person performing work or service of any kind or character for hire within the State of Missouri.

FEDERAL WORK AUTHORIZATION PROGRAM:
Any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security or an equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, under the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603.

KNOWINGLY:
A person acts knowingly or with knowledge,
(a) with respect to the person's conduct or to attendant circumstances when the person is aware of the nature of the person's conduct or that those circumstances exist; or
(b) with respect to a result of the person's conduct when the person is aware that the person's conduct is practically certain to cause that result.

UNAUTHORIZED ALIEN:
An alien who does not have the legal right or authorization under federal law to work in the United States, as defined in 8 U.S.C. 1324a(h)(3).

BEFORE ME, the undersigned authority, personally appeared Maureen Ginty, who, being duly sworn, states on his oath or affirmation as follows:

1. My name is Maureen Ginty and I am currently the Vice President of SMG (hereinafter "Contractor"), whose business address is 300 Conshohocken State Rd. West Conshohocken PA 19428, and I am authorized to make this Affidavit.

2. I am of sound mind and capable of making this Affidavit, and am personally

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acquainted with the facts stated herein.

3. Contractor is enrolled in and participates in a federal work authorization program with respect to the employees working in connection with the following services contracted between Contractor and **the City of Branson Venue Management Services** _____

4. Contractor does not knowingly employ any person who is an unauthorized alien in connection with the contracted services set forth above.

5. Attached hereto is documentation affirming Contractor's enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services.

Further, Affiant saith not.

Maureen Ginty

Maureen Ginty, Affiant

Subscribed and sworn to before me this **7th** day of **February**, 2014.

Charlotte Jones

Notary Public
COMMONWEALTH OF PENNSYLVANIA

My Commission Expires: 4/4/16
Commissioned in Montgomery County
Commission # N/A

NOTARIAL SEAL
CHARLOTTE JONES
Notary Public
CONSHOHOCKEN BORO., MONTGOMERY CNTY
My Commission Expires Apr 4, 2016

PLEASE NOTE:
Acceptable enrollment and participation documentation consists of the following 2 pages of the E-Verify Memorandum of Understanding:
1. A valid, completed copy of the first page identifying the Contractor; and
2. A valid copy of the signature page completed and signed by the Contractor, and the Department of Homeland Security - Verification Division

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RFP 2075-11	February 3, 2014	Page 6 of 6

AFFIDAVIT OF COMPLIANCE
RFP 2075-11

To be submitted with Proposer's Proposal

_X_ We DO NOT take exception to the RFP Documents/Requirements.

_____ We TAKE exception to the RFP Documents/Requirements as follows:

Specific exceptions are as follows:

Company Name SMG

By John E. Burns
Authorized Person's Signature

John Burns, CFO
Print or type name and title of signer

Company address SMG

300 Conshohocken State Rd.

West Conshohocken PA 19428

Phone 610-729-7900

Fax 610-729-1590

Date 02/07/2014

ADDENDA

Proposer acknowledges receipt of the following addendum:

Addendum No. 1

Addendum No. ___

Addendum No. ___

Addendum No. ___

Addendum No. ___

Email jburns@smgworld.com

Federal Tax ID No. 23-2511871

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Reference Letters

SB

CENTURY CENTER
SOUTH BEND

February 5, 2014

To whom it may concern,

As President of the Century Center Board of Managers, I led the effort in exploring new options for management of South Bend's convention center complex, including food and beverage services and a performance theater. Prior to our RFP seeking a consolidated approach, we employed two separate firms to provide management and food services. After an intensive bid, review and interview process, our selection committee unanimously selected SMG inclusive of its in-house *SAVOR* division to provide management, marketing and culinary services commencing July 1, 2013.

I personally made a number of the reference check calls, and was pleased by successes I heard about in similar scenarios. But at the end of the day, one never knows about their 'buy' decision until the contract begins. After the first six months of our formal relationship with SMG, I am pleased to report the following for your consideration:

- We were all immediately impressed with the caliber of SMG's newly appointed general manager, sales director, and a seemingly unlimited supply of regional and corporate personnel to ensure both a smooth transition and progressive operation since.

- Client Satisfaction – it is important to note that even though SMG has only been on site for 6 months, our average 'Net Promoter Score' has risen from 42.5% for the prior two years to 64% for the past 6 months, with an increased response rate thanks to SMG's introduction of e-Autofeedback, an independent online customer service survey tool.

- Local Vendor/Stakeholder Participation – it is important to note that the South Bend Alliance has increased cooperation and collaboration to an extent I have never seen before, and that will no doubt lead to improved results in the future.

- Successful Transition of employees – one could not ask for more in this area since every employee who wanted to stay was retained, and I believe that employee morale is at an all-time high.

- Fiduciary Performance – the extent of the "surprises" that SMG faced upon takeover cannot be overstated, beginning with the condition of the kitchen left by the prior management company. SMG has had significant obstacles to overcome, and done so admirably.

Lastly, I want to recognize the entire SMG management team for their overall efforts. The energy savings continue to increase monthly, and the due diligence performed when our Island Pavilion collapsed in a recent snowstorm was remarkable. The establishment of a Food Waste Program may never be on the nightly news, but it is significant and noteworthy. The focus on booking convention business resulting in room nights, as well as getting back some lost customers from prior years, has not been at this level for a long time. In short, we are headed in the right direction, and I believe will continue to improve under SMG's leadership.

In my opinion, SMG has exceeded expectations so far, and I am optimistic about our future. Based on our experience, I strongly recommend SMG for management of your facility.

Sincerely,

Gregory S. Downes, President
Century Center Board of Managers

SB

120 S. St. Joseph Street
South Bend, IN 46601

T: 574-235-9711
F: 574-235-9185

info@centurycenter.org
www.centurycenter.org

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Reference Letters

DOUBLETREE
BY HILTON
CLEVELAND DOWNTOWN - LAKESIDE

February 3, 2014

Dear colleagues,

I have personally been involved with a number of hotel properties that rely heavily on venues managed by SMG, and I am writing you today to provide my strong endorsement for their professional management and hospitality partnerships.

I am a Regional General Manager for our company who was formerly based at the Doubletree Hotel in South Bend, Indiana. This Hilton-branded property is the attached, headquarters hotel for South Bend's convention and entertainment complex, the Century Center. After six years with another firm, the City of South Bend put out an RFP, which elicited three respondents. Our local selection committee – made up of municipal, private sector and convention bureau executives – unanimously selected SMG after a thorough process, due diligence and numerous reference calls to other cities.

In their first six months on the job, SMG has already delivered on so many of the promises they made. We were very impressed with their new general manager and sales director, and I personally signed the MOU for our hotel to join the new "South Bend Alliance", followed quickly by planning meetings. During the transition process, I was impressed with both the quantity and quality of SMG's regional and corporate executives that personally came on site, working with both staff and stakeholders alike.

As you consider your future, know that SMG has proven themselves in my eyes in at least three of the markets I have worked in over the years in Beaumont, TX; South Bend, IN; and now, Cleveland, OH. Feel free to call me at (216) 928-3222 with any other questions you may have.

Best regards,

Leonard Clifton
Regional General Manager
Doubletree Hotels of Cleveland & South Bend

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SYRACUSE NEW YORK

March 6, 2013

To whom it may concern:

What a difference a year makes! It was less than one year ago that SMG was engaged by Onondaga County to take over management and operations of our three facilities (convention center, arena, and theaters) and all associated food services. As the local destination marketing organization, we did not know what to expect from SMG. What would it mean to the community to move management to a national company? Would intentions and promises truly be fulfilled? Would systems and leadership emerge that would bolster our competitiveness? What would the impact be?

One year later, there is no question in my mind about the impact of SMG's performance. The change in management has surpassed every level of expectation. The systems that SMG employs across its full range of venues deliver solid market leadership. The policies created to accelerate performance and define roles have been tested and tried across a connected group of destinations and venues. The Alliance between SMG and the Syracuse Convention and Visitors Bureau has fostered stronger leadership, better defined market targets, a refined approach towards business development and an intense dependency upon one another's success. SMG's Alliance model has been so influential in guiding the success of the convention center/convention and visitors bureau relationship that we've applied the same principles to other destination partnerships.

If your community is considering an ongoing relationship with SMG, please accept this letter as a formal endorsement of their program. I am certain you'll be as thrilled as I am with their professionalism, vision, community engagement, and commitment to exceeding customer expectations. What a difference SMG makes!

Sincerely,

David Holder
President
(315) 470-1911
DHolder@VisitSyracuse.org

Syracuse Convention & Visitors Bureau
CenterState Corporation for Economic Opportunity

572 S. Salina Street
Syracuse, NY 13202

t: 315.470.1910
t: 800.234.4797
f: 315.471.8548

www.VisitSyracuse.org

@VisitSyracuse

ACCREDITED Destination Marketing Organization 2009-2013

BOARD of COMMISSIONERS
of the County of Vanderburgh

Marsha Abell
Joe Kiefer
Stephen Melcher

DATE: March 7, 2013

TO: Whom It May Concern

FROM: Marsha Abell ,Vanderburgh County Board of Commissioners, President

REF: SMG

As the current president of the Vanderburgh County Board of Commissioners and the past president of the Vanderburgh County Council, I am pleased to recommend SMG to you for your consideration.

I have worked with Darren Stearns and Sandie Aaron for many years on several projects and found them to be the most professional individuals in this working environment. I consider SMG to be the top company in its class. I recently had the opportunity to discuss entertainment venues with a competitor and found there to be no comparison.

I feel that SMG can offer us more opportunities in entertainment due to their size and position in the industry. I know them to be a quality convention venue as I have been an attendee at many functions at the facilities they manage or have managed in the past.

As a commissioner and councilman I know them to be able to hold costs and have witnessed their ability to reduce the operating deficit that our facility has endured. This is no easy feat when you add to it the liability of having our convention hotel torn down over two years ago and having to function without one.

If you have any questions or reservations, please feel free to contact me personally.

Yours truly,

Marsha Abell

Marsha Abell, President

305 ADMINISTRATION BLDG. • N.W. M. L. KING JR. BLVD. • CIVIC CENTER COMPLEX • EVANSVILLE IN 47708

PHONE: 812-435-5241 FAX: 812-435-5963

BOARD of
COMMISSIONERS
of the County of Vanderburgh

LLOYD WINNECKE
Vanderburgh County
Commissioner

To Whom It May Concern:

I am pleased to offer this letter of recommendation on behalf of SAVOR Food Services, whose services are utilized by SMG-Evansville at The Centre, the city-county convention center located in Evansville, Indiana.

This team offers a professional ease of partnership, and understands the importance of providing expedient and efficient service. Furthermore, clients of The Centre routinely provide high marks for the food service provided, both in quality of product and the level of customer service.

Sincerely,

Lloyd Winnecke
Vanderburgh County Commissioner

305 ADMINISTRATION BLDG. • N.W. M. L. KING JR. BLVD. • CIVIC CENTER COMPLEX • EVANSVILLE IN 47708

PHONE: 812-435-5241 FAX: 812-435-5963

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Reference Letters

Metropolitan Pier and Exposition Authority

Corporate Center • 301 East Cermak Road • Chicago, IL 60616 • Telephone (312) 791-7000 • Fax (312) 791-6556

To Whom It May Concern:

In 2010, the state of Illinois passed an extraordinary legislative package with many aspects, but one primary focus. That focus, was to ensure retention of existing conventions and trade shows, and attracting new ones to Chicago's McCormick Place, the largest convention center in North America. Specific changes focused on making the Center a more user-friendly and cost efficient place to do business for event organizers and exhibitors through labor reform and cost reduction in key areas such as food and beverage. This legislation mandated that a private management company be hired to ensure that these reforms were delivered while providing world class customer service.

This Authority issued two parallel requests for proposals one for facility management and one for catering and culinary services. The former was an exhaustive two-phase process that sought the most highly qualified firm to assume day-to-day management of our 2.6 million square foot campus. Through a detailed written plan and interviews with leadership teams from two bidding firms, our committee unanimously selected SMG. It was clear to our selection committee and the Board that SMG had more experience and success with major market venues than any other firm. Thus a management agreement was signed in 2011, followed shortly thereafter by adding SMG's *SAVOR* division to provide culinary services – effectively giving us one unified team to manage McCormick Place.

In short order, SMG has delivered on the promise of helping to move McCormick Place forward. Just a few examples include:

- Improved on the projected bottom line budget by $5.1 million in the first full fiscal year of the contract
- Exceeded established customer service benchmarks by over 8%
- This satisfaction, combined with our reforms, led to multi-year agreements with our six most important events
- Brought in new SAVOR culinary team, which successfully hosted NATO, serving 19,000 meals to delegates from 60 countries and 3,000 international press
- SAVOR's executive chef was honored by his first year's achievements here by *Femme Today* in their annual Hall of Leaders
- Built and opened the new American Express Open Lounge, which now generates $200,000 per year in sponsorship revenue for the next five years
- Established an $85 million capital project plan for the next three years

The best that can be said about SMG is that they came not just with a sales pitch, but a plan. This plan has been effectively implemented and equally satisfied our customers, hotel partners and employees many of whom were former employees of this Authority. SMG has dealt with these long-term employees in a fair and professional manner, and they have been reinvigorated with the support of a national company.

Please feel free to call me with any questions as you make this important decision.

Best regards,

James Reilly
Chief Executive Officer

Managing McCormick Place Complex and Navy Pier

Office of the City Manager
102 N. 3rd Street
PO Box 1810
Wilmington, NC 28402-1810

910 341-7830
910 341-3264 fax
wilmingtonnc.gov
Dial 711 TTY/Voice

CITY OF WILMINGTON NORTH CAROLINA

March 31, 2011

Re: SMG services for the Wilmington Convention Center

To: Whom it may concern,

The City of Wilmington (City) has a long standing relationship with SMG Corporation for services related to the Wilmington Convention Center.

When the City decided to construct a convention center, we quickly realized that we needed professional assistance in reviewing the plans and specifications to ensure that the facility, as designed, would function and flow properly from the perspective of a management firm. Our goals included assisting the city in developing FF & E specifications, budgets, and ultimately managing the facility on behalf of the City.

The City requested and received proposals from several management firms. SMG was ultimately chosen to assist the City in this endeavor. The City formally entered into a contract with SMG in 2008 and began by reviewing plans and specifications from an operator's perspective. They provided assistance throughout the design and construction process. In addition, SMG provided expert assistance in developing the FF & E budget and ultimately prepared specifications for many of these items. The FF & E budget was set at $4.0 million dollars. Through the assistance of the SMG staff the final expenditures for these items was well under the budgeted amount.

A portion of SMG contracted services included recommending and preparing the preopening budget and activities leading up to the grand opening. Preopening services started approximately 12 months prior to the expected opening date. Due to construction delays the opening was pushed back several times and SMG continued to manage the preopening activities within the allocated budget. This also included early bookings for the facility and working very closely with the Convention and Visitors Bureau to attract and secure booking for the facility.

Since opening the facility SMG has provided excellent management services including numerous advanced and future bookings for the facility which to date have exceeded the expectations of the new facility. Customer comments on the services provided to conventions, meeting and banquets have been overwhelmingly positive.

The City of Wilmington is very pleased with these management services. All SMG employees both prior to and since opening have provided excellent, customer friendly services while maintaining the expected budget for the facility.

Steven D. Bridges
Assistant to the City Manager for Development

CITY OF
Lynnwood
ECONOMIC DEVELOPMENT

March 31, 2011

To Whom It May Concern:

On behalf of the City of Lynnwood, Office of Economic Development, I would like to recommend SMG as a Convention Center Management partner for your facility.

SMG has been involved with the Lynnwood Convention Center from the very beginning. They have successfully managed the facility since its opening in 2005, and have demonstrated through their operations and oversight a dedication and commitment to the facility's ongoing success. Over the past eight years, SMG has worked diligently to grow attendance and increase economic activity from the Convention Center.

SMG has always been actively engaged in the Lynnwood community, and has maintained excellent relationships with stakeholder groups citywide. Our working relationship with SMG has always been collaborative. We openly communicate, share plans and ideas and have been able to align our goals for increasing visitors to Lynnwood. We look forward to continuing this relationship.

Based on this experience, I highly recommend SMG without hesitation.

Sincerely,

David Kleitsch

David Kleitsch
Director
Office of Economic Development

Office of Economic Development • 4114 198th St. SW, Suite 7 • PO Box 5008 • Lynnwood, WA 98046-5008 • 425.670.5249

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Reference Letters

Charlotte County Government

"To assure organizational excellence in the delivery of public services"

www.CharlotteCountyFL.com

April 4, 2011

Subject: SMG reference letter

To Whom It May Concern:

Charlotte County's contract for the operations of the Charlotte Harbor Event & Conference Center with SMG began October of 2009. In that time I have found the staff to be open and responsive to our needs.

Our contract calls for an annual qualitative incentive fee based on client satisfaction, administrative/professional management, maintenance and operations, community involvement, and creative marketing. Over the first year of service SMG has demonstrated quality service to its clients and exceptional professional management of the center. SMG is committed to the success of the Center and has collaborated with our VCB staff on marketing. SMG's staff continues to invite potential renters to visit the facility through sales calls.

Charlotte County is very pleased with our arrangement with SMG. We anticipate a beneficial partnership for the life of our contract. Please contact me at 941-743-1944 if I can provide any additional information.

Sincerely,

Kelly A. Shoemaker
Assistant County Administrator

18500 Murdock Circle, Suite 538 | Port Charlotte, FL 33948
Phone: 941.743.1944 | Fax: 941.743.1554

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Evansville
INDIANA
Convention & Visitors Bureau
www.visitevansville.com

March 7, 2013

To Whom It May Concern:

It is the intent of this correspondence to acknowledge the relationship of the Evansville Convention and Visitors Bureau with SMG, the management company of The Centre in Evansville, IN.

Having served in executive positions for over 26 years in the Tourism Industry, I fully understand the importance of professional management of Convention Centers. During my tenure in this industry, I have worked in four destinations in four States: Texas, Florida, Illinois and Indiana. In three of the four locations, our convention centers were responsible for attracting millions of dollars annually into our local economies. It was the responsibility of the Convention and Visitors Bureau to work closely with the management and sales teams of the centers to ensure industry success.

Over the past two years I have had the privilege of working with SMG and their team of professionals at The Centre in Evansville, IN. The SMG Team is responsible for promoting, selling and providing quality management to the meeting markets we attract to Evansville. SMG along with our ECVB sales team are actively engaged in the all markets including, associations, corporate, SMERF, expositions, Consumer Trade Shows and other groups. The SMG team is knowledgeable, organized and responsive to the industry and clients they serve. Given my personal understanding of SMG and their team, I would highly recommend them for the management of any size convention center venue.

If you have any questions or need additional comments on this recommendation, please feel free to contact me at 812-421-2200.

Respectfully,

Robert L. Warren
Executive Director

401 S.E. Riverside Drive, Evansville, Indiana 47713 Office (812) 421-2200 Toll Free (800) 433-3025 Fax (812) 421-2207

Reference Letters

March 4, 2013

To Whom It May Concern:

Please allow this letter to serve as an excited and enthusiastic reference for the services of SMG and SAVOR... for your Facility Management and Food and Beverage services. We are in a somewhat unique situation as the Convention & Visitors Bureau in this particular relationship, as we are a quasi-governmental agency, with direct authority and oversight for our convention center, beginning with its design and construction responsibility, and now that it is open, with the oversight for its operations and management performance.

We recently opened the Irving Convention Center at Las Colinas, a 12-year project in the making, but the earliest contract we awarded was a dual one to SMG for management of the facility, and to SAVOR for food and beverage. As a facility that is definitely not the largest of its type in the Dallas/Fort Worth area, but one that sits in very premium real estate surroundings in the Las Colinas Urban Center, the Irving Convention Center had to be able to compete well not only with institutional facilities in nearby Dallas, Fort Worth and Arlington, but also with larger hotels, including the very nearby Gaylord Texan, Hilton Anatole, Hyatt Regency, and other large properties within the DFW marketplace, as well the wide range of non-local competition we all face.

Certainly, building a facility that would distinguish itself architecturally would set an initial tone. But it needed to live up to and - more importantly – *exceed* expectations from a service delivery standpoint, as the competitive market we all face isn't shrinking. Selecting the right management team was a critical part of that process. Compared to many other facilities in the SMG portfolio, we may seem on the surface like "small potatoes." But we've never once felt that way in the relationship. The staff hires have been exceptional. The attention to detail in the right talent, the right personalities for the destination, the right fit for both the building team AND the CVB team. There's a reason SMG is the leader that it is, in a wide range of facility types and sizes.

Equally important in the decision-making process was the food service. Seldom do convention and meeting attendees leave raving about food selection or services; event attendees go into these types of facilities with low expectations, and that way there's not much room for disappointment.

We also wanted to make things easy for our customers. No fiefdoms when it came down to making a deal work. We wanted to be able to streamline the decision making, so that fiefdoms would be eliminated. In our case, it has become one conversation with the customer. With the CVB's oversight of the facility's performance, and with one streamlined entity providing not only management but food service, our customers aren't having to play "let's make a deal" over and over again. Each piece of business can be valued holistically to the customer's benefit, without multiple conversations with separate entities. In one conversation, we assess room night impact and total revenue impact, without the separate fiefdoms of everyone trying to get its own piece of the pie.

This all sounds good on the surface, but the bigger picture is does it really work?

500 W Las Colinas Boulevard / Irving, Texas 75039
(972) 252 7476 / (972) 401 7729 fax / irvingconventioncenter.com / irvingtexas.com

IRVING TEXAS
CONVENTION & VISITORS BUREAU

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Reference Letter for SMG/SAVOR
Page 2

Let me give you a great example. The keys to this building were turned over to us with a full Certificate of Occupancy from the City of Irving at 5 p.m. on Friday, Jan. 21. For the next three days, staff was unboxing, unwrapping, dusting and wiping chairs and tables, and setting as much as could be set for the week ahead. On Tuesday, Jan. 25, we hosted a small reception for 100 community VIPS, our elected and appointed officials, as a preview of the completed project. The food was fabulous in taste and presentation, the service a delight, but this was probably a biased crowd. Two days later, it was dinner for 1000 at the Mayor's State of the City, which served as the public debut of the building. One thousand ecstatic attendees raved – and continue to do so – about the absolutely perfect steak and sea bass each was served, the stunning array of appetizers and interesting mixologies, and even about the vegetarian options presented.

Over the course of the next three days, nearly 10,000 attendees found their way to a fiery-foods festival, at which the concession stands and café were opened for the first time, and an exhibitors' dinner was hosted. All went spectacularly well.

This was no soft opening, nor was it one without any pressure. The State of the City *alone* was likely THE MOST IMPORTANT political event of the year, in what was a mayoral election year, and the politics of executing that evening to perfection on every front were significant. The SMG and SAVOR team delivered on <u>every single level</u>. And please understand the pressures on my shoulders for this event as well. Never once did I have a doubt that they would. The entire SMG/SAVOR team delivered and executed every step flawlessly.

We have been almost non-stop since then, now with more than 500 events under our belt in the two years and change we've been open. We've had some repeat attendees, in fact, some guests who have now been here for 5 or 6 events. Civic and philanthropic events from neighboring cities are coming here. We've hosted 8 weddings, and have several more booked. All continue to rave positively about every element of the experience, including the food – in fact, some in the community who weren't completely clear on how this building operates keep asking "Who are the caterers you've been using because I want them for my fill-in-the-blank" – I take that as very high praise indeed, and it brings me great joy when I get to say in response – "it's us."

This facility is not a cookie-cutter in its design – its architectural features pose some great operational adventures. But there is complete pride and ownership of all on the SMG team in figuring it out with every new adventure that presents itself.

Because of the somewhat unique nature of our organizational structure, we've collectively had to make up a lot of things as we went along. And adjustments have been a fact of life, but that's fine. The SMG, SAVOR and ICVB teams live and work in the same office spaces. There's no "us" or "them." Sales types are clustered together from all teams, so that they are in lockstep. Event services are clustered together and work in tandem. It's a seamless "one sell" approach that makes it easy to keep the sales promises made.

500 W Las Colinas Boulevard / Irving, Texas 75039
(972) 252 7476 / (972) 401 7729 fax / irvingconventioncenter.com / irvingtexas.com

IRVING TEXAS
CONVENTION & VISITORS BUREAU

Reference Letter for SMG/SAVOR
Page 3

SMG brings more to the table than just operational knowledge. Years of sales depth and long-time event client relationships allow a head start in booking. Hands-on understanding of what hotels need to be happy, and targeting business that works for them, too, in conjunction with the CVB's efforts, is critical to all parties. Having a "family" of national and regional resources that can be tapped in to for "all hands on deck" needs, or specialized training, has been invaluable.

The menus that have been developed for us have been both flexible and functional, accommodating to local tastes and desires, while truly elevating what convention center food and beverage can be about. And I am not getting tired of hearing that from our attendees. The food and beverage management team and staff that are in place are gifted, hard-working, humble and extraordinary, putting excellent choices and service in front of our customers, while putting up with my very "unique" whims about things we could do. They listen to their customers, not to respond, but to hear, ask questions, understand and then to respond.

Hopefully the above answers many questions for you about the reputations for both SMG and SAVOR, but if not, I would be more than happy to answer as many more as you might have. My job is easier, because they do their job so very well.

Most sincerely,

Maura Allen Gast, FCDME
Executive Director

500 W Las Colinas Boulevard / Irving, Texas 75039
(972) 252 7476 / (972) 401 7729 fax / irvingconventioncenter.com / irvingtexas.com

IRVING TEXAS
CONVENTION & VISITORS BUREAU

©2014 SMG

SIOUX FALLS
The Heart of America
CONVENTION & VISITORS BUREAU

March 6, 2013

To Whom It May Concern:

I am pleased to write a letter of recommendation for SMG.

In my position as Executive Director of the Sioux Falls Convention and Visitors Bureau, I have worked with SMG for approximately 25 years. Most recently, I have worked with them as managers of the Sioux Falls Arena, Orpheum Theatre and Sioux Falls Convention Center. Additionally, our community is in the process of building a new events center and SMG will be managing that facility as well.

SMG is an excellent company. They have been in the facility management business for several years and maintain a high level of product knowledge. They manage buildings of all sizes and consistently provide the leadership, organizational skills, and professionalism necessary for success.

Community involvement and support are proven priorities for SMG. Their employees become a part of a community by working with a variety of organizations to enhance their missions through volunteering and partnerships.

The employees of SMG are solid professionals. They work hard to accomplish not only the goals and objectives of their company but also the goals and objectives of the facility. They establish strong relationships with those they do business with and provide high level customer service in delivering their services to all.

It has been our pleasure to work with SMG. We look forward to a continued positive relationship in moving Sioux Falls forward!

Thank you.

Teri

Teri Schmidt
Executive Director

Sioux Falls Convention & Visitors Bureau
Phone: 605.336.1620 or 800.333.2072 • Fax: 605.336.6499
200 N. Phillips Ave., Suite 102 • Sioux Falls, SD 57104
www.siouxfallscvb.com

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Reference Letters

CHOOSE CHICAGO

February 19, 2013

Dear industry colleague,

As I am sure you are aware, we have gone through significant change in all aspects of our convention business here in Chicago. Approximately four years ago, many of our long term major convention customers expressed strong sentiment to the elected leadership of our city and state that significant change had to occur in order for them to justify staying in Chicago. To the credit of our elected leaders, they enacted major labor reform laws to address the much needed change at McCormick Place. After nearly two years of legal challenges and delays, the reforms became effective in mid-2011. Mayor Rahm Emanuel and Governor Pat Quinn played major roles in partnership with labor leaders and the Metropolitan Pier Exposition Authority (MPEA) to secure the agreements. These reforms have allowed our city to secure over $4 billion in convention business for future years from previous customers and new customers.

In conjunction with the labor reforms, MPEA evaluated the benefits of outsourcing the operations of McCormick Place and its food service to provide better quality and improved services at competitive rates. A very thorough RFP process was conducted by MPEA and I had the opportunity to participate in the evaluations for both the operations and food services contracts for McCormick Place. This is where we had the opportunity to meet with senior leadership from SMG and subsequently Savor. After multiple presentations and extensive evaluations, MPEA selected SMG and Savor as their service providers.

Since that time, we have worked very closely with the corporate leadership of SMG and Savor to implement significant improvements in our sales, service and product delivery. SMG retained the services of David Causton as General Manager for McCormick Place. David and his team have solicited the input from our convention customers, our sales team and others to improve the guest experience at McCormick Place. We continue to collaborate on all aspects of the sales and service process for our convention customers. Feedback has been very positive from many long term convention customers in regards to the improved experience. I am confident that this partnership will continue to evolve and benefit all partners. Equally important, it will allow us to book new business and bring critically important new revenues to our city.

Thank you and best regards,

Don Welsh

Don Welsh

301 East Cermak Road, Chicago, IL 60616 | p 312 567 8500 f 312 567 8533 | ChooseChicago.com

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CHARLOTTE HARBOR
& THE Gulf Islands
VISITOR & CONVENTION BUREAU

April 4, 2011

To Whom It May Concern:

On behalf of the Charlotte Harbor and the Gulf Islands VCB, it's my pleasure to provide this letter as a recommendation for SMG.

SMG has managed the Charlotte Harbor Event Center since October 2009. SMG has been an excellent partner of the VCB. In many destinations, the relationship between a convention/event center and the DMO can be contentious and a constant struggle for control of the facility bookings. SMG has consistently worked to create a mutually beneficial relationship with the VCB. They have forged a very positive relationship with a foundation of trust and mutual consideration.

The staff of SMG has proactively assisted the Bureau by participating in sales calls both regionally and within the state of Florida. For example: SMG staff attended the TSAE luncheon and trade show the past two years, partnered with us on the Rejuvenate tradeshow in 2009, and have signed on to participate in the Cvent Supplier Network. SMG also has included FSAE and other meetings market shows in their 2011 program of work.

Their excellent customer service is evidenced by the facility user surveys they have received. This is further supported by the positive comments we have received from our clients.

SMG brings professionalism, credibility, and the service ethic necessary for success in today's competitive environment. I recommend them without qualification.

Sincerely,

Lorah Steiner
Director of Tourism

LS/

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Port Charlotte, FL 33948
941-743-1900, Fax: 941-743-2245
www.CharlotteHarborTravel.com

CONVENTION & VISITORS BUREAU
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website www.capefearcoast.com ◊ email info@capefearcoast.com
800.222.4757 office 910.341.4030 fax 910.341.4029

April 1, 2011

To Whom It May Concern:

The Wilmington/Cape Fear Coast Convention & Visitors Bureau has enjoyed a successful working relationship with SMG in promotion of the Wilmington Convention Center. The expertise that the Wilmington SMG staff has brought to the table in marketing the newly opened center has been invaluable to the WCFCCVB sales staff. With the Wilmington Convention Center being the first of its kind in our area, the CVB staff has relied heavily on the partnership with SMG.

The Wilmington/Cape Fear Coast CVB and the Wilmington SMG staff have worked in tandem on promotion and sales of the WCC through such avenues as:

- Trade Show Participation
- Sales Mission
- Meeting Planners site visits
- FAM tours
- Collateral Materials
- Direct Marketing campaigns

We at the WCFCCVB look forward to our continued partnership with SMG in the successful marketing of the Wilmington Convention Center.

Sincerely,

Kim Hufham
President/CEO

Reference Letters

A VARSITY BRAND

July 16, 2009

Lewis Dawley, General Manager
SMG - Albuquerque Convention Center
401 2nd North Street NW
Albuquerque, NM 87102

Dear Mr. Dawley,

I hope this letter finds you well! I am writing to you on behalf of Universal Cheerleaders Association (UCA) and Universal Dance Association (UDA). Over the past 4 years, UCA/UDA has had the opportunity of working with the Albuquerque Convention Center as the host facility for both the Land of Enchantment Regional Competition and the New Mexico Spirit Fest. During these 4 years, we have built a relationship with the supervisors and staff of the convention center. Without the professionalism and dedication of the SMG staff, our events would not run as efficiently as they have over the years. I want to express our gratitude and appreciation for the entire staff at the Albuquerque Convention Center.

I currently oversee over 40 cheer and dance events across the country; working with venue managers such as SMG, Global Spectrum, and Live Nation. Of the three, I have to admit that SMG managed properties, by far, exceed all of our expectations. With the facilitation of numerous events, it is nearly impossible to iron out the minor imperfections that could inhibit the overall success of the event. I have run into numerous issues with other venue managers, and their unwillingness to assist in the success of the event has often times proved to be disheartening. With that being said, I have yet to run into these issues with an SMG property. The attention to detail, and the "above and beyond" attitude, is something that brings UCA/UDA back to your facility. This type of customer service has made it much easier to move forward with agreements in venues managed by SMG. In searching for new venues and speaking with their sales team and/or event directors, once SMG is mentioned, I immediately return to the success that we have had at the Albuquerque Convention Center. For what it's worth, it puts a little pressure on the venue, and its team, to be just as successful as yours.

Finally, I would like to point out the working relationship I have established and maintained with one employee from your venue. His name is Jose Garcia, Event Services Director. I have had the opportunity to work with Jose for several years. His dedication to us, and to the success of our events, is like no other I have ever experienced. His professionalism and ability to ensure we run a stress-free event is greatly appreciated. Jose is someone that is familiar with the policies and procedures of a property manager, and he has always offered the best solution for any issues that may arise.

Once again, I want to thank you and the SMG staff at the Albuquerque Convention Center for 4 great years! We look forward to a great working relationship with our future events in New Mexico. If you have any questions, or would like to reach me, please feel free to contact me via email at cmunoz@varsityspirit.com or toll free at 1-800-238-0286, ext. 4517.

Sincerely,

Carlos Munoz Jr.
UCA/UDA Southwest – West – Midwest
Director of Competitions

UNIVERSAL CHEERLEADERS ASSOCIATION
1-888-CHEERUCA • uca.varsity.com • 6745 Lenox Center Court, Suite 300 • Memphis, TN 38115 • Fax 901-387-4317

experient

Mr. Gregg Caren
Senior Vice President Strategic Business Development
SMG Convention Centers
300 Conshohocken State Road, Suite 770
West Conshohocken, PA 19428

Dear Gregg,

It gives me great pleasure to extend Experient's vote of confidence in SMG as the leader in professional convention center management. Experient is the nation's largest independent meeting planning and services company. We are active participants in the site selection and management of over 4,000 meetings and conventions each year, on behalf of over 1,000 association, corporate and government clients. The collective value in hotel terms is over 5.5 million room-nights per year, making us the largest single producer or referral source for all major hotel chains.

Not only do we maintain a corporate relationship with SMG's National Sales Office, we also have a negotiated contract that provides booking benefits to Experient managed events at every SMG managed venue. This clearly puts the SMG family of convention centers at the forefront of our 600 associates thought process. Information on this agreement – as well as data on every SMG venue – is maintained on our intranet for immediate access by our team of professional planners in the site selection process.

In truth, every one of our staff members has experience with SMG. In recent years, they have played host to a number of our own corporate events in addition to hosting those of our clients. At your venues in Denver and Fort Lauderdale, your team did a stellar job hosting both our Annual Meeting as well as key strategic annual events EnVision and E^4 Client Conference. Since your firm has taken the helm at Chicago's McCormick Place, our clients, exhibitors and attendees have seen marked improvements in customer service and in your various food and beverage operations.

We are always impressed by SMG's professional care for the facilities in your charge and, more importantly, our clients. We look forward to working with our partners at SMG when and where ever possible! I would be happy to speak with anyone interested to further discuss the service we receive and comfort we have with your facilities nationwide.

Sincerely,

Shawn Pierce
President – Registration & Housing Services

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Microsoft Corporation
One Microsoft Way
Redmond, WA 98052-6399

Tel 425 882 8080
Fax 425 936 7329
http://www.microsoft.com/

microsoft

Gregg Caren
Senior Vice President
SMG
300 Conshohockent State Road, Suite 750
West Conshohocken, PA 19428

Dear Gregg,

I would first like to thank you and your network of facilities for providing Microsoft with a consistently high level of service and responsiveness under very demanding conditions. As you know, we routinely use facilities that you manage to support our conferences of all sizes. SMG consistently demonstrates great partnership with us and always represent their clients' facilities to us productively and with great professionalism.

Microsoft remains gratified that at a high level, we were able to complete a national operating agreement that, for many facilities, cuts the amount of time required to negotiate terms and conditions with local ownership. As we demonstrated when you visited us here in Redmond, our in-house meeting planners are encouraged to attempt to book these facilities with preferred status first. This is efficient for Microsoft and positive for those preferred facilities.

If any of your facilities need further information on our processes or outlook for meetings and special events, they should feel free to contact me at any time.

Sincerely,

Jeff Singsaas
Director
Microsoft Events

Microsoft Corporation is an equal opportunity employer.

THE SPORTS WORLD'S EVENT MAGAZINE

SportsTravel®

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Organizational affiliations shown for identification purposes only.

April 20, 2010

To Whom It May Concern:

Let this letter serve as a recommendation for SMG as an outstanding facilities management company. For nearly a decade, I have had the pleasure of working with SMG national staff as well as many of the management teams of their buildings – convention centers, stadiums and arenas – throughout the United States.

I have worked with SMG from both a client perspective in my role as Show Manager for the TEAMS Conference & Expo and SMG has been a client of mine as I am also the Associate Publisher of SportsTravel Magazine. In all cases, the level of professional is top-notch, the understanding of the sports-event industry is thorough and their appreciation for long-term commitments and relationships is invaluable.

I am confident of the job they will do in managing your convention center. You will not only have a steadfast and committed staff in the daily management of your facility, but will also have an excellent partner in promoting Jamaica as a destination.

If you have any questions, or would like to talk with further, I can be reached toll-free at (310) 577-3700 or via email at lisa.furfine@schneiderpublishing.com

Sincerely,

Lisa Furfine

Lisa Furfine
Associate Publisher

SCHNEIDER Publishing

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news
AssociationNews.com

Organizers of:
TEAMS
TEAMSconference.com

City of Palm Springs

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3200 E.Tahquitz Canyon Way • Palm Springs, California 92262
TEL: (760) 323-8201 • FAX: (760) 323-8207 • Web: www.palmsprings-ca.gov

To whom it may concern:

SMG manages the Palm Convention Center and Bureau of Tourism under contract with the City of Palm Springs. In that role, SMG is responsible for the full operation of the convention center, the destination's convention sales and marketing efforts and the overall marketing of the destination for leisure and tour & travel visitors.

SMG has provided management services to Palm Springs since 1997 and has consistently proven to be an effective partner in managing our facilities and marketing the destination.

Some key highlights include its assistance with the recent expansion of the center, which was completed in 2005, its active engagement with our many and varied stakeholder groups and most recently, the development of an award winning branding campaign to market the destination.

I recommend SMG for your consideration for management and consulting services.

Sincerely,

David H. Ready, Esq., Ph.D.
City Manager

Post Office Box 2743 • Palm Springs, California 92263-2743

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SNOHOMISH
COUNTY
WASHINGTON

Close to everything.
Far from ordinary.®

To whom it may concern:

I write this letter of recommendation for SMG as the convention marketing and development agency contracted to manage the Lynnwood Convention Center in Lynnwood, Washington. Lynnwood is one of the key cities in Snohomish County; the geographic region for which the Snohomish County Tourism Bureau is responsible for tourism marketing. SMG has held the contract since the facility opened in 2005; and more importantly was selected again in 2010 as the public facilities district board went back out for bid as part of their due diligence to secure the best management company for the facility.

SMG was instrumental in the initial development of the facility, its branding of the building and service bundle, the opening sales efforts and more. Under current General Manager Kelvin Moore's leadership, the facility has adopted green/sustainable initiatives and has undertaken an aggressive sales and service strategy that has paid off.

Through five full years of operation, the Center has hosted 2,255 events and over 383,000 guests. The Lynnwood Convention Center has hosted a wide range of events including, conventions, corporate meetings, auctions, weddings, Quinceañeras, bar mitzvahs, product launches, consumer shows, community gatherings, religious services, and memorial services. In 2010, the center grossed more than $2 Million in revenues marking the highest in the center's history while maintaining excellent service standards and actually increasing customer satisfaction ratings.

The SMG management team is active in our local community, sitting on many boards including the Snohomish County Tourism Bureau, Big Brothers Big Sisters of Snohomish County and the South Snohomish County Chamber of Commerce. These volunteer positions help to support our community and grow the professional stature of these organizations by providing leadership, vision and business acumen to these non-profit agencies. Kelvin and his team represent SMG, the Lynnwood Convention Center and Snohomish County well.

Based on their performance in Snohomish County and my experience working with their management team, I highly recommend SMG for convention center management services.

Sincerely,

Amy Spain
Executive Director
Snohomish County Tourism Bureau

SNOHOMISH COUNTY TOURISM BUREAU
909 SE Everett Mall Way, C-300 • Everett, Washington 98208
425.348.5802
Fax 425.348.5701 • email visitor@snohomish.org • www.snohomish.org

Reference Letters

GRAND RAPIDS-KENT COUNTY
CONVENTION / ARENA AUTHORITY

Convention
Arena
Authority

I am writing to recommend SMG as your selection for building manager. SMG has capably managed the Van Andel Arena®, DeVos Place®, and DeVos Performance Hall for seventeen years. For ten years of their management, I have chaired the Convention and Arena Authority, which owns the facilities. I have been directly involved in their engagement and very attentive to their work.

I base my recommendation in part on the following:

1. Seventeen years of very good management, frankly remarkable management, by SMG. They have been strong enough to justify a recent seven-year renewal of our contract.

2. Under SMG's management, the Van Andel Arena® and DeVos Performance Hall have continually ranked by national trade publications within the top 10 buildings of their size in the world for attendance and gross revenues. Further, SMG has managed within an aggressive budget and assured the financial viability of the facilities; and

3. SMG takes personal responsibility and pride in our facilities, and its manager and senior staff has become an integral part of our community.

If you have any questions, or wish to discuss this further, please feel free to contact me at (616) 391-2590 or via e-mail at steve.heacock@spectrum-health.org.

Sincerely,

Steven Heacock, Chairman
Grand Rapids-Kent County
Convention/Arena Authority

VAN ANDEL ARENA

Van Andel Arena®
130 West Fulton
Grand Rapids, MI 49503-2601

DEVOS PLACE

DeVos Place®
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Grand Rapids, MI 49503-2233
616 742.6500
Fax 616 742 6590

SMG

Road Ste. 720
0428

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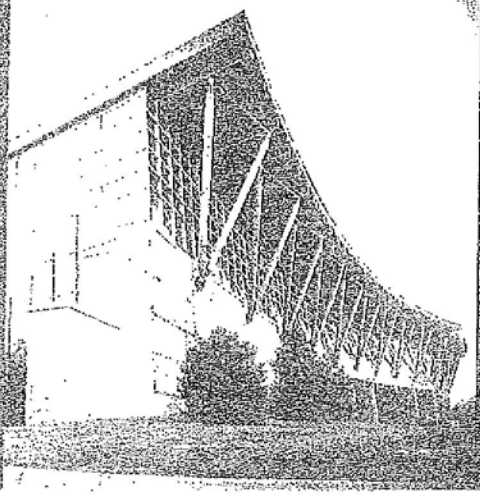

Worldwide Entertainment and Conference Venue Management

Travel & Entertainment Policy

For Field Personnel

A. Introduction

1. **Reimbursement of Travel, Entertainment and Business Expenses Incurred**
   SMG will reimburse employees for all necessary and reasonable expenses incurred by employees performing business activities for the Company. Such expenses should fall within applicable Company guidelines and should be properly approved and reported with adequate information documenting the business purpose. An employee is not to incur personal financial hardship in transaction SMG business. SMG will reimburse employees for all legitimate business expenses incurred; however, any unnecessary or excessive expenditure will not be reimbursed.

2. **Applicability of Policy**

   a. All employees of SMG who are authorized to incur travel, entertainment, and business expenses on behalf of SMG and the client.

   b. In all cases, any contractual provisions between SMG and the client, regarding travel and entertainment reimbursement and limitations supersede. It is the responsibility of the General Manager of the facility to comply with the contract.

   c. This policy statement should be followed unless changes are authorized and communicated by the CEO or CFO of Corporate SMG.

3. **Purpose of Policy**
   It is SMG's policy to reimburse employees for actual expenses incurred on SMG's behalf while employees are engaged in authorized business. Expenses must be reasonable under the circumstances, and it is always important that every employee exert his / her best efforts to minimize expenses and to use discretion and good judgment in incurring business expenditures.

B. General Provisions

1. **Timely Submission**
   SMG employees will be reimbursed for actual allowable expenses upon submission of a properly completed and approved Expense Report, accompanied by required supporting documents. All expenses must be submitted for reimbursement within 30 days and where practical prior to month end.

2. **Travel Agency Use**
   Airline tickets will be purchased through the authorized travel agent using agent –provided centralized billing or through centrally billed corporate credit card. The facility should make the necessary arrangements with the authorized travel agent. Airline tickets should not be purchased using an employee's Corporate or personal credit card. Purchasing tickets for others is not allowed, except for those infrequent SMG traveler, job applicants, or client, in which case they should be approved in advance by the Regional Vice President and fully documented on the expense report.

B. General Provisions

3. Charge Cards

a. SMG employees who regularly incur business related expenses may choose to apply for a corporate charge card if approved by the General Manager. The corporate card acconnt uses an individual billing system where by the employee is required make payments directly to the card issner. The employee is completely responsible for timely payment of these card charges. SMG has absolutely no responsibility with regard to any employee's account balance or related delinquency charges. The annual fee for this account is billed directly to SMG by the card issuer.

b. All business travel expenses, for which the provider will accept credit cards, are to be for paid by using the corporate charge card or personal credit card, if a corporate card has not been issued.

c. The corporate card shall only be used for legitimate business purposes of the company, and shall not be used to obtain credit for personal, family or household purposes.

4. Designated Travel Agencies

Designated travel agency services should be used by all employees in order to ensure quality of travel and control of travel costs. All employees are required to use the Facility's designated travel agent for air travel, hotel reservations and car rentals unless preferred rates or trade deals prevail.

5. Expense Report Forms

All expense reports must conform to this policy with respect to content.

6. Responsibility For Administration of Policy

The Chief Financial Officer of SMG is responsible for the implementation and on-going administration of this policy. All questions concerning policy matter should be directed to the Chief Financial Officer.

C. Certification and Approval Policy

1. Requirements for Reimbursement

An expense report will be honored for pay when it has been reviewed, approved, and signed by the employee's immediate supervisor, and such others as may be required by senior management.

2. Authority for Approval

Approval for the General Manager is the Regional Vice President. Approval for all other facility personnel is the General Manager, Department Head and Director of Finance.

3. Certification By Employee

All employees are required to certify and sign their expense reports verifying that they have incurred the expenses set forth on the report on behalf of the company, they are reasonable and that they are directly related to the conduct of SMG business. Purposeful or negligent violations of the reporting and documentation requirements shall be the basis for disciplinary action (which may include termination). *Intentional misrepresentation is a violation of the SMG Business Conduct Policy.*

4. Responsibilities of Approvers

Prior to approving the expense report, the approver is responsible to ensure that all expenditures are business related, that the amounts are not excessive and that detailed explanations have been included, where required.

C. Certification and Approval Policy (Continued)

5. **Responsibilities of Check Signatory**
   Once approved and processed by Finance, a check is generated for payment of the expense reports. Under no circumstance is Petty Cash to be used for the payment of expense reports. The signatory of the check is responsible to ensure that:

   a. Original receipts (i.e., hotel statement, passenger coupons for airline tickets and car rental contracts) and other supporting documents have been attached and the amounts on the receipts agree with those reported.

   b. Travel arrangements have been made using the designated travel agent.

   c. Expenditures have been charged in accordance with General Policy requirements.

   d. The report is arithmetically accurate.

   e. Each expense is charged to the proper account number.

   f. The report has been submitted on a timely basis, at least monthly.

   g. International expenses, incurred in local currencies, are properly converted to U.S. dollars.

D. Supporting Documentation and Retention Policy

1. As required for tax purposes, all expenses must be supported by a receipt indicating the date, purpose, name and titles of people involved. Only original copies of receipts are acceptable - **Photocopies are not acceptable.**

2. All expense reports for senior management shall be reviewed by the Audit Department at least annually and the findings of such review shall be reported to the CFO and the Audit Committee.

F. Expense Report Exclusions

The following types of expenditures will not be paid through the expense report process:

1. Payments to SMG employees for expenses in connection with relocation. A separate payment process for such expenses is included in the relocation policy.

2. Company expenditures for partisan political activities are absolutely prohibited by Company policy. All decisions regarding expenditures for non-partisan political activities should be made after consulting with the Chief Financial Officer.

3. Expenditures to trade associations for membership dues and convention fees should be approved through the budget process.

G. Travel Expense Policy

1. Air Travel

a. The designated travel agent is responsible to ensure that the most economical form of air travel is offered to an employee. As such, SMG's policy is to seek the lowest coach fare between origination and destination by requesting the travel agent to:

Review all fare classes including bulk, excursion and promotional. Where appropriate, issue the ticket but wait list the employee for the lower fare in the event that it becomes available.

Review all departures to the desired destination one hour before and one hour after desired departure time.

Airline reservations should be booked in advance whenever feasible to take advantage of discount airfares.

b. Lowest Airfare Policy – An employee is required to travel using the lowest fare. It is expected that an employee will use the lowest fare if the airline makes one-stop and no change of airlines is required, the total time does not add more than one and one-half hours to an employees air travel time and the next most costly alternative is more than $100 round trip higher at the time the reservation is made.

c. Class of Service – All employees are required to fly coach class unless prior approval has been obtained from the CEO or CFO.

d. Frequent Flyer Program – Frequent flyer or other credits earned while traveling on company business should be retained for personal use only. However, employees enrolled in frequent flyer programs, may not decline the lowest fare offered in order to earn frequent flyer program credits or otherwise arrange their travel to maximize such credits to the detriment of the Company. Company policy also requires that frequent flyer credits be used only for personal or vacation travel and the Company will not reimburse the employee for use of such credits for any reason.

2. Railroad or Bus Fares

For short trips (those less than 150 miles), train, bus service or personal car should be used whenever practicable. Train, bus or car should always be used where the cost of these services does not exceed comparable air coach travel.

3. Travel Insurance

The company provides accidental death and disability insurance to full time field personnel. The cost of additional travel insurance purchased by an employee will not be reimbursed.

4. Airport Transportation

Ground transportation to and from airports is a reimbursable expense. Employees should attempt to use the least expensive and most practical transportation whenever possible. Circumstances such as the number of persons in a party or the urgency of arrival at the employee's destination should be evaluated in choosing the appropriate transportation.

G. Travel Expense Policy (Continued)

5. **Auto Rental**

   a. An automobile may be rented when other public transportation is not practical.

   b. SMG has negotiated discount auto rental rates. The recommended carrier and rates are to be used when travel reservations are made. The designated travel agent should be used to make auto rental reservations. This will ensure that the auto rental is made with the proper company discounts and insurance coverage.

   c. Employees using a rental car for business purposes are covered when using the Corporate carrier. Please contact Corporate to obtain information on the current carrier. Therefore, the collision damage coverage and personal accident insurance offered by car rental companies at additional cost should be declined. SMG will not reimburse for such coverage.

   d. If there is more than one person traveling in the same area, employees should share the same rental car, and compact or intermediate sized automobiles should be selected whenever practical.

6. **Automobile Expenses**

   a. Reimbursable miles – Employees are reimbursed for use of their personal car for business purposes on a mileage basis. Company gas credit cards will not be issued.

   b. Reimbursable Rates – Mileage for personally owned cars is reimbursable at the current Federal rate and for employees with leased, trade or car allowances, the reimbursement is ½ of the current Federal rate. Local travel i.e. to and from the airport is not reimbursed for employees with leased, trade or car allowances. However, in any case these reimbursement rates cannot exceed those allowed under Federal guidelines.

   c. Liability Insurance Certification – If an employee's auto is used for business purposes, they are required to have a minimum dollar amount of $100,000 / $300,000 bodily injury and $25,000 property damage in insurance coverage. On an annual basis, the employee shall certify that the required coverage is maintained.

   d. Car Telephone – CFO or Senior VP of Human Resources shall determine the policy regarding reimbursement of these expenses. Senior management will determine those employees who are eligible for company paid car telephones. SMG does not advocate the use of telephones in rental cars. The facility should determine the most cost effective method of car and cellular phone billing. A group "company" rate may be obtained from the local carrier, and this should be used. All phone charges are to be individually invoiced and all personal calls reimbursed by the individual. Supervisory management will evaluate whether a specific expenditure is reasonable.

G. Travel Expense Policy (Continued)

7. Lodging

a. Preferred Hotels – Whenever practicable, employees should utilize the hotels or motels where the company has preferred rates. Typically these preferred rates have been negotiated by local company personnel with specific properties based on volume of travel to certain cities or geographic areas. In some cases, the designated travel agency may also have preferred rates which are available to the company. If these preferred rates cannot be used, then the travel agent will suggest a hotel / motel with comparable accommodations at corporate rates.

b. Employees who expect to be away from their assigned offices for extended periods of time should arrange lodging at reduced weekly or monthly rates, if possible.

c. Hotel reservations made by the designated travel agent will be guaranteed for late arrival. A "no-show" charge will be made for any reservation not canceled. SMG employees are responsible for notifying the travel agent to cancel reservations if their plans change.

8. Meals

a. The actual amount spent for meals (including gratuities) when the employee is away from home on company business will be reimbursed. The costs of these meals should be reasonable. Supervisory management will evaluate whether a specific expenditure is reasonable.

b. Accountability – Receipts for all meals must be obtained.

9. Other Travel Expenses

The employee will also be reimbursed for the actual amount spent for any of the following travel expenses when away from home on company business:

- Highway and bridge tolls (but not parking fines or traffic violations)
- Taxi and airport limousine fares
- Gratuities (porters, skycaps)
- Essential laundry and dry cleaning service when away from home for at least one week.
- Airport parking – Long term parking should be used in lieu of expensive terminal parking wherever practicable.
- Telephone Calls – Business and personal calls while traveling must be made with an approved calling card or credit card. Reasonable charges for personal telephone calls are allowed when an employee is away from home or when business or transportation problem make then necessary.

10. Telephone and Telegraph

An employee will be reimbursed for the actual amount incurred on business related telephone and telegraph. SMG employees who meet certain travel frequency guidelines will be issued a corporate telephone credit card, for which the employee is personally responsible. All business calls made when out of the office should be charged to this card as this result in lower costs to the company versus other payment methods (i.e. hotel charges). If an employee is not issued a corporate telephone credit card, the employee is encouraged to use a personal telephone credit card. All business related telephone expenses will be reimbursed by SMG.

G. Travel Expense Policy (Continued)

11. **Travel Advances**

    a. Permanent Travel Advances – Permanent travel advances will not be allowed under any circumstances. Any facilities which have granted permanent travel advances in the past must have them repaid immediately.

    b. Temporary travel advances – In certain cases temporary travel advances of up to $300 can be made to employees prior to business trips when approved by the employee's supervisor. These advances must be cleared when the next expense report is submitted.

12. **Expense of Spouse**

    a. Expenses incurred by an employee's spouse while traveling on business trips are not allowable, unless it is deemed essential or beneficial to SMG. Such a determination is an exception to the general rule and requires advance approval from the CEO.

    b. Approval should be required in advance for a spouse to accompany the employee on a business trip.

H. Entertainment Expense Policy

1. **General Guidelines on Permissible Entertainment**

    a. The reasonable cost of entertaining clients, prospective clients, and applicants will be reimbursed provided it is "directly related to the active conduct of business", or it is "associated with the active conduct of business", a company representative is present and provided it is properly reported and substantiated. Lavish or extravagant expenditures will not be allowed.

    b. Entertainment of government client and prospects. No entertainment of a government employee, agent, or official will be provided except routine meals occurring during the conduct of regular business, and then only to the extent this does not violate the policy of the particular government agency involved.

    c. Expenses of entertaining the spouses of clients or prospective clients are allowable when related to or associated with the conduct of business.

    d. Reporting of Entertainment Expense – A detailed explanation of allowable entertainment shall be set forth on the expense report. This explanation shall include:

        - Date and place of entertainment
        - Name and business affiliation of persons entertained
        - Description of the entertainment and business purpose

I. Gifts

1. **General Guidelines** – All gifts must confirm to the policy set forth in the SMG Personnel Policy Manual. All gifts to clients, prospective clients and suppliers are an allowable expense provided there is a business purpose and the annual cumulative total for any one person is limited to $50, at cost. (US Tax Guidelines limit deductibility of gifts to $25 per person per year)

2. **Documentation** – Employees will be reimbursed for the cost of allowable gifts through the expense report, provided:

   - A Receipt is required and must be attached to the Expense Report.
   - The following information at a minimum is required for reimbursement: Date, a description of the gift, and the name and business affiliation of the recipient.
   - In addition to normal expense report approvals, gift expenses should have such prior approvals as are required by the policies and procedures of the company.

3. **Gifts to Government Clients and Prospects** – All gifts to government clients and prospects are governed by the SMG personnel policy manual. *Except for a nominal holiday remembrance, no gifts may be given to a public official or public client employee.* Such holiday remembrances are limited to once a year to any individual.

4. **Gifts to Non-Government Clients, Prospects and Suppliers** – The amount of gifts to any individual cannot exceed $50 per year, without prior written approval of the CEO, and another member of the Board of Directors evidenced by memo attached to the expense report.

5. **Gifts (Employer to Employee)** – Gifts to employees are not allowed except for those which are given under sanctioned SMG programs, such as Service Awards, Recognition Awards, and gifts of remembrance in the case of major illness, family tragedy, retirement and death.

J. Conventions, Trade Shows and Seminars

1. Attendance at conventions, trade shows, meeting of business organizations and the like are items which should be established by the annual budget.

2. The costs related to individual attendance at these conventions and meetings, which expenses fall within the limits set by the budgets of the department, requires that same approval as any expense report. However, the control attendance at national conventions, etc. and to avoid attendance by an excessive number of SMG personnel, the departments should establish approval procedures for such events.

3. Convention Fees – Subject to approval of individual attendance requirements in Sections (1) and (2) above, payment of convention fees may be authorized. However, if the organization is classified as a Trade Association, the fee may not be paid by the expense report process. Approved convention fees for professional (non-trade) association conventions may be entered and reimbursed by expense report if an invoice is attached.

12. Management Meetings

Management meetings held at other than company business locations, must be approved in advance, including estimated expenses by the next level management.

L. Club Memberships

1. Initial membership fees and dues in organizations, clubs, etc. in which active participation is valuable for both the employee and the company, must have the approval of appropriate management pursuant to policies established by the company. When such fees or dues are in excess of $150, see item L (2). Subsequent annual assessments for such organizations may be considered as usual expenses ou the expense report and should be budgeted.

2. Membership fees or dues in organizations, clubs, etc. in which active participation is valuable for both the employee and the company and such initial or unusual fees or dues are $150 or more, must be approved by the CEO.

3. Membership dues in organizations, associations, and clubs which are primarily of a social nature such as athletic, yacht, or country club will not be paid by the company unless authorized by the CEO.

M. Meals with Colleagues

1. Occasional meals with employees for the purpose of business discussions or morale building are permissible. These expenses should be entered as entertainment expenses on the report form and appropriately documented (purpose, location, etc.). Whenever practicable, the most senior management present at such an occasion should pay for these expenses.

2. Such meals should not be in lieu of a meeting if the meeting can be conveniently and mutually arranged without such an expense.

3. "Parties" for employees at the company's expense are not permitted except when approved pursuant to the company's personnel policy manual and permissible in accordance with the SMG/Client contract.

4. Entertainment of another employee where there is no significant and necessary business purpose is not reimbursable.

N. Normal Commutation – Parking Fees (Driving to Work)

1. Normal commutation expenses, including the cost of fuel and parking are not reimbursable. The General Manager may provide for parking, etc. for irregular weekend or evening situations with appropriate levels of approval.

2. Locations with high density or prior existing situations may deviate from this general rule, with respect to parking, with the written approval of the CEO or CFO.

O. Meal Allowances

Meal allowances incurred by employees are reimbursable only when the employee is required to work overtime. Meal allowances for overtime work may be set by the General Manager.

P. Miscellaneous Expenses

1. Miscellaneous expenses incurred for the benefit of the company will be reimbursed by expense reports. For example:

   - Dues for professional (non-trade) association
   - Magazine subscriptions
   - Stationary, supplies, and postage

2. As a general rule, any miscellaneous expenses under $75 should be processed through the expense report in lieu of the costs associated with processing payment through the accounts payable system.

Q. Expense Report Preparation Procedure

1. **Frequency**

   a. One report is to be submitted for each trip. If a particular trip includes several destinations, you only need to prepare one report. Employees are encouraged to prepare reports within five days after returning from a trip.

   b. All expense reports for a month must be submitted within 30 days and by the end of the month, whenever practical.

2. **Explanation of SMG Expense Report Form:**

Section1 - Travel

Date:	Enter date(s) on which expenses were incurred.
Location / Purpose:	Name of city and / or facility for which expenses were incurred, and brief description of purpose of the trip.
Taxi / Car Rental:	Cost of taxi should include tip to driver. Cost of car rental should include fuel purchased to refill tank if necessary.
Hotel:	Should include only the cost of the room and any room taxes. Other costs associated with the hotel such as room service, movies, and telephone should not be included in this category.
Meals:	Cost (including tip) of breakfast, lunch, or dinner when you dine alone while away from home on business. If the cost of a meal includes anyone other than a colleague from the same facility while away from home on business, the cost should be recorded in the entertainment column and appropriately documented. If cost a meal includes anyone other than you, it should be entered in the Entertainment column.
Tips:	Should include tips for services such as porters and bellhops. Tips for cabs and meals should be included as part of the cost of those items.

Q. Expense Report Preparation Procedure (Continued)

2. **Explanation of SMG Expense Report Form:**

Section1 - Travel

Automobile:	This section is for use of your company provided or personal vehicle. If you receive an allowance or a company provided vehicle, the reimbursement rate is one-half the Federal rate, for travel outside the metropolitan area. The cost of local travel (i.e. driving to the airport) is considered part of the allowance or value of the company provided vehicle. Employees using their personal vehicle for business reasons at the Federal rate.
Parking / Toll:	Includes charges for parking and / or tolls for personal or rented vehicles.
Entertainment:	Any entry in this category requires the completion of the additional information in Section 2 – Entertainment Information. Entertainment includes any activity generally considered to constitute entertainment, amusement, or recreation. It can include meals, drinks, or tickets to a theater or sporting event, but in all cases, it must be directly related to the active conduct of business. Entertainment includes the cost of a meal, while away from home on business, if the cost includes a colleague not from the same facility, or another business associate.
Miscellaneous:	This section is for all other expenses not covered elsewhere on the report. Examples are air or train phone charges, hotel room movies, telephone, laundry and fax.
Reimbursed Expenses:	This column is for the total of all cash expenses and items charged on your SMG charge card. It should equal the total of all items entered in the categories explained above. At the bottom of this column, enter the amount of any cash advance you received and compute the net amount due to you or due to SMG. Any balance due to SMG should be repaid by check, and the check should be attached to the report.
Charged Airfare:	Enter here the amount of the airfare or train fare that was arranged through the travel agency, and accordingly, will be billed directly to SMG.
Total Expenses:	Enter here the total of the entries in columns for reimbursed expenses and charged airfare.
Billing Reference:	Enter the letter which will be referenced in Section 3. All amounts in the Total Expenses column must have a corresponding entry in this column.

Q. Expense Report Preparation Procedure (Continued)

2. **Explanation of SMG Expense Report Form:**

Section2 – Entertainment Information

This section must be completed in full for each item for entertainment expense entered in the entertainment column of Section 1.

Amount:	Enter here the amount which is referenced in Section1.
Company:	Affiliation of persons entertained.
Type of Entertainment:	Examples are breakfast, lunch, dinner, drinks, or tickets.
Place of Entertainment:	Place in which expense was incurred.
Business Reason:	Include the nature of any business discussions or the nature of the business benefit derived as a result of the expense. Maintaining or developing a business relationship is not acceptable. There must be a specific topic or benefit involved.

Section3 – Billing References

References:	This column corresponds to the Billing Reference column in Section 1.
Customer:	Enter the names of the customer, facility, or department on whose behalf the referenced expenses were incurred.
Amount:	The total of the expenses from Section 1 to be billed or allocated to the party listed in the customer column.

3. **Supporting Documentation:**
Receipts for expenses should be obtained wherever possible regardless of the amount of the expense. In many cases, SMG can bill expenses to a third party. and documentation requirements for third parties may vary, so to enhance the billing procedure, SMG requires support for all expenses wherever possible.

All original receipts and other documents obtained as support for expenses should be attached to an 8 ½ by 11 size sheet of paper, and all such sheets of paper must be attached to the expense report. Any document which in itself is not a clear definition of an expense should have a further explanation written next to it.

4. **Example of Expense Report and Supporting Documentation:**

The following pages contain an example of a correctly prepared expense report with all appropriate supporting documentation.

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 04/03/2014

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
MARSH USA INC.
1717 Arch Street
Philadelphia, PA 19103
Attn: PHILADELPHIA.CERTS@MARSH.COM

J22735-LIQ2-5-15x-13-14

CONTACT NAME:
PHONE (A/C, No, Ext):
FAX (A/C, No):
E-MAIL ADDRESS:

INSURER(S) AFFORDING COVERAGE		NAIC #
INSURER A :	Federal Insurance Company	20281
INSURER B :	Lexington Insurance Company	19437
INSURER C :	Berkshire Hathaway Homestate Insurance Company	20044
INSURER D :	Cypress Insurance Company Ca	10855
INSURER E :		
INSURER F :		

INSURED
SMG
300 CONSHOHOCKEN STATE ROAD
SUITE 450 AND 700
W. CONSHOHOCKEN, PA 19428

COVERAGES **CERTIFICATE NUMBER:** CLE-004058396-03 **REVISION NUMBER:** 3

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	**GENERAL LIABILITY**			79544602	07/01/2013	07/01/2014	EACH OCCURRENCE	$ 1,000,000
	X COMMERCIAL GENERAL LIABILITY						DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 100,000
	CLAIMS-MADE X OCCUR						MED EXP (Any one person)	$ EXCLUDED
							PERSONAL & ADV INJURY	$ 1,000,000
							GENERAL AGGREGATE	$ 3,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						PRODUCTS - COMP/OP AGG	$ 2,000,000
	X POLICY PRO-JECT LOC							$
A	**AUTOMOBILE LIABILITY**			7954-46-01 (AOS)	07/01/2013	07/01/2014	COMBINED SINGLE LIMIT (Ea accident)	$ 1,000,000
A	X ANY AUTO			7954-47-55 (HI)	07/01/2013	07/01/2014	BODILY INJURY (Per person)	$
	ALL OWNED AUTOS / SCHEDULED AUTOS						BODILY INJURY (Per accident)	$
	HIRED AUTOS / NON-OWNED AUTOS			COMP/COLL DED. $1000			PROPERTY DAMAGE (Per accident)	$
								$
B	X **UMBRELLA LIAB** X OCCUR			023815606	07/01/2013	07/01/2014	EACH OCCURRENCE	$ 10,000,000
	EXCESS LIAB CLAIMS-MADE						AGGREGATE	$ 10,000,000
	DED RETENTION $							$
C	**WORKERS COMPENSATION AND EMPLOYERS' LIABILITY**			ILW001339 (AOS)	07/01/2013	07/01/2014	X WC STATU-TORY LIMITS / OTH-ER	
D	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? Y / N N **(Mandatory in NH)** If yes, describe under DESCRIPTION OF OPERATIONS below	N / A		3300064791-131 (CA)	07/01/2013	07/01/2014	E.L. EACH ACCIDENT	$ 1,000,000
							E.L. DISEASE - EA EMPLOYEE	$ 1,000,000
							E.L. DISEASE - POLICY LIMIT	$ 1,000,000
A	LIQUOR LIABILITY			79544602	07/01/2013	07/01/2014	LIMIT	500,000 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

City of Branson contract number C2014-0126

The City of Branson, and its appointed officials, agents and employees shall be included as an additional insured on all general liability, auto liability and umbrella liability insurance policies as their interests may appear. All insurance provided in compliance with this contract shall be primary as to any other insurance or self-insurance programs afforded to or maintained by the City.

CERTIFICATE HOLDER

City of Branson, Missouri
110 W. Maddux St.
Branson, MO 65616

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE
of Marsh USA Inc.

Manashi Mukherjee Manashi Mukherjee

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CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 04/04/2014

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PRODUCER
MARSH USA INC.
1717 Arch Street

Philadelphia, PA 19103-2797

J22735-CRIME-CRIME-13-14

CONTACT NAME:
PHONE (A/C, No, Ext):
FAX (A/C, No):
E-MAIL ADDRESS:

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A : Federal Insurance Company	20281
INSURER B :	
INSURER C :	
INSURER D :	
INSURER E :	
INSURER F :	

INSURED
SMG HOLDINGS, INC.
300 CONSHOHOCKEN STATE ROAD
SUITE 450 AND 700
W. CONSHOHOCKEN, PA 19428

COVERAGES **CERTIFICATE NUMBER:** CLE-004051154-03 **REVISION NUMBER:** 5

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
	GENERAL LIABILITY						EACH OCCURRENCE	$
	COMMERCIAL GENERAL LIABILITY						DAMAGE TO RENTED PREMISES (Ea occurrence)	$
	CLAIMS-MADE / OCCUR						MED EXP (Any one person)	$
							PERSONAL & ADV INJURY	$
							GENERAL AGGREGATE	$
	GEN'L AGGREGATE LIMIT APPLIES PER:						PRODUCTS - COMP/OP AGG	$
	POLICY / PRO-JECT / LOC							$
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	$
	ANY AUTO						BODILY INJURY (Per person)	$
	ALL OWNED AUTOS / SCHEDULED AUTOS						BODILY INJURY (Per accident)	$
	HIRED AUTOS / NON-OWNED AUTOS						PROPERTY DAMAGE (Per accident)	$
								$
	UMBRELLA LIAB / OCCUR						EACH OCCURRENCE	$
	EXCESS LIAB / CLAIMS-MADE						AGGREGATE	$
	DED / RETENTION $							$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						WC STATU-TORY LIMITS / OTH-ER	
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) Y / N: N	N / A					E.L. EACH ACCIDENT	$
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	$
							E.L. DISEASE - POLICY LIMIT	$
A	CRIME			82118816	07/01/2013	07/01/2014	LIMIT	500,000
							SIR	50,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)
City of Branson contract number C2014-0126

CERTIFICATE HOLDER

City of Branson, Missouri
110 W. Maddux St.
Branson, MO 65616

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE
of Marsh USA Inc.

Manashi Mukherjee Manashi Mukherjee

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Best's Corporate Member Center

Federal Insurance Company

A.M. Best #: 002084 NAIC #: 20281 FEIN #: 131963496

Administrative Office
15 Mountain View Road
Warren, NJ 07059
United States

Domiciliary Address
One Indiana Square 211 N. Pennsylvania Street #1350
Indianapolis, Indiana 46204-1927
United States

Web: www.chubb.com
Phone: 908-903-2525
Fax: 908-903-3805

Assigned to companies that have, in our opinion, a superior ability to meet their ongoing insurance obligations.

Financial Strength Rating A.M. BEST A++ Superior

Based on A.M. Best's analysis, 058342 - The Chubb Corporation is the **AMB Ultimate Parent** and identifies the topmost entity of the corporate structure. View a list of operating insurance entities in this structure.

Best's Credit Ratings

View all of the companies assigned this rating as a part of an AMB Rating Unit.

Financial Strength Rating **View Definition**

Rating:	A++ (Superior)
Financial Size Category:	XV ($2 Billion or greater)
Outlook:	Stable
Action:	Affirmed
Effective Date:	March 20, 2014
Initial Rating Date:	December 31, 1907

Long-Term Issuer Credit Rating **View Definition**

Long-Term:	aa+
Outlook:	Positive
Action:	Affirmed
Effective Date:	March 20, 2014
Initial Rating Date:	March 17, 2005

u Denotes Under Review Best's Rating

Best's Credit Rating Analyst

Office: A.M. Best Company, Oldwick NJ
Senior Financial Analyst: Brian O'Larte
Assistant Vice President: Jennifer Marshall, CPCU, ARM

Disclosure Information

View A.M. Best's Rating Disclosure Statement

A.M. Best Revises Outlook of Issuer Credit Ratings to Positive for The Chubb Corporation and Its Subsidiaries
Date: March 20, 2014

Related Financial and Analytical Data

The following links provide access to related data records that A.M. Best utilizes to provide financial and analytical data on a consolidated or branch basis.

AMB #	Company Name	Company Description
000012	Chubb Group of Insurance Companies (G) Rating Unit	Represents the A.M. Best Consolidated financials for the Property/ Casualty business of this legal entity.
087730	Federal Insurance Company CAB	Represents financials for the Canada Branch of this legal entity.
090042	Federal Insurance Co HKB	Represents financials for the Hong Kong Branch of this legal entity.
090456	Federal Insurance Company KRB	Represents financials for the South Korea Branch of this legal entity.
093151	Federal Insurance Co (Singapore Branch)	Represents financials for the Singapore Branch of this legal entity.
090632	Federal Insurance Company TWB	Represents financials for the Taiwan Branch of this legal entity.

Reports and News

Visit Best's News and Analysis site for the latest news and press releases for this company and its A.M. Best Group.

AMB Credit Report (Download PDF) - includes Best's Financial Strength Rating and rationale along with comprehensive analytical commentary, detailed business overview and key financial data.
Report Revision Date: 3/20/2014 (represents the latest significant change).

Historical Reports are available in AMB Credit Report Archive.

Best's Executive Summary Reports (Financial Overview) - available in three versions, these presentation style reports feature balance sheet, income statement, key financial performance tests including profitability, liquidity and reserve analysis.
Data Status: 2014 Best's Statement File - P/C, US Contains data compiled as of 4/1/2014 Quality Cross Checked.

- **Single Company** - five years of financial data specifically on this company.
- **Peer Comparison and Composite Reports**:
  Using **BestLink Online**, view a side-by-side financial analysis of this company with a peer group of up to five other companies or evaluate this company's financials against a peer group composite. The composite report displays both the average and total composite of your selected peer group.
  For further details please read Report Instructions
  Note: BestLink Online requires membership login for data security purposes.

Best's Key Rating Guide Presentation Report - includes Best's Financial Strength Rating and financial data as provided in the most current edition of Best's Key Rating Guide products. (Quality Cross Checked).

Financial and Analytical Products

Best's Insurance Reports - Online - P/C, US & Canada
Best's Key Rating Guide - P/C, US & Canada
Best's Statement File - P/C, US
Best's Executive Summary Report - Composite - Property/Casualty
Best's Executive Summary Report - Comparison - Property/Casualty
Best's Statement File - Global
Best's Regulatory Center Market Share Reports
Best's State Line - P/C, US
Best's Corporate Changes and Retirements - P/C, US/CN
Best's Insurance Expense Exhibit (IEE) - P/C, US
Best's Schedule P (Loss Reserves) - P/C, US
Best's Regulatory Center
Best's Schedule D (Corporate Bonds) - US
Best's Schedule D (Municipal Bonds) - US
Best's Schedule F (Reinsurance) - P/C, US
Best's Schedule D - Hybrid - P/C & L/H, US
Best's Schedule DA (Short Term Investments) - P/C & L/H, US
Best's Schedule BA (Other Long Term Investments) - P/C & L/H, US

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A.M. Best Worldwide Headquarters, Ambest Road, Oldwick, New Jersey, 08858, U.S.A.

Best's Corporate Member Center

Lexington Insurance Company

A.M. Best #: 002350 NAIC #: 19437 FEIN #: 251149494

Administrative Office View Additional Address Information
100 Summer Street
Boston, MA 02110
United States

Web: www.alg.com
Phone: 617-330-1100

Assigned to companies that have, in our opinion, an excellent ability to meet their ongoing insurance obligations.

Financial Strength Rating
A.BEST
A Excellent

Based on A.M. Best's analysis, 058702 - American International Group, Inc is the **AMB Ultimate Parent** and identifies the topmost entity of the corporate structure. View a list of operating insurance entities in this structure.

Best's Credit Ratings

View all of the companies assigned this rating as a part of an AMB Rating Unit.

Financial Strength Rating **View Definition**

Rating:	A (Excellent)
Affiliation Code:	p (Pooled)
Financial Size Category:	XV ($2 Billion or greater)
Outlook:	Stable
Action:	Affirmed
Effective Date:	February 20, 2014
Initial Rating Date:	June 30, 1966

Long-Term Issuer Credit Rating **View Definition**

Long-Term:	a
Outlook:	Stable
Action:	Affirmed
Effective Date:	February 20, 2014
Initial Rating Date:	April 06, 2005

u Denotes Under Review Best's Rating

Best's Credit Rating Analyst

Office: A.M. Best Company, Oldwick NJ
Senior Financial Analyst: Jacqalene Lentz
Assistant Vice President: Jennifer Marshall, CPCU, ARM

Disclosure Information

View A.M. Best'sRating Disclosure Statement

A.M. Best Affirms Ratings of American International Group, Inc. and Its U.S. Property/Casualty Subsidiaries
Date: February 20, 2014

Reports and News

Visit Best's News and Analysis site for the latest news and press releases for this company and its A.M. Best Group.

AMB Credit Report (Download PDF) - includes Best's Financial Strength Rating and rationale along with comprehensive analytical commentary, detailed business overview and key financial data.
Report Revision Date: 3/3/2014 (represents the latest significant change).

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- **Single Company** - five years of financial data specifically on this company.
- **Peer Comparison and Composite Reports**:
  Using **BestLink Online**, view a sida-by-side financial analysis of this company with a peer group of up to five other companies or evaluate this company's financials against a peer group composite. The composite report displays both the average and total composite of your selected peer group.
  For further details please read Report Instructions
  Note: BestLink Online requires membership login for data security purposes.

Best's Key Rating Guide Presentation Report - includes Best's Financial Strength Rating and financial data as provided in the most current edition of Best's Key Rating Guide products. (Quality Cross Checked).

Financial and Analytical Products

Best's Insurance Reports - Online - P/C, US & Canada
Best's Key Rating Guide - P/C, US & Canada
Best's Statement File - P/C, US
Best's Executive Summary Report - Composite - Property/Casualty
Best's Executive Summary Report - Comparison - Property/Casualty
Best's Statement File - Global

Best's Regulatory Center Market Share Reports
Best's State Line - P/C, US
Best's Corporate Changes and Retirements - P/C, US/CN
Best's Insurance Expense Exhibit (IEE) - P/C, US
Best's Schedule P (Loss Reserves) - P/C, US
Best's Regulatory Center
Best's Schedule D (Corporate Bonds) - US
Best's Schedule D (Common Stocks) - US
Best's Schedule D (Municipal Bonds) - US
Best's Schedule F (Reinsurance) - P/C, US
Best's Schedule D - Hybrid - P/C & L/H, US
Best's Schedule DA (Short Term Investments) - P/C & L/H, US
Best's Schedule BA (Other Long Term Investments) - P/C & L/H, US

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Best's Corporate Member Center

Berkshire Hathaway Homestate Insurance Company

A.M. Best #: 004207 NAIC #: 20044 FEIN #: 470529945

Domicilary Address
3333 Farnam Street Suite 300
Omaha, NE 68131
United States

Web: www.bhhc.com
Phone: 402-393-7255 x3125
Fax: 415-675-5524

Assigned to companies that have, in our opinion, a superior ability to meet their ongoing insurance obligations.

Financial Strength Rating A.M. BEST A++ Superior

Based on A.M. Best's analysis, 058334 - Berkshire Hathaway Inc is the **AMB Ultimate Parent** and identifies the topmost entity of the corporate structure. View a list of operating insurance entities in this structure.

Best's Credit Ratings

View all of the companies assigned this rating as a part of an AMB Rating Unit.

Financial Strength Rating **View Definition**

Rating:	A++ (Superior)
Affiliation Code:	g (Group)
Financial Size Category:	XIV ($1.5 Billion to $2 Billion)
Outlook:	Stable
Action:	Affirmed
Effective Date:	June 14, 2013
Initial Rating Date:	June 30, 1970

Long-Term Issuer Credit Rating **View Definition**

Long-Term:	aa+
Outlook:	Stable
Action:	Affirmed
Effective Date:	June 14, 2013
Initial Rating Date:	April 13, 2006

u Denotes Under Review Best's Rating

Best's Credit Rating Analyst

Office: A.M. Best Company, Oldwick NJ
Senior Financial Analyst: Robert Valenta
Assistant Vice President: Gerard J. Altonji

Disclosure Information

View A.M. Best'sRating Disclosure Statement

A.M. Best Affirms Ratings of Berkshire Hathaway Homestate Insurance Company and Affiliates
Date: June 14, 2013

Reports and News

Visit Best's News and Analysis site for the latest news and press releases for this company and its A.M. Best Group.

AMB Credit Report (Download PDF) - includes Best's Financial Strength Rating and rationale along with comprehensive analytical commentary, detailed business overview and key financial data.
Report Revision Date: 3/10/2014 (represents the latest significant change).

Historical Reports are available in AMB Credit Report Archive.

Best's Executive Summary Reports (Financial Overview) - available in three versions, these presentation style reports feature balance sheet, income statement, key financial performance tests including profitability, liquidity and reserve analysis.
Data Status: 2014 Best's Statement File - P/C, US Contains data compiled as of 4/1/2014 As Received.

- **Single Company** - five years of financial data specifically on this company.
- **Peer Comparison and Composite Reports**:
  Using **BestLink Online**, view a side-by-side financial analysis of this company with a peer group of up to five other companies or evaluate this company's financials against a peer group composite. The composite report displays both the average and total composite of your selected peer group.
  For further details please read Report Instructions
  Note: BestLink Online requires membership login for data security purposes.

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Best's Schedule P (Loss Reserves) - P/C, US
Best's Regulatory Center
Best's Schedule D (Corporate Bonds) - US
Best's Schedule D (Common Stocks) - US
Best's Schedule D (Preferred Stocks) - US
Best's Schedule F (Reinsurance) - P/C, US
Best's Schedule DA (Short Term Investments) - P/C & L/H, US
Best's Schedule BA (Other Long Term Investments) - P/C & L/H, US

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Best's Corporate Member Center

Cypress Insurance Company (CA)

A.M. Best #: 000308 **NAIC #:** 10855 **FEIN #:** 956042929

Domiciliary Address
525 Market Street Suite 3110
San Francisco, CA 94105
United States

Web: www.bhhc.com
Phone: 888-495-8949
Fax: 415-395-7750

Assigned to companies that have, in our opinion, a superior ability to meet their ongoing insurance obligations.

Financial Strength Rating A.M. BEST A++ Superior

Based on A.M. Best's analysis, 058334 - Berkshire Hathaway Inc is the **AMB Ultimate Parent** and identifies the topmost entity of the corporate structure. View a list of operating insurance entities in this structure.

Best's Credit Ratings

View all of the companies assigned this rating as a part of an AMB Rating Unit.

Financial Strength Rating **View Definition**

Rating:	A++ (Superior)
Affiliation Code:	g (Group)
Financial Size Category:	XIV ($1.5 Billion to $2 Billion)
Outlook:	Stable
Action:	Affirmed
Effective Date:	June 14, 2013
Initial Rating Date:	June 30, 1973

Long-Term Issuer Credit Rating **View Definition**

Long-Term:	aa+
Outlook:	Stable
Action:	Affirmed
Effective Date:	June 14, 2013
Initial Rating Date:	April 13, 2006

u Denotes Under Review Best's Rating

Best's Credit Rating Analyst

Office: A.M. Best Company, Oldwick NJ
Senior Financial Analyst: Robert Valenta
Assistant Vice President: Gerard J. Altonji

Disclosure Information

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A.M. Best Affirms Ratings of Berkshire Hathaway Homestate Insurance Company and Affiliates
Date: June 14, 2013

Reports and News

Visit Best's News and Analysis site for the latest news and press releases for this company and its A.M. Best Group.

AMB Credit Report (Download PDF) - includes Best's Financial Strength Rating and rationale along with comprehensive analytical commentary, detailed business overview and key financial data.
Report Revision Date: 2/24/2014 (represents the latest significant change).

Historical Reports are available in AMB Credit Report Archive.

Best's Executive Summary Reports (Financial Overview) - available in three versions, these presentation style reports feature balance sheet, income statement, key financial performance tests including profitability, liquidity and reserve analysis.
Data Status: 2014 Best's Statement File - P/C, US Contains data compiled as of 4/1/2014 As Received.

- **Single Company** - five years of financial data specifically on this company.
- **Peer Comparison and Composite Reports**:
  Using **BestLink Online**, view a side-by-side financial analysis of this company with a peer group of up to five other companies or evaluate this company's financials against a peer group composite. The composite report displays both the average and total composite of your selected peer group.
  For further details please read Report Instructions
  Note: BestLink Online requires membership login for data security purposes.

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Best's Executive Summary Report - Comparison - Property/Casualty
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Best's State Line - P/C, US
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Best's Insurance Expense Exhibit (IEE) - P/C, US
Best's Schedule P (Loss Reserves) - P/C, US
Best's Regulatory Center
Best's Schedule D (Corporate Bonds) - US
Best's Schedule D (Common Stocks) - US
Best's Schedule D (Preferred Stocks) - US
Best's Schedule F (Reinsurance) - P/C, US
Best's Schedule DA (Short Term Investments) - P/C & L/H, US

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COMMONWEALTH)
OF PENNSYLVANIA) ss
MONTGOMERY COUNTY)

AFFIDAVIT

(as required by Section 285.530, Revised Statutes of Missouri)

As used in this Affidavit, the following terms shall have the following meanings:

EMPLOYEE:
Any person performing work or service of any kind or character for hire within the State of Missouri.

FEDERAL WORK AUTHORIZATION PROGRAM:
Any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security or an equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, under the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603.

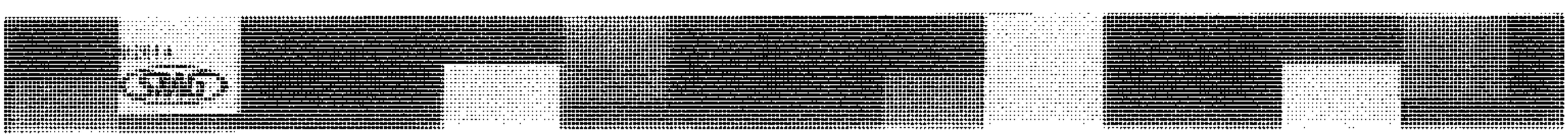
KNOWINGLY:
A person acts knowingly or with knowledge,
(a) with respect to the person's conduct or to attendant circumstances when the person is aware of the nature of the person's conduct or that those circumstances exist; or
(b) with respect to a result of the person's conduct when the person is aware that the person's conduct is practically certain to cause that result.

UNAUTHORIZED ALIEN:
An alien who does not have the legal right or authorization under federal law to work in the United States, as defined in 8 U.S.C. 1324a(h)(3).

BEFORE ME, the undersigned authority, personally appeared **Maureen Ginty**, who, being duly sworn, states on his oath or affirmation as follows:

1. My name is **Maureen Ginty** and I am currently the **Vice President** of **SMG** (hereinafter "Contractor"), whose business address is **300 Conshohocken State Rd. West Conshohocken PA 19428**, and I am authorized to make this Affidavit.

2. I am of sound mind and capable of making this Affidavit, and am personally



acquainted with the facts stated herein.

3. Contractor is enrolled in and participates in a federal work authorization program with respect to the employees working in connection with the following services contracted between Contractor and **the City of Branson Venue Management Services**

4. Contractor does not knowingly employ any person who is an unauthorized alien in connection with the contracted services set forth above.

5. Attached hereto is documentation affirming Contractor's enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services.

Further, Affiant saith not.

Maureen Ginty, Affiant

Subscribed and sworn to before me this **7th** day of **February**, 2014.

Notary Public
COMMONWEALTH OF PENNSYLVANIA

My Commission Expires 4/4/16
Commissioned in Montgomery County
Commission # N/A

NOTARIAL SEAL
CHARLOTTE JONES
Notary Public
CONSHOHOCKEN BORO., MONTGOMERY CNTY
My Commission Expires Apr 4, 2016

PLEASE NOTE:
Acceptable enrollment and participation documentation consists of the following 2 pages of the E-Verify Memorandum of Understanding:
1. A valid, completed copy of the first page identifying the Contractor; and
2. A valid copy of the signature page completed and signed by the Contractor, and the Department of Homeland Security - Verification Division

E-Verify

Company ID Number: 769584

THE E-VERIFY MEMORANDUM OF UNDERSTANDING FOR EMPLOYERS

ARTICLE I
PURPOSE AND AUTHORITY

The parties to this agreement are the Department of Homeland Security (DHS) and the SMG Branson Convention Center (Employer). The purpose of this agreement is to set forth terms and conditions which the Employer will follow while participating in E-Verify.

E-Verify is a program that electronically confirms an employee's eligibility to work in the United States after completion of Form I-9, Employment Eligibility Verification (Form I-9). This Memorandum of Understanding (MOU) explains certain features of the E-Verify program and describes specific responsibilities of the Employer, the Social Security Administration (SSA), and DHS.

Authority for the E-Verify program is found in Title IV, Subtitle A, of the Illegal Immigration Reform and Immigrant Responsibility Act of 1996 (IIRIRA), Pub. L. 104-208, 110 Stat. 3009, as amended (8 U.S.C. § 1324a note). The Federal Acquisition Regulation (FAR) Subpart 22.18, "Employment Eligibility Verification" and Executive Order 12989, as amended, provide authority for Federal contractors and subcontractors (Federal contractor) to use E-Verify to verify the employment eligibility of certain employees working on Federal contracts.

ARTICLE II
RESPONSIBILITIES

A. RESPONSIBILITIES OF THE EMPLOYER

1. The Employer agrees to display the following notices supplied by DHS in a prominent place that is clearly visible to prospective employees and all employees who are to be verified through the system:

   a. Notice of E-Verify Participation

   b. Notice of Right to Work

2. The Employer agrees to provide to the SSA and DHS the names, titles, addresses, and telephone numbers of the Employer representatives to be contacted about E-Verify. The Employer also agrees to keep such information current by providing updated information to SSA and DHS whenever the representatives' contact information changes.

3. The Employer agrees to grant E-Verify access only to current employees who need E-Verify access. Employers must promptly terminate an employee's E-Verify access if the employer is separated from the company or no longer needs access to E-Verify.

E-Verify

Company ID Number: 769584

Approved by:

Employer	
SMG Branson Convention Center	
Name (Please Type or Print) Dylan Maxwell	Title
Signature Electronically Signed	Date 04/01/2014
Department of Homeland Security – Verification Division	
Name (Please Type or Print) USCIS Verification Division	Title
Signature Electronically Signed	Date 04/01/2014

BID RETENTION FORM

City Clerk's Office use only:
Index # BID2014-02075
Date Received 3/6/2014

TO: Purchasing Agent, Finance Department** DATE: 3-6-14

FROM: Department: ADMINISTRATION

Contact Name: BILL MALINEN Ext.: 8521

RE: RFB/RFP/RFQ Number: 2075-11 Requisition Number (if applicable): _____

RFB/RFP/RFQ Name: CONVENTION CENTER MANAGEMENT

Vendor Name: SMG CONVENTION VENUE MANAGEMENT

RFB/RFP/RFQ Process Used *(Please Check)*

☒ Sealed Bid
☐ Written Bid* ☐ Fax / Email / Mail / Phone* ☐ Best and Final Offer*
☐ None/Sole Source* *(See required "Memo Information" below)* ☐ Cooperative Bid* (Federal, State, GSA)

Additional bid documentation must be included.

Awarding of RFB/RFP/RFQ *(Check all that apply)*

☒ Awarded to lowest bidder(s) ☐ **NOT** awarded to lowest bidder(s) *(See required "Memo Information" below)*

☐ Re-Bid What bid is this replacing? Bid Number: _____ Bid Name: _____
(See required "Memo Information" below)

☐ Bid(s) Rejected / Bid Cancelled *(See required "Memo Information" below)*

Will there be a Contract Management Form? ☐ YES ☒ NO

Is the RFB/RFP/RFQ pertaining to: *(Check any that apply)*
(This section will assist to properly assign a retention period as set by the Missouri Office of the Secretary of State)

☐ A Grant Name of Grant: _____

☐ Special Funding (Bonds, loans, other Gov't. Agency, etc.) Name of Funding: _____

☐ Capital Project (Creating new streets, buildings, structures, etc.)
- Capital Project Number: _____

☐ Capital Improvement (Improving or renovating streets, buildings, structures, etc.)
- Capital Improvement No.: _____

Memo Information

▶ **Please complete a Memo of Explanation if you selected any boxes on this form that required a memo. The memo must include a detailed explanation addressing each item selected above that requires a memo.**
A memo should explain / address the following issues when applicable:

- **Why the lowest bidder was not awarded**
- **Why the bid was re-bid**
- **Why the bid(s) were rejected / or the bid was cancelled**
- **Why the bid is considered Sole Source**
- **Any other information necessary to explain any other circumstances outside the normal bid process**

The information above and attached has been approved:

[signature] 3/6/14

Purchasing Agent signature *Date*

PURCHASING OFFICE USE ONLY
☐ GOODS ☐ SERVICE ☐ SERVICE (PREVAILING WAGE) ☐ SERVICE (NO INSURANCE) ☐ REVENUE/SERVICE W/INS.

**Please submit this form and any applicable paperwork directly to Purchasing.
Purchasing will forward the paperwork to the City Clerk's Office.

7/1/13

Summary (w/o demo)

Account Id :	176
Account Name :	Branson Convention Center
Survey Template Id :	276
Survey Template Name :	Post-Event Evaluation
Report Generated On :	12/11/2020
Report Generated By :	Sam Voisin (SVOISIN)

A) Facility Sales and Operations

1. Name of your Sales Contact:

		02/01/2019 - 02/29/2020	
Answer #	Choices	Answers (61 total)	%
1	Tori Santos	24	39.3%
2	Megan Jackson	11	18.0%
3	Janet Peterson	12	19.7%
4	Ginger Watson	14	23.0%

2. Knowledgeable

		02/01/2019 - 02/29/2020 *Score:* **96.5 / 100.0**		
Answer #	Choices	Answers (63 total)	%	Score
1	(100) Excellent	55	87.3%	
2	(80) Very Good	5	7.9%	
3	(60) Good	3	4.8%	96.5
4	(40) Fair			
5	(20) Poor			

3. Responsiveness

		02/01/2019 - 02/29/2020 *Score:* **95.5 / 100.0**		
Answer #	Choices	Answers (62 total)	%	Score
1	(100) Excellent	52	83.9%	
2	(80) Very Good	6	9.7%	
3	(60) Good	4	6.5%	95.5
4	(40) Fair			
5	(20) Poor			

4. Professionalism

		02/01/2019 - 02/29/2020 *Score:* **96.8 / 100.0**		
Answer #	Choices	Answers (62 total)	%	Score
1	(100) Excellent	55	88.7%	
2	(80) Very Good	4	6.5%	
3	(60) Good	3	4.8%	96.8
4	(40) Fair			
5	(20) Poor			

5. Readily Accessible

		02/01/2019 - 02/29/2020 *Score:* **94.5 / 100.0**		
Answer #	Choices	Answers (62 total)	%	Score
1	(100) Excellent	50	80.6%	
2	(80) Very Good	7	11.3%	
3	(60) Good	5	8.1%	94.5
4	(40) Fair			
5	(20) Poor			

6. Clarity of Information

		02/01/2019 - 02/29/2020 *Score:* **95.1 / 100.0**		
Answer #	Choices	Answers (57 total)	%	Score
1	(100) Excellent	48	84.2%	
2	(80) Very Good	4	7.0%	
3	(60) Good	5	8.8%	95.1
4	(40) Fair			
5	(20) Poor			

7. Comments:

Answer #		02/01/2019 - 02/29/2020
1	Sheila Livesay Livesay sheila@livesayfarms.com	Friendly and helpful
2	Sarah Veile Mo Park & Recreations Association 2019 sarah@mopark.org	Ginger is a delight to work with!
3	Mark Rackley Masont Jar Productions ~ SharePointALooza mark@mrackley.me	Megan rocks
4	Cheryl Gentges Associated General Contractors of Missouri CGentges@agcmo.org	Always enjoy working w/ Ginger!
5	Ann Nowlin MO Health Information Management Association annnowlin3@gmail.com	I really dont remember how she did, as its been a few months since I worked with her - worked with Ashlee more.
6	Barry Roberts Phile Waldrep Ministries barry@philwaldrep.org	Megan went over an above to make our event a success
7	Stacey Burkett PowerSchool stacey.burkett@powerschool.com	I was not involved in sales process.
8	Yvonne Wright Missouri Association of Workforce Development Yvonne.Wright@ded.mo.gov	We just couldn't have asked for better staff to work with.
9	Bill Budnick Christian Business Men's Committee-Ozark Mountain Prayer Breakfast wmb445@gmail.com	A+
10	Suzie Lidstrom Huber & Associates SLidstrom@teamhuber.com	Tori was great, responsive and very easy to work with!
11	Cindy Dickey Brand New Church cindy@brandnewchurch.com	Paying for parking was not clearly explained to us. Parking was free the prior year and was not this year. when i asked about it I was told that it stated in my contract in lots is our responsibility
12	Kaitlynn Orr Missouri Trucking Association kaitlynn@motrucking.org	Ginger is great to work with! We appreciate the help to get the event where we needed it to be.
13	Massay STAGE ONE gmassay@stageonedance.com	Janet always goes above and beyond!!
14	Katy Combs EDWARD JONES REGION REGION 166 katy.combs@maritz.com	I dont know who my sales contact was.
15	Mark Woodson ASSOCIATED ELECTRIC COOPERATIVE mwoodson@aeci.org	Janet did a great job to make our event successful, we really appreciate all that she does!
16	Josh Lyman Z Car Club Association ozarkszclubprez@gmail.com	Execellent, pleasure working with Janet.
17	Thad Eckoff The Huge Convention thad@thehugeconvention.com	Ginger was very persuasive without ever being pushy. Her presentation and follow up addressed every reservation I had about bringing my convention to Branson.
18	Kim Durham Playcraft Boats kim@playcraftboats.com	Janet is always a pleasure to work with. She makes my job easy!
19	Gina Stetch City of Branson Water Challenge gstech@bransonmo.gov	Tori was prompt, courteous and very helpful with information needed.
20	Trevor Gies Cobb-Vantress Trevor.Gies@Cobb-Vantress.com	Tori was very helpful throughout the entire process (planning to execution).
21	Mary Wetzel Faith Lutheran Church mary.wetzel@faithstl.org	The best person I have ever worked with in this regard at this venue or any other. Very approachable, responsive, and professional!
22	Cody Kester Hemophilia Foundation of Arkanas ckeste01@gmail.com	Tori Santos was amazing! She did a wonderful job working with my foundation throughout the entirety of our event.
23	Barry Roberts Phil Waldrep Ministries barry@philwaldrep.org	Megan goes over and above the call of duty. She even helped me try to resolve a Hotel issue that had absolutely nothing to do with her. Very helpful and kind.
24	Rick Renno MO Treasurers Association mrrenno@hotmail.com	Was a pleasure to work with Tori. She had everything set and ready to go for us when we arrived and was readily available for any questions I might have had.
25	Debbie Alexander Branson Tractors debbie@bransontractor.net	was very helpful and friendly. Went over and above with accomendating request. Great to work with
26	Kristi Burmeister Midwestern Society of Orthodontists kristiburmeister@me.com	Booked prior to her arrival so did not work with her much
27	Carla Martin MO Baptists Convention cmartin@mobaptist.org	Because our events were assigned to specific rooms in the contract, it caused some confusion, but we got it all worked out in the end.
28	Janna Goodwin Branson Market Days Bransonmarketdays@gmail.com	We really didnt have much contact with Janet after the contract was taken care of which she handled well.
29	Cheryl Harrison City of Branson Christmas Party charrison@bransonmo.gov	Tori is an asset to your company. Sad to see her leaving.
30	Kerry Pearson 360 Degree Medicine Christmas Party kpearson@360degreemedicine.com	Tori was very helpful and informative from start to finish. She made sure we knew what we could do with the space we had and made sure everything we wanted wa happen for us.
31	Anna Cooper Conklin 2020 National Convention anna.cooper@conklin.com	I do not have as much contact with Janet; she was available if needed.

8. Name of your Event/Catering Manager:

		02/01/2019 - 02/29/2020	
Answer #	Choices	Answers (66 total)	%
1	Ashlee Webb	15	22.7%
2	LeAnne Scheele	23	34.8%
3	Janet Peterson	5	7.6%
4	Tori Santos	23	34.8%
5	Austin McCrary		

9. Knowledgeable

		02/01/2019 - 02/29/2020 *Score:* **98.5 / 100.0**		
Answer #	Choices	Answers (67 total)	%	Score
1	(100) Excellent	63	94.0%	98.5
2	(80) Very Good	3	4.5%	
3	(60) Good	1	1.5%	
4	(40) Fair			
5	(20) Poor			

10. Responsiveness

		02/01/2019 - 02/29/2020 *Score:* **98.8 / 100.0**		
Answer #	Choices	Answers (66 total)	%	Score
1	(100) Excellent	63	95.5%	98.8
2	(80) Very Good	2	3.0%	
3	(60) Good	1	1.5%	
4	(40) Fair			
5	(20) Poor			

11. Professionalism

		02/01/2019 - 02/29/2020 *Score:* **99.1 / 100.0**		
Answer #	Choices	Answers (66 total)	%	Score
1	(100) Excellent	64	97.0%	99.1
2	(80) Very Good	1	1.5%	
3	(60) Good	1	1.5%	
4	(40) Fair			
5	(20) Poor			

12. Readily Accessible

		02/01/2019 - 02/29/2020 *Score:* **97.8 / 100.0**		
Answer #	Choices	Answers (65 total)	%	Score
1	(100) Excellent	60	92.3%	97.8
2	(80) Very Good	3	4.6%	
3	(60) Good	2	3.1%	
4	(40) Fair			
5	(20) Poor			

13. Clarity of Information

		02/01/2019 - 02/29/2020 *Score:* **97.4 / 100.0**		
Answer #	Choices	Answers (61 total)	%	Score
1	(100) Excellent	55	90.2%	97.4
2	(80) Very Good	4	6.6%	
3	(60) Good	2	3.3%	
4	(40) Fair			
5	(20) Poor			

14. Comments:

Answer #		02/01/2019 - 02/29/2020
1	Sheila Livesay Livesay sheila@livesayfarms.com	Performances tasks very well
2	Sarah Veile Mo Park & Recreations Association 2019 sarah@mopark.org	LeAnne was awesome: always quick with her responses and very patient with me and all of my questions.
3	Mark Rackley Masont Jar Productions ~ SharePointALooza mark@mrackley.me	I would have lost my mind if not for LeAnne. She did amazing job making a stressful ordeal of organizing an event easier.
4	Cheryl Gentges Associated General Contractors of Missouri CGentges@agcmo.org	Ashlee does a fantastic job. Her attention to detail is phenomenal. She took care of our group!
5	Ann Nowlin MO Health Information Management Association annnowlin3@gmail.com	Asher is a true asset to your organization! Very professional and does not get frustrated with multiple requests from us. I appreciated that she gave me her cell so tha what I needed quickly.
6	Barry Roberts Phile Waldrep Ministries barry@philwaldrep.org	LeAnne also went over and above to mee all of our needs. Love working with her!!
7	Stacey Burkett PowerSchool stacey.burkett@powerschool.com	LeAnne was very quick to respond even in off-hours prior to the event. She was great to work with and helped our event run smoothly.
8	Yvonne Wright Missouri Association of Workforce Development Yvonne.Wright@ded.mo.gov	Ashlee was wonderful! She was always accessible, many times just showing up when we needed her. So positive, so on top of things, so responsive and yes, caring wonderful.
9	Bill Budnick Christian Business Men's Committee-Ozark Mountain Prayer Breakfast wmb445@gmail.com	A+
10	Cindy Keeler Sho-Me Power 2019 CKeeler@shomepower.com	Tori is a joy to work with! Very professional, I did not feel worried that things would get done.
11	Donna McCulloch MHA Center for Education DMcCulloch@mhanet.com	It has been my pleasure to work with Ashlee several times through the years, and I have every confidence in her. I never worry about our event running smoothly wit corner!
12	Teresa Womack National Association of Freel Will Baptists teresa@nafwb.org	I appreciate all the help that LeAnne gave to our group and always available with answers and help when I needed it.
13	Kaitlynn Orr Missouri Trucking Association kaitlynn@motrucking.org	Thanks for the help LeAnne. she was wonderful to work with and helped us get the event where we needed it to be after 3 years.
14	Terry Harper Missouri Broadcasters Association Tharper@mbaweb.org	LeAnne is just fabulous. She is always calm and knows how to fix every "crisis" immediately and gladly. She is a great friend and extension of our team. She even an a classic car brought in for our theme. LeAnne always goes above and beyond!!
15	Massay STAGE ONE gmassay@stageonedance.com	Janet knows our event as well as we do. She always has everything taken care of before we arrive.
16	Katy Combs EDWARD JONES REGION REGION 166 katy.combs@maritz.com	LeAnne was excellent! Extremely helpful in all aspects and always there when I needed her. Thank you LeAnne!
17	Jordan Wright EDWARD JONES REGION REGION 17 jordan.wright@maritz.com	Ashlee was the best CSM I've ever worked with, and it may not even be close.
18	Mark Woodson ASSOCIATED ELECTRIC COOPERATIVE mwoodson@aeci.org	Great Team! Special recognition to Yarda, Kelly, Tony and Toby all provided super service!
19	Josh Lyman Z Car Club Association ozarkszclubprez@gmail.com	LeAnne was amazing!! Can't say enough good things about how she prepared and executed prior and during our event. YOU ROCK LEANNE
20	Thad Eckoff The Huge Convention thad@thehugeconvention.com	LeAnne is absolutely the best event manager I have worked with in the past ten years, and I've worked with some great ones.
21	Gina Stetch City of Branson Water Challenge gstech@bransonmo.gov	Again, in all areas, Tori was exceptional!
22	Trevor Gies Cobb-Vantress Trevor.Gies@Cobb-Vantress.com	Tori ensured that we were taken care of before and while on site.
23	Mary Wetzel Faith Lutheran Church mary.wetzel@faithstl.org	Worked to provide our requests and did so graciously.
24	Cathy Susa MPUA CSUSA@mpua.org	Ashlee always went above & beyond to assist with anything we needed.
25	Maggie Eubanks Mid-America Emmy Awards maggie@emmymid-america.org	Ashlee is truly remarkable. Be it information that is needed or something that needs to be done, Ashlee is on it immediately. I have never worked with an event mana on top of everything, so responsive and so capable.
26	David Vest Phil Waldrep Ministries Dvest1@me.com	LeAnne is fantastic! She is very professional and always willing to help our events be a success. We appreciate her very much!
27	Barry Roberts Phil Waldrep Ministries barry@philwaldrep.org	LeAnne always goes beyond what I can ask. she is always willing to assist and help to make sure everything is as it is suppose to be.
28	Rick Renno MO Treasurers Association mrrenno@hotmail.com	We were pleased with the presentation and quality of our food. Tori was very responsive to any needs that we had.
29	Kristi Burmeister Midwestern Society of Orthodontists kristiburmeister@me.com	I would love to take Ashlee on the road for every meeting we have!
30	Carla Martin MO Baptists Convention cmartin@mobaptist.org	Sometimes email communication is not always perceived as one intended. Our face to face communication was excellent.
31	Janna Goodwin Branson Market Days Bransonmarketdays@gmail.com	Always eager to help and very encouraging and great to work with.
32	Ashley Bower MFA Oil Company - Annual Meeting abower@mfaoil.com	LeAnne is a pleasure to work with!
33	Karen Burk F & H Food Equipment Company Christmas Party kburk@fandh.com	Ashlee is a "step ahead", and makes me look fabulous as the coordinator of our company event! She stays and makes sure that every detail is covered, and is what If anything is missed, she always goes "above and beyond" in making it right. She is a darling personality, and I LOVE working with her!
34	Kerry Pearson 360 Degree Medicine Christmas Party kpearson@360degreemedicine.com	We loved all options there were to choose from and found it easy to choose something that would satisfy all our guests
35	Anna Cooper Conklin 2020 National Convention anna.cooper@conklin.com	LeAnne was amazing in all aspects of her service! All of my staff commented that this year was the very best customer service we have ever received. We love LeAn staff!

15. Courtesy of building staff

		02/01/2019 - 02/29/2020 *Score:* **97.0 / 100.0**		
Answer #	Choices	Answers (67 total)	%	Score
1	(100) Excellent	59	88.1%	97.0
2	(80) Very Good	6	9.0%	
3	(60) Good	2	3.0%	
4	(40) Fair			
5	(20) Poor			

16. Cleanliness

		02/01/2019 - 02/29/2020 *Score:* **96.7 / 100.0**		
Answer #	Choices	Answers (67 total)	%	Score
1	(100) Excellent	58	86.6%	96.7
2	(80) Very Good	7	10.4%	
3	(60) Good	2	3.0%	
4	(40) Fair			
5	(20) Poor			

17. Accuracy and timeliness of room set

		02/01/2019 - 02/29/2020 *Score:* **95.2 / 100.0**		
Answer #	Choices	Answers (67 total)	%	Score
1	(100) Excellent	54	80.6%	95.2
2	(80) Very Good	10	14.9%	
3	(60) Good	3	4.5%	
4	(40) Fair			
5	(20) Poor			

18. Exhibitor electrical

		02/01/2019 - 02/29/2020 *Score:* **97.4 / 100.0**		
Answer #	Choices	Answers (62 total)	%	Score
1	(100) Excellent	56	90.3%	97.4
2	(80) Very Good	4	6.5%	
3	(60) Good	2	3.2%	
4	(40) Fair			
5	(20) Poor			

19. Telecommunications/Internet

		02/01/2019 - 02/29/2020 *Score:* **91.3 / 100.0**		
Answer #	Choices	Answers (60 total)	%	Score
1	(100) Excellent	42	70.0%	91.3
2	(80) Very Good	12	20.0%	
3	(60) Good	4	6.7%	
4	(40) Fair	2	3.3%	
5	(20) Poor			

20. Comments:

Answer #		02/01/2019 - 02/29/2020
1	Sheila Livesay Livesay sheila@livesayfarms.com	Room was perfect
2	Sarah Veile Mo Park & Recreations Association 2019 sarah@mopark.org	I myself got kicked off the internet quite often but it might have been my phone. We didn't hear any complaints from our attendees
3	Andy Bowman Missouri Rural Water Association abowman@moruralwater.org	Internet performance was less than expected. BCC IT personnel asked that we meet prior to our event next year to proactively fix any glitches with device communica BCC system.
4	Mark Rackley Masont Jar Productions ~ SharePointALooza mark@mrackley.me	Had issues with internet speed and had to get a couple of things put in the room that weren't there, but miscommunications happen.
5	Ann Nowlin MO Health Information Management Association annnowlin3@gmail.com	The price for internet is much to high for a nonprofit like us.
6	Yvonne Wright Missouri Association of Workforce Development Yvonne.Wright@ded.mo.gov	Truly wonderful friendly and caring staff.
7	Bill Budnick Christian Business Men's Committee-Ozark Mountain Prayer Breakfast wmb445@gmail.com	Liberty Exposition: Dave, Pam A+
8	Massay STAGE ONE gmassay@stageonedance.com	It's always great to see everyone and all the familiar faces. That's one of the reasons we enjoy coming back.
9	Katy Combs EDWARD JONES REGION REGION 166 katy.combs@maritz.com	Everything went very smoothly. No issues. The entire BCC staff was extremely kind and hardworking. Thanks to all!
10	Jordan Wright EDWARD JONES REGION REGION 17 jordan.wright@maritz.com	The entire staff was phenomenal from start to finish. Thank everyone for their hard work.
11	Josh Lyman Z Car Club Association ozarkszclubprez@gmail.com	Execellent. Staff was very helpful and polite, willing to help with any task or question we through their way.
12	Gina Stetch City of Branson Water Challenge gstech@bransonmo.gov	The room and building were pristine and the building staff always helpful with any questions or needs. Electrical and internet were not used.
13	Trevor Gies Cobb-Vantress Trevor.Gies@Cobb-Vantress.com	Overall experience was very good and all staff members were polite and helpful. We were a little disappointed in the actual meeting room that in the mornings, the tal been reset, but you could tell the floor had not been vacuumed and there was still some wrappers/trash and or food scrapes on the table cloths. This was not a major some feedback.
14	Don Lantis National Fireworks Association DMLantis@CS.com	pricing was to hi. staff was excellent
15	Mary Wetzel Faith Lutheran Church mary.wetzel@faithstl.org	Women's restroom was out of toilet paper first thing on Saturday morning (conference was Saturday all day) and wasn't replaced until probably noon. Soap was low t doors were not unlocked on Sat am at 8 as requested. I had to call Tori and she got someone. He said he was waiting until someone told him to but contract stated 8 caused a delay because it too about 15 minutes. In his defense we had all our own video and audio equipment and I believe he was making sure it was secured.
16	Cathy Susa MPUA CSUSA@mpua.org	Had complaints from the vendor on the cost of electrical service.
17	Maggie Eubanks Mid-America Emmy Awards maggie@emmymid-america.org	Your staff never fails to make our guests feel special and valued. Customer services is exceptional. And believe me, it is not like this in other cities.
18	David Vest Phil Waldrep Ministries Dvest1@me.com	The dock manager was difficult. I believe his name is Cooper. Has ZERO skills when it comes to the logistics of a major show. Lots to add here but I will just hope we deal with him again. Several people on our show had a negative encounter with him.
19	Rick Renno MO Treasurers Association mrrenno@hotmail.com	Extremely happy with the venue
20	Debbie Alexander Branson Tractors debbie@bransontractor.net	Everyone at the Convention center was super nice and easy to work with. Very helpful too
21	Julie Stratman JK Ruble jstratman@moagent.org	we weren't aware that there would be an additional charge per device for wi-fi, which I feel should be included in the meeting room rental.
22	Kristi Burmeister Midwestern Society of Orthodontists kristiburmeister@me.com	Many positive attendee comments on the cleanliness and helpfulness of the staff. Pam and the Liberty team were AWESOME!
23	Carla Martin MO Baptists Convention cmartin@mobaptist.org	Everything was always set up ahead of schedule, and the staff was always willing to make any changes needed.
24	Janna Goodwin Branson Market Days Bransonmarketdays@gmail.com	Internet was a constant problem. Even though IT was called when we notified Leann of the need, vendors just gave up calling since it was constantly on and off. Bigg the weekend.
25	Kerry Pearson 360 Degree Medicine Christmas Party kpearson@360degreemedicine.com	We decided to add AV the day before the event and Tori was very helpful in helping me get it all coordinated with Pam from Liberty. I could not have asked for better s that.
26	Anna Cooper Conklin 2020 National Convention anna.cooper@conklin.com	The convention staff and Pam and her group were exceptional.

B) Food and Beverage Services

1. Did your event utilize food and beverage services (SAVOR...Branson)?

		02/01/2019 - 02/29/2020	
Answer #	Choices	Answers (68 total)	%
1	No	6	8.8%
2	Yes	62	91.2%

2. Responsiveness of F&B staff in helping plan your function

		02/01/2019 - 02/29/2020 *Score:* **97.0 / 100.0**		
Answer #	Choices	Answers (60 total)	%	Score
1	(100) Excellent	53	88.3%	
2	(80) Very Good	5	8.3%	
3	(60) Good	2	3.3%	97.0
4	(40) Fair			
5	(20) Poor			

3. Staff follow-through on event arrangements

		02/01/2019 - 02/29/2020 *Score:* **96.7 / 100.0**		
Answer #	Choices	Answers (61 total)	%	Score
1	(100) Excellent	52	85.2%	96.7
2	(80) Very Good	8	13.1%	
3	(60) Good	1	1.6%	
4	(40) Fair			
5	(20) Poor			

4. Menu quality, selection and value for price paid

		02/01/2019 - 02/29/2020 *Score:* **84.9 / 100.0**		
Answer #	Choices	Answers (61 total)	%	Score
1	(100) Excellent	35	57.4%	84.9
2	(80) Very Good	15	24.6%	
3	(60) Good	5	8.2%	
4	(40) Fair	3	4.9%	
5	(20) Poor	3	4.9%	

5. On-site response time

		02/01/2019 - 02/29/2020 *Score:* **96.7 / 100.0**		
Answer #	Choices	Answers (61 total)	%	Score
1	(100) Excellent	53	86.9%	96.7
2	(80) Very Good	6	9.8%	
3	(60) Good	2	3.3%	
4	(40) Fair			
5	(20) Poor			

6. Quality of food

		02/01/2019 - 02/29/2020 *Score:* **90.2 / 100.0**		
Answer #	Choices	Answers (61 total)	%	Score
1	(100) Excellent	41	67.2%	90.2
2	(80) Very Good	15	24.6%	
3	(60) Good	1	1.6%	
4	(40) Fair	3	4.9%	
5	(20) Poor	1	1.6%	

7. Quality of service

		02/01/2019 - 02/29/2020 *Score:* **97.0 / 100.0**		
Answer #	Choices	Answers (60 total)	%	Score
1	(100) Excellent	52	86.7%	97.0
2	(80) Very Good	7	11.7%	
3	(60) Good	1	1.7%	
4	(40) Fair			
5	(20) Poor			

8. Cleanliness/appearance of banquet room

		02/01/2019 - 02/29/2020 *Score:* **97.3 / 100.0**		
Answer #	Choices	Answers (60 total)	%	Score
1	(100) Excellent	53	88.3%	97.3
2	(80) Very Good	6	10.0%	
3	(60) Good	1	1.7%	
4	(40) Fair			
5	(20) Poor			

9. Quality/appearance of service staff

		02/01/2019 - 02/29/2020 *Score:* **96.4 / 100.0**		
Answer #	Choices	Answers (61 total)	%	Score
1	(100) Excellent	52	85.2%	96.4
2	(80) Very Good	7	11.5%	
3	(60) Good	2	3.3%	
4	(40) Fair			
5	(20) Poor			

10. Overall performance of food and beverage services

		02/01/2019 - 02/29/2020 *Score:* **94.8 / 100.0**		
Answer #	Choices	Answers (61 total)	%	Score
1	(100) Excellent	48	78.7%	94.8
2	(80) Very Good	10	16.4%	
3	(60) Good	3	4.9%	
4	(40) Fair			
5	(20) Poor			

11. Comments:

Answer #		02/01/2019 - 02/29/2020
1	Mark Rackley Masont Jar Productions ~ SharePointALooza mark@mrackley.me	As a non-profit event, the price for f&b with the addition of a service charge is just so hard to swallow... but I understand it's much better than the bigger cities.
2	Ann Nowlin MO Health Information Management Association annnowlin3@gmail.com	Excellent food - best I have had at a convention center. Both Tony's did an excellent job. All staff were great
3	Stacey Burkett PowerSchool stacey.burkett@powerschool.com	The banquet and meeting rooms were clean but outdated.
4	Yvonne Wright Missouri Association of Workforce Development Yvonne.Wright@ded.mo.gov	Very courteous staff. Food was good and the crowd gave it good reviews!
5	Bill Budnick Christian Business Men's Committee-Ozark Mountain Prayer Breakfast wmb445@gmail.com	Had one complaint that food was cold. Do not know the circumstances surrounding this complaint. Had a recommendation that more than one coffee container needs end of each buffet line. Had a back-up as people were waiting in line to get coffee.
6	Suzie Lidstrom Huber & Associates SLidstrom@teamhuber.com	Our registrants raved about the Chef's Table buffet but we got lowish survey marks on the snacks - cookies etc. service was excellent!
7	Cindy Keeler Sho-Me Power 2019 CKeeler@shomepower.com	I did receive comments about the reception food being cold after the event. We were concerned about the timing and I asked that the food be ready early, so it didn't had people leave early the previous year when the reception food wasn't ready. The chef did an outstanding job with the desserts when I just left it up to him to choos wanted to provide for us. He had a very attractive display. Lunch was great! I received many complements about how tender the steaks were.
8	Donna McCulloch MHA Center for Education DMcCulloch@mhanet.com	Staff does an excellent job for us - everything is done in a timely fashion, exactly like it is planned to be.
9	Bev Allen Life Publishers - Barefield & Associates beva@lifepublishers.org	My group was not please with the taste of the food. Meat were over done on spices and the vegetables were not season enough. Favorite: A keeper is the pasta sala of choices was great.
10	Kaitlynn Orr Missouri Trucking Association kaitlynn@motrucking.org	Banquet food and lunch was great, had some unhappy people with box lunch quality, but besides that everything else was great.
11	Terry Harper Missouri Broadcasters Association Tharper@mbaweb.org	Our banquet dinner was delicious. Service was great. Kelly was a standout captain! Servers were willing to wear diner hats to go with our theme at one of our lunches fun!!
12	Douglas Jonuska 360 Sports Doug@360sports.events	Food was at least 2x more expensive than all the other event centers we rent for the catered meals. The concession stand works, but not being able to substitute a h hamburger seemed unreasonable to many coaches.
13	Massay STAGE ONE gmassay@stageonedance.com	We would like to see more options for our staff meals.
14	Cheri Messerli MISSOURI BANKERS ASSOCIATION Cmesserli@mobankers.com	Only reason I marked #3 as good is because of the prices of the meals. However, Ashlee and Chef were able to accommodate my budget. I appreciated their cooper
15	Jordan Wright EDWARD JONES REGION REGION 17 jordan.wright@maritz.com	Troy and company were terrific the entire week.
16	Josh Lyman Z Car Club Association ozarkszclubprez@gmail.com	Quality and service was great. -Domestic beer cost was a bit on the high side for opening & closing receptions.
17	Gina Stetch City of Branson Water Challenge gstech@bransonmo.gov	The food was wonderful and staff accommodating at the last minute for a food restriction of one of our employees.
18	Trevor Gies Cobb-Vantress Trevor.Gies@Cobb-Vantress.com	We were very pleased overall with the catering services and quality of food.
19	Ashley Fishback The Missouri Bar Annual Conference afishback@mobar.org	we really appreciate the chef's flexibility on menu items!
20	Mary Wetzel Faith Lutheran Church mary.wetzel@faithstl.org	Soup and salad bar was excellent. My only request would have been for 2 dressings. It only had Ranch and some didn't like Ranch. Would have been nice to offer 2, It took quite a while for our group of 160 to get through the line. Tori was quick to catch that and already changed it to 1 bar for every 75 instead of 1 for every 100. Go future but did not help us much. The food was absolutely delicious. The olives were loved by many and soup was very good! Bacon crumbles awesome! Very high qu
21	Maggie Eubanks Mid-America Emmy Awards maggie@emmymid-america.org	Everything was great but the food. For the most part the beef and chicken were over cooked and very tough. The rest of the meal was mediocre at best. Food was no the last time. Even the dessert was lacking that something special. Everything else was perfect. And your staff, again, is above average.
22	Cindy Shannon DECA Fall Leadership Meeting cindy.shannon@dese.mo.gov	Concourse was used, not banquet room
23	Rick Renno MO Treasurers Association mrrenno@hotmail.com	Very happy
24	Kristi Burmeister Midwestern Society of Orthodontists kristiburmeister@me.com	We coordinated all FB through Ashlee. Food was good, reasonably priced.
25	Carla Martin MO Baptists Convention cmartin@mobaptist.org	Received several comments from attendees regarding how good the meals were. I will say that I think the food was a little pricey. Higher than what we've paid in the p
26	Dave Koch Connell Insurance dkoch@connellinsurance.com	The cost for food and beverage is very high.
27	Cheryl Harrison City of Branson Christmas Party charrison@bransonmo.gov	Received many compliments on the food offerings this year.
28	Kerry Pearson 360 Degree Medicine Christmas Party kpearson@360degreemedicine.com	the food service team that was provided for our event was very accommodating and always appeared happy and with a great attitude.
29	Anna Cooper Conklin 2020 National Convention anna.cooper@conklin.com	Our guests raved about the food and desserts. Matt and Tommi and their staff provided us with memorable meals.
30	Penny Schmidt James River Leadership Retreat penny.schmidt@jamesriver.church	Banquet set up in rooms had a great feel to them this year. Cozy but enough space. They hit the target.

C) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services?

		02/01/2019 - 02/29/2020	
Answer #	Choices	Answers (68 total)	%
1	No	12	17.6%
2	Yes	56	82.4%

2. Knowledgeable

		02/01/2019 - 02/29/2020 *Score:* **96.8 / 100.0**		
Answer #	Choices	Answers (56 total)	%	Score
1	(100) Excellent	48	85.7%	
2	(80) Very Good	7	12.5%	
3	(60) Good	1	1.8%	96.8
4	(40) Fair			
5	(20) Poor			

3. Responsiveness

		02/01/2019 - 02/29/2020 *Score:* **96.8 / 100.0**		
Answer #	Choices	Answers (56 total)	%	Score
1	(100) Excellent	48	85.7%	96.8
2	(80) Very Good	7	12.5%	
3	(60) Good	1	1.8%	
4	(40) Fair			
5	(20) Poor			

4. Professionalism

		02/01/2019 - 02/29/2020 *Score:* **97.1 / 100.0**		
Answer #	Choices	Answers (56 total)	%	Score
1	(100) Excellent	49	87.5%	97.1
2	(80) Very Good	6	10.7%	
3	(60) Good	1	1.8%	
4	(40) Fair			
5	(20) Poor			

5. Clarity of Information

		02/01/2019 - 02/29/2020 *Score:* **95.0 / 100.0**		
Answer #	Choices	Answers (56 total)	%	Score
1	(100) Excellent	46	82.1%	95.0
2	(80) Very Good	7	12.5%	
3	(60) Good	2	3.6%	
4	(40) Fair	1	1.8%	
5	(20) Poor			

6. Accuracy of set-up

		02/01/2019 - 02/29/2020 *Score:* **95.4 / 100.0**		
Answer #	Choices	Answers (56 total)	%	Score
1	(100) Excellent	47	83.9%	95.4
2	(80) Very Good	6	10.7%	
3	(60) Good	2	3.6%	
4	(40) Fair	1	1.8%	
5	(20) Poor			

7. Timeliness of set-up

		02/01/2019 - 02/29/2020 *Score:* **97.1 / 100.0**		
Answer #	Choices	Answers (56 total)	%	Score
1	(100) Excellent	49	87.5%	97.1
2	(80) Very Good	6	10.7%	
3	(60) Good	1	1.8%	
4	(40) Fair			
5	(20) Poor			

8. Courtesy

		02/01/2019 - 02/29/2020 *Score:* **97.6 / 100.0**		
Answer #	Choices	Answers (51 total)	%	Score
1	(100) Excellent	46	90.2%	97.6
2	(80) Very Good	4	7.8%	
3	(60) Good	1	2.0%	
4	(40) Fair			
5	(20) Poor			

9. Comments:

Answer #		02/01/2019 - 02/29/2020
1	Sarah Veile Mo Park & Recreations Association 2019 sarah@mopark.org	We really tested them on all of these things and they were awesome!
2	Mark Rackley Masont Jar Productions ~ SharePointALooza mark@mrackley.me	Pam rocks and anything we needed she made sure was in place. There was a slight mishap with the A/V package in Taneycomo B but Pam was quick to fix it!
3	Cheryl Gentges Associated General Contractors of Missouri CGentges@agcmo.org	Corbin LaFon and Pam took care of our group. it was a pleasure to work w/ them.
4	Cynthia Hawcroft MONASP 2019 cynthia.hawcroft@mdc.mo.gov	It was obvious Dave hadn't read the BEO's for all the rooms, but he was quick to get the overlooked set up accomplished.
5	Ann Nowlin MO Health Information Management Association annnowlin3@gmail.com	Dave and Pam were excellent.
6	Yvonne Wright Missouri Association of Workforce Development Yvonne.Wright@ded.mo.gov	Again, very responsive, polite, easy to work with
7	Bill Budnick Christian Business Men's Committee-Ozark Mountain Prayer Breakfast wmb445@gmail.com	Dave & Pam are an A+
8	Donna McCulloch MHA Center for Education DMcCulloch@mhanet.com	I have every confidence in the a/v staff - Pam is another one that I never doubt,
9	Bev Allen Life Publishers - Barefield & Associates beva@lifepublishers.org	Great group of people
10	Terry Harper Missouri Broadcasters Association Tharper@mbaweb.org	I'm not aware of any issues. Everything went very smoothly. Pam, Corbin and Clint were always quick to handle our A/V needs.
11	Douglas Jonuska 360 Sports Doug@360sports.events	Very easy to work with.
12	Massay STAGE ONE gmassay@stageonedance.com	It's always great to see Dave and his staff. They know exactly what we need and when we need it.
13	Mark Woodson ASSOCIATED ELECTRIC COOPERATIVE mwoodson@aeci.org	Dave was very helpful, appreciate his attention to detail and follow up!
14	Josh Lyman Z Car Club Association ozarkszclubprez@gmail.com	Pam and Dave were quick and professional throughout our stay, making sure we had what we needed during the convention and taking extra time to ensure events r
15	Thad Eckoff The Huge Convention thad@thehugeconvention.com	Dave Loftin took care of my vendors like no one else has, even if they were being difficult. I had nothing but wonderful feedback from them regarding Dave, his staff,
16	Trevor Gies Cobb-Vantress Trevor.Gies@Cobb-Vantress.com	We were very pleased overall with the services of Liberty and did not have any problems that were not resolved quickly.
17	Don Lantis National Fireworks Association DMLantis@CS.com	70.00 is too much to move a small box .
18	Cody Kester Hemophilia Foundation of Arkanas ckeste01@gmail.com	The staff went above and beyond for our event. I requested an impromptu item that a company representative requested and they were able to get me the item quick
19	Cathy Susa MPUA CSUSA@mpua.org	I heard second hand that there was a "disagreement" between a vendor and a staff member of Liberty regarding electric service.
20	Maggie Eubanks Mid-America Emmy Awards maggie@emmymid-america.org	Exceptional service.
21	David Vest Phil Waldrep Ministries Dvest1@me.com	Sorry to see Dave go, but, Pam is very helpful.
22	Debbie Alexander Branson Tractors debbie@bransontractor.net	very helpful and friendly. went over and above with our requests
23	Kristi Burmeister Midwestern Society of Orthodontists kristiburmeister@me.com	Can we take Pam on the road with us as well? The techs we hired all day in the room were very helpful as well.
24	Carla Martin MO Baptists Convention cmartin@mobaptist.org	Did an excellent job!!
25	Janna Goodwin Branson Market Days Bransonmarketdays@gmail.com	Pam was great!
26	Karen Burk F & H Food Equipment Company Christmas Party kburk@fandh.com	Everything looked magnificent, and all supplies for audio/visual were there, and ready!
27	Kerry Pearson 360 Degree Medicine Christmas Party kpearson@360degreemedicine.com	We added this on to our event last minute and these guys showed up in a flash. They set everything up and made sure I knew how to use the equipment and stayed did a practice run to be sure I didn't have any questions. Very helpful people!
28	Colleen Boulware Oak Star Bank Cboulware@oakstarbank.com	The sound did not work properly
29	Anna Cooper Conklin 2020 National Convention anna.cooper@conklin.com	Pam and her team out performed themselves! Pam was constantly checking to see if we had everything we needed - customer service was outstanding!!!

D) The Branson Area

1. Did you stay at one of Branson's hotels?

		02/01/2019 - 02/29/2020	
Answer #	Choices	Answers (67 total)	%
1	No	8	11.9%
2	Yes	59	88.1%

2. If yes, please tell us the hotel you used:

Answer #		02/01/2019 - 02/29/2020
1	Sheila Livesay Livesay sheila@livesayfarms.com	Hilton
2	Jay Bunkowske LandShark Bar & Grill jbunkowske@imcmv.com	hilton promenade
3	Faithe Haeck Joplin District Church of the Nazarene faithe.haeck@gmail.com	Branson Hilton
4	Sarah Veile Mo Park & Recreations Association 2019 sarah@mopark.org	Hilton Convention Center Hotel
5	Eric Lind CNH Industrial Reman eric.lind@newholland.com	CC
6	Andy Bowman Missouri Rural Water Association abowman@moruralwater.org	Hilton Branson Convention Center
7	Mark Rackley Masont Jar Productions ~ SharePointALooza mark@mrackley.me	Hilton Convention Center
8	Cheryl Gentges Associated General Contractors of Missouri CGentges@agcmo.org	Hilton Branson at the Landing
9	Cynthia Hawcroft MONASP 2019 cynthia.hawcroft@mdc.mo.gov	Hilton
10	Ann Nowlin MO Health Information Management Association annnowlin3@gmail.com	Hilton
11	Barry Roberts Phile Waldrep Ministries barry@philwaldrep.org	Hilton, Multiple Hotels in area
12	Stacey Burkett PowerSchool stacey.burkett@powerschool.com	Hilton Branson Convention Center
13	Keith Sappington MO Assisted Living Association keith@malarcf.org	Hilton Branson Landing
14	Yvonne Wright Missouri Association of Workforce Development Yvonne.Wright@ded.mo.gov	Hilton at the Landing
15	Suzie Lidstrom Huber & Associates SLidstrom@teamhuber.com	Convention Center Hilton
16	Cindy Keeler Sho-Me Power 2019 CKeeler@shomepower.com	Hilton Convention Center
17	Donna McCulloch MHA Center for Education DMcCulloch@mhanet.com	Hilton
18	Teresa Womack National Association of Freel Will Baptists teresa@nafwb.org	Hilton Hotel and Convention Center
19	Cindy Dickey Brand New Church cindy@brandnewchurch.com	Hilton
20	Kaitlynn Orr Missouri Trucking Association kaitlynn@motrucking.org	Hilton COnvention
21	Terry Harper Missouri Broadcasters Association Tharper@mbaweb.org	Branson Hilton Convention Center
22	Douglas Jonuska 360 Sports Doug@360sports.events	Grand Victorian
23	Massay STAGE ONE gmassay@stageonedance.com	Branson Hilton
24	Cheri Messerli MISSOURI BANKERS ASSOCIATION Cmesserli@mobankers.com	Hilton Branson Convention Center
25	Katy Combs EDWARD JONES REGION REGION 166 katy.combs@maritz.com	Hilton BCC
26	Jordan Wright EDWARD JONES REGION REGION 17 jordan.wright@maritz.com	Hilton
27	Mark Woodson ASSOCIATED ELECTRIC COOPERATIVE mwoodson@aeci.org	Hilton
28	Noelle Pate Packett Starpower National Talent Competition noelle@starpowertalent.com	Hilton
29	Josh Lyman Z Car Club Association ozarkszclubprez@gmail.com	Branson Hilton Hotel
30	Shanna Ellison Bass Cat/Yar Craft shanna@basscat.com	Hilton Convention Center Hotel
31	Norman Baker MO State Council of Firefighters nrb215@gmail.com	Convention Center
32	Thad Eckoff The Huge Convention thad@thehugeconvention.com	Hilton
33	Kim Durham Playcraft Boats kim@playcraftboats.com	Branson Hilton Convention Center Hotel
34	Carmen Dunlap NRECA carmen.dunlap@nreca.coop	Hilton Branson Convention Center
35	Walters MO Health Care Association michelle@mohealthcare.com	We used both the Hilton Convention Center and Hilton Promenade
36	Trevor Gies Cobb-Vantress Trevor.Gies@Cobb-Vantress.com	Hilton Convention Center
37	Don Lantis National Fireworks Association DMLantis@CS.com	hilton
38	Ashley Fishback The Missouri Bar Annual Conference afishback@mobar.org	both

39	Mary Wetzel Faith Lutheran Church mary.wetzel@faithstl.org	Hilton Branson Convention Center Hotel
40	Cody Kester Hemophilia Foundation of Arkanas ckeste01@gmail.com	Hilton Promenade at Branson Landing Hotel
41	Cathy Susa MPUA CSUSA@mpua.org	Hilton Convention Center Hotel
42	Linda Bolten Association of MO Electric Cooperatives lbolten@amec.org	Event used both Convention Hotel and Promenade
43	Maggie Eubanks Mid-America Emmy Awards maggie@emmymid-america.org	Hilton
44	David Vest Phil Waldrep Ministries Dvest1@me.com	Hilton
45	Barry Roberts Phil Waldrep Ministries barry@philwaldrep.org	Hilton
46	Cindy Shannon DECA Fall Leadership Meeting cindy.shannon@dese.mo.gov	Hilton Convention Center side
47	Rick Renno MO Treasurers Association mrrenno@hotmail.com	Hilton convention
48	Debbie Alexander Branson Tractors debbie@bransontractor.net	Hilton Promenade, Hilton Convention Center
49	Julie Stratman JK Ruble jstratman@moagent.org	Hilton Branson Convention Center
50	Kristi Burmeister Midwestern Society of Orthodontists kristiburmeister@me.com	Hilton Branson Convention Center
51	Carla Martin MO Baptists Convention cmartin@mobaptist.org	Hilton
52	Nick Jacobson National Senior Adult Conference nick@bmaamerica.org	Hilton
53	Ashley Bower MFA Oil Company - Annual Meeting abower@mfaoil.com	Hilton Branson Convention Center Hotel
54	Karen Burk F & H Food Equipment Company Christmas Party kburk@fandh.com	Hilton Convention Center
55	Colleen Boulware Oak Star Bank Cboulware@oakstarbank.com	Hilton
56	Chad Courtney FC Legacy Futsal Tournament Chad@Courtneyandmills.com	Hilton
57	Penny Schmidt James River Leadership Retreat penny.schmidt@jamesriver.church	Hilton

3. Please rate the service and your experience at the hotel:

		02/01/2019 - 02/29/2020 *Score:* **93.0 / 100.0**		
Answer #	Choices	Answers (60 total)	%	Score
1	(100) Excellent	42	70.0%	93.0
2	(80) Very Good	16	26.7%	
3	(60) Good	1	1.7%	
4	(40) Fair	1	1.7%	
5	(20) Poor			

4. Comments:

Answer #		02/01/2019 - 02/29/2020
1	Sheila Livesay Livesay sheila@livesayfarms.com	Wonderful rooms
2	Mark Rackley Masont Jar Productions ~ SharePointALooza mark@mrackley.me	Judy was SOOOO helpful every step of the way
3	Cynthia Hawcroft MONASP 2019 cynthia.hawcroft@mdc.mo.gov	My family personally had no issues. However, I talked to a lot of people who were having to wait hours to get their rooms. You would think that if a hotel was sold out, able to staff the cleaning crews to get the job done in a timely manner!
4	Ann Nowlin MO Health Information Management Association annnowlin3@gmail.com	Really need to let go of the luggage carts - didn't like that the bellman had to stay with the cart.
5	Barry Roberts Phile Waldrep Ministries barry@philwaldrep.org	Already completed survey
6	Bill Budnick Christian Business Men's Committee-Ozark Mountain Prayer Breakfast wmb445@gmail.com	N/A
7	Cindy Dickey Brand New Church cindy@brandnewchurch.com	Ruth is a rock star!!
8	Douglas Jonuska 360 Sports Doug@360sports.events	Hotel was very nice and newly renovated. Price was very good.
9	Massay STAGE ONE gmassay@stageonedance.com	They are great to work with, always get us what we need for our event success.
10	Jordan Wright EDWARD JONES REGION REGION 17 jordan.wright@maritz.com	Shane and his staff were easy to deal with and provided everything we needed.
11	Noelle Pate Packett Starpower National Talent Competition noelle@starpowertalent.com	My room was beautiful, but definitely had a smell of animal urine and wasn't the cleanest. But totally fine otherwise!
12	Josh Lyman Z Car Club Association ozarkszclubprez@gmail.com	Shane Heaton & Ruth Smith were awesome. Shane was a pleasure to work with and was very kind and willing to accommodate as much as possible.
13	Shanna Ellison Bass Cat/Yar Craft shanna@basscat.com	Had trouble finding reservations
14	Kim Durham Playcraft Boats kim@playcraftboats.com	Only downfall is having a late check in time for the hotel.
15	Ashley Fishback The Missouri Bar Annual Conference afishback@mobar.org	great service from hotel once we were onsite.
16	Mary Wetzel Faith Lutheran Church mary.wetzel@faithstl.org	Had check in issues with our group - I put this on their eval. It was backlogged from 4-6:30 pm. Some rooms did not get cleaned, actually quite a few on Saturday anc system went down on Friday night causing those checking in 8:45 pm and on to not get in rooms til 11:30ish. NOthing was offered for them as a result, unless they as water. Couldn't help the system being down, but could help the response time. Some of these things did not measure up to previous Hilton experiences.
17	Cody Kester Hemophilia Foundation of Arkanas ckeste01@gmail.com	Excellent, Ruth Smith was truly exceptional. She made planning our event's lodging easy and painless. I will definitely recommend her and the hotel and expo center going to Branson.
18	Barry Roberts Phil Waldrep Ministries barry@philwaldrep.org	Staff is great and Ruth Smith is awesome to work with.
19	Rick Renno MO Treasurers Association mrrenno@hotmail.com	Hotel is a wonderful venue and their staff was very responsive to f few special requests that I had
20	Debbie Alexander Branson Tractors debbie@bransontractor.net	very helpful and nice. room was excellent
21	Julie Stratman JK Ruble jstratman@moagent.org	But they need to inform guests when they check in that they need to have their room key access extended on day of check out, if leaving the parking garage to exit w 1:00pm. Or the guest might not be able to leave the garage.
22	Carla Martin MO Baptists Convention cmartin@mobaptist.org	There were a few attendees that complained about some minor issues in their room (tv not working, no shower liner, etc). Also, one of my VIP baskets failed to get de

5. Did you visit local attractions?

		02/01/2019 - 02/29/2020	
Answer #	Choices	Answers (67 total)	%
1	No	41	61.2%
2	Yes	26	38.8%

6. If you visited an attraction/s, please indicate which one/s you visited:		
Answer #		02/01/2019 - 02/29/2020
1	Cynthia Hawcroft MONASP 2019 cynthia.hawcroft@mdc.mo.gov	Fritz
2	Stacey Burkett PowerSchool stacey.burkett@powerschool.com	The Landing
3	Yvonne Wright Missouri Association of Workforce Development Yvonne.Wright@ded.mo.gov	Restaurants at the Landing
4	Suzie Lidstrom Huber & Associates SLidstrom@teamhuber.com	Branson Landing
5	Donna McCulloch MHA Center for Education DMcCulloch@mhanet.com	Mount Pleasant Winery
6	Bev Allen Life Publishers - Barefield & Associates beva@lifepublishers.org	Golf Courses & spa, downtown shopping
7	Teresa Womack National Association of Freel Will Baptists teresa@nafwb.org	Sight and Sound: Samson
8	Cindy Dickey Brand New Church cindy@brandnewchurch.com	Branson Landing
9	Katy Combs EDWARD JONES REGION REGION 166 katy.combs@maritz.com	Dixie Stampede
10	Jordan Wright EDWARD JONES REGION REGION 17 jordan.wright@maritz.com	Dixie Stampede
11	Josh Lyman Z Car Club Association ozarkszclubprez@gmail.com	The Convention Center and Hotel
12	Walters MO Health Care Association michelle@mohealthcare.com	Branson Landing
13	Trevor Gies Cobb-Vantress Trevor.Gies@Cobb-Vantress.com	Andy B's
14	Ashley Fishback The Missouri Bar Annual Conference afishback@mobar.org	Branson Landing
15	Mary Wetzel Faith Lutheran Church mary.wetzel@faithstl.org	Branson Landing, shopping, restaurants.
16	Cody Kester Hemophilia Foundation of Arkanas ckeste01@gmail.com	Dolly Parton's Stampede
17	Linda Bolten Association of MO Electric Cooperatives lbolten@amec.org	Bowling on the Landing
18	Maggie Eubanks Mid-America Emmy Awards maggie@emmymid-america.org	Landing
19	Barry Roberts Phil Waldrep Ministries barry@philwaldrep.org	sight and sound
20	Cindy Shannon DECA Fall Leadership Meeting cindy.shannon@dese.mo.gov	Andy B's Arcade City at the Landing, Hughes Family Show
21	Rick Renno MO Treasurers Association mrrenno@hotmail.com	Branson Belle
22	Debbie Alexander Branson Tractors debbie@bransontractor.net	Mansion Theater, shopping
23	Kristi Burmeister Midwestern Society of Orthodontists kristiburmeister@me.com	Coordinated private events at Top of the Rock, Dogwood Canyon and Titanic Museum
24	Nick Jacobson National Senior Adult Conference nick@bmaamerica.org	Haygoods Show
25	Karen Burk F & H Food Equipment Company Christmas Party kburk@fandh.com	Branson Landing

7. Comments:

Answer #		02/01/2019 - 02/29/2020
1	Cynthia Hawcroft MONASP 2019 cynthia.hawcroft@mdc.mo.gov	My guys went and enjoyed it.
2	Yvonne Wright Missouri Association of Workforce Development Yvonne.Wright@ded.mo.gov	So accessible and easy to use
3	Bill Budnick Christian Business Men's Committee-Ozark Mountain Prayer Breakfast wmb445@gmail.com	N/A
4	Donna McCulloch MHA Center for Education DMcCulloch@mhanet.com	I wasn't able to attend, but everyone in the group enjoyed the wine tasting, and Kay Dryden was so great to work with - I did the planning, and she was wonderful.
5	Douglas Jonuska 360 Sports Doug@360sports.events	Not this trip too busy working.
6	Josh Lyman Z Car Club Association ozarkszclubprez@gmail.com	I ran around putting out fires all week and did not break away from the location... Our guests enjoyed a variety of attractions from the Branson Landing, Silver Dollar the Rock, among others.
7	Maggie Eubanks Mid-America Emmy Awards maggie@emmymid-america.org	fun, busy and very exciting. Lots to restaurants, shops, things to do and people to see!
8	Barry Roberts Phil Waldrep Ministries barry@philwaldrep.org	Great
9	Cindy Shannon DECA Fall Leadership Meeting cindy.shannon@dese.mo.gov	AndyB's meal service was not as expected.
10	Rick Renno MO Treasurers Association mrrenno@hotmail.com	Our group thoroughly enjoy the visit to the Branson Belle. The show was outstanding
11	Karen Burk F & H Food Equipment Company Christmas Party kburk@fandh.com	Great music, shopping, coffees, snacks, etc.
12	Anna Cooper Conklin 2020 National Convention anna.cooper@conklin.com	In all my planning and work for convention, I was not able to visit any attractions.

8. Did you eat at local restaurants?

		02/01/2019 - 02/29/2020	
Answer #	Choices	Answers (65 total)	%
1	No	14	21.5%
2	Yes	51	78.5%

9. If yes, please tell us at which restaurants you dined:

Answer #		02/01/2019 - 02/29/2020
1	Sheila Livesay Livesay sheila@livesayfarms.com	Salt grass. Black Oak
2	Jay Bunkowske LandShark Bar & Grill jbunkowske@imcmv.com	big whisky, buffalo wild wing, cantina loredo, level 2, slatgrass, charley's, waxy o'shea, starbucks, landshark
3	Faithe Haeck Joplin District Church of the Nazarene faithe.haeck@gmail.com	SaltGrass Steak House, Keeter Center
4	Sarah Veile Mo Park & Recreations Association 2019 sarah@mopark.org	Land Shark
5	Andy Bowman Missouri Rural Water Association abowman@moruralwater.org	Saltgrass Steakhouse, Andy B's Bowl Social
6	Mark Rackley Masont Jar Productions ~ SharePointALooza mark@mrackley.me	Paddlewheel, LandShark, Greek Place, Andy B's
7	Cheryl Gentges Associated General Contractors of Missouri CGentges@agcmo.org	SHorty Smalls
8	Cynthia Hawcroft MONASP 2019 cynthia.hawcroft@mdc.mo.gov	Billy Bob
9	Barry Roberts Phile Waldrep Ministries barry@philwaldrep.org	multiple restaurants on landing and in town
10	Keith Sappington MO Assisted Living Association keith@malarcf.org	MoMo's Sushi, Clockers, Cantina Laredo
11	Yvonne Wright Missouri Association of Workforce Development Yvonne.Wright@ded.mo.gov	Big Whiskeys, Joe's Crab Shack, Saltwater Grill
12	Suzie Lidstrom Huber & Associates SLidstrom@teamhuber.com	Famous Dave's, Land Shark, Joe's Crab Shack, El Cantina
13	Donna McCulloch MHA Center for Education DMcCulloch@mhanet.com	La Cantina and MoMo Sushi
14	Bev Allen Life Publishers - Barefield & Associates beva@lifepublishers.org	Every one on their own
15	Teresa Womack National Association of Freel Will Baptists teresa@nafwb.org	College of the Ozarks - Keeter Center
16	Kaitlynn Orr Missouri Trucking Association kaitlynn@motrucking.org	Big Wiskeys
17	Terry Harper Missouri Broadcasters Association Tharper@mbaweb.org	Cantina Laredo
18	Douglas Jonuska 360 Sports Doug@360sports.events	Outback
19	Mark Woodson ASSOCIATED ELECTRIC COOPERATIVE mwoodson@aeci.org	Joe Crab Shack
20	Noelle Pate Packett Starpower National Talent Competition noelle@starpowertalent.com	Most of the ones at the Landing.
21	Josh Lyman Z Car Club Association ozarkszclubprez@gmail.com	The Paddlewheel
22	Norman Baker MO State Council of Firefighters nrb215@gmail.com	Multiple different restaurants on the landing
23	Thad Eckoff The Huge Convention thad@thehugeconvention.com	Most of the ones in Branson Landing during the week I was there.
24	Kim Durham Playcraft Boats kim@playcraftboats.com	Big Whiskey's
25	Trevor Gies Cobb-Vantress Trevor.Gies@Cobb-Vantress.com	Cantina Laredo
26	Ashley Fishback The Missouri Bar Annual Conference afishback@mobar.org	Landshark, Big Whiskey, White River Fish Market
27	Mary Wetzel Faith Lutheran Church mary.wetzel@faithstl.org	Paula Deen's, Mellow Mushroom, Gettin Basted, CLockers, Level 2 Steakhouse for breakfast
28	Cody Kester Hemophilia Foundation of Arkanas ckeste01@gmail.com	Smith Creek Moonshine
29	Cathy Susa MPUA CSUSA@mpua.org	Joe's Crab Shack and Level 2 Steakhouse
30	Linda Bolten Association of MO Electric Cooperatives lbolten@amec.org	Waxy's
31	David Vest Phil Waldrep Ministries Dvest1@me.com	Saltgrass
32	Barry Roberts Phil Waldrep Ministries barry@philwaldrep.org	Too many to name, all great
33	Cindy Shannon DECA Fall Leadership Meeting cindy.shannon@dese.mo.gov	the Mexican Restaurant - cant remember the name
34	Rick Renno MO Treasurers Association mrrenno@hotmail.com	Pasgettis
35	Debbie Alexander Branson Tractors debbie@bransontractor.net	Big Wiskey, Black Oak Grill, Famous Daves,
36	Julie Stratman JK Ruble jstratman@moagent.org	Paula Dean and Joe's Crab Shack
37	Janna Goodwin Branson Market Days Bransonmarketdays@gmail.com	Wite River Fish Co, cantina laredo, chik fil a, pizza hut
38	Nick Jacobson National Senior Adult Conference nick@bmaamerica.org	Joes Crab Shack, Paula Deans
39	Karen Burk	Clockers

	F & H Food Equipment Company Christmas Party kburk@fandh.com	
40	Anna Cooper Conklin 2020 National Convention anna.cooper@conklin.com	Chateau

10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:

		02/01/2019 - 02/29/2020 *Score:* **88.4 / 100.0**		
Answer #	Choices	Answers (55 total)	%	Score
1	(100) Excellent	30	54.5%	88.4
2	(80) Very Good	19	34.5%	
3	(60) Good	5	9.1%	
4	(40) Fair	1	1.8%	
5	(20) Poor			

11. Comments:

Answer #		02/01/2019 - 02/29/2020
1	Sarah Veile Mo Park & Recreations Association 2019 sarah@mopark.org	They were out of Land Shark beer and they had only been open 4 days. Service and food were great, though.
2	Mark Rackley Masont Jar Productions ~ SharePointALooza mark@mrackley.me	Food was decent, price was decent... nothing to rave about though
3	Bill Budnick Christian Business Men's Committee-Ozark Mountain Prayer Breakfast wmb445@gmail.com	N/A
4	Donna McCulloch MHA Center for Education DMcCulloch@mhanet.com	Food was great at both restaurants.
5	Douglas Jonuska 360 Sports Doug@360sports.events	Welcome suprise that it wasn't a chain.
6	Noelle Pate Packett Starpower National Talent Competition noelle@starpowertalent.com	Every place we went to eat the service was SO SLOW.
7	Josh Lyman Z Car Club Association ozarkszclubprez@gmail.com	Very polite, accommodating and one of the best area's to host a convention.
8	Thad Eckoff The Huge Convention thad@thehugeconvention.com	I think we overwhelmed the local eateries. Wait times were long and service seemed harried.
9	Rick Renno MO Treasurers Association mrrenno@hotmail.com	Great interior and good food
10	Julie Stratman JK Ruble jstratman@moagent.org	It is very nice that the restaurants were within walking distance. The landing shops and restaurants are a big plus because of the proximity to the convention center.
11	Karen Burk F & H Food Equipment Company Christmas Party kburk@fandh.com	Eat there every year at this time
12	Penny Schmidt James River Leadership Retreat penny.schmidt@jamesriver.church	N/A

E) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?

		02/01/2019 - 02/29/2020 *Score:* **87.3 / 100.0**		
Answer #	Choices	Answers (66 total)	%	Score
1	(100) 10	29	43.9%	87.3
2	(90) 9	9	13.6%	
3	(80) 8	16	24.2%	
4	(70) 7	8	12.1%	
5	(60) 6	2	3.0%	
6	(50) 5	1	1.5%	
7	(40) 4	1	1.5%	
8	(30) 3			
9	(20) 2			
10	(10) 1			

2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event?

		02/01/2019 - 02/29/2020 *Score:* **95.2 / 100.0**		
Answer #	Choices	Answers (62 total)	%	Score
1	(100) 10	39	62.9%	95.2
2	(90) 9	17	27.4%	
3	(80) 8	5	8.1%	
4	(70) 7	1	1.6%	
5	(60) 6			
6	(50) 5			
7	(40) 4			
8	(30) 3			
9	(20) 2			
10	(10) 1			

3. Please rate your overall satisfaction with the Branson Convention Center:

		02/01/2019 - 02/29/2020 *Score:* **93.8 / 100.0**		
Answer #	Choices	Answers (65 total)	%	Score
1	(100) Excellent	48	73.8%	93.8
2	(80) Very Good	14	21.5%	
3	(60) Good	3	4.6%	
4	(40) Fair			
5	(20) Poor			

4. Comments:

Answer #		02/01/2019 - 02/29/2020
1	Sarah Veile Mo Park & Recreations Association 2019 sarah@mopark.org	This was the first time I was in charge of our event but you guys made it very easy. I hope to work with you again in the future.
2	Mark Rackley Masont Jar Productions ~ SharePointALooza mark@mrackley.me	Couple of hiccups along the way and I need to read the contract more closely next time for costs I wasn't aware of (parking) and such.. but as always I was well taker
3	Ann Nowlin MO Health Information Management Association annnowlin3@gmail.com	Best convention center I have worked with (in 6 different states). Top notch service. Very attentive! Excellent food!!!! Flexible staff - when we needed to make change enough positive things.
4	Stacey Burkett PowerSchool stacey.burkett@powerschool.com	Space could use an update.
5	Bill Budnick Christian Business Men's Committee-Ozark Mountain Prayer Breakfast wmb445@gmail.com	We appreciate the staff and all we come into contact with. Our event is so well cared for !
6	Cindy Keeler Sho-Me Power 2019 CKeeler@shomepower.com	I felt more at ease with Tori rather than the previous meeting planner. Janet Peterson is also great, since she broke me in on event planning I feel like I owe her a goc
7	Kaitlynn Orr Missouri Trucking Association kaitlynn@motrucking.org	2019 was a wonderful year. It took us a couple years to get the problems worked out, but this year was so smooth and wonderful!
8	Douglas Jonuska 360 Sports Doug@360sports.events	We are trying to figure out how to bring an annual event to Branson.
9	Josh Lyman Z Car Club Association ozarkszclubprez@gmail.com	The individuals I worked along side were awesome. They made our event a great one and our committee ranked Branson ZCON top 5 out of 32 annual conventions.
10	Gina Stetch City of Branson Water Challenge gstech@bransonmo.gov	Excellent service an accommodation.
11	Walters MO Health Care Association michelle@mohealthcare.com	I will never be able to say enough great things about the entire staff at the Branson Convention Center. They are truly amazing and there to help every step of the wa
12	Don Lantis National Fireworks Association DMLantis@CS.com	service was excellent
13	Cody Kester Hemophilia Foundation of Arkanas ckeste01@gmail.com	Tori Santos and her staff did a great job with our event! Tori worked really hard to make sure that our event went well.
14	Barry Roberts Phil Waldrep Ministries barry@philwaldrep.org	My only complaint was a lighting issue on the concourse between Hotel and convention center. We needed lighting on the concourse and were not able to get adequa from the convention Center or the Hotel side to satisfy our needs. Since we occupied both the convention Center and a very large block of rooms at Hilton we should coordinate that to make it work for us. Many lights did not work and they could not find panels to turn on lights on Hotel side of things. We worked in a very dim situati managed. I will be glad to explain more through conversation.
15	Rick Renno MO Treasurers Association mrrenno@hotmail.com	this was our second year and both years were exceptional
16	Debbie Alexander Branson Tractors debbie@bransontractor.net	great to work with. friendly staff, very clean rooms
17	Julie Stratman JK Ruble jstratman@moagent.org	Very nice facility and all staff were great to work with. You might think about adding complimentary mints, pads of paper and ink pens for attendees to use when atten Our participants are used to having these and it didn't make you look good when I had to say your facility didn't provide them.
18	Carla Martin MO Baptists Convention cmartin@mobaptist.org	One of the biggest issues is the escalators when you have the air wall up. It does cause issues.
19	Janna Goodwin Branson Market Days Bransonmarketdays@gmail.com	Not only do we enjoy and appreciate our experience at bcc, we feel many people become familiar with this venue and see the potential of bcc by coming to our show
20	Karen Burk F & H Food Equipment Company Christmas Party kburk@fandh.com	LOVE IT!!!!!
21	Colleen Boulware Oak Star Bank Cboulware@oakstarbank.com	Tori made the planning process smooth and offered great suggestions. Tori impressed and my entire planning team. Her excellent services is what stood out as I look event. We also received great feedback on the food so please compliment the chief and there team. The wait staff and bartender took great care of our guests.
22	Chad Courtney FC Legacy Futsal Tournament Chad@Courtneyandmills.com	Marc Mulherin did a fantastic job again this year. He is easy for me to work with and responsive to our requests. He represents the convention center well.
23	Penny Schmidt James River Leadership Retreat penny.schmidt@jamesriver.church	Even though everything was excellent, rating ended as 9 as there is always room for improvement. Staff was stunning, responsive, and there were no complaints.

F) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center?

		02/01/2019 - 02/29/2020	
Answer #	Choices	Answers (61 total)	%
1	Yes	24	39.3%
2	Maybe	25	41.0%
3	No	12	19.7%

2. How would you prefer to be contacted?

		02/01/2019 - 02/29/2020	
Answer #	Choices	Answers (53 total)	%
1	Telephone	8	15.1%
2	E-Mail	45	84.9%

3. Does your event rotate around the country?

		02/01/2019 - 02/29/2020	
Answer #	Choices	Answers (52 total)	%
1	No	33	63.5%
2	Yes	19	36.5%

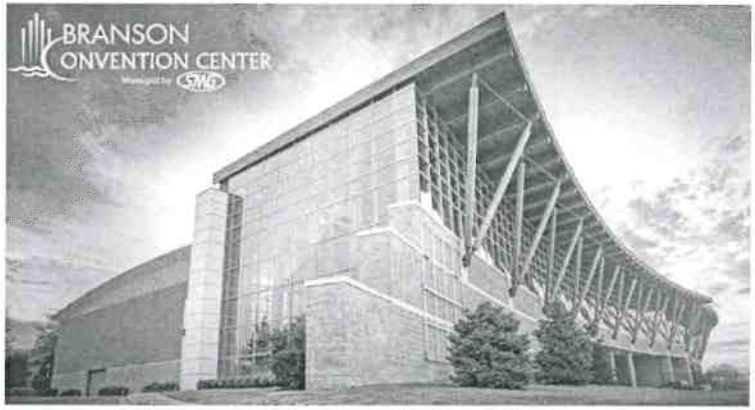
4. If yes, would you like to hear from another ASM Global facility?

		02/01/2019 - 02/29/2020	
Answer #	Choices	Answers (40 total)	%
1	No	34	85.0%
2	Yes	6	15.0%

5. If yes, please provide the year and regional location.		
Answer #		02/01/2019 - 02/29/2020
1	Sarah Veile Mo Park & Recreations Association 2019 sarah@mopark.org	We will be sending out an RFP for our 2022 event in the next month or two.
2	Eric Lind CNH Industrial Reman eric.lind@newholland.com	unknown next location at this time
3	Mark Rackley Masont Jar Productions ~ SharePointALooza mark@mrackley.me	Memphis possibley Dallas
4	Barry Roberts Phile Waldrep Ministries barry@philwaldrep.org	We are already contracted for future years
5	Yvonne Wright Missouri Association of Workforce Development Yvonne.Wright@ded.mo.gov	We are already booked there for 2020!
6	Bill Budnick Christian Business Men's Committee-Ozark Mountain Prayer Breakfast wmb445@gmail.com	Already working on our next event
7	Cindy Keeler Sho-Me Power 2019 CKeeler@shomepower.com	It has already been scheduled for next year. Thank you and sorry for the delayed response.
8	Douglas Jonuska 360 Sports Doug@360sports.events	Southeast and Ohio Valley area's
9	Massay STAGE ONE gmassay@stageonedance.com	Our event is already booked for several years with your venue already.
10	Josh Lyman Z Car Club Association ozarkszclubprez@gmail.com	Host clubs are voted in at the previous year's convention. Locations vary depending on bids and who opts in for a convention.
11	Thad Eckoff The Huge Convention thad@thehugeconvention.com	2021-23 Eastern seaboard South West
12	Rick Renno MO Treasurers Association mrrenno@hotmail.com	My term in office is over and will not be part of the decision making process
13	Kristi Burmeister Midwestern Society of Orthodontists kristiburmeister@me.com	Lowest attendance by far on record for this group. Booked when SW had direct flights from our region. Won't rebook unless a major carrier serving our region in the E long-term. Springfield flights and then the $100+ each way shuttles were too expensive compared to our Chicago and Minneapolis normal locations.
14	Carla Martin MO Baptists Convention cmartin@mobaptist.org	I believe there are plans to return in 2021 for our event.
15	Karen Burk F & H Food Equipment Company Christmas Party kburk@fandh.com	I contact the staff of the Hilton, and they take care of our yearly Christmas weekend for our business! They are awesome!

Survey Statistics Report: Branson Convention Center

Month	Year	Batches Sent	Surveys Sent	Total Taken	Total Not Taken	Response Rate
February	2019	2	3	0	3	0.00%
March	2019	4	16	9	7	56.20%
April	2019	4	9	5	4	55.50%
May	2019	2	9	7	2	77.70%
June	2019	3	19	7	12	36.80%
July	2019	4	11	5	6	45.40%
August	2019	5	15	6	9	40.00%
September	2019	3	8	4	4	50.00%
October	2019	8	25	12	13	48.00%
November	2019	5	13	4	9	30.70%
December	2019	1	6	2	4	33.30%
January	2020	4	9	6	3	66.60%
February	2020	1	3	1	2	33.30%
Totals		**46**	**146**	**68**	**78**	**46.50%**



Post-Event Evaluation

A) Customer Information

1. Name	**Sheila Livesay**
2. Organization	**Livesay**
3. Phone	**641-919-1205**
4. Type of Event	**Corporate**
5. Event Name	**Livesay - Family 21 Meeting/Reception**
6. Event Date(s)	**1/31/19, 2/2/19**
7. Attendance	**300**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Tori Santos**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Very Good**
4. Professionalism	**Excellent**

5. Readily Accessible	**Very Good**
6. Clarity of Information	**Excellent**
7. Comments:	**Friendly and helpful**
8. Name of your Event/Catering Manager:	**Tori Santos**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable	**Excellent**
10. Responsiveness	**Very Good**
11. Professionalism	**Excellent**
12. Readily Accessible	**Very Good**
13. Clarity of Information	**Excellent**
14. Comments:	**Performances tasks very well**

Please rate the following building operations and services:

15. Courtesy of building staff	**Excellent**
16. Cleanliness	**Excellent**
17. Accuracy and timeliness of room set	**Excellent**
18. Exhibitor electrical	**Excellent**
19. Telecommunications/Internet	**Excellent**
20. Comments:	**Room was perfect**

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)?	**Yes**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function	**Excellent**
3. Staff follow-through on event arrangements	**Excellent**
4. Menu quality, selection and value for price paid	**Excellent**
5. On-site response time	**Excellent**

6. Quality of food **Excellent**
7. Quality of service
8. Cleanliness/appearance of banquet room **Excellent**
9. Quality/appearance of service staff **Excellent**
10. Overall performance of food and beverage services **Excellent**
11. Comments:

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services? **No**

Please rate Liberty Exposition Services:

2. Knowledgeable
3. Responsiveness
4. Professionalism
5. Clarity of Information
6. Accuracy of set-up
7. Timeliness of set-up
8. Courtesy
9. Comments:

E) The Branson Area

1. Did you stay at one of Branson's hotels? **Yes**
2. If yes, please tell us the hotel you used: **Hilton**
3. Please rate the service and your experience at the hotel: **Excellent**
4. Comments: **Wonderful rooms**
5. Did you visit local attractions? **No**
6. If you visited an attraction/s, please indicate which one/s

you visited:

7. Comments:
8. Did you eat at local restaurants? **Yes**
9. If yes, please tell us at which restaurants you dined: **Salt grass. Black Oak**
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting: **Excellent**
11. Comments:

F) Summary

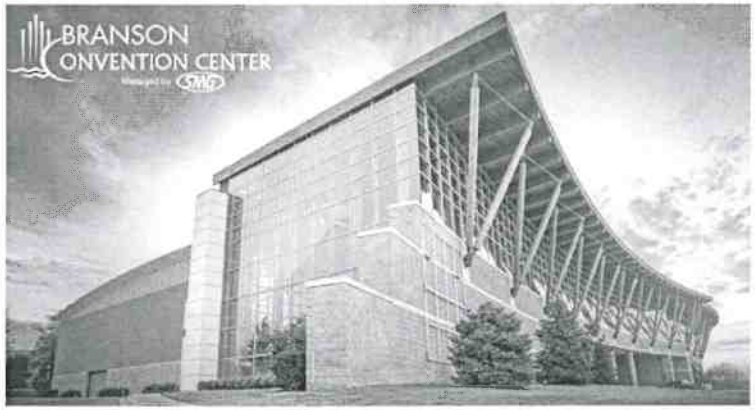
1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event? **10**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event?
3. Please rate your overall satisfaction with the Branson Convention Center: **Excellent**
4. Comments:

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center? **Maybe**
2. How would you prefer to be contacted? **E-Mail**
3. Does your event rotate around the country? **Yes**
4. If yes, would you like to hear from another SMG facility? **No**
5. If yes, please provide the year and regional location.

(start closing section - shown after survey is submitted)

Thank you very much for your feedback. We value your time and opinion. Both will help us provide a high level of service to our customers. We look forward to the opportunity to serve you again in the near future! In the interim please feel free to visit our website



Post-Event Evaluation

A) Customer Information

1. Name	**Ann Nowlin**
2. Organization	**MO Health Information Management Association**
3. Phone	**785-221-3146**
4. Type of Event	**Association**
5. Event Name	**MO Health Information Management Association**
6. Event Date(s)	**3/3-3/5/19**
7. Attendance	**200**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Janet Peterson**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Very Good**
3. Responsiveness	**Very Good**
4. Professionalism	**Very Good**

5. Readily Accessible	**Very Good**
6. Clarity of Information	**Very Good**
7. Comments:	**I really dont remember how she did, as its been a few months since I worked with her - worked with Ashlee more.**
8. Name of your Event/Catering Manager:	**Ashlee Webb**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable	**Excellent**
10. Responsiveness	**Excellent**
11. Professionalism	**Excellent**
12. Readily Accessible	**Excellent**
13. Clarity of Information	**Excellent**
14. Comments:	**Asher is a true asset to your organization! Very professional and does not get frustrated with multiple requests from us. I appreciated that she gave me her cell so that I could get what I needed quickly.**

Please rate the following building operations and services:

15. Courtesy of building staff	**Excellent**
16. Cleanliness	**Excellent**
17. Accuracy and timeliness of room set	**Excellent**
18. Exhibitor electrical	**Excellent**
19. Telecommunications/Internet	**Very Good**
20. Comments:	**The price for internet is much to high for a nonprofit like us.**

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)?	**Yes**

Please rate the following services:

2.	Responsiveness of F&B staff in helping plan your function	**Excellent**
3.	Staff follow-through on event arrangements	**Excellent**
4.	Menu quality, selection and value for price paid	**Excellent**
5.	On-site response time	**Excellent**
6.	Quality of food	**Excellent**
7.	Quality of service	**Excellent**
8.	Cleanliness/appearance of banquet room	**Excellent**
9.	Quality/appearance of service staff	**Excellent**
10.	Overall performance of food and beverage services	**Excellent**
11.	Comments:	**Excellent food - best I have had at a convention center. Both Tony's did an excellent job. All staff were great**

D) Audio Visual Services/Decorating Service

1.	Did your event use Liberty Exposition for audio visual or other services?	**Yes**

Please rate Liberty Exposition Services:

2.	Knowledgeable	**Excellent**
3.	Responsiveness	**Excellent**
4.	Professionalism	**Excellent**
5.	Clarity of Information	**Excellent**
6.	Accuracy of set-up	**Excellent**
7.	Timeliness of set-up	**Excellent**
8.	Courtesy	**Excellent**
9.	Comments:	**Dave and Pam were excellent.**

E) The Branson Area

1. Did you stay at one of Branson's hotels?	**Yes**
2. If yes, please tell us the hotel you used:	**Hilton**
3. Please rate the service and your experience at the hotel:	**Excellent**
4. Comments:	**Really need to let go of the luggage carts - didn't like that the bellman had to stay with the cart.**
5. Did you visit local attractions?	**No**
6. If you visited an attraction/s, please indicate which one/s you visited:	
7. Comments:	
8. Did you eat at local restaurants?	**No**
9. If yes, please tell us at which restaurants you dined:	
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:	
11. Comments:	

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?	**8**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event?	**10**
3. Please rate your overall satisfaction	

with the Branson Convention Center:	**Excellent**
4. Comments:	**Best convention center I have worked with (in 6 different states). Top notch service. Very attentive! Excellent food!!!! Flexible staff - when we needed to make changes. Can't say enough positive things.**

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center?	**Maybe**
2. How would you prefer to be contacted?	**E-Mail**
3. Does your event rotate around the country?	**No**
4. If yes, would you like to hear from another SMG facility?	**No**
5. If yes, please provide the year and regional location.	

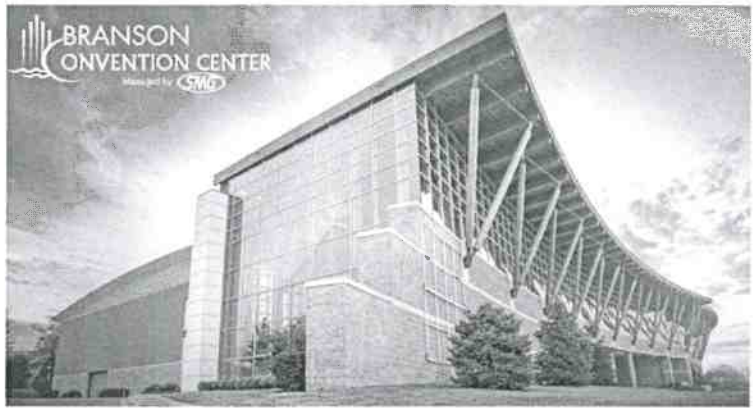
(start closing section - shown after survey is submitted)

Thank you very much for your feedback. We value your time and opinion. Both will help us provide a high level of service to our customers. We look forward to the opportunity to serve you again in the near future! In the interim please feel free to visit our website to keep up with what we are doing at www.bransoncc.com

Follow us on

(end closing section)

Done



Post-Event Evaluation

A) Customer Information

1. Name	**Eric Lind**
2. Organization	**CNH Industrial Reman**
3. Phone	**262-492-4472**
4. Type of Event	**Corporate**
5. Event Name	**New Holland/CNH Industrial Reman**
6. Event Date(s)	**3-4-19 ~3-7-19**
7. Attendance	**420**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Megan Jackson**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**

5. Readily Accessible **Excellent**
6. Clarity of Information **Excellent**
7. Comments:
8. Name of your Event/Catering Manager: **LeAnne Scheele**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable **Excellent**
10. Responsiveness **Excellent**
11. Professionalism **Excellent**
12. Readily Accessible **Excellent**
13. Clarity of Information **Excellent**
14. Comments:

Please rate the following building operations and services:

15. Courtesy of building staff **Excellent**
16. Cleanliness **Excellent**
17. Accuracy and timeliness of room set **Excellent**
18. Exhibitor electrical **Excellent**
19. Telecommunications/Internet **Excellent**
20. Comments:

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)? **Yes**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function **Excellent**
3. Staff follow-through on event arrangements **Excellent**
4. Menu quality, selection and value for price paid **Excellent**
5. On-site response time **Excellent**

6. Quality of food **Excellent**
7. Quality of service **Excellent**
8. Cleanliness/appearance of banquet room **Excellent**
9. Quality/appearance of service staff **Excellent**
10. Overall performance of food and beverage services **Excellent**
11. Comments:

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services? **Yes**

Please rate Liberty Exposition Services:

2. Knowledgeable **Excellent**
3. Responsiveness **Excellent**
4. Professionalism **Excellent**
5. Clarity of Information **Excellent**
6. Accuracy of set-up **Excellent**
7. Timeliness of set-up **Excellent**
8. Courtesy **Excellent**
9. Comments:

E) The Branson Area

1. Did you stay at one of Branson's hotels? **Yes**
2. If yes, please tell us the hotel you used: **CC**
3. Please rate the service and your experience at the hotel: **Excellent**
4. Comments:
5. Did you visit local attractions? **No**
6. If you visited an attraction/s, please indicate which one/s you

visited:

7. Comments:
8. Did you eat at local restaurants? **No**
9. If yes, please tell us at which restaurants you dined:
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:
11. Comments:

F) Summary

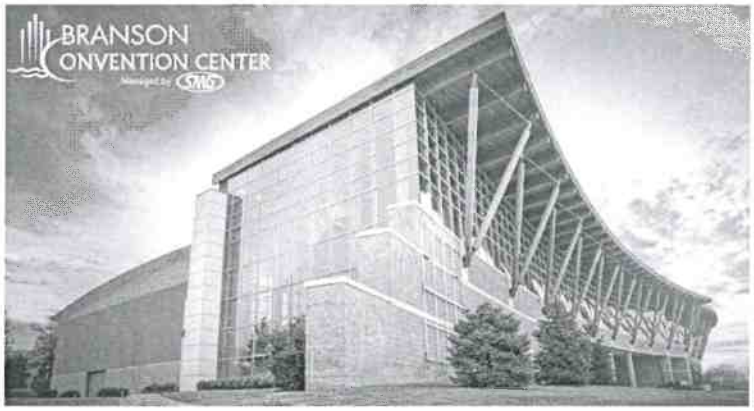
1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event? **10**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event? **10**
3. Please rate your overall satisfaction with the Branson Convention Center: **Excellent**
4. Comments:

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center? **Maybe**
2. How would you prefer to be contacted? **E-Mail**
3. Does your event rotate around the country? **Yes**
4. If yes, would you like to hear from another SMG facility? **No**
5. If yes, please provide the year and regional location. **unknown next location at this time**

(start closing section - shown after survey is submitted)

Thank you very much for your feedback. We value your time and opinion. Both will help us provide a high level of service to our customers. We look forward to the opportunity to serve you again in the near future! In the interim please feel free to visit our website



Post-Event Evaluation

A) Customer Information

1. Name	**Andy Bowman**
2. Organization	**Missouri Rural Water Association**
3. Phone	**573-657-5533**
4. Type of Event	**Association**
5. Event Name	**MWRA 2019 Conference**
6. Event Date(s)	**3-11-19 ~3-14-19**
7. Attendance	**710**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Ginger Watson**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Very Good**
4. Professionalism	**Excellent**

5. Readily Accessible	**Very Good**
6. Clarity of Information	**Very Good**
7. Comments:	
8. Name of your Event/Catering Manager:	**LeAnne Scheele**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable	**Excellent**
10. Responsiveness	**Excellent**
11. Professionalism	**Excellent**
12. Readily Accessible	**Excellent**
13. Clarity of Information	**Very Good**
14. Comments:	

Please rate the following building operations and services:

15. Courtesy of building staff	**Excellent**
16. Cleanliness	**Very Good**
17. Accuracy and timeliness of room set	**Good**
18. Exhibitor electrical	**Very Good**
19. Telecommunications/Internet	**Good**
20. Comments:	**Internet performance was less than expected. BCC IT personnel asked that we meet prior to our event next year to proactively fix any glitches with device communication and the BCC system.**

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)?	**Yes**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function	**Excellent**

3. Staff follow-through on event arrangements **Excellent**
4. Menu quality, selection and value for price paid **Very Good**
5. On-site response time **Excellent**
6. Quality of food **Very Good**
7. Quality of service **Excellent**
8. Cleanliness/appearance of banquet room **Very Good**
9. Quality/appearance of service staff **Very Good**
10. Overall performance of food and beverage services **Very Good**
11. Comments:

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services? **Yes**

Please rate Liberty Exposition Services:

2. Knowledgeable **Excellent**
3. Responsiveness **Excellent**
4. Professionalism **Very Good**
5. Clarity of Information **Good**
6. Accuracy of set-up **Very Good**
7. Timeliness of set-up **Excellent**
8. Courtesy **Excellent**
9. Comments:

E) The Branson Area

1. Did you stay at one of Branson's hotels?	**Yes**
2. If yes, please tell us the hotel you used:	**Hilton Branson Convention Center**
3. Please rate the service and your experience at the hotel:	**Excellent**
4. Comments:	
5. Did you visit local attractions?	**No**
6. If you visited an attraction/s, please indicate which one/s you visited:	
7. Comments:	
8. Did you eat at local restaurants?	**Yes**
9. If yes, please tell us at which restaurants you dined:	**Saltgrass Steakhouse, Andy B's Bowl Social**
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:	**Excellent**
11. Comments:	

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?	**8**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event?	**10**
3. Please rate your overall satisfaction with the Branson Convention Center:	**Excellent**
4. Comments:	

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center?	**No**
2. How would you prefer to be contacted?	**E-Mail**
3. Does your event rotate around the country?	**No**
4. If yes, would you like to hear from another SMG facility?	**No**
5. If yes, please provide the year and regional location.	

(start closing section - shown after survey is submitted)

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Follow us on

(end closing section)

Done

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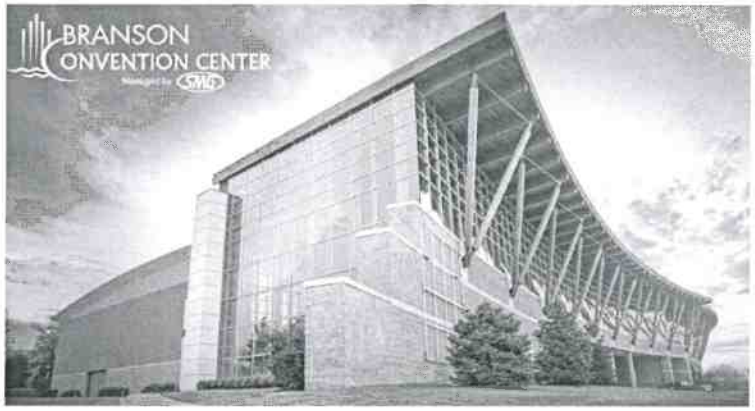

Post-Event Evaluation

A) Customer Information

1. Name	**Mark Rackley**
2. Organization	**Masont Jar Productions ~ SharePointALooza**
3. Phone	**870-715-9710**
4. Type of Event	**Corporate**
5. Event Name	**The Great American Collabrative Summit**
6. Event Date(s)	**3-14-19 ~ 3-16-19**
7. Attendance	**300**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Megan Jackson**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**

5. Readily Accessible	**Excellent**
6. Clarity of Information	**Excellent**
7. Comments:	**Megan rocks**
8. Name of your Event/Catering Manager:	**LeAnne Scheele**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable	**Excellent**
10. Responsiveness	**Excellent**
11. Professionalism	**Excellent**
12. Readily Accessible	**Excellent**
13. Clarity of Information	**Excellent**
14. Comments:	**I would have lost my mind if not for LeAnne. She did amazing job making a stressful ordeal of organizing an event easier.**

Please rate the following building operations and services:

15. Courtesy of building staff	**Excellent**
16. Cleanliness	**Excellent**
17. Accuracy and timeliness of room set	**Very Good**
18. Exhibitor electrical	**Excellent**
19. Telecommunications/Internet	**Fair**
20. Comments:	**Had issues with internet speed and had to get a couple of things put in the room that weren't there, but miscommunications happen.**

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)?	**Yes**

Please rate the following services:

2. Responsiveness of F&B staff in	**Excellent**

helping plan your function

3. Staff follow-through on event arrangements	**Excellent**
4. Menu quality, selection and value for price paid	**Good**
5. On-site response time	**Excellent**
6. Quality of food	**Excellent**
7. Quality of service	**Excellent**
8. Cleanliness/appearance of banquet room	**Excellent**
9. Quality/appearance of service staff	**Excellent**
10. Overall performance of food and beverage services	**Excellent**
11. Comments:	**As a non-profit event, the price for f&b with the addition of a service charge is just so hard to swallow... but I understand it's much better than the bigger cities.**

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services?	**Yes**

Please rate Liberty Exposition Services:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**
5. Clarity of Information	**Very Good**
6. Accuracy of set-up	**Very Good**
7. Timeliness of set-up	**Excellent**
8. Courtesy	**Excellent**
9. Comments:	**Pam rocks and anything we needed she made sure was in place.**

There was a slight mishap with the A/V package in Taneycomo B but Pam was quick to fix it!

E) The Branson Area

1. Did you stay at one of Branson's hotels?	**Yes**
2. If yes, please tell us the hotel you used:	**Hilton Convention Center**
3. Please rate the service and your experience at the hotel:	**Excellent**
4. Comments:	**Judy was SOOOO helpful every step of the way**
5. Did you visit local attractions?	**No**
6. If you visited an attraction/s, please indicate which one/s you visited:	
7. Comments:	
8. Did you eat at local restaurants?	**Yes**
9. If yes, please tell us at which restaurants you dined:	**Paddlewheel, LandShark, Greek Place, Andy B's**
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:	**Very Good**
11. Comments:	**Food was decent, price was decent... nothing to rave about though**

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?	**10**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson	**10**

Convention Center AFTER your event?	
3. Please rate your overall satisfaction with the Branson Convention Center:	**Very Good**
4. Comments:	**Couple of hiccups along the way and I need to read the contract more closely next time for costs I wasn't aware of (parking) and such.. but as always I was well taken care of.**

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center?	**Yes**
2. How would you prefer to be contacted?	**E-Mail**
3. Does your event rotate around the country?	**Yes**
4. If yes, would you like to hear from another SMG facility?	**Yes**
5. If yes, please provide the year and regional location.	**Memphis possibley Dallas**

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Post-Event Evaluation

A) Customer Information

1. Name	**Cheryl Gentges**
2. Organization	**Associated General Contractors of Missouri**
3. Phone	**573.636.3189**
4. Type of Event	**Association**
5. Event Name	**Associated General Contractors of Missouri**
6. Event Date(s)	**3/18-3/20/19**
7. Attendance	**180**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Ginger Watson**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**

5. Readily Accessible **Excellent**
6. Clarity of Information
7. Comments: **Always enjoy working w/ Ginger!**
8. Name of your Event/Catering Manager: **Ashlee Webb**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable **Excellent**
10. Responsiveness **Excellent**
11. Professionalism **Excellent**
12. Readily Accessible **Excellent**
13. Clarity of Information **Excellent**
14. Comments: **Ashlee does a fantastic job. Her attention to detail is phenomenal. She took care of our group!**

Please rate the following building operations and services:

15. Courtesy of building staff **Excellent**
16. Cleanliness **Excellent**
17. Accuracy and timeliness of room set **Excellent**
18. Exhibitor electrical **Excellent**
19. Telecommunications/Internet **Excellent**
20. Comments:

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)? **Yes**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function **Excellent**
3. Staff follow-through on event arrangements **Excellent**
4. Menu quality, selection and value for price **Excellent**

paid

5. On-site response time **Excellent**
6. Quality of food **Excellent**
7. Quality of service **Excellent**
8. Cleanliness/appearance of banquet room **Excellent**
9. Quality/appearance of service staff **Excellent**
10. Overall performance of food and beverage services **Excellent**
11. Comments:

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services? **Yes**

Please rate Liberty Exposition Services:

2. Knowledgeable **Excellent**
3. Responsiveness **Excellent**
4. Professionalism **Excellent**
5. Clarity of Information **Excellent**
6. Accuracy of set-up **Excellent**
7. Timeliness of set-up **Excellent**
8. Courtesy
9. Comments: **Corbin LaFon and Pam took care of our group. it was a pleasure to work w/ them.**

E) The Branson Area

1. Did you stay at one of Branson's hotels? **Yes**
2. If yes, please tell us the hotel you used: **Hilton Branson at the Landing**

3. Please rate the service and your experience at the hotel:	**Excellent**
4. Comments:	
5. Did you visit local attractions?	**No**
6. If you visited an attraction/s, please indicate which one/s you visited:	
7. Comments:	
8. Did you eat at local restaurants?	**Yes**
9. If yes, please tell us at which restaurants you dined:	**SHorty Smalls**
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:	**Very Good**
11. Comments:	

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?	**10**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event?	**10**
3. Please rate your overall satisfaction with the Branson Convention Center:	**Excellent**
4. Comments:	

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center?	**Maybe**
2. How would you prefer to be contacted?	**Telephone**

3. Does your event rotate around the country? **No**
4. If yes, would you like to hear from another SMG facility? **No**
5. If yes, please provide the year and regional location.

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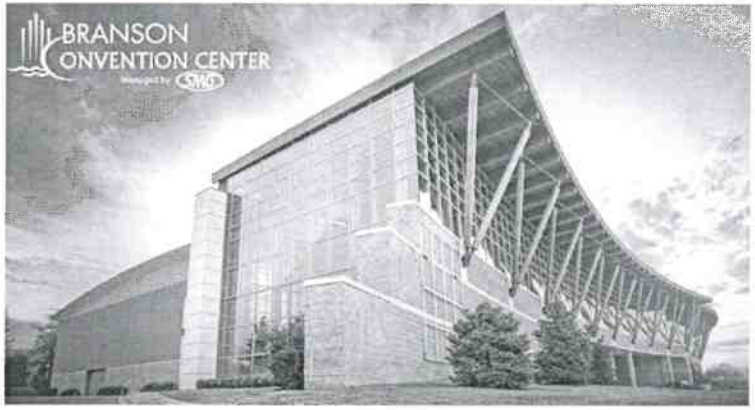

Post-Event Evaluation

A) Customer Information

1. Name **Cynthia Hawcroft**
2. Organization **MONASP 2019**
3. Phone **573-522-4115**
4. Type of Event **Sports**
5. Event Name **MONASP 2019**
6. Event Date(s) **3-22-17 ~3-24-17**
7. Attendance **10,000**

B) Facility Sales and Operations

1. Name of your Sales Contact: **Janet Peterson**

Please rate your Sales Contact on the following:

2. Knowledgeable **Very Good**
3. Responsiveness **Very Good**
4. Professionalism **Very Good**

5. Readily Accessible **Very Good**
6. Clarity of Information **Very Good**
7. Comments:
8. Name of your Event/Catering Manager: **LeAnne Scheele**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable **Excellent**
10. Responsiveness **Excellent**
11. Professionalism **Excellent**
12. Readily Accessible **Excellent**
13. Clarity of Information
14. Comments:

Please rate the following building operations and services:

15. Courtesy of building staff **Excellent**
16. Cleanliness **Excellent**
17. Accuracy and timeliness of room set **Very Good**
18. Exhibitor electrical **Excellent**
19. Telecommunications/Internet **Excellent**
20. Comments:

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)? **No**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function
3. Staff follow-through on event

arrangements

4. Menu quality, selection and value for price paid
5. On-site response time
6. Quality of food
7. Quality of service
8. Cleanliness/appearance of banquet room
9. Quality/appearance of service staff
10. Overall performance of food and beverage services
11. Comments:

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services?	**Yes**

Please rate Liberty Exposition Services:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Very Good**
4. Professionalism	**Excellent**
5. Clarity of Information	**Excellent**
6. Accuracy of set-up	**Good**
7. Timeliness of set-up	**Good**
8. Courtesy	**Excellent**
9. Comments:	**It was obvious Dave hadn't read the BEO's for all the rooms, but he was quick to get the overlooked set up accomplished.**

E) The Branson Area

1. Did you stay at one of Branson's hotels?	**Yes**
2. If yes, please tell us the hotel you used:	**Hilton**
3. Please rate the service and your experience at the hotel:	**Good**
4. Comments:	**My family personally had no issues. However, I talked to a lot of people who were having to wait hours to get their rooms. You would think that if a hotel was sold out, they would be able to staff the cleaning crews to get the job done in a timely manner!**
5. Did you visit local attractions?	**Yes**
6. If you visited an attraction/s, please indicate which one/s you visited:	**Fritz**
7. Comments:	**My guys went and enjoyed it.**
8. Did you eat at local restaurants?	**Yes**
9. If yes, please tell us at which restaurants you dined:	**Billy Bob**
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:	**Excellent**
11. Comments:	

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?	**6**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event?	**8**
3. Please rate your overall satisfaction with the Branson	**Very Good**

Convention Center:

4. Comments:

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center?	**Maybe**
2. How would you prefer to be contacted?	**E-Mail**
3. Does your event rotate around the country?	**No**
4. If yes, would you like to hear from another SMG facility?	**No**
5. If yes, please provide the year and regional location.	

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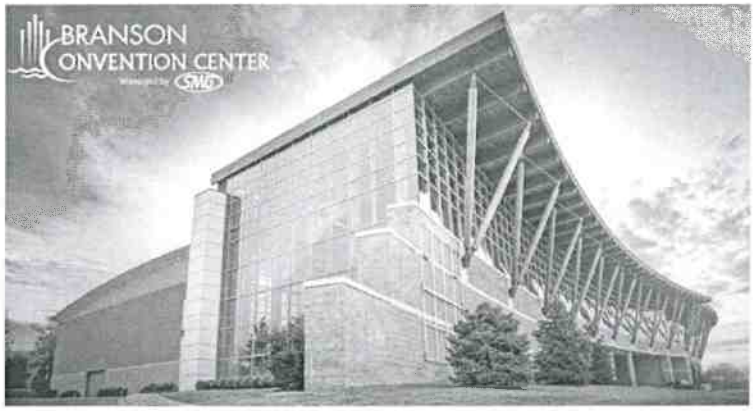

Post-Event Evaluation

A) Customer Information

1. Name	**Stacey Burkett**
2. Organization	**PowerSchool**
3. Phone	**916-597-4936**
4. Type of Event	**Corporate**
5. Event Name	**PowerSchool**
6. Event Date(s)	**3-31-19 ~ 4-2-19**
7. Attendance	**100**

B) Facility Sales and Operations

1. Name of your Sales Contact:

Please rate your Sales Contact on the following:

2. Knowledgeable
3. Responsiveness
4. Professionalism

5. Readily Accessible
6. Clarity of Information
7. Comments: **I was not involved in sales process.**
8. Name of your Event/Catering Manager: **LeAnne Scheele**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable **Very Good**
10. Responsiveness **Excellent**
11. Professionalism **Excellent**
12. Readily Accessible **Excellent**
13. Clarity of Information **Very Good**
14. Comments: **LeAnne was very quick to respond even in off-hours prior to the event. She was great to work with and helped our event run smoothly.**

Please rate the following building operations and services:

15. Courtesy of building staff **Very Good**
16. Cleanliness **Very Good**
17. Accuracy and timeliness of room set **Very Good**
18. Exhibitor electrical
19. Telecommunications/Internet **Very Good**
20. Comments:

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)? **Yes**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function
3. Staff follow-through on event **Very Good**

arrangements

4. Menu quality, selection and value for price paid **Very Good**
5. On-site response time **Excellent**
6. Quality of food **Very Good**
7. Quality of service **Excellent**
8. Cleanliness/appearance of banquet room **Very Good**
9. Quality/appearance of service staff **Very Good**
10. Overall performance of food and beverage services **Very Good**
11. Comments: **The banquet and meeting rooms were clean but outdated.**

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services? **Yes**

Please rate Liberty Exposition Services:

2. Knowledgeable **Very Good**
3. Responsiveness **Excellent**
4. Professionalism **Excellent**
5. Clarity of Information **Very Good**
6. Accuracy of set-up **Good**
7. Timeliness of set-up **Very Good**
8. Courtesy **Excellent**
9. Comments:

E) The Branson Area

1. Did you stay at one of Branson's hotels? **Yes**

2. If yes, please tell us the hotel you used:	**Hilton Branson Convention Center**
3. Please rate the service and your experience at the hotel:	**Excellent**
4. Comments:	
5. Did you visit local attractions?	**Yes**
6. If you visited an attraction/s, please indicate which one/s you visited:	**The Landing**
7. Comments:	
8. Did you eat at local restaurants?	**Yes**
9. If yes, please tell us at which restaurants you dined:	
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:	**Very Good**
11. Comments:	

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?	**8**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event?	**8**
3. Please rate your overall satisfaction with the Branson Convention Center:	**Very Good**
4. Comments:	**Space could use an update.**

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention	**No**

Center?

2. How would you prefer to be contacted?
3. Does your event rotate around the country?
4. If yes, would you like to hear from another SMG facility?
5. If yes, please provide the year and regional location.

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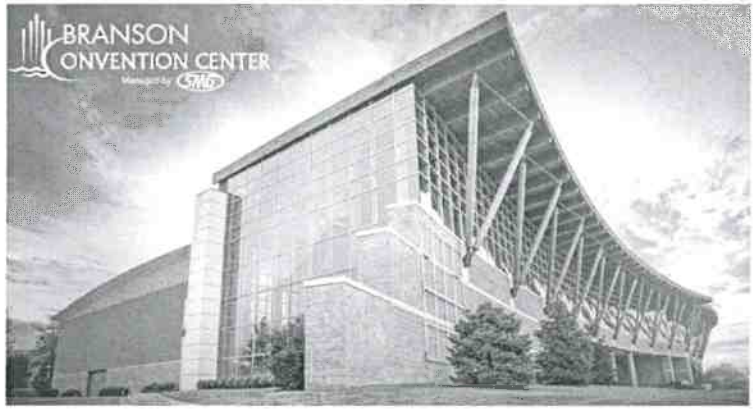

Post-Event Evaluation

A) Customer Information

1. Name	**Barry Roberts**
2. Organization	**Phile Waldrep Ministries**
3. Phone	**256-341-9934**
4. Type of Event	**Religious**
5. Event Name	**Women of Joy**
6. Event Date(s)	**4-4-19 ~4-7-19**
7. Attendance	**4200**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Megan Jackson**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**

5. Readily Accessible **Excellent**
6. Clarity of Information **Excellent**
7. Comments: **Megan went over an above to make our event a success**
8. Name of your Event/Catering Manager: **LeAnne Scheele**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable **Excellent**
10. Responsiveness **Excellent**
11. Professionalism **Excellent**
12. Readily Accessible **Excellent**
13. Clarity of Information **Excellent**
14. Comments: **LeAnne also went over and above to mee all of our needs. Love working with her!!**

Please rate the following building operations and services:

15. Courtesy of building staff **Excellent**
16. Cleanliness **Excellent**
17. Accuracy and timeliness of room set **Excellent**
18. Exhibitor electrical **Excellent**
19. Telecommunications/Internet **Excellent**
20. Comments:

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)? **Yes**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function **Excellent**
3. Staff follow-through on event arrangements **Excellent**
4. Menu quality, selection and value for price paid **Excellent**

5. On-site response time **Excellent**
6. Quality of food **Excellent**
7. Quality of service **Excellent**
8. Cleanliness/appearance of banquet room **Excellent**
9. Quality/appearance of service staff **Excellent**
10. Overall performance of food and beverage services **Excellent**
11. Comments:

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services? **No**

Please rate Liberty Exposition Services:

2. Knowledgeable
3. Responsiveness
4. Professionalism
5. Clarity of Information
6. Accuracy of set-up
7. Timeliness of set-up
8. Courtesy
9. Comments:

E) The Branson Area

1. Did you stay at one of Branson's hotels? **Yes**
2. If yes, please tell us the hotel you used: **Hilton, Multiple Hotels in area**
3. Please rate the service and your experience at the hotel: **Excellent**

4. Comments:	**Already completed survey**
5. Did you visit local attractions?	**No**
6. If you visited an attraction/s, please indicate which one/s you visited:	
7. Comments:	
8. Did you eat at local restaurants?	**Yes**
9. If yes, please tell us at which restaurants you dined:	**multiple restaurants on landing and in town**
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:	**Excellent**
11. Comments:	

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?	**9**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event?	**10**
3. Please rate your overall satisfaction with the Branson Convention Center:	**Excellent**
4. Comments:	

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center?	**Yes**
2. How would you prefer to be contacted?	**E-Mail**
3. Does your event rotate around the country?	**Yes**
4. If yes, would you like to hear from another SMG facility?	**Yes**

5. If yes, please provide the year and regional location. **We are already contracted for future years**

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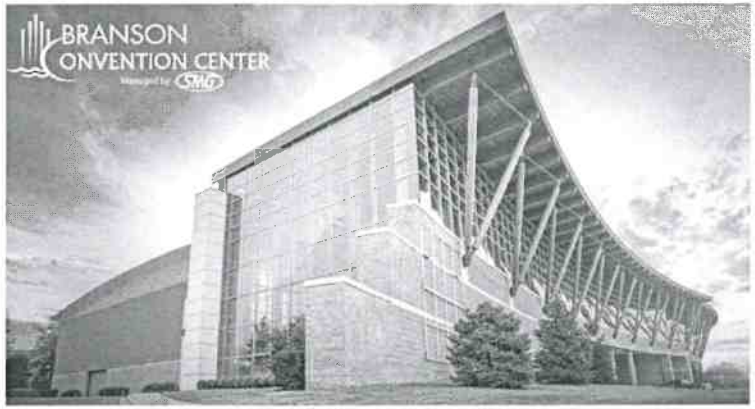

Post-Event Evaluation

A) Customer Information

1. Name	**Keith Sappington**
2. Organization	**MO Assisted Living Association**
3. Phone	**573-635-8750**
4. Type of Event	**Association**
5. Event Name	**MALA Spring Conference 2019**
6. Event Date(s)	**4/5/19 - 4/9/19**
7. Attendance	**135**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Tori Santos**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**

5. Readily Accessible **Excellent**
6. Clarity of Information **Excellent**
7. Comments:
8. Name of your Event/Catering Manager: **Tori Santos**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable **Excellent**
10. Responsiveness **Excellent**
11. Professionalism **Excellent**
12. Readily Accessible **Excellent**
13. Clarity of Information **Excellent**
14. Comments:

Please rate the following building operations and services:

15. Courtesy of building staff **Excellent**
16. Cleanliness **Excellent**
17. Accuracy and timeliness of room set **Excellent**
18. Exhibitor electrical **Excellent**
19. Telecommunications/Internet **Very Good**
20. Comments:

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)? **Yes**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function **Excellent**
3. Staff follow-through on event arrangements **Excellent**
4. Menu quality, selection and value for price paid **Fair**
5. On-site response time **Very Good**

6. Quality of food	**Good**
7. Quality of service	**Excellent**
8. Cleanliness/appearance of banquet room	**Excellent**
9. Quality/appearance of service staff	**Very Good**
10. Overall performance of food and beverage services	**Very Good**
11. Comments:	

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services?	**Yes**

Please rate Liberty Exposition Services:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**
5. Clarity of Information	**Excellent**
6. Accuracy of set-up	**Excellent**
7. Timeliness of set-up	**Excellent**
8. Courtesy	**Excellent**
9. Comments:	

E) The Branson Area

1. Did you stay at one of Branson's hotels?	**Yes**
2. If yes, please tell us the hotel you used:	**Hilton Branson Landing**
3. Please rate the service and your experience at the hotel:	**Excellent**
4. Comments:	
5. Did you visit local attractions?	**No**
6. If you visited an attraction/s, please indicate which one/s	

you visited:

7. Comments:
8. Did you eat at local restaurants? **Yes**
9. If yes, please tell us at which restaurants you dined: **MoMo's Sushi, Clockers, Cantina Laredo**
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting: **Very Good**
11. Comments:

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event? **7**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event? **9**
3. Please rate your overall satisfaction with the Branson Convention Center: **Very Good**
4. Comments:

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center? **Maybe**
2. How would you prefer to be contacted? **Telephone**
3. Does your event rotate around the country? **No**
4. If yes, would you like to hear from another SMG facility?
5. If yes, please provide the year and regional location.

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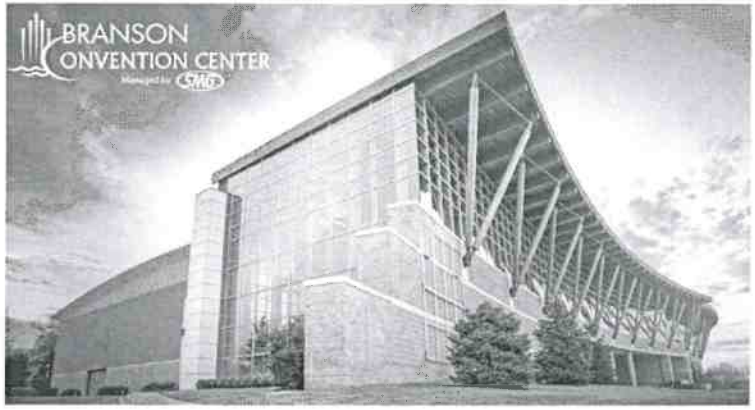
Thank you very much for your feedback. We value your time and opinion. Both will help us provide a high level of service to our customers. We look forward to the opportunity to serve you again in the near future! In the interim please feel free to visit our website



Post-Event Evaluation

A) Customer Information

1. Name	**Yvonne Wright**
2. Organization	**Missouri Association of Workforce Development**
3. Phone	**573-526-8229**
4. Type of Event	**Association**
5. Event Name	**MAWD 2019 Conference**
6. Event Date(s)	**4/23/19-4/26/19**
7. Attendance	**415**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Ginger Watson**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**

5. Readily Accessible	**Excellent**
6. Clarity of Information	**Excellent**
7. Comments:	**We just couldn't have asked for better staff to work with.**
8. Name of your Event/Catering Manager:	**Ashlee Webb**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable	**Excellent**
10. Responsiveness	**Excellent**
11. Professionalism	**Excellent**
12. Readily Accessible	**Excellent**
13. Clarity of Information	**Excellent**
14. Comments:	**Ashlee was wonderful! She was always accessible, many times just showing up when we needed her. So positive, so on top of things, so responsive and yes, caring. She is wonderful.**

Please rate the following building operations and services:

15. Courtesy of building staff	**Excellent**
16. Cleanliness	**Excellent**
17. Accuracy and timeliness of room set	**Excellent**
18. Exhibitor electrical	**Excellent**
19. Telecommunications/Internet	**Excellent**
20. Comments:	**Truly wonderful friendly and caring staff.**

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)?	**Yes**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function	**Excellent**

3. Staff follow-through on event arrangements	**Excellent**
4. Menu quality, selection and value for price paid	**Excellent**
5. On-site response time	**Excellent**
6. Quality of food	**Excellent**
7. Quality of service	**Excellent**
8. Cleanliness/appearance of banquet room	**Excellent**
9. Quality/appearance of service staff	**Excellent**
10. Overall performance of food and beverage services	**Excellent**
11. Comments:	**Very courteous staff. Food was good and the crowd gave it good reviews!**

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services?	**Yes**

Please rate Liberty Exposition Services:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**
5. Clarity of Information	**Excellent**
6. Accuracy of set-up	**Excellent**
7. Timeliness of set-up	**Excellent**
8. Courtesy	**Excellent**
9. Comments:	**Again, very responsive, polite, easy to work with**

E) The Branson Area

1. Did you stay at one of Branson's hotels?	**Yes**
2. If yes, please tell us the hotel you used:	**Hilton at the Landing**
3. Please rate the service and your experience at the hotel:	**Excellent**
4. Comments:	
5. Did you visit local attractions?	**Yes**
6. If you visited an attraction/s, please indicate which one/s you visited:	**Restaurants at the Landing**
7. Comments:	**So accessible and easy to use**
8. Did you eat at local restaurants?	**Yes**
9. If yes, please tell us at which restaurants you dined:	**Big Whiskeys, Joe's Crab Shack, Saltwater Grill**
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:	**Excellent**
11. Comments:	

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?	**7**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event?	**10**
3. Please rate your overall satisfaction with the Branson Convention Center:	**Excellent**
4. Comments:	

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center?	**Yes**
2. How would you prefer to be contacted?	
3. Does your event rotate around the country?	
4. If yes, would you like to hear from another SMG facility?	
5. If yes, please provide the year and regional location.	**We are already booked there for 2020!**

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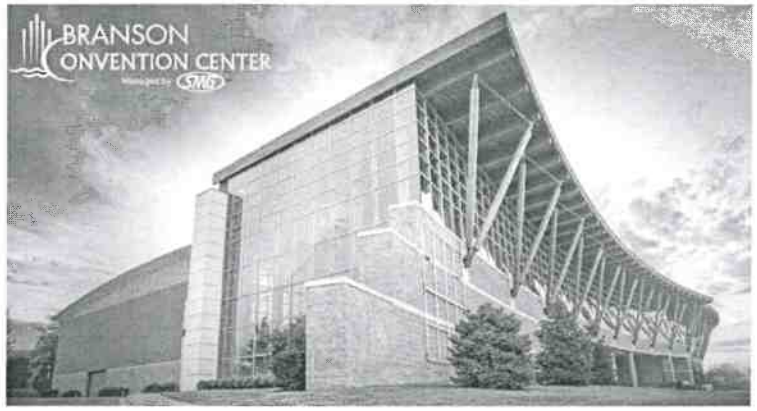

Post-Event Evaluation

A) Customer Information

1. Name	**Whitney Means**
2. Organization	**KC District Church of the Nazarene**
3. Phone	**913.381.4466**
4. Type of Event	**Religious**
5. Event Name	**Pastor's Retreat**
6. Event Date(s)	**4/30/19 - 5/2/19**
7. Attendance	**120**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Tori Santos**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**

5. Readily Accessible **Excellent**
6. Clarity of Information **Excellent**
7. Comments:
8. Name of your Event/Catering Manager: **Tori Santos**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable **Excellent**
10. Responsiveness **Excellent**
11. Professionalism **Excellent**
12. Readily Accessible **Excellent**
13. Clarity of Information **Excellent**
14. Comments:

Please rate the following building operations and services:

15. Courtesy of building staff **Very Good**
16. Cleanliness **Excellent**
17. Accuracy and timeliness of room set **Very Good**
18. Exhibitor electrical **Excellent**
19. Telecommunications/Internet **Very Good**
20. Comments:

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)? **Yes**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function **Excellent**
3. Staff follow-through on event arrangements **Very Good**
4. Menu quality, selection and value for price paid **Fair**
5. On-site response time **Good**

6. Quality of food **Very Good**
7. Quality of service **Very Good**
8. Cleanliness/appearance of banquet room **Excellent**
9. Quality/appearance of service staff **Excellent**
10. Overall performance of food and beverage services **Good**
11. Comments:

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services? **Yes**

Please rate Liberty Exposition Services:

2. Knowledgeable **Very Good**
3. Responsiveness **Very Good**
4. Professionalism **Very Good**
5. Clarity of Information **Very Good**
6. Accuracy of set-up **Very Good**
7. Timeliness of set-up **Very Good**
8. Courtesy **Very Good**
9. Comments:

E) The Branson Area

1. Did you stay at one of Branson's hotels? **Yes**
2. If yes, please tell us the hotel you used:
3. Please rate the service and your experience at the hotel: **Very Good**
4. Comments:
5. Did you visit local attractions? **Yes**
6. If you visited an attraction/s, please indicate which one/s you

visited:

7. Comments:
8. Did you eat at local restaurants? **Yes**
9. If yes, please tell us at which restaurants you dined:
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting: **Very Good**
11. Comments:

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event? **9**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event? **8**
3. Please rate your overall satisfaction with the Branson Convention Center: **Very Good**
4. Comments:

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center? **Maybe**
2. How would you prefer to be contacted? **E-Mail**
3. Does your event rotate around the country? **No**
4. If yes, would you like to hear from another SMG facility? **No**
5. If yes, please provide the year and regional location.

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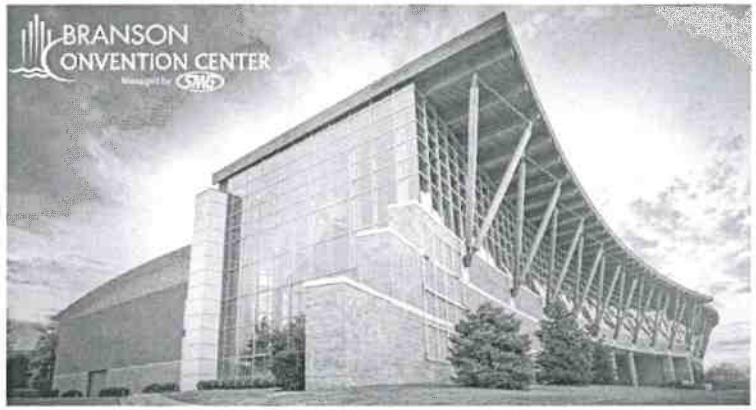

Post-Event Evaluation

A) Customer Information

1. Name	**Suzie Lidstrom**
2. Organization	**Huber & Associates**
3. Phone	**620.287.8168**
4. Type of Event	**Corporate**
5. Event Name	**Enterpol Conference**
6. Event Date(s)	**4/30/19 - 5/2/19**
7. Attendance	**101**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Tori Santos**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**

5. Readily Accessible **Excellent**
6. Clarity of Information **Excellent**
7. Comments: **Tori was great, responsive and very easy to work with!**
8. Name of your Event/Catering Manager: **Tori Santos**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable **Excellent**
10. Responsiveness **Excellent**
11. Professionalism **Excellent**
12. Readily Accessible **Excellent**
13. Clarity of Information **Excellent**
14. Comments:

Please rate the following building operations and services:

15. Courtesy of building staff **Excellent**
16. Cleanliness **Excellent**
17. Accuracy and timeliness of room set **Excellent**
18. Exhibitor electrical **Excellent**
19. Telecommunications/Internet
20. Comments:

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)? **Yes**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function **Excellent**
3. Staff follow-through on event arrangements **Excellent**
4. Menu quality, selection and value for **Very Good**

price paid

5. On-site response time **Excellent**
6. Quality of food **Excellent**
7. Quality of service **Excellent**
8. Cleanliness/appearance of banquet room **Excellent**
9. Quality/appearance of service staff **Excellent**
10. Overall performance of food and beverage services **Excellent**
11. Comments: **Our registrants raved about the Chef's Table buffet but we got lowish survey marks on the snacks - cookies etc. service was excellent!**

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services? **Yes**

Please rate Liberty Exposition Services:

2. Knowledgeable **Excellent**
3. Responsiveness **Excellent**
4. Professionalism **Excellent**
5. Clarity of Information **Excellent**
6. Accuracy of set-up **Excellent**
7. Timeliness of set-up **Excellent**
8. Courtesy
9. Comments:

E) The Branson Area

1. Did you stay at one of Branson's hotels? **Yes**

2. If yes, please tell us the hotel you used:	**Convention Center Hilton**
3. Please rate the service and your experience at the hotel:	**Excellent**
4. Comments:	
5. Did you visit local attractions?	**Yes**
6. If you visited an attraction/s, please indicate which one/s you visited:	**Branson Landing**
7. Comments:	
8. Did you eat at local restaurants?	**Yes**
9. If yes, please tell us at which restaurants you dined:	**Famous Dave's, Land Shark, Joe's Crab Shack, El Cantina**
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:	**Excellent**
11. Comments:	

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?	**10**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event?	**10**
3. Please rate your overall satisfaction with the Branson Convention Center:	**Excellent**
4. Comments:	

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center?	**Yes**

2. How would you prefer to be contacted?	**E-Mail**
3. Does your event rotate around the country?	**No**
4. If yes, would you like to hear from another SMG facility?	**No**
5. If yes, please provide the year and regional location.	

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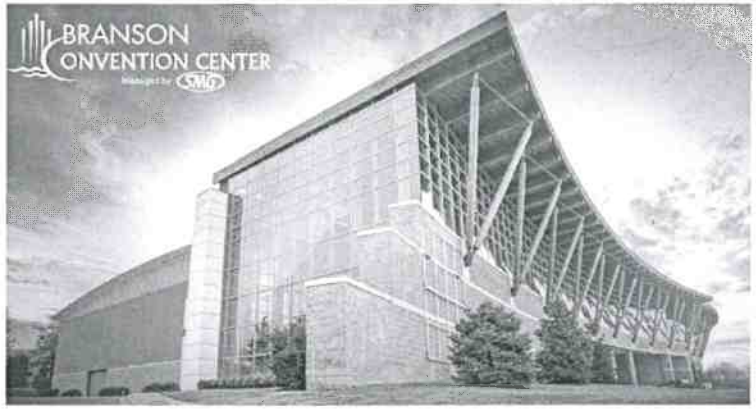

Post-Event Evaluation

A) Customer Information

1. Name	**Bill Budnick**
2. Organization	**Christian Business Men's Committee-Ozark Mountain Prayer Breakfast**
3. Phone	**417-593-6507**
4. Type of Event	**Religious**
5. Event Name	**Ozark Mountain Prayer Breakfast**
6. Event Date(s)	**5/3/2018**
7. Attendance	**975**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Megan Jackson**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**

4. Professionalism **Excellent**
5. Readily Accessible **Excellent**
6. Clarity of Information **Excellent**
7. Comments: **A+**
8. Name of your Event/Catering Manager: **Ashlee Webb**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable **Excellent**
10. Responsiveness **Excellent**
11. Professionalism **Excellent**
12. Readily Accessible **Excellent**
13. Clarity of Information **Excellent**
14. Comments: **A+**

Please rate the following building operations and services:

15. Courtesy of building staff **Excellent**
16. Cleanliness **Excellent**
17. Accuracy and timeliness of room set **Excellent**
18. Exhibitor electrical **Excellent**
19. Telecommunications/Internet **Excellent**
20. Comments: **Liberty Exposition: Dave, Pam A+**

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)? **Yes**

Please rate the following services:

2. Responsiveness of F&B staff in **Excellent**

helping plan your function

3. Staff follow-through on event arrangements	**Excellent**
4. Menu quality, selection and value for price paid	**Excellent**
5. On-site response time	**Excellent**
6. Quality of food	**Excellent**
7. Quality of service	**Excellent**
8. Cleanliness/appearance of banquet room	**Excellent**
9. Quality/appearance of service staff	**Excellent**
10. Overall performance of food and beverage services	**Excellent**
11. Comments:	**Had one complaint that food was cold. Do not know the circumstances surrounding this complaint. Had a recommendation that more than one coffee container needs to be at the end of each buffet line. Had a back-up as people were waiting in line to get coffee.**

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services?	**Yes**

Please rate Liberty Exposition Services:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**
5. Clarity of Information	**Excellent**
6. Accuracy of set-up	**Excellent**
7. Timeliness of set-up	**Excellent**

8.	Courtesy	**Excellent**
9.	Comments:	**Dave & Pam are an A+**

E) The Branson Area

1.	Did you stay at one of Branson's hotels?	**No**
2.	If yes, please tell us the hotel you used:	
3.	Please rate the service and your experience at the hotel:	
4.	Comments:	**N/A**
5.	Did you visit local attractions?	**No**
6.	If you visited an attraction/s, please indicate which one/s you visited:	
7.	Comments:	**N/A**
8.	Did you eat at local restaurants?	**No**
9.	If yes, please tell us at which restaurants you dined:	
10.	Rate your restaurant experience in Branson compared to other cities hosting your meeting:	
11.	Comments:	**N/A**

F) Summary

1.	Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?	**10**
2.	Using a scale of 10 to 1 (10 being the highest), how do you rate the	**10**

Branson Convention Center AFTER your event?	
3. Please rate your overall satisfaction with the Branson Convention Center:	**Excellent**
4. Comments:	**We appreciate the staff and all we come into contact with. Our event is so well cared for !**

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center?	**Yes**
2. How would you prefer to be contacted?	**Telephone**
3. Does your event rotate around the country?	**No**
4. If yes, would you like to hear from another SMG facility?	**No**
5. If yes, please provide the year and regional location.	**Already working on our next event**

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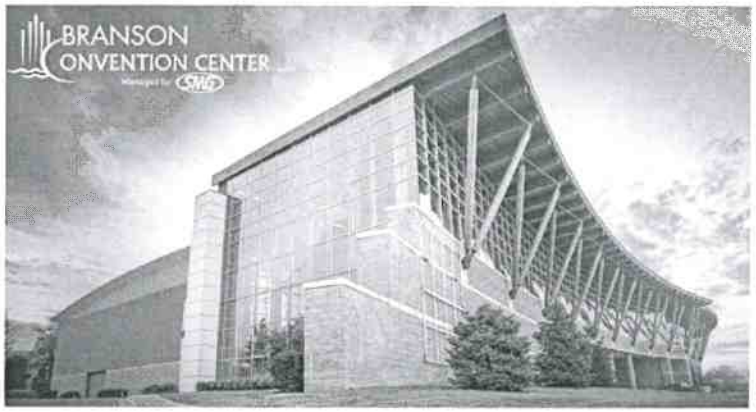

Post-Event Evaluation

A) Customer Information

1. Name	**Donna McCulloch**
2. Organization	**MHA Center for Education**
3. Phone	**573/893-3700**
4. Type of Event	**Association**
5. Event Name	**MHA Leadership Forum**
6. Event Date(s)	**5/16-5/17**
7. Attendance	**120**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Megan Jackson**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Very Good**
4. Professionalism	**Excellent**

5. Readily Accessible **Very Good**
6. Clarity of Information
7. Comments:
8. Name of your Event/Catering Manager: **Ashlee Webb**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable **Excellent**
10. Responsiveness **Excellent**
11. Professionalism **Excellent**
12. Readily Accessible **Excellent**
13. Clarity of Information
14. Comments: **It has been my pleasure to work with Ashlee several times through the years, and I have every confidence in her. I never worry about our event running smoothly with her in my corner!**

Please rate the following building operations and services:

15. Courtesy of building staff **Excellent**
16. Cleanliness **Excellent**
17. Accuracy and timeliness of room set **Excellent**
18. Exhibitor electrical **Very Good**
19. Telecommunications/Internet
20. Comments:

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)? **Yes**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function **Excellent**

3. Staff follow-through on event arrangements	**Excellent**
4. Menu quality, selection and value for price paid	**Excellent**
5. On-site response time	**Excellent**
6. Quality of food	**Excellent**
7. Quality of service	**Excellent**
8. Cleanliness/appearance of banquet room	**Excellent**
9. Quality/appearance of service staff	**Excellent**
10. Overall performance of food and beverage services	**Excellent**
11. Comments:	**Staff does an excellent job for us - everything is done in a timely fashion, exactly like it is planned to be.**

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services?	**Yes**

Please rate Liberty Exposition Services:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**
5. Clarity of Information	**Excellent**
6. Accuracy of set-up	**Excellent**
7. Timeliness of set-up	**Excellent**
8. Courtesy	**Excellent**
9. Comments:	**I have every confidence in the a/v staff - Pam is another one that I never doubt,**

E) The Branson Area

1. Did you stay at one of Branson's hotels?	**Yes**
2. If yes, please tell us the hotel you used:	**Hilton**
3. Please rate the service and your experience at the hotel:	**Excellent**
4. Comments:	
5. Did you visit local attractions?	**Yes**
6. If you visited an attraction/s, please indicate which one/s you visited:	**Mount Pleasant Winery**
7. Comments:	**I wasn't able to attend, but everyone in the group enjoyed the wine tasting, and Kay Dryden was so great to work with - I did the planning, and she was wonderful.**
8. Did you eat at local restaurants?	**Yes**
9. If yes, please tell us at which restaurants you dined:	**La Cantina and MoMo Sushi**
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:	**Excellent**
11. Comments:	**Food was great at both restaurants.**

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?	**10**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event?	**10**
3. Please rate your overall satisfaction with the Branson Convention Center:	**Excellent**

4. Comments:

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center?	**Maybe**
2. How would you prefer to be contacted?	**E-Mail**
3. Does your event rotate around the country?	**No**
4. If yes, would you like to hear from another SMG facility?	
5. If yes, please provide the year and regional location.	

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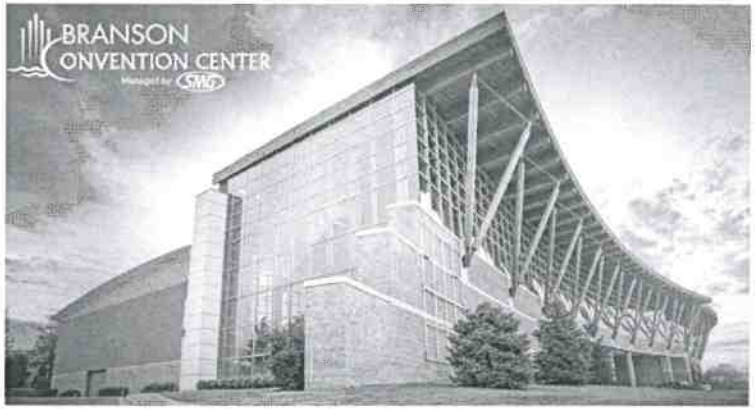

Post-Event Evaluation

A) Customer Information

1. Name	**Bev Allen**
2. Organization	**Life Publishers - Barefield & Associates**
3. Phone	**417-234-4975**
4. Type of Event	**Religious**
5. Event Name	**Fire Bible Branson Shootout 2019**
6. Event Date(s)	**5/20/2019**
7. Attendance	**110**

B) Facility Sales and Operations

1. Name of your Sales Contact:

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**

5. Readily Accessible **Excellent**
6. Clarity of Information **Excellent**
7. Comments:
8. Name of your Event/Catering Manager: **Tori Santos**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable **Excellent**
10. Responsiveness **Excellent**
11. Professionalism **Excellent**
12. Readily Accessible **Excellent**
13. Clarity of Information
14. Comments:

Please rate the following building operations and services:

15. Courtesy of building staff
16. Cleanliness **Excellent**
17. Accuracy and timeliness of room set **Excellent**
18. Exhibitor electrical
19. Telecommunications/Internet **Excellent**
20. Comments:

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)? **Yes**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function **Excellent**
3. Staff follow-through on event arrangements **Excellent**

4. Menu quality, selection and value for price paid	**Fair**
5. On-site response time	**Excellent**
6. Quality of food	**Fair**
7. Quality of service	**Excellent**
8. Cleanliness/appearance of banquet room	**Excellent**
9. Quality/appearance of service staff	**Excellent**
10. Overall performance of food and beverage services	**Excellent**
11. Comments:	**My group was not please with the taste of the food. Meat were over done on spices and the vegetables were not season enough. Favorite: A keeper is the pasta salad. The variety of choices was great.**

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services?	**Yes**

Please rate Liberty Exposition Services:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**
5. Clarity of Information	**Excellent**
6. Accuracy of set-up	**Excellent**
7. Timeliness of set-up	**Excellent**
8. Courtesy	**Excellent**
9. Comments:	**Great group of people**

E) The Branson Area

1. Did you stay at one of Branson's hotels?	**Yes**
2. If yes, please tell us the hotel you used:	
3. Please rate the service and your experience at the hotel:	**Excellent**
4. Comments:	
5. Did you visit local attractions?	**Yes**
6. If you visited an attraction/s, please indicate which one/s you visited:	**Golf Courses & spa, downtown shopping**
7. Comments:	
8. Did you eat at local restaurants?	**Yes**
9. If yes, please tell us at which restaurants you dined:	**Every one on their own**
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:	**Excellent**
11. Comments:	

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?	**10**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event?	
3. Please rate your overall satisfaction with the Branson Convention Center:	
4. Comments:	

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center?	**Yes**
2. How would you prefer to be contacted?	**E-Mail**
3. Does your event rotate around the country?	**Yes**
4. If yes, would you like to hear from another SMG facility?	**No**
5. If yes, please provide the year and regional location.	

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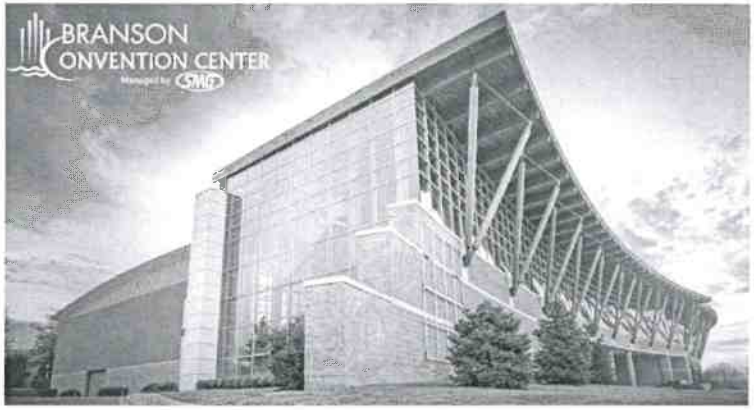

Post-Event Evaluation

A) Customer Information

1. Name	**Teresa Womack**
2. Organization	**National Association of Freel Will Baptists**
3. Phone	**615-760-6132**
4. Type of Event	**Religious**
5. Event Name	**National Association of Free Will Baptists**
6. Event Date(s)	**5-27-19 ~ 5-28-19**
7. Attendance	**350**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Megan Jackson**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**

5. Readily Accessible **Excellent**
6. Clarity of Information **Excellent**
7. Comments:
8. Name of your Event/Catering Manager: **LeAnne Scheele**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable **Excellent**
10. Responsiveness **Excellent**
11. Professionalism **Excellent**
12. Readily Accessible **Excellent**
13. Clarity of Information **Excellent**
14. Comments: **I appreciate all the help that LeAnne gave to our group and always available with answers and help when I needed it.**

Please rate the following building operations and services:

15. Courtesy of building staff **Excellent**
16. Cleanliness **Excellent**
17. Accuracy and timeliness of room set **Excellent**
18. Exhibitor electrical **Excellent**
19. Telecommunications/Internet **Excellent**
20. Comments:

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)? **Yes**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function **Excellent**
3. Staff follow-through on event arrangements **Excellent**

4. Menu quality, selection and value for price paid **Excellent**
5. On-site response time **Excellent**
6. Quality of food **Excellent**
7. Quality of service **Excellent**
8. Cleanliness/appearance of banquet room **Excellent**
9. Quality/appearance of service staff **Excellent**
10. Overall performance of food and beverage services **Excellent**
11. Comments:

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services? **Yes**

Please rate Liberty Exposition Services:

2. Knowledgeable **Excellent**
3. Responsiveness **Excellent**
4. Professionalism **Excellent**
5. Clarity of Information **Excellent**
6. Accuracy of set-up **Excellent**
7. Timeliness of set-up **Excellent**
8. Courtesy **Excellent**
9. Comments:

E) The Branson Area

1. Did you stay at one of Branson's hotels? **Yes**
2. If yes, please tell us the hotel you used: **Hilton Hotel and Convention Center**

3. Please rate the service and your experience at the hotel:	**Excellent**
4. Comments:	
5. Did you visit local attractions?	**Yes**
6. If you visited an attraction/s, please indicate which one/s you visited:	**Sight and Sound: Samson**
7. Comments:	
8. Did you eat at local restaurants?	**Yes**
9. If yes, please tell us at which restaurants you dined:	**College of the Ozarks - Keeter Center**
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:	**Excellent**
11. Comments:	

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?	**10**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event?	**10**
3. Please rate your overall satisfaction with the Branson Convention Center:	**Excellent**
4. Comments:	

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center?	**Maybe**
2. How would you prefer to be contacted?	**E-Mail**

3. Does your event rotate around the country? **Yes**
4. If yes, would you like to hear from another SMG facility? **No**
5. If yes, please provide the year and regional location.

(start closing section - shown after survey is submitted)

Thank you very much for your feedback. We value your time and opinion. Both will help us provide a high level of service to our customers. We look forward to the opportunity to serve you again in the near future! In the interim please feel free to visit our website to keep up with what we are doing at www.bransoncc.com

Follow us on

(end closing section)

Done

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support@eautofeedback.com

Post-Event Evaluation

A) Customer Information

1. Name	**Terry Harper**
2. Organization	**Missouri Broadcasters Association**
3. Phone	**573-636-6692**
4. Type of Event	**Association**
5. Event Name	**MBA 2019 Convention**
6. Event Date(s)	**6-6-19 ~ 6-8-19**
7. Attendance	**333**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Ginger Watson**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**

5. Readily Accessible **Excellent**
6. Clarity of Information **Excellent**
7. Comments:
8. Name of your Event/Catering Manager: **LeAnne Scheele**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable **Excellent**
10. Responsiveness **Excellent**
11. Professionalism **Excellent**
12. Readily Accessible **Excellent**
13. Clarity of Information **Excellent**
14. Comments: **LeAnne is just fabulous. She is always calm and knows how to fix every "crisis" immediately and gladly. She is a great friend and extension of our team. She even arranged to have a classic car brought in for our theme. LeAnne always goes above and beyond!!**

Please rate the following building operations and services:

15. Courtesy of building staff **Excellent**
16. Cleanliness **Excellent**
17. Accuracy and timeliness of room set **Excellent**
18. Exhibitor electrical **Excellent**
19. Telecommunications/Internet **Excellent**
20. Comments:

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)? **Yes**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function	**Excellent**
3. Staff follow-through on event arrangements	**Excellent**
4. Menu quality, selection and value for price paid	**Excellent**
5. On-site response time	**Excellent**
6. Quality of food	**Excellent**
7. Quality of service	**Excellent**
8. Cleanliness/appearance of banquet room	**Excellent**
9. Quality/appearance of service staff	**Excellent**
10. Overall performance of food and beverage services	**Excellent**
11. Comments:	**Our banquet dinner was delicious. Service was great. Kelly was a standout captain! Servers were willing to wear diner hats to go with our theme at one of our lunches. They made it fun!!**

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services?	**Yes**

Please rate Liberty Exposition Services:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**
5. Clarity of Information	**Excellent**
6. Accuracy of set-up	**Excellent**
7. Timeliness of set-up	**Excellent**
8. Courtesy	**Excellent**

9. Comments:	**I'm not aware of any issues. Everything went very smoothly. Pam, Corbin and Clint were always quick to handle our A/V needs.**

E) The Branson Area

1. Did you stay at one of Branson's hotels?	**Yes**
2. If yes, please tell us the hotel you used:	**Branson Hilton Convention Center**
3. Please rate the service and your experience at the hotel:	**Excellent**
4. Comments:	
5. Did you visit local attractions?	**No**
6. If you visited an attraction/s, please indicate which one/s you visited:	
7. Comments:	
8. Did you eat at local restaurants?	**Yes**
9. If yes, please tell us at which restaurants you dined:	**Cantina Laredo**
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:	**Excellent**
11. Comments:	

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?	**10**
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the	**10**

Branson Convention Center AFTER your event?	
3. Please rate your overall satisfaction with the Branson Convention Center:	**Excellent**
4. Comments:	

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center?	**No**
2. How would you prefer to be contacted?	**E-Mail**
3. Does your event rotate around the country?	**No**
4. If yes, would you like to hear from another SMG facility?	
5. If yes, please provide the year and regional location.	

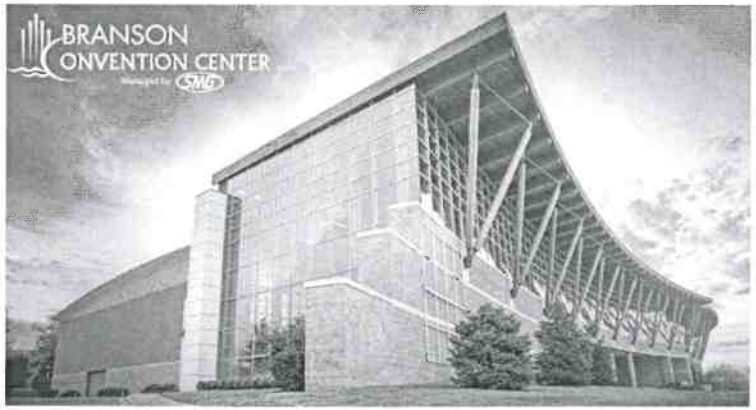
(start closing section - shown after survey is submitted)

Thank you very much for your feedback. We value your time and opinion. Both will help us provide a high level of service to our customers. We look forward to the opportunity to serve you again in the near future! In the interim please feel free to visit our website to keep up with what we are doing at www.bransoncc.com

Follow us on

(end closing section)

Done



Post-Event Evaluation

A) Customer Information

1. Name	**Douglas Jonuska**
2. Organization	**360 Sports**
3. Phone	**608-314-0333**
4. Type of Event	**Sports**
5. Event Name	**Xcel Gymnastics Competition**
6. Event Date(s)	**6/8/2019**
7. Attendance	**1000**

B) Facility Sales and Operations

1. Name of your Sales Contact:	**Janet Peterson**

Please rate your Sales Contact on the following:

2. Knowledgeable	**Excellent**
3. Responsiveness	**Excellent**
4. Professionalism	**Excellent**

5. Readily Accessible **Excellent**
6. Clarity of Information **Excellent**
7. Comments:
8. Name of your Event/Catering Manager: **LeAnne Scheele**

Please rate your Event/Catering Manager on the following:

9. Knowledgeable **Excellent**
10. Responsiveness **Excellent**
11. Professionalism **Excellent**
12. Readily Accessible **Excellent**
13. Clarity of Information **Excellent**
14. Comments:

Please rate the following building operations and services:

15. Courtesy of building staff **Excellent**
16. Cleanliness **Excellent**
17. Accuracy and timeliness of room set **Excellent**
18. Exhibitor electrical **Excellent**
19. Telecommunications/Internet **Excellent**
20. Comments:

C) Food and Beverage Services

1. Did your event utilize food and beverage services (SMG/Savor Branson)? **Yes**

Please rate the following services:

2. Responsiveness of F&B staff in helping plan your function **Excellent**
3. Staff follow-through on event arrangements **Excellent**
4. Menu quality, selection and value for price paid **Poor**

5. On-site response time	**Excellent**
6. Quality of food	**Very Good**
7. Quality of service	**Excellent**
8. Cleanliness/appearance of banquet room	**Excellent**
9. Quality/appearance of service staff	**Excellent**
10. Overall performance of food and beverage services	**Good**
11. Comments:	**Food was at least 2x more expensive than all the other event centers we rent.**

D) Audio Visual Services/Decorating Service

1. Did your event use Liberty Exposition for audio visual or other services?	**No**

Please rate Liberty Exposition Services:

2. Knowledgeable
3. Responsiveness
4. Professionalism
5. Clarity of Information
6. Accuracy of set-up
7. Timeliness of set-up
8. Courtesy
9. Comments:

E) The Branson Area

1. Did you stay at one of Branson's hotels?
2. If yes, please tell us the hotel you used:
3. Please rate the service and your experience at the hotel:

4. Comments:
5. Did you visit local attractions?
6. If you visited an attraction/s, please indicate which one/s you visited:
7. Comments:
8. Did you eat at local restaurants?
9. If yes, please tell us at which restaurants you dined:
10. Rate your restaurant experience in Branson compared to other cities hosting your meeting:
11. Comments:

F) Summary

1. Using a scale of 10 to 1 (10 being the highest), how would you have rated the Branson Convention Center PRIOR to your event?
2. Using a scale of 10 to 1 (10 being the highest), how do you rate the Branson Convention Center AFTER your event?
3. Please rate your overall satisfaction with the Branson Convention Center:
4. Comments:

G) Your Future Needs

1. Can we assist you with scheduling a future event at the Branson Convention Center?
2. How would you prefer to be contacted?
3. Does your event rotate around the country?
4. If yes, would you like to hear from another SMG facility?
5. If yes, please provide the year and regional