

BransonTM

MISSOURI

★

CONVENTION CENTER





Branson Convention Center 2024 Statistics

218,527

Visitors through the door

Event Days

508

171

Total Events

2.9

Avg days per event

Economic Impact
\$70,238,198

Thank you to our partners



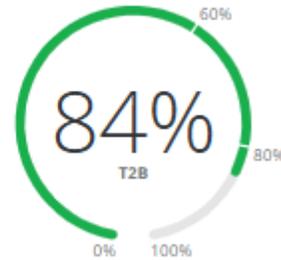
Hiltons of Branson



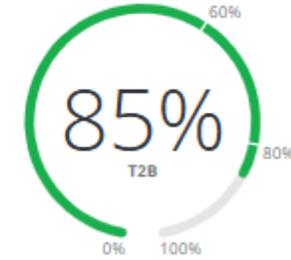
Sales Efforts

CC "In the Moment" 1,121 ⓘ

CC Event Organizer 46 ⓘ



▲ +5% vs Average Overall Experience (79%)



▼ -2% vs Average Overall Experience (87%)

Continue to have **100%** of our Event Organizers and Guests be **PROMOTERS** of our venue

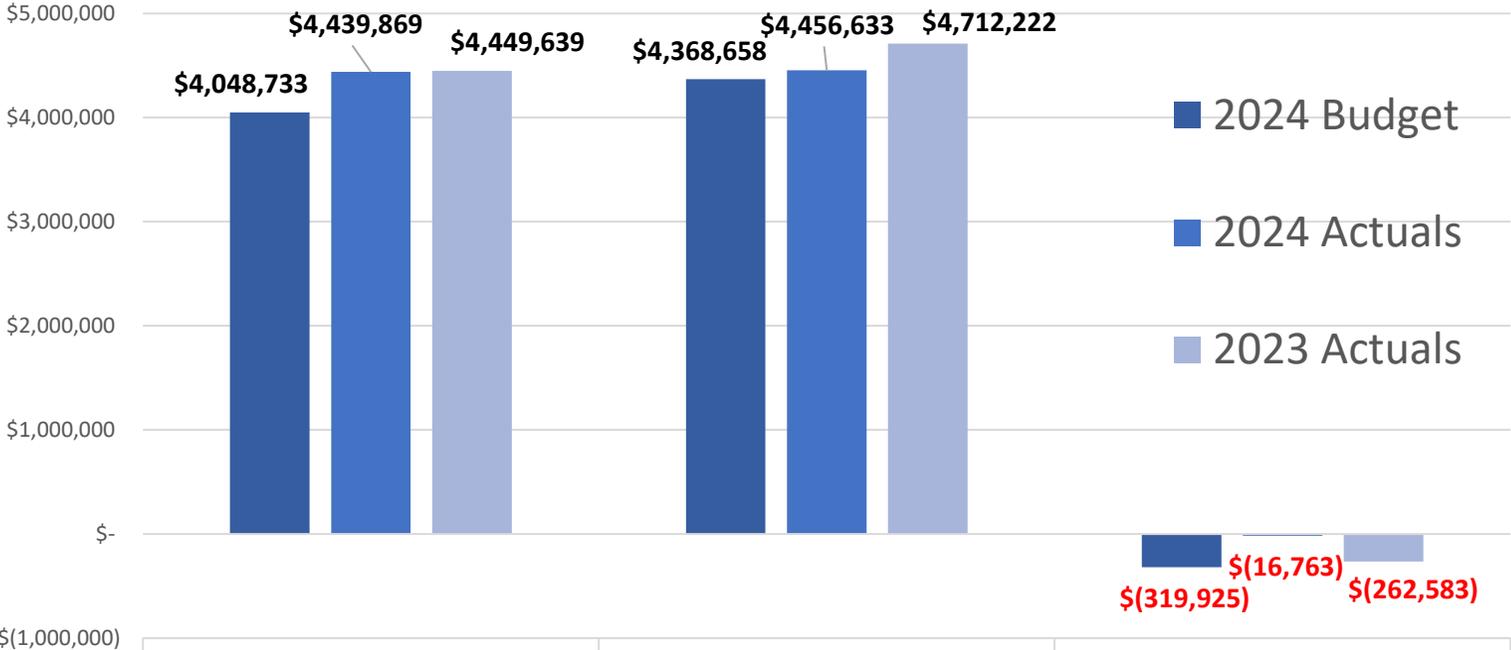
Booked **160** Events for future years for an estimated revenue of **\$4.2M**

BCC Sales team attended **(5)** Conferences:

CMCA (Christian Meeting & Convention Association), SportsETA, Connect MARKET PLACE, TEAMS, IAEE Expo Expo

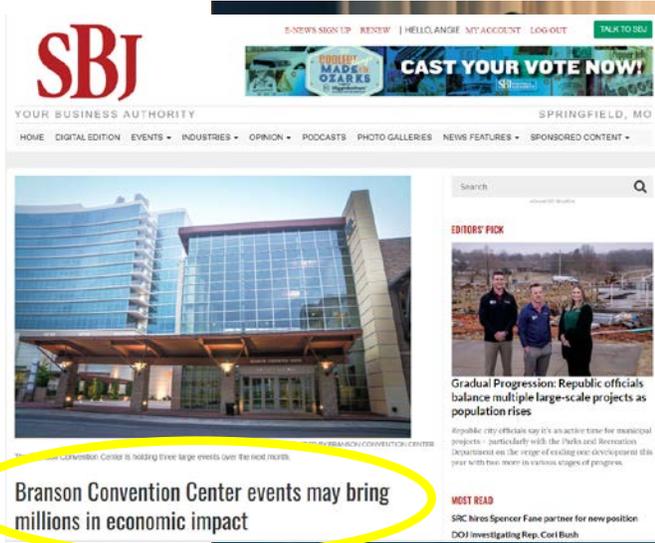


2024 Year End Financials



	Adjusted Gross Income	Operating Expenses	Net Income (Loss)
■ 2024 Budget	\$4,048,733	\$4,368,658	\$(319,925)
■ 2024 Actuals	\$4,439,869	\$4,456,633	\$(16,763)
■ 2023 Actuals	\$4,449,639	\$4,712,222	\$(262,583)

9.6% increase in Adjusted Gross Income over budget
 \$255k reduction in Operating Expenses over 2023
 Revenue Increase is due to ancillary income



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Branson Convention Center

Market Demand & Financial Feasibility Analysis

October 2024



Branson Convention Center
 Published by Angie Teel
 November 19, 2024

Our first meeting to partner with **Branson Public Schools** to mentor a **Missouri Prostart** team!

ProStart® is a national career-building two-year program for high school students who are interested in culinary arts and food service management.

We are excited to start this journey with students in our community... See more

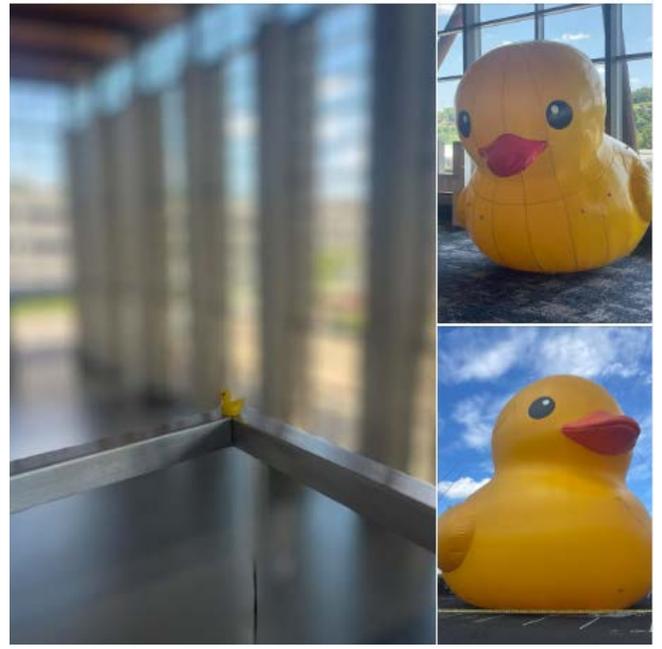


BCC in the News

- Featured in SBJ 2x
- Completed the Expansion Feasibility Study
- World's Largest Rubber Ducky
- Pro Start Mentors

Branson Convention Center
 Published by Jordan Cannafax
 June 22, 2024

We're having a quacktastic time here today with Jeep Branson! #jeep #bransoncc #jeep #branson #JeepBranson



Branson Convention Center
 Published by Angie Teel
 December 28, 2024
 Our very own Chef Shannon and Chef David are assisting the team at the Alamodome for the Valero Alamo Bowl!
 We are proud to have such a strong culinary team with diverse talents that are recognized across the country.
 ASM Global



Branson Convention Center
 Published by Jordan Canefax
 June 14, 2024
 Happy Law Enforcement Week in Branson, Missouri! It was a real treat to have our intern Kelsey help prepare some delicious cookies and brownies for the Branson Police Department! #bransoncc #asmglobal #asmglobalacts



BCC Educational Opportunities

- 1st All Staff Training
- Sending Chef's to San Antonio
- IAVM National Convention
- Venue Management School
- 3 Summer Interns
 - 2 Full Venue
 - 1 Culinary





BCC Capital

- New Carpet
- New Paint
- Kitchen equipment
- Crowd Control
- F&B décor
- Concourse Furniture
- The Cove





BCC New Concepts

- 3rd Party Concession Vendors
- Concession Concepts
- Coffee Partner
- Vending Machines



Celebrating Team BCC

- North Beach Clean Up
- Recruitment Vibes
- Green with Envy
- Always looking Up





Branson Convention Center
 Published by Jordan Cannefax
 December 20, 2024

The Branson Convention Center is proud to announce that our talented Pastry Chef, Blanca, has been recognized with the prestigious 2024 Service Excellence Award by ASM Global. This honor highlights her outstanding contributions to our culinary program, her unwavering commitment to quality, and her dedication to exceeding guest expectations.

Congratulations to our Pastry Chef on this well-deserved recognition! #asmglobal #bransoncc



Celebrating Team BCC

- Fire in the Hole!
- Def Leopard Step Challenge
- Costume Party
- Awards & Recognition



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CONVENTION CENTER



NEW LOGO

- Aligns us with our CVB/Chamber Partners
- Utilize a recognized brand in the industry
- PLUS...it looks cool!



2025 Outlook and Goals

Favorable 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 Survey
- 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
- Create Venue Operating Manual
- Invest in equipment to elevate service levels

Improve Employee Satisfaction

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