

ASM Global

2022 YTD Recap

Capital Projects Update

Discussion





Who is ASM Global?

- The world's largest private management company of municipal owned venues
- Partners with the City of Branson since 2014 to manage all aspects of the Branson Convention Center. Focused on the City of Branson's needs.
- Focused on a mission to enhance city-wide economic impact through efficient, safe operations of this city of Branson owned asset.



GLOBAL PRESENCE & REACH PROVIDES UNLIMITED OPPORTUNITY



INTEGRATED NETWORK OF VENUES ACROSS 5 CONTINENTS:

25 STADIUMS | 109 ARENAS | 87 CONVENTION CENTERS | 79 THEATERS | 26 MUNICIPAL & SPECIAL USE

SAVOR...



Integrated culinary expertise, delivering a complete experience anywhere in the world

- As ASM Global's culinary arm, SAVOR delivers unparalleled culinary services that drives profitability and overdelivers when combined with our venue management for a 360° solution
- Proven to drive year-over-year revenue growth by implementing cashless mobile ordering systems and new menu concepts
- On-going commitment to sustainability ranging from robust local purveyors programs to rooftop urban gardens, industry-leading waste management programs to shared community crops that establish a positive, long-lasting impact
- In-market partnerships enhance culinary communities and offerings by providing opportunities to showcase local flavors and brands

ENRICHING THE GUEST EXPERIENCE
ENHANCING THE BOTTOM LINE





2022 Year to Date Jan-Sept Recap



HIGHLIGHTS Q3 July-Sept 2022



Highlights from Q3 2022:

- **Convention South Magazine Reader's Choice Award:** Only 415 winners out of 4,000 venues, the 8,000 readers/fans voted the Branson Convention Center an Award Winner!
- **American Cornhole World Tournament:** Tournament –exceeded attendance numbers 10,000 media reach 1 million viewers
- **Women of Joy, Phil Waldrep Ministries:** 4,000 ladies 2x per year
- **Branson Pickleball Tournament:** 2,500 in attendance
- **Missouri House Republican Committee Conference**
- **Missouri Plant Managers Association**
- **ESP Convention – Epsilon Sigma Phi** 1,300+ in attendance



Recap: Actual 2022 YTD vs 2022 YTD Budget

Governmental Accounting

	2022 Actual YTD Jan-Sept Total	2022 Budgeted YTD Jan-Sept Total	2021 Actuals YTD Jan-Sept Total
Adjusted Gross Income	\$3,083,579	\$2,378,685	\$2,114,672
Total Indirect Expenses	\$2,920,956	\$2,500,627	\$2,419,128
Net Income (Loss) from Operations	(\$53,228)	(\$121,942)	(\$336,466)

- \$68,714 NOI better than bottom line budget
- \$283,238 NOI better than previous 2021 YTD
- \$704,894 higher revenue vs budget
- \$420,329 higher expenses vs budget (utilities, new hires, events)

Performance Accounting

	2022 Actual YTD Jan-Sept Total	2022 Budgeted YTD Jan-Sept Total	2021 Actuals YTD Jan-Sept Total
Adjusted Gross Income	\$3,083,579	\$2,378,685	\$2,114,672
Total Indirect Expenses	\$2,603,012	\$2,200,627	\$2,081,372
Net Income (Loss) from Operations	\$264,716	\$178,058	\$33,300

Marketing Incentives
\$317,944
(deducted from operational expenses)

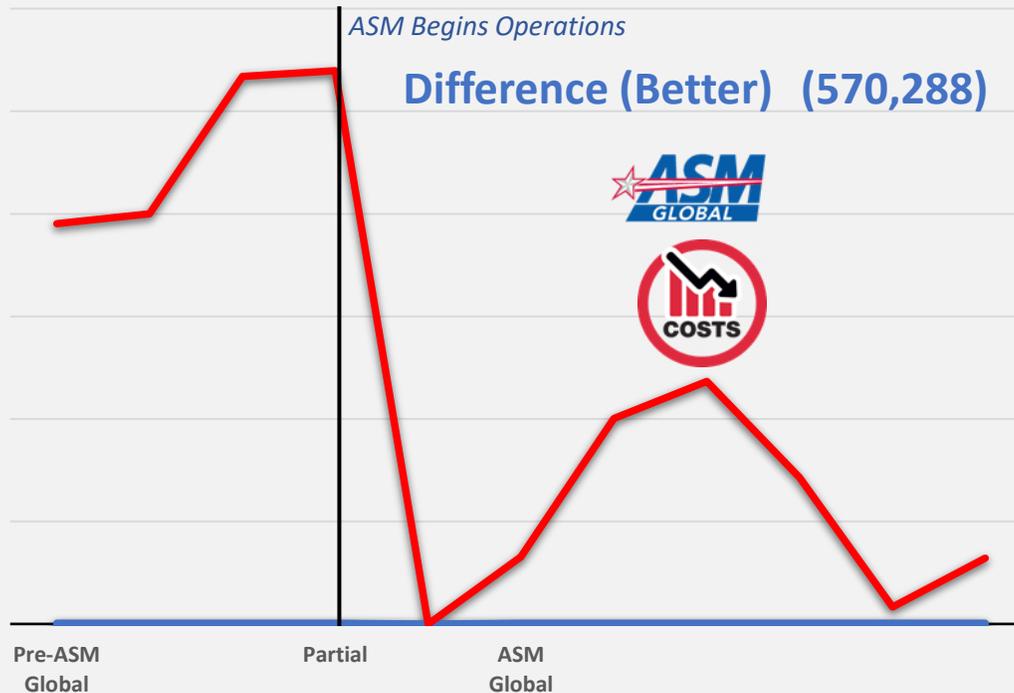


Branson Convention Center Bottom Line Comparison

Branson Convention Center
Operating Comparison

	<i>Pre-ASM Global</i>					<i>ASM Global</i>						
			<i>Tornado</i>							<i>Covid</i>		
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Net Income (Loss)	(778,856)	(797,780)		(1,066,195)	(1,077,267)	(129,137)	(398,783)	(471,393)	(283,858)	(31,170)		(126,547)

Net Operating Pre-ASM VS ASM Operating



Pre-ASM Global
Average NOI (930,025)

ASM Global
Operated
Average NOI (359,736)

Difference
(Better) (570,288)

YTD 2022 CUSTOMER SERVICE SURVEY SCORES

CUSTOMER SERVICE SCORES

The BCC continues to bring world class service to our clients

- Sales and Events Job Knowledge: **90%**
- Professionalism: **90%**
- Courtesy of building staff: **90%**
- Cleanliness of Facility **91%**
- Quality of Food and Beverage Services **91%**
- Overall Satisfaction **90%**
- Prior to hosting event **85%** and after event **90%**



YTD 2022 Operating Deficit vs YTD 2022 Indirect Economic Impact

YTD Operational NOI
(\$53,228)

Economic Impact Net
(Less Operational Funding)
\$47,532,175

Annualized Return
861,115%



• YEAR-TO-DATE | 2022 •

ESTIMATED ECONOMIC IMPACT

BRANSON CONVENTION CENTER

101,310

ESTIMATED ROOM NIGHTS BOOKED

\$47,585,403

ESTIMATED ECONOMIC IMPACT

15,717

ESTIMATED JOBS SUPPORTED

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

Branson Convention Center Economic Impact Detail

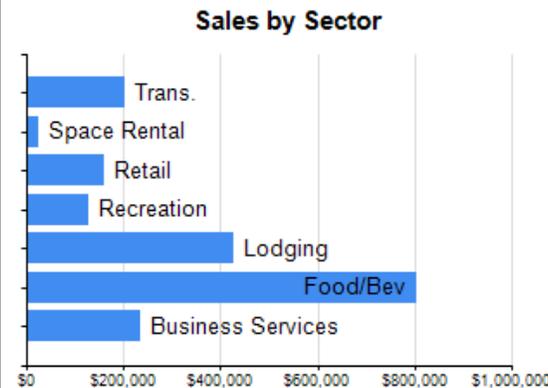
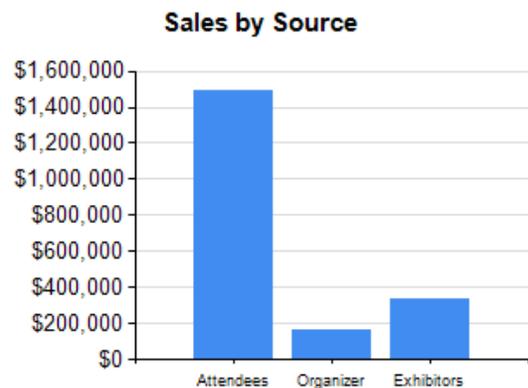
Example

Event Impact Summary

Destination: Branson Lakes Area Convention & Visitors Bureau

Event Parameters		Key Results	
Event Name:	Crappie Expo 2020 - 10,000	Business Sales (Direct):	✓ \$1,986,284
Organization:	Mr. Crappie	Business Sales (Total):	✓ \$2,912,756
Event Type:	Convention	Jobs Supported (Direct):	✓ 1,218
Start Date:	10/30/2020	Jobs Supported (Total):	✓ 1,344
End Date:	11/1/2020	Local Taxes (Total):	✓ \$111,109
Overnight Attendees:	6300	Net Direct Tax ROI:	✓ \$55,427
Day Attendees:	1300	Estimated Room Demand:	✓ 6,232

Direct Business Sales



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	✓ \$411,290	✓ \$15,856	✓ \$0	✓ \$427,146
Transportation	✓ \$141,324	✓ \$10,571	✓ \$52,174	✓ \$204,068
Food & Beverage	✓ \$649,283	✓ \$40,000	✓ \$116,322	✓ \$805,605
Retail	✓ \$161,660	✓ \$0	✓ \$0	✓ \$161,660
Recreation	✓ \$127,432	✓ \$0	✓ \$0	✓ \$127,432
Space Rental	✓ \$0	✓ \$0	✓ \$24,443	✓ \$24,443
Business Services	✓ \$0	✓ \$98,086	✓ \$137,844	✓ \$235,929
TOTAL	✓ \$1,490,990	✓ \$164,512	✓ \$330,782	✓ \$1,986,284



Methodology

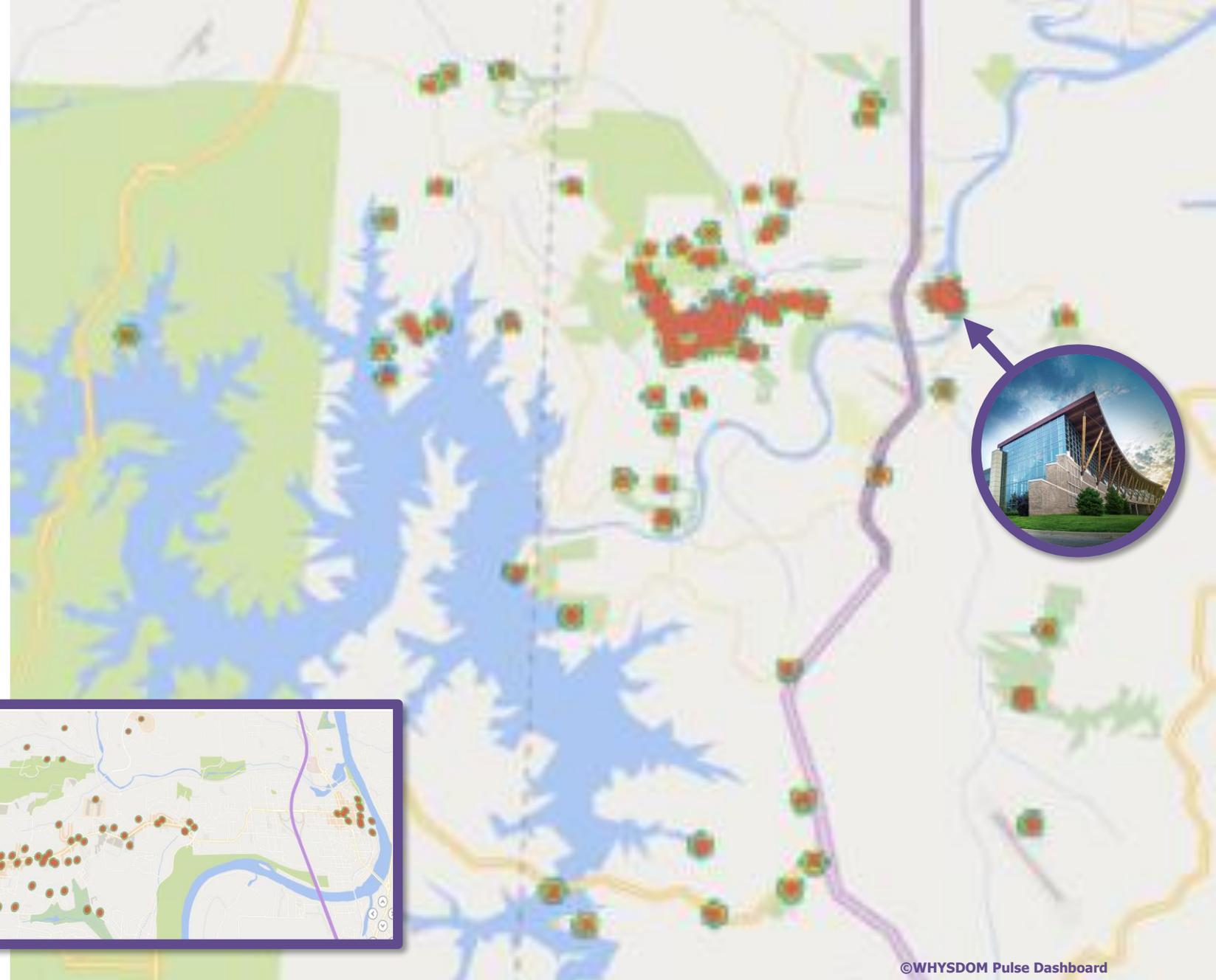
- All numbers calculated are based upon information given from contracted groups at the BCC and are estimates calculated by the Branson Chamber/CVB utilizing DMI Industry Calculations
- Overnight Visitors are defined as- Number of visitors staying at least one night in paid accommodations
- Model uses attendees rather than hotel nights for accuracy as some attendees do not book within the group room block
- An overnight attendee staying multiple nights is counted as one attendee, as the model assumes a length of stay for all overnight attendees. This length of stay depends on the type of meeting and the length of the event. Overnight attendees will directly affect metrics like rooms booked and accommodation taxes
- Attendees staying either at home or in nonpaid accommodations are treated as day attendees



VISITATION ANALYSIS

210,000+ Unique Visitor Impact— 126 Branson Chamber & CVB Business Locations

- **BCC visitors went to key business locations during their stay in Branson** (*theaters, hotels, attractions, restaurants, shopping, golf, etc.*)



WHYSDOM Data Analysis Nov 2018 – July 2021. Multiple visits by the same person are classified as one unique visitor

©WHYSDOM Pulse Dashboard



2022 Capital Projects Update



2022 Capital Projects

2022 Branson Convention Center - Capital Needs

Priority	Project	Estimated Cost	Description	Reason	Result if not replaced
P1	Security Camera Upgrade	\$87,534 93,088	Replace of cameras with IP / City requests Vercada	Life Safety / Security	No Archiving / shared viewing capabilities
P1	Audio system replacement	\$41,794 43,000	Replace all Audio equipment and key pads	Life Safety / Customer Use	No Audio for Evacuation/Client PA
P2	Boiler tank replacement	66,000	Replace leaking water storage tanks	Inoperatable 50% capacity	no water
P2	HVAC Motor VFD drives x5 Bad	\$33,126 32,000	VFD drives are 14 years old / non functional	Engineering / Infrastructure Efficiency	Expensive Repairs/No efficiency
P1	Replace stairs on south garage	\$32,562 34,000	Stairs are structural issue , rusted and deteriorated	Life Safety / Cosmetic	Liability
P2	Replace bad Evap. Coils / Kitchen Cooler	8,000	Coils are leaking / degraded for vegetables over time	Safe food product / more efficient	loss of product
P1	Elevator repair	\$20,531 20,531	Elevator in Exhibit hall B , Hydraulic pump is going bad	replace with a new pump and motor	Elevator will stop eventually
P1	Data and Phone Servers	\$42,563 40,970	Replacement of Servers (2014)	End of life 12/31/2021	No phones or tech support
P1	Parking Garage Stairwell Fencing	9,000 \$62,000	Sand blast and coat North Parking Garage Stairwell Fencing	Poor asthetics, customer experience	Customer Complaints
P1	Repaint Garage Sky bridge	\$11,500			

<u>Total P1</u>		<u>Original Estimate</u>		<u>Updated Cost</u>	
Total 2022 Capital Expenses	\$ 278,610	\$	359,589	\$	278,610
Capital Fund Total	\$ 349,000				
Total after expenditures	\$ 70,390				

2022 Capital Requests: Priority 1



Item: Audio System Replacement **COMPLETED**

Cost: \$43,000 Original Estimate. \$41,794 Final Cost

Critical for life safety, dual usage of this system is for evacuation messaging and client PA audio. This is the original system with no ability to repair as parts are obsolete. New equipment will be the same brand as it has been dependable equipment for the amount time it was in operation .



Item: Data Server Replacement **In progress: target completion Q4**

Cost: \$40,970 Original Estimate. \$42,563 Final Estimate

Current Data and Phone Server is end of life. All computer and phone systems operate within this equipment. Critical to operations and business.



Item: Security Camera System Upgrade **Completed**

Cost: \$93,088 Original Estimate. \$87,534 Final Cost

Critical for life safety and security, upgrades to existing system will allow for longer archiving, better picture quality, and enhanced capabilities. Verkade Camera System Upgrade will allow Branson Police Department access 24/7/365

2022 Capital Requests: Priority 1

Item: Parking Garage Sky-bridge Resurfacing/Painting Completed

Cost: \$2,000 Original Estimate. \$11,500 Final Cost

Critical for life safety, The existing surface is worn and metal areas are exhibiting rust. Existing smooth surface due to wear has caused potential for liability due to slip and fall. Protection from salt, de-ice.



2022 Capital Projects: Priority 1

Item: **Garage Stairs Replacement** **COMPLETED**

Cost: **\$35,000 Original Estimate. \$32,562 Final Cost**

Critical for life safety, The existing stairs are rusted and degraded to possible future failure. New stairs will be fabricated concrete stairs with coated metal inside the concrete



2022 Capital Projects: Priority 1

Item: **Parking Garage Sky Bridge Connection**

Cost: **TBD** **In progress**

Critical for life safety, The skybridge connection to the parking garage appears to have surface rust. Cracking stucco is evident due to settlement. City of Branson Engineering/Public Facilities is monitoring and inspecting. No current public safety threat.



2022 Capital Projects: Priority 1

Item: Parking Garage Stairwell- Paint **In Progress**

Cost: \$65,000 – Original Estimate. \$9,000 updated Estimate

Poor aesthetics, customer experience, The existing stairwell fencing and railing exhibiting surface rust. Need to coat to impede future degrade.



Discussion:

Should the Convention
Center Expand?



Branson Convention Center Expansion: By the numbers

70%

Occupancy level to begin discussions of expansion

75%-90%

Current occupancy 75-90% (Depending on Month)

26

Number of Conventions lost due to size

-\$26 Million

Economic Impact lost due to current size (annually)

100-200

Potential/Prospective Conventions after expansion

+\$60 Million

Economic Impact potential gain with expansion

Above calculations are estimates. ASM Global recommends to the City of Branson that a 3rd party entity conduct a feasibility study to determine adequate space and financial impact.

Branson Convention Center Expansion

Expansion sq ft and space mix are estimates. ASM Global recommends to the City of Branson that a 3rd party entity conduct a feasibility study to determine adequate space and impact.

Current Exhibit Hall
47,125 sq ft

Current Meeting Rooms
14

Current Ballroom
22,703 sq ft



Proposed Exhibit Hall
97,125 sq ft

Proposed Meeting Rooms
21

Proposed Ballroom
30,000 sq ft



Thank you for continued support of the ASM Global Team!

