



ASM Global

2023 Q2 Recap



Event Highlights Q2 2023



GREATER OZARKS
COOPERATING SCHOOL DISTRICTS



ASM Adopted North Beach Park Trail



Recap: Actual 2023 YTD vs 2023 Budget

Governmental Accounting

	2023 Actual YTD Total	2023 Budgeted YTD Total	2022 Actuals YTD Total
Adjusted Gross Income	\$2,436,243	\$2,027,566	\$1,918,770
Total Indirect Expenses	\$2,387,740	\$2,087,797	\$1,806,852
Net Income (Loss) <i>(Not Inclusive of Capital Funding)</i>	\$48,753	(\$60,231)	\$111,918

Performance Accounting

	2023 Actual YTD Total	2022 Actuals YTD Total
Adjusted Gross Income	\$2,436,243	\$1,918,770
Total Indirect Expenses	\$2,125,648	\$1,554,510
Net Income (Loss) from Operations	\$310,595	364,260

Marketing / Sales Incentives
\$261,842
(deducted from operational expenses)



YTD 2023 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: **96%**
- Cleanliness of Facility **94%**
- Quality of Food and Beverage Services **94%**
- Overall Satisfaction **94%**
- Prior to hosting event **84%** and after event **93%**



Q2 Estimated Economic Impact



• ACTUALIZED BUSINESS | Q2 2023 •

ESTIMATED ECONOMIC IMPACT

BRANSON CONVENTION CENTER

\$13,257,409

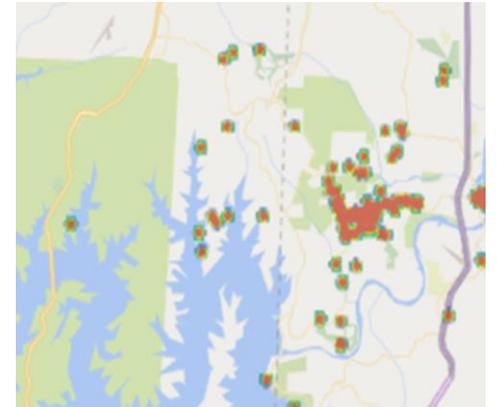
ESTIMATED ECONOMIC IMPACT

3,878

ESTIMATED JOBS SUPPORTED

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

*Calculations based upon information provided by Branson Convention Center.



Branson Convention Center Economic Impact Detail

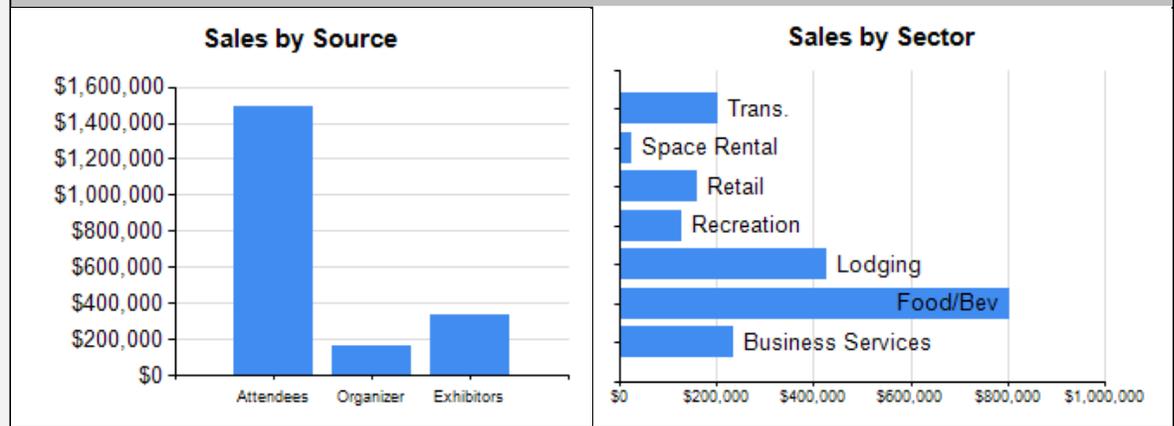
Example

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





2023 Capital Projects

Finance Committee Approved in Q1



2023 Capital Projects FOR APPROVAL

2023

Actual cost Estimated

<u>Priority</u>	<u>Project</u>	<u>Cost</u>	<u>Description</u>	<u>Reason</u>	<u>Result if not replaced</u>
P1	New Espresso Machine- Completed 13,310	13,000	New Espresso Machine	Existing unit old / EOL	Lost revenue
P1	HVAC Motor VFD drives x6 Bad	32,000	HVAC Motor VFD drives x6 Bad	VFD drives are 14 years old / non functional	High Utility Cost / Infrastructure Efficiency
P1	Carpet for entire facility – In Progress	354,000	50% 2023 50% 2024 Replace all carpet in facility	14 years old EOL	Customer complaints / trip hazards
P1	Exhibit Hall lighting – Lights received	20,000	LED Conversion	Reduce Utilities and Expenses	Increased utilities no cost savings/repairs
P1	Phone system	40,000	New IP phone system	End of life	Down Time / no backup
P1	Hard floor machine – Completed 10,580	12,000	Ride on Floor machine for lobbies and x hall	Currently hand mopping/reduce labor cost	no labor cost reduction / increased conversion time
P1	Replace bad Evap. Coils - Completed 23,550	25,000	Coils are leaking / degraded food quality over time	Safe food product / liability	loss of product/potential liability
P1	Parking lot seal / striping – Aug 21-27	34,000	Reseal asphalt South parking Scheduled 8/21-8/27	EOL for sealant has been 4 years	Cracking and wear of surface
P1	Parking Garage restriping	20,000	Restripe parking lanes	Safety / Customer Service	Safety / Customer Service
P1	Guest Lobby Furniture - In progress	30,000	Repla	Customer Service	Customer Service
Total P1					
				Total 2023 Capital Expenses	\$403,000
				Projected Capital Fund Total YE	\$518,841
				Total after expenditures 2023	\$115,841



2023 Capital Requests: Priority 1



Item: Freezer/Cooler Evap Coil Replacement

Cost: \$25,000 Completed

Coils are currently at End of Life and not functioning to maximum efficiency. This is a guest safety issue and a liability if temperatures are not sustained a safe levels.



Item: LED Lighting Exhibit Hall Retro Fit

Cost: \$20,000 Fixtures received , Install in September

Lights and Ballasts are are currently at End of Life and require significant maintenance. Recommend replacing all current fixtures to LED. This retro fit will decrease utility expenses and extend the life of the fixtures. not functioning to maximum efficiency.



Item: South Parking Lot Reseal and Restripe

Cost: \$34,000 Scheduled Aug 21st -27th

Previous application was 4 years ago. Cracking and wearing of surface will lead to accelerated erosion underneath due to water intrusion. Preventative Maintenance, Aesthetics

2023 Capital Requests: Priority 1



Item: Espresso Machine

Cost: \$13,000 Completed

Previously approved in 2022 for replacement. We were able to fix the unit but is now inoperable. This is a significant source of revenue for the BCC operations.



Item: Riding Floor Scrubber

Cost: \$12,000 Completed

Ride on floor machine for carpets and concrete. This machine will reduce labor hours significantly and also speed up conversion times in the exhibit hall.

2023 Capital Requests: Priority 1



Item: HVAC Variable Frequency Drives (VFDs)

Cost: \$32,000 TBD

Currently, all 6 VFDs are not operational. VFDs allow temperature tuning at the source. This creates a more efficient operation of the HVAC units and allows for significant utility savings.



Item: IP Phone System Replacement

Cost: \$40,000 TBD

Critical for life safety, sales and security. Currently no back up system. Current system is EOL.



Item: Lobby Furniture Replacement

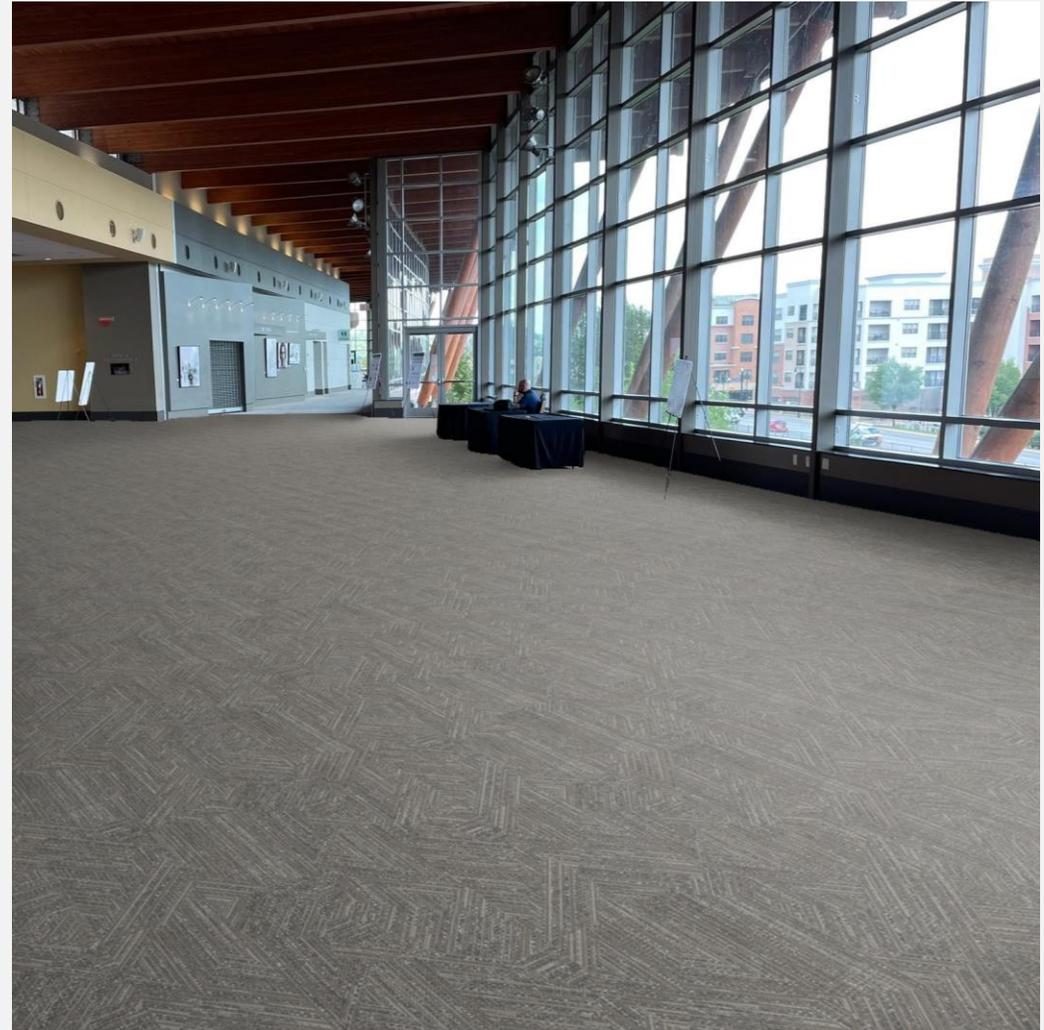
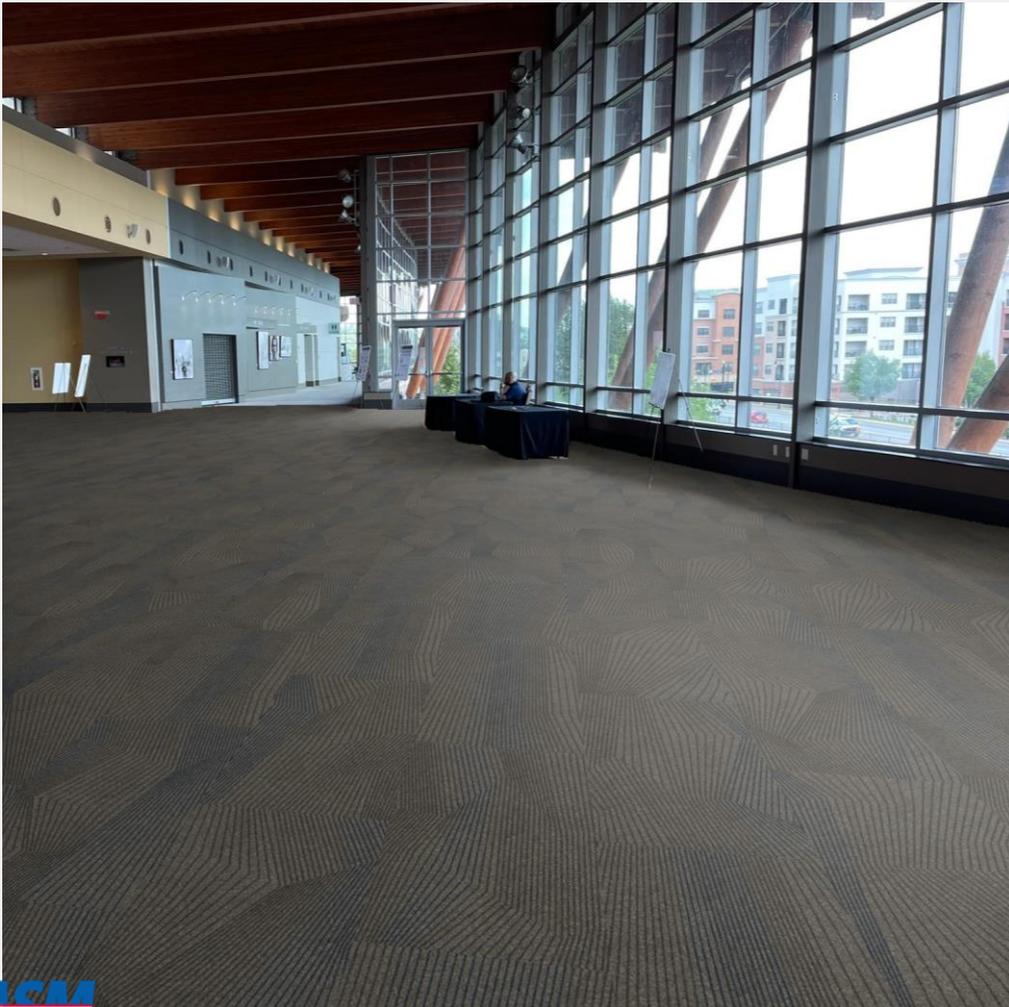
Cost: \$30,000 Working with designer

Current guest furnishing in public areas are at end of life and need to be replaced.

2023 Capital Requests: Priority 1

Item: **Carpet** – Concourse, Meeting Rooms, Lobby

Cost: **\$177,000** 50% end of Q4, remaining **\$177,000** 50% Q1





Thank you for continued support of the ASM Global Team!

