

BransonTM

MISSOURI
★
CONVENTION CENTER





Branson Convention Center Q1 2024 Statistics

33,155
Visitors through the door

Event Days

112

35

Total Events

3.2

Avg days per event

Branson
MISSOURI

• ACTUALIZED BUSINESS | Q1 2024 •
ESTIMATED ECONOMIC IMPACT

BRANSON CONVENTION CENTER

\$29,477,771
ESTIMATED ECONOMIC IMPACT

9,244
ESTIMATED JOBS SUPPORTED

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

Thank you to our partners



Hiltons of Branson



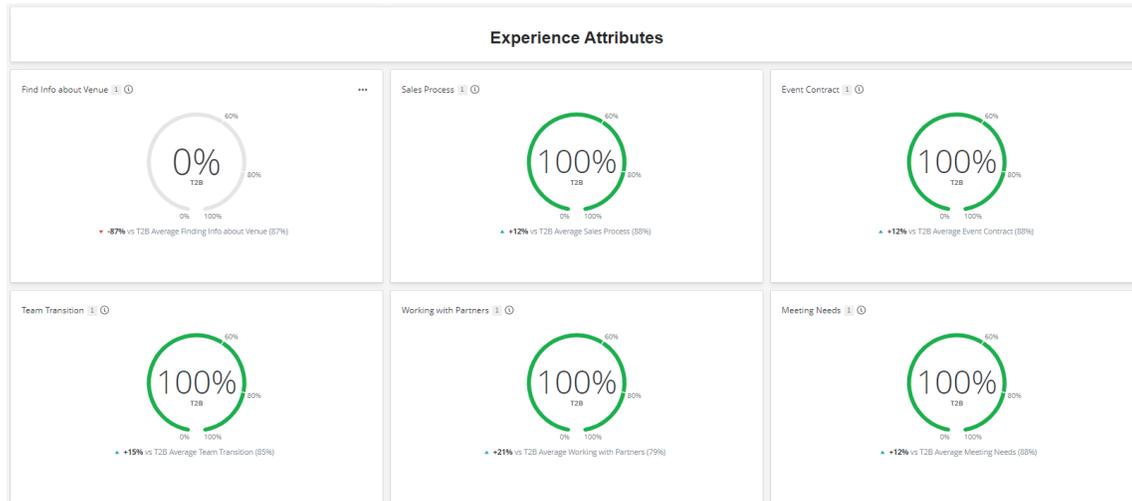
Sales & Events

Occupancy Report

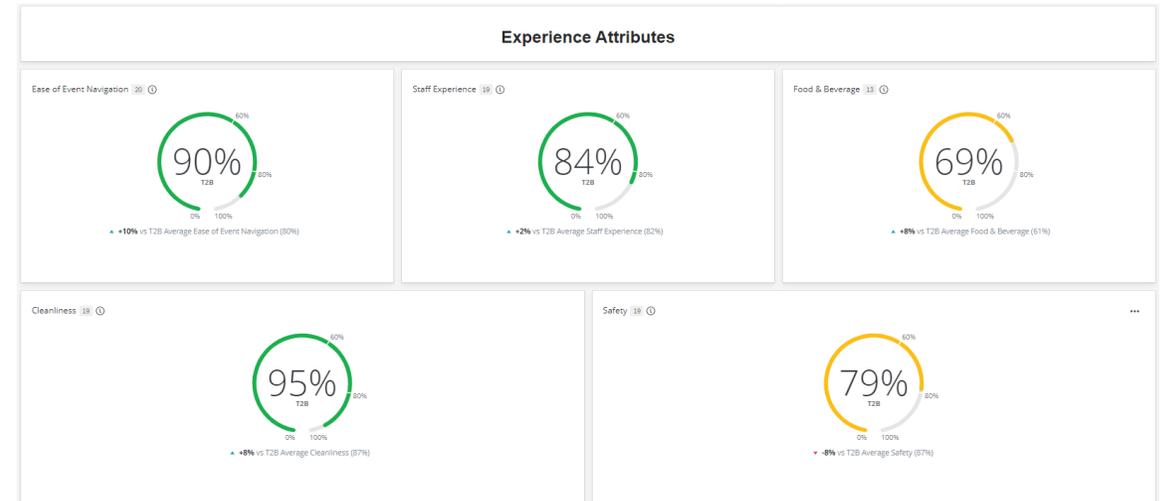
Report Date Range: 1/1/2024 - 3/31/2024

Branson Convention Center	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Compton Ferry	30.8%	38.5%	46.2%	30.8%	38.5%	15.4%	38.5%	34.1%
Cooper Creek 1	23.1%	30.8%	53.8%	38.5%	53.8%	38.5%	23.1%	37.4%
Cooper Creek 2	23.1%	38.5%	53.8%	38.5%	53.8%	38.5%	23.1%	38.5%
Cooper Creek 3	23.1%	38.5%	53.8%	38.5%	53.8%	46.2%	23.1%	39.6%
Exhibit Hall A	30.8%	53.8%	53.8%	53.8%	84.6%	84.6%	76.9%	62.6%
Exhibit Hall B	30.8%	61.5%	61.5%	46.2%	76.9%	76.9%	69.2%	60.4%
Fall Creek	23.1%	30.8%	53.8%	38.5%	61.5%	30.8%	15.4%	36.3%
Roark Creek	30.8%	46.2%	53.8%	30.8%	46.2%	15.4%	30.8%	36.3%
Short Creek 1	23.1%	38.5%	53.8%	38.5%	53.8%	38.5%	15.4%	37.4%
Short Creek 2	23.1%	38.5%	53.8%	38.5%	53.8%	38.5%	15.4%	37.4%
Short Creek 3	23.1%	38.5%	53.8%	38.5%	38.5%	46.2%	23.1%	40.7%
Short Creek 4	23.1%	38.5%	53.8%	38.5%	61.5%	46.2%	23.1%	40.7%
Taneycomo A	30.8%	46.2%	76.9%	61.5%	69.2%	69.2%	38.5%	56.0%
Taneycomo B	23.1%	38.5%	61.5%	46.2%	69.2%	76.9%	46.2%	51.6%
Total	25.8%	41.2%	56.0%	41.2%	59.9%	47.3%	33.0%	43.5%

43.5% Occupancy
54 Events Turned Definite



Client Survey Scores



Guest Survey Scores



Q1 2024 Highlights



Student Mobilization Conference (STUMO)
January 2-5, 2024



WSA American Allstar Nationals
February 17-18, 2024

BIDS GIVEN AT THIS EVENT



Missouri Association of Manufacturers Convention
February 20-21, 2024

American Quilters Society: Quilt Week
March 13-16, 2024

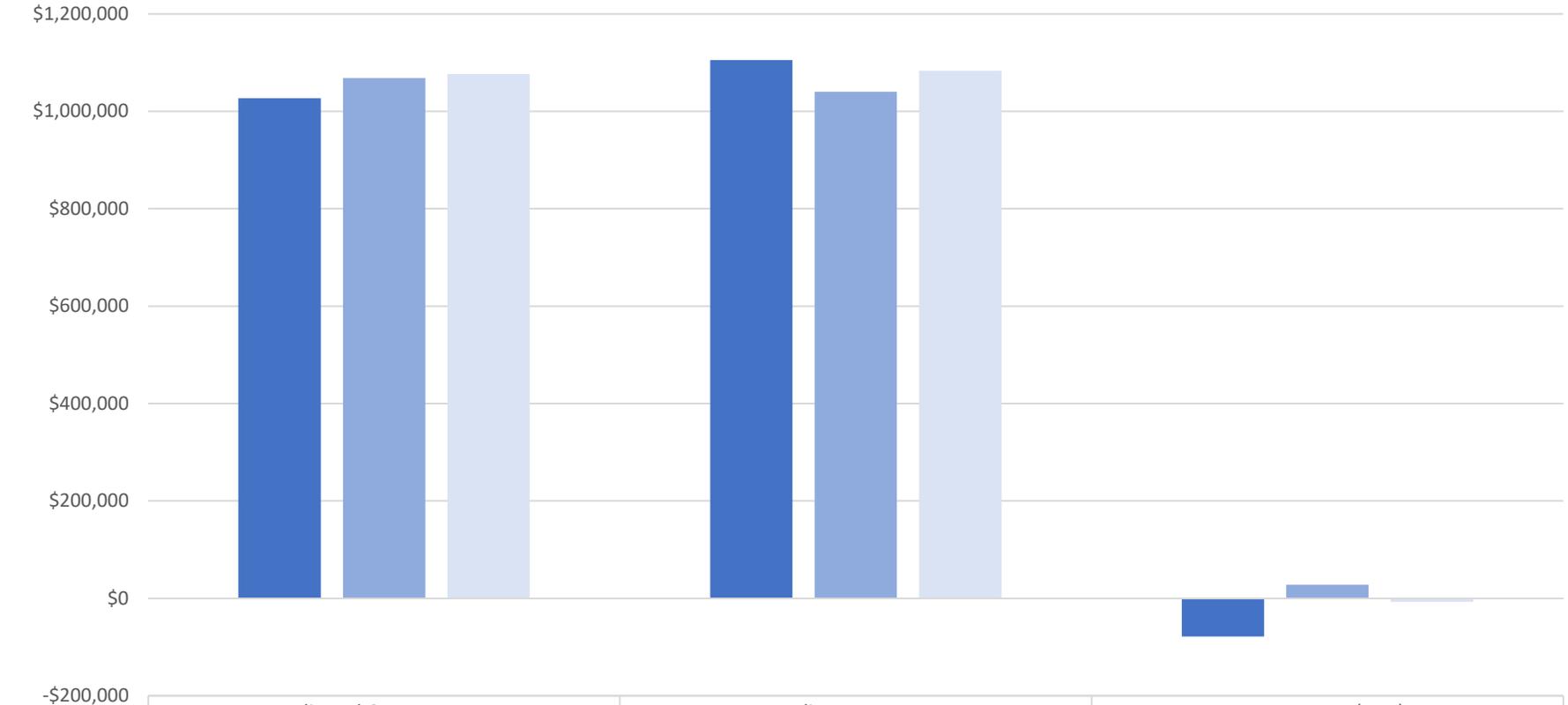


MoNASP State Tournament
March 20-23, 2024





2024 Q1 Financials



	Adjusted Gross Income	Indirect Expenses	Net Income (Loss)
2024 Budget	\$1,026,649	\$1,105,044	-\$78,395
2024 Actual	\$1,068,339	\$1,040,323	\$28,016
2023 Actual	\$1,076,020	\$1,083,283	-\$7,263

■ 2024 Budget ■ 2024 Actual ■ 2023 Actual

\$28,016 Operating Income through Q1
4% Increase in actual gross income over budget
\$35k better than STLY on net income performance
\$158k in marketing incentives



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PROVIDED BY BRANSON CONVENTION CENTER

The Branson Convention Center is holding three large events over the next month.

Branson Convention Center events may bring millions in economic impact

Search

ADVANCED SEARCH

EDITORS' PICK



Gradual Progression: Republic officials balance multiple large-scale projects as population rises

Republic city officials say it's an active time for municipal projects - particularly with the Parks and Recreation Department on the verge of ending one development this year with two more in various stages of progress.

MOST READ

- SRC hires Spencer Fane partner for new position
- DOJ investigating Rep. Cori Bush

NEWS



BUSINESS BOOMING
Angie Teel, general manager of the Branson Convention Center, says the facility is happening on 85% of the year, on average.

A Tale of Two Convention Centers

Officials say Branson's convention picture is bright, but Springfield's needs work

by Karen Craig - krcraig@sbj.net

For national organizations and industries looking to host a convention in a central location, a look at the map suggests southwest Missouri as an option. The city of Branson has been able to capitalize on its geographical advantage, with the Branson Convention Center bringing in 145 events and more than 226,000

people in 2023, according to General Manager Angie Teel. Teel, who crunched the numbers with the Branson Convention Center and Visitors Bureau Inc. officials, said the Branson Convention Center's estimated economic impact in 2023 was \$57.5 million. Teel attributed the success of the center to three factors: location, location and location.

"We're right in the heart of the Midwest, close to Oklahoma, Arkansas, southwest Missouri, Kansas, that definitely bodes well for us." Teel said an expansion of the facility is under discussion, though officials are not ready to release details. Springfield may have a few advantages for convention planners that Branson does

See **CENTERS** on page 20

Legislation would expand doctoral programs beyond University of Missouri

Senate bill proposes top degrees from other public universities

by Karen Craig - krcraig@sbj.net

A bill proposed by Missouri Sen. Lincoln Hough, R-Springfield, would allow more public universities to offer doctoral programs.

Senate Bill 749 proposes to repeal a state law that names the University of Missouri the exclusive grantor of research doctorates and certain professional degrees, including dentistry, law, medicine, optometry, pharmacy and veterinary medicine. The bill also would eliminate



Lincoln Hough: Legislation opens options for students who don't live close to MU campus.

a provision limiting chiropractic and osteopathic medicine and engineering degrees to Missouri alone. As a result, public institutions like Missouri State University would be able to expand its offerings of doctoral and professional degree programs. The measure would apply to all 13 of the state's public four-year universities. Programs would have to be approved by the state's Coordinating Board for Higher Education, Hough said. "It's a big state, and a lot of folks aren't close to a University of

Missouri campus," Hough said. "This would just open up those programs." As an example, passage of the bill would mean that a student in the Missouri Bootheel would have easier access to an advanced degree in engineering. "It's giving students in that area the option to utilize a program they may not have had access to," he said. Hough said the intention of his legislation is not to grab programs from Missouri, though he noted MU has offered the most concerted opposition to the measure. "There's still a process for the coordinating

See **BILL** on page 30

MARCH 4-10, 2024

SBJ CONTENTS



Open for Business
Craft cocktails are the center of attention at a new lounge in Republic.
page 4



No Ceiling
Christina Ford shares the story of starting a nonprofit to support survivors of domestic violence alongside her own healing journey in this women leadership podcast.
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Men of the Year
SBJ announces the 2024 class of honorees.
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Opinion Page
Digital Editor Geoff Pickle researches what it would take for Springfield to get a Trader Joe's.
page 29

FOCUS
Banking & Finance
Banking officials say the industry likely will remain conservative this year amid uncertain economic factors.
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SPRINGFIELD BUSINESS JOURNAL 3

**Featured in the February and March issues of the Springfield Business Journal
Picked up by the monthly press release initiated in 2024**



What's NEW at BCC?

Branson Convention Center
Published by Angie Teel · March 9 ·

We are excited to partner with [Maui Wowi](#) to bring Hawaiian Smoothies to the convention center!



Smoothie Vendor

Branson Convention Center
Published by Angie Teel · March 15 ·

Coffee Sampling Day!
What's your favorite place to grab coffee in Branson?



Coffee Sampling

Branson Convention Center
Published by Jordan Cannefax · April 3 ·

Branson, watch out! The red... actually, blue carpet is coming your way. Sorry for any inconvenience while we update our facility. #bransoncc #hardwork #sofreshhandsoclean



CARPET!

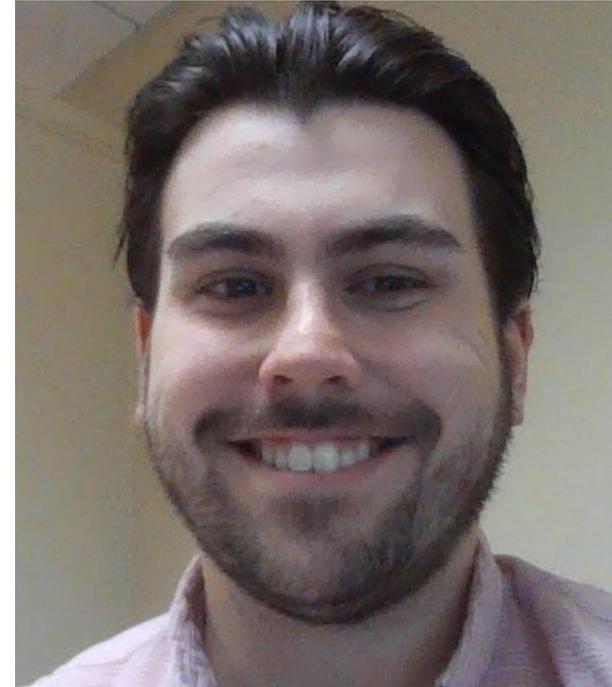
Walking Tacos!



Recruitment Booth



Celebrate the Team



WELCOME!

Ashley Peacock, CVP
Canaan Greer

Director of Event Services
Sales Manager

Celebrate the Team



Tour of Thunder Ridge



Chamber Annual Luncheon

Branson Convention Center
Published by Jordan Cannefax · March 17 · 🌐

Some people call it green, but I like to call it luck! Happy St. Patrick's day from just a few leprechauns at the Branson Convention Center! 🍀 #StPatricksDay #LuckoftheIrish #bransoncc



St. Patty's Day Celebration

Upcoming Events – May 2024

Name	Start	End	Type	Estimated Attendance
Fuse Interactive	5/13/2024	5/15/2024	Other	
MO Truck Driving Championships	5/14/2024	6/9/2024	Meetings & Seminars	600
Teach Them Diligently Mission	5/15/2024	5/18/2024	Conventions/Congresses	800
AECI Annual Meeting	5/19/2024	5/22/2024	Corporate Meeting or Convention	600
MRHA Coding & Billing Bootcamp	5/22/2024	5/23/2024	Meetings & Seminars	120
ACO Branson Major & Pro Series Event	5/23/2024	5/26/2024	Sports & Tournaments	500
Slammedenuff Car Show	5/25/2024	5/25/2024	Consumer Shows	500
OPCE Seminar	5/29/2024	6/3/2024	Meetings & Seminars	220
SMPEC Annual Meeting of the Membership	5/29/2024	5/30/2024	Corporate Meeting or Convention	160
MAOPS Annual Convention	5/30/2024	6/2/2024	Conventions/Congresses	150
RAJA Annual Meeting	5/30/2024	6/1/2024	Meetings & Seminars	150
MBA Annual Convention	6/2/2024	6/6/2024	Conventions/Congresses	300
MO Institute of Cooperatives Annual Meeting	6/6/2024	6/7/2024	Meetings & Seminars	80
United Country Real Estate	6/6/2024	6/6/2024	Meetings & Seminars	80
Fed Ex Meal Room	6/7/2024	6/8/2024	Food & Beverage Events	110
XPO Meal Room	6/8/2024	6/8/2024	Food & Beverage Events	35
Stage One National Dance Finals	6/10/2024	6/15/2024	Sports & Tournaments	1000

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!