



2020 Recap



2020 Timeline Highlights



Q1
Jan-Feb-Mar



Q1 Highlights:

- **Covid-19** not yet classified as a pandemic in US
- **BCC on track to beat Q1 budget expectations**
- BCC Indirect Expenses vs budget (\$129,278)
- BCC bottom line (before marketing & capital) of (\$277,437) vs Budgeted (\$294,737) variance of **\$17,300 better than budget**



Q2
Apr-May-June



Q2 Highlights:

- **Covid-19** becomes prevalent affecting BCC bookings
- BCC is one of few center's still operating
- **All April events cancelled**
- 76 team members- layoff, furlough or significant reduction in compensation.
- 57% full-time staff reduction
- 58 remaining events cancelled or rescheduled at BCC



Q3
Jul-Aug-Sept



Q3 Highlights:

- Sam Voisin, GM starts July 28
- City of Branson Mask Mandate
- VenueShield program created for BCC safe meetings
- Beginning Q3 YTD bottom line (\$732,121) vs Budgeted loss (\$213,696) Variance of **\$518,425 over budget.**
- Reorganized staffing structure, continued furloughs, and additional layoffs

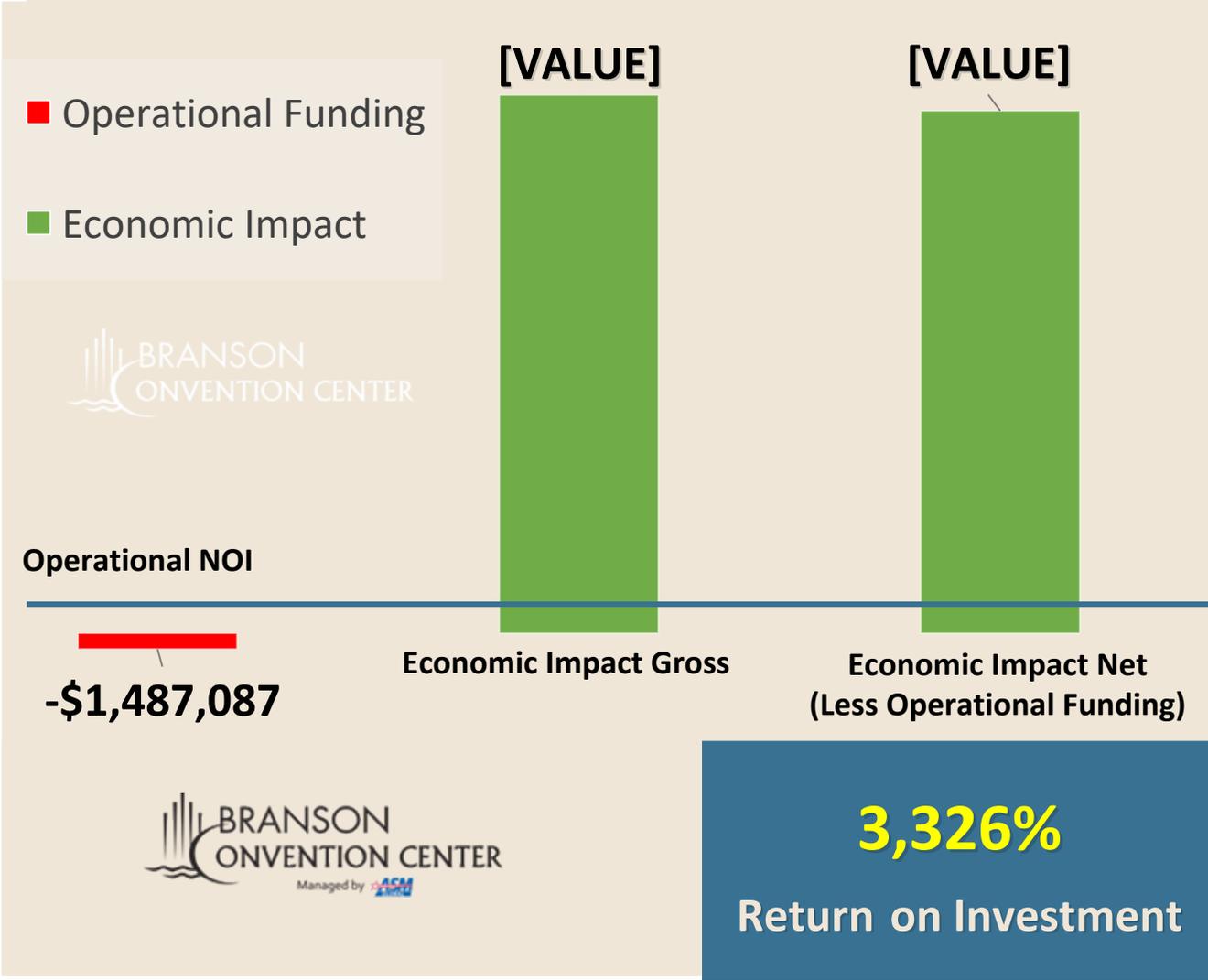


Q4
Oct-Nov-Dec

Q4 Highlights:

- **Covid Vaccine announced**
- BCC operating at priority safety levels to maintain client **confidence** reducing cancellations
- Utilize **Marketing Fund** to actively retain or gain future business
- Ending Q4 YE bottom line (\$1,487,087) vs Budgeted loss (\$552,644) Variance of **\$934,443 over budget.**

Recap 2020 Operating Deficit vs. 2020 Economic Impact



Branson
MISSOURI

• ACTUALIZED BUSINESS | 2020 •

ESTIMATED ECONOMIC IMPACT

BRANSON CONVENTION CENTER

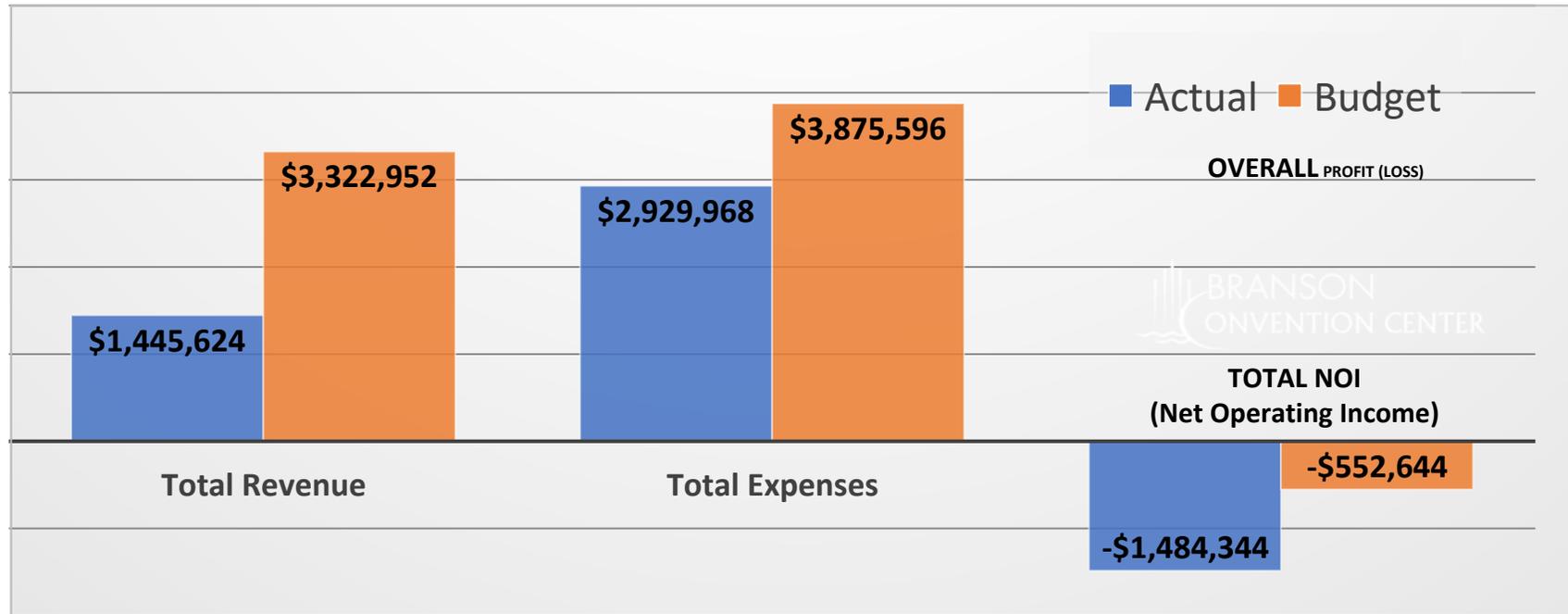
105,991
ESTIMATED ROOM NIGHTS BOOKED

\$50,941,674
ESTIMATED ECONOMIC IMPACT

14,462
ESTIMATED JOBS SUPPORTED

Estimated Economic Impact and Jobs Supported for future business derived from the Destination International (DI) impact calculator.

Recap 2020 Actual vs. 2020 Budget



Year End Recap:

- Total YE Actual number of event days 175 vs 268 budgeted variance **(93) less event days vs budget**
- YTD **63 Events cancelled or rescheduled** in 2020 representing **(\$1,880,000) in lost business due to Covid-19**
- Adjusted Gross Income \$1,445,624 Actual Year End vs \$3,322,952 variance of **(\$1,877,328) less revenue vs budget**
- Total Indirect Expenses \$2,929,968 Actual Year End vs \$3,875,596 variance of **(\$945,628) less expenses vs budget (inclusive of advertising and other expenditures)**
- Net Income Gain/(Loss) Actual Year End (\$1,487,087) vs \$552,644 budgeted (not including marketing fund expenditures)

Recap: Actual 2020 Year End vs. 2020 Budget



	2020 Actual Year-End Total	2020 Budgeted Year-End Total	2019 Actuals Year-End Total
Adjusted Gross Income	\$1,445,624	\$3,322,952	3,823,148
Total Indirect Expenses	\$2,929,968	\$3,875,596	3,701,816
Net Income (Loss) from Operations	(\$1,484,344)	(\$552,644)	121,332



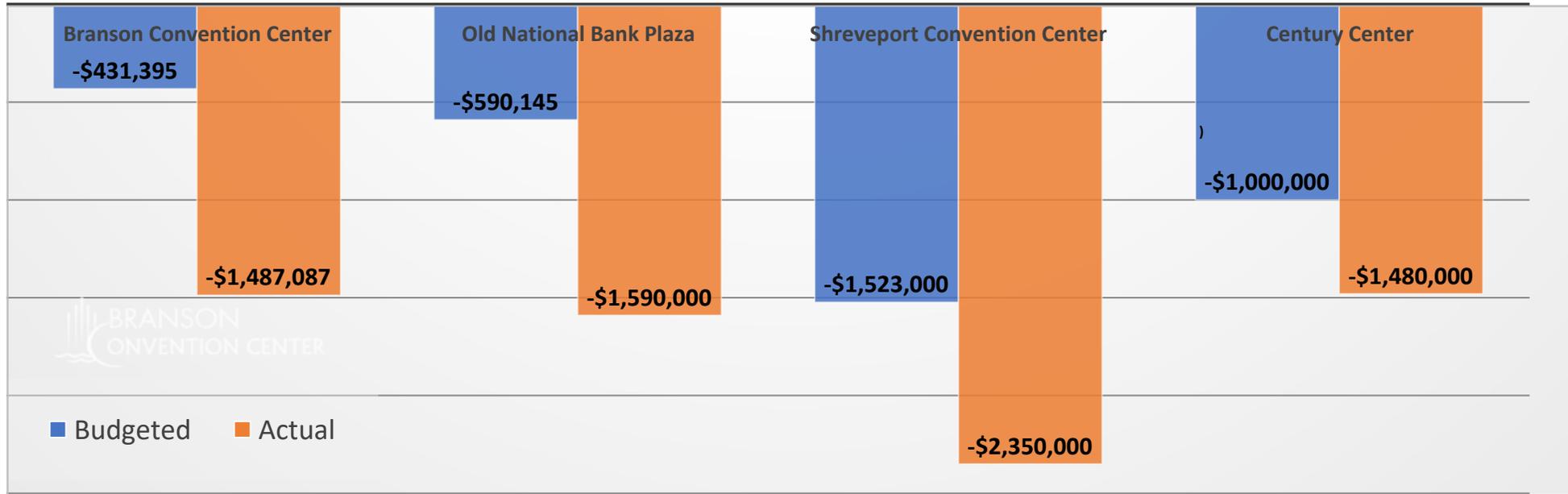
INDIRECT EXPENSES MITIGATED *Reductions Only*

	Actual 2020	Budgeted 2020
Net Salaries and Benefits	\$1,431,581	\$2,283,099
Contracted Services Operations	\$60,742	\$98,000
Repairs & Maintenance	\$69,992	\$133,029
Operational Supplies	\$63,393	\$91,512
Utilities	\$28,034	\$56,000
Total Indirect Expenses Mitigated	(\$1,979,993)	(\$3,277,759)

Reduced Specific Expenses by
(\$1,297,766)



Covid-19 Impact Comparisons VS Budget



Covid Impact Comparison

Branson Convention Center	Branson, MO <u>2020 Budgeted</u>	Convention Center <u>Actual 2020 YE</u>	<u>Variance (Loss)</u>
Event Days	268	175	-93
Gain/Loss Deficit	(\$431,395)	(\$1,487,087)	\$934,443

Old National Bank Plaza	Evansville, IN <u>2020 Budgeted</u>	Convention Center and Theater <u>Forecasted 2020 YE</u>	<u>Variance (Loss)</u>
Event Days	252	104	-148
Gain/Loss Deficit	(\$590,145)	(\$1,589,292.38)	\$999,147

Covid Impact Comparison

Shreveport Convention Center	Shreveport, LA <u>2020 Budgeted</u>	Convention Center <u>Forecasted 2020 YE</u>	<u>Variance (Loss)</u>
Event Days	379	75	-304
Gain/Loss Deficit	(\$1,523,000)	(\$2,350,000)	\$827,000

Century Center	South Bend, IN <u>2020 Budgeted</u>	Convention Center <u>Forecasted 2020 YE</u>	<u>Variance (Loss)</u>
Event Days	526	203	-323
Gain/Loss Deficit	(\$1,000,000)	(\$1,480,000.00)	\$480,000

2020 CUSTOMER SERVICE SURVEY SCORES

CUSTOMER SERVICE SCORES

The BCC continues to bring world class service to our clients

- Sales and Events Job Knowledge: **95%**
- Professionalism: **94%**
- Courtesy of building staff: **95%**
- Cleanliness of Facility **95%**
- Quality of Food and Beverage Services **93%**
- Overall Satisfaction **98%**
- Prior to hosting event **87%** and after event **95%**

Testimonial

Wally Marshall, CEO Crappie Expo- *“The VIP Banquet was the most amazing dinner and service we have ever had at an event.” “The quality of the food was awesome and everyone is talking about the service quality for days after the event!”*

2020-2021 Initiatives

Reduce Expenses

- **Reorganized** operating staff structure- **9 less full-time staff**
- Backfilled positions with **reduced payroll burden**
- Utilities **Audit and Controls- Bottom Line Reductions**
- Vendor Agreements **audit and renegotiation**
- Critical **needs** (not wants)

Increase Revenues

- Create client safety **confidence** within operations to reduce cancellations: **ASM Global VenueShield** Program
- Utilize **Marketing Fund** to actively (not passively), directly gain business
- Created a **“Triad”** team sales approach consisting of Chamber/CVB, Branson Convention Center and Hilton Sales Teams
- **Team Sales Blitz** : Goal is to prospect 3,000 contacts (lost business, date conflict, out of rotation, other). Chamber/CVB, BCC, Hilton
- **Sponsorships and Advertising** opportunities within the venue



Thank you for
supporting the
ASM Global Team!

