





# Branson Convention Center 2023 Statistics

**226,869**

**Visitors through the door**

**Event Days**

**388**

**154**

**Total Events**

**2.6**

**Avg days per event**

**Economic Impact**

**\$57,550,429**

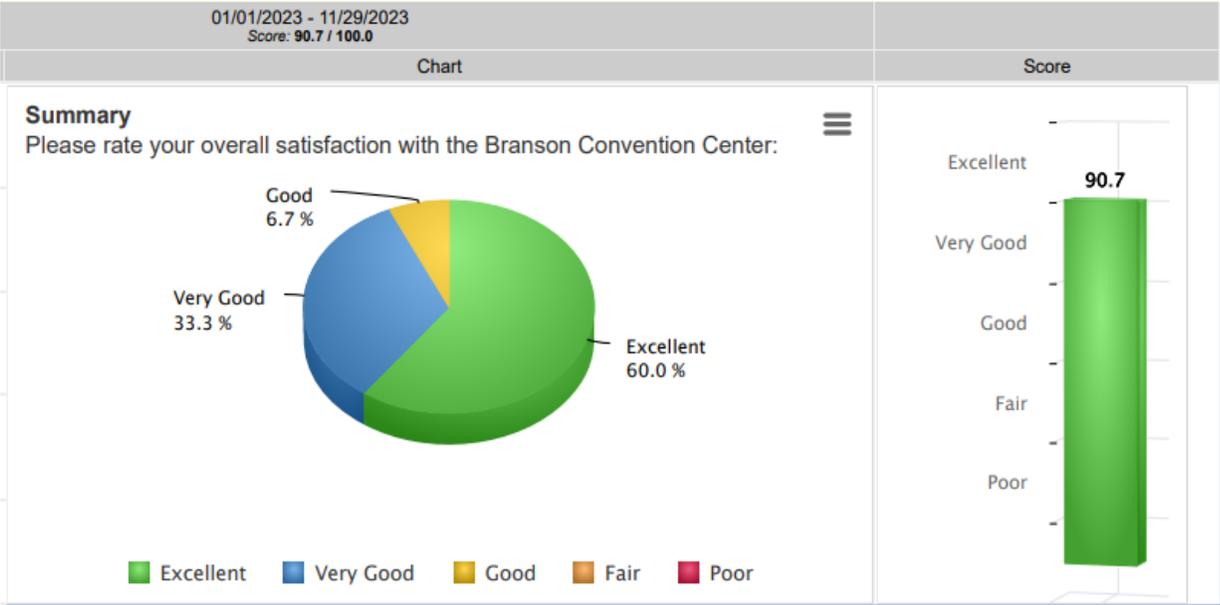
**Thank you to our partners**



**Hiltons of Branson**



# Sales Efforts



**100%**  
of our Event  
Organizers are  
considered  
**PROMOTERS**

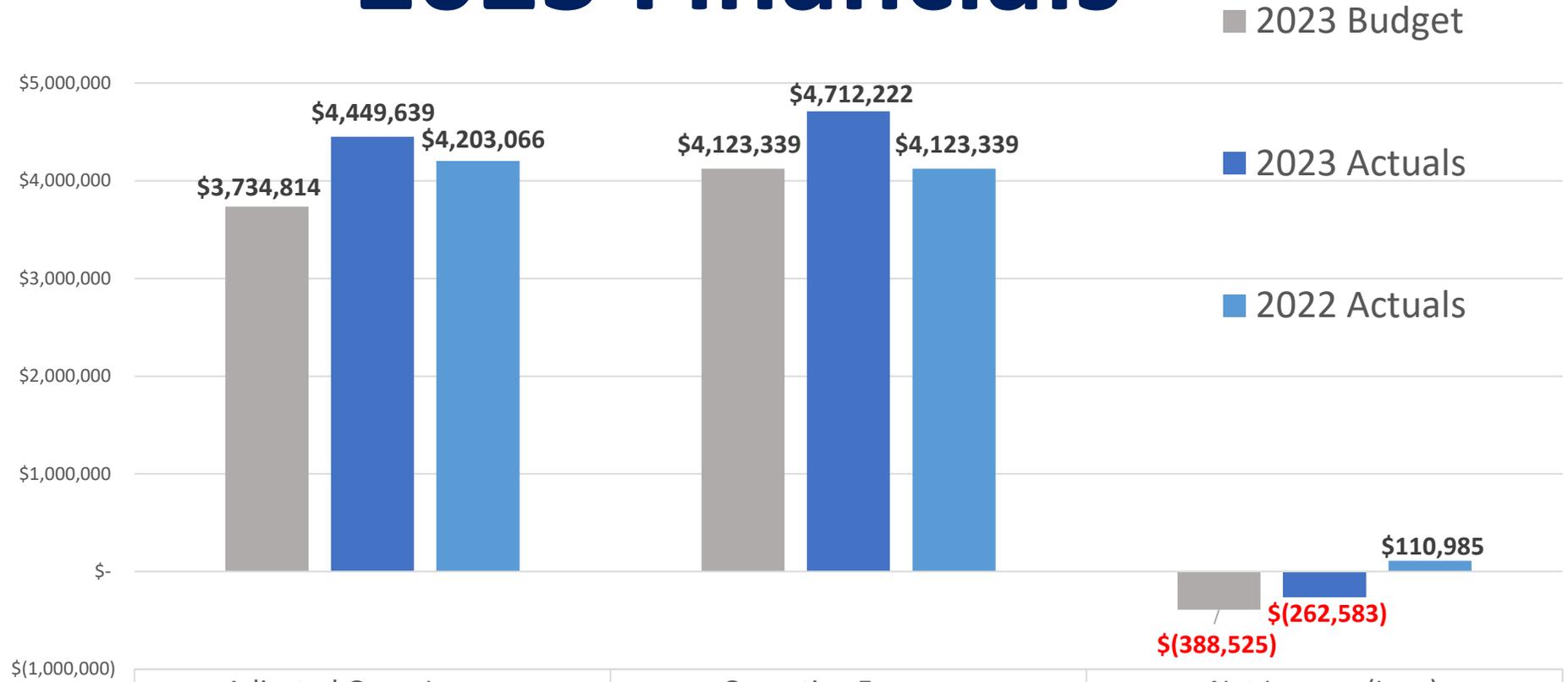
**BOOKED \$3.1M** for Future Events

**180,000** Estimated Attendance





# 2023 Financials



	Adjusted Gross Income	Operating Expenses	Net Income (Loss)
■ 2023 Budget	\$3,734,814	\$4,123,339	\$(388,525)
■ 2023 Actuals	\$4,449,639	\$4,712,222	\$(262,583)
■ 2022 Actuals	\$4,203,066	\$4,123,339	\$110,985

9% increase in rental income over budget  
 21% Increase in ancillary income over budget  
 \$467k increase in Catering revenue over budget

## PARKS & RECREATION

### Improving Our City Parks!



Wow! 25 trees, 24 shrubs, and more than 500 spring bulbs were recently planted at North Beach Park with the assistance of community volunteer groups. The planting is part of a strategic plan to replant and develop North Beach Park. Debris and dead trees were also removed. This strategic planning, planting, and bettering happens year-round at all the City's Parks.



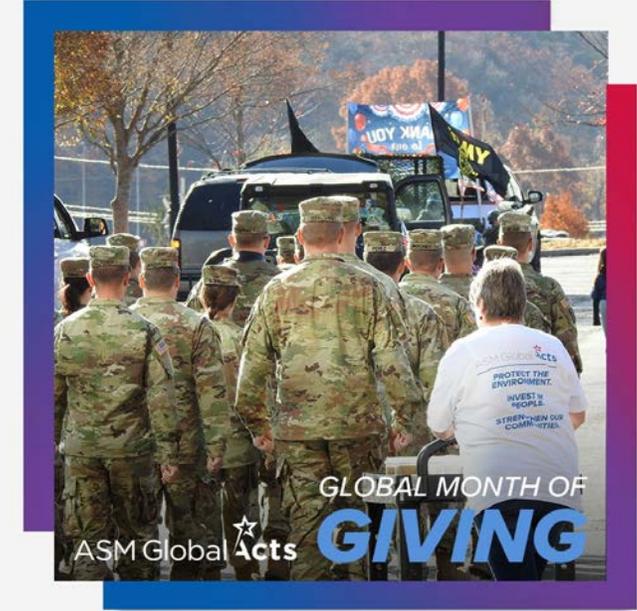
house of *hope*



ASM Global **Acts**

**Protect the Environment**  
**Invest in People**  
**Strengthen our Communities**

7 internal promotions in 2023  
43% of those were from  
underrepresented talent



**2300+ lbs**  
of  
food donated



# 2024 Outlook and Goals

Net Positive Financial  
Performance

- Refresh the Sales & Marketing Plan
- Increase revenues through new ancillary services
- Utilize ASM Global service catalog
- Reduce overall expenses
- Improve efficiency of staff time

Client/Guest  
Satisfaction identified  
as PROMOTERS

- ASM Global Insights
- Evaluate venue offerings to ensure we are meeting guests needs
- Employee reward program for client/guest recognition

Produce Quality  
Products and Services

- Invest in staff training and continuing education
- Update Event Policy Guide
- Venue Operating Manual

Improve Employee  
Satisfaction

- Employee Satisfaction survey
- Continuous Feedback!
- Celebrate the BCC Team!



