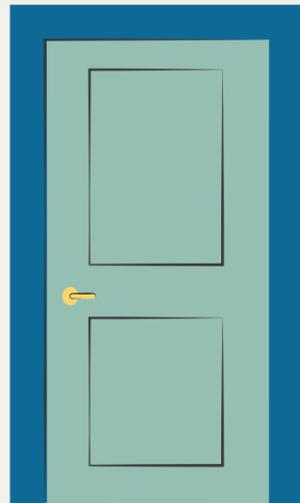


1st Quarter Report



Executive Summary

Visitors Through the Door



75,366

A strong indicator of foot traffic and community engagement throughout the year.

Total Event Days



132

Reflects consistent utilization of the facility in the 1st Quarter.

Total Events



39 (Avg. 3.38 Days per Event)

A diverse mix of conferences, expos, sports, and community events, most spanning multiple days to maximize space usage and engagement.

Key Performance Metrics



\$22,502,423.02



Economic Impact

Demonstrates our significant contribution to the local Branson economy.

52.5%

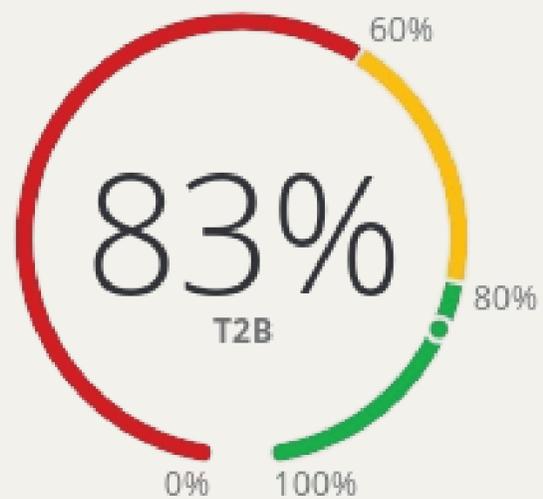


Average Occupancy

Above industry standard for similar-sized venues.



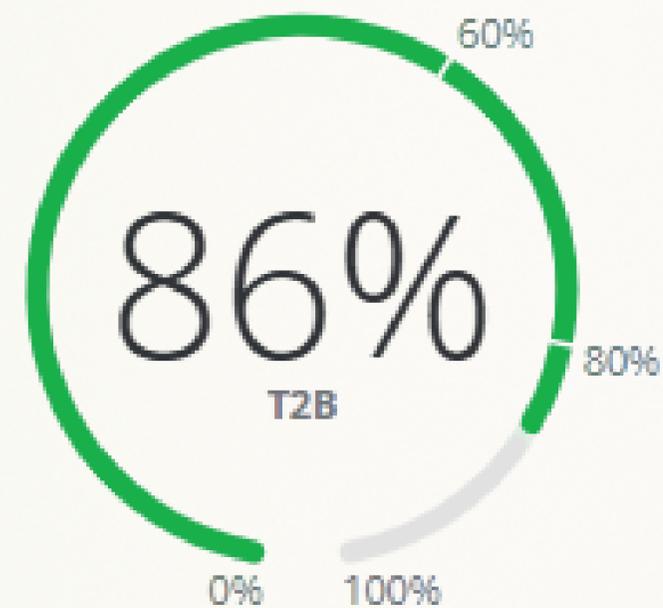
Feedback & Client Surveys



▼ -6% vs T2B Average Overall Experience (89%)

Event Organizer Feedback

Surveyed post-event for overall experience



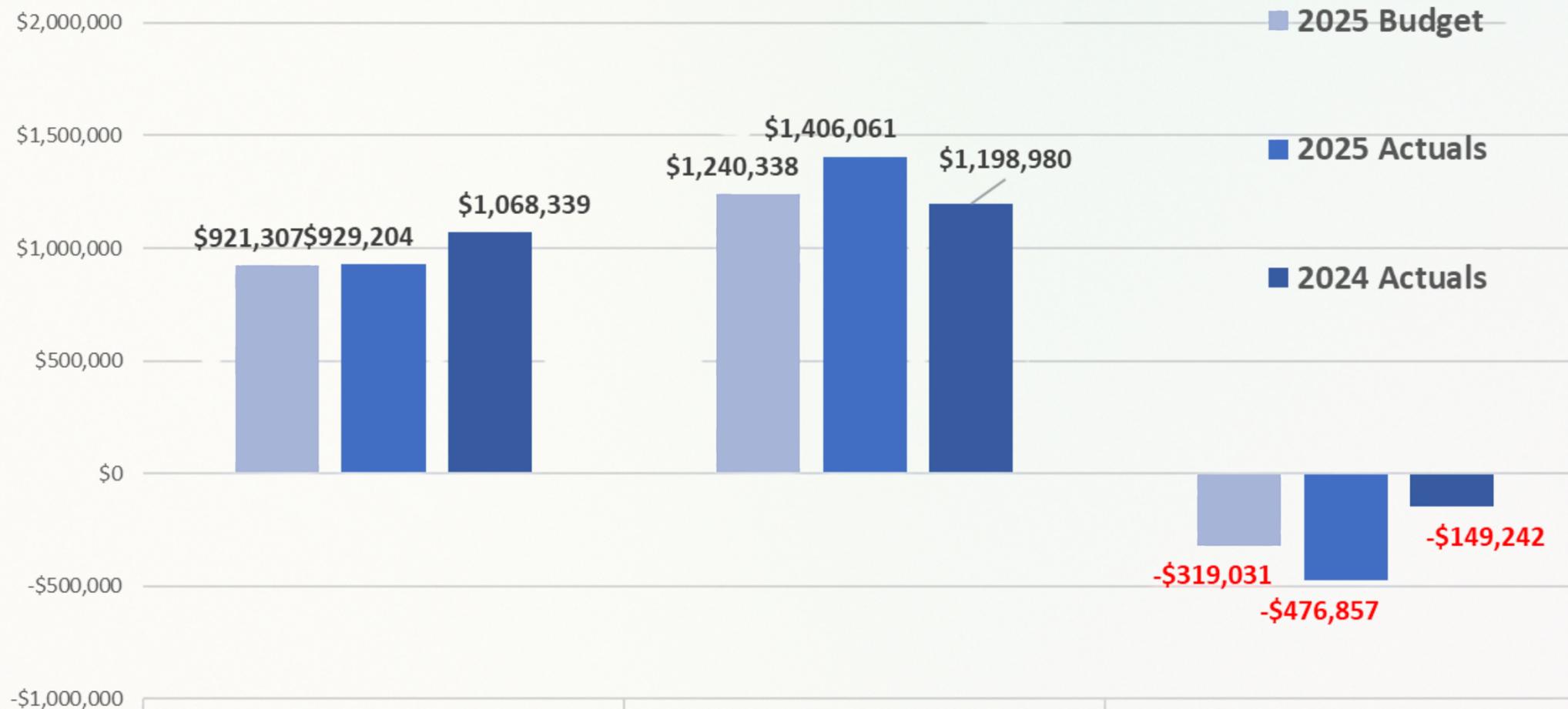
▲ +7% vs T2B Average Overall Experience (79%)

Attendee Feedback (In-the-Moment)

Captured during event

Financial Performance

2025 Q1 Financials



	Adjusted Gross Income	Operating Expenses	Net Operating Income (Loss)
■ 2025 Budget	\$921,307	\$1,240,338	-\$319,031
■ 2025 Actuals	\$929,204	\$1,406,061	-\$476,857
■ 2024 Actuals	\$1,068,339	\$1,198,980	-\$149,242

*Actuals include \$127k of marketing incentive expenses which would put us inline with budget

BCC in the News & Updates

Operational & Facility Enhancements

- Launched Online Exhibitor Store
- Purchased Pipe & Drape for event & tradeshow decorating
- Installed New Rationale Oven
- Demo of Falcon for pigeon mitigation

Events & Community Engagement

- Introduced Chuck Wagon Concept
- Project Pathways Amazing Race Team – 3rd Place
- Angie Teel & Devin Jones presented to MSU Venue Management Class
- Stakeholder Reception hosted during MoNASP Tournament
- Jordan Cannefax co-hosted KY3 The Place (3/11)
- Angie Teel assisted Branson High School FCCLA Team
- Hosted Crowd Manager Training – open to the public

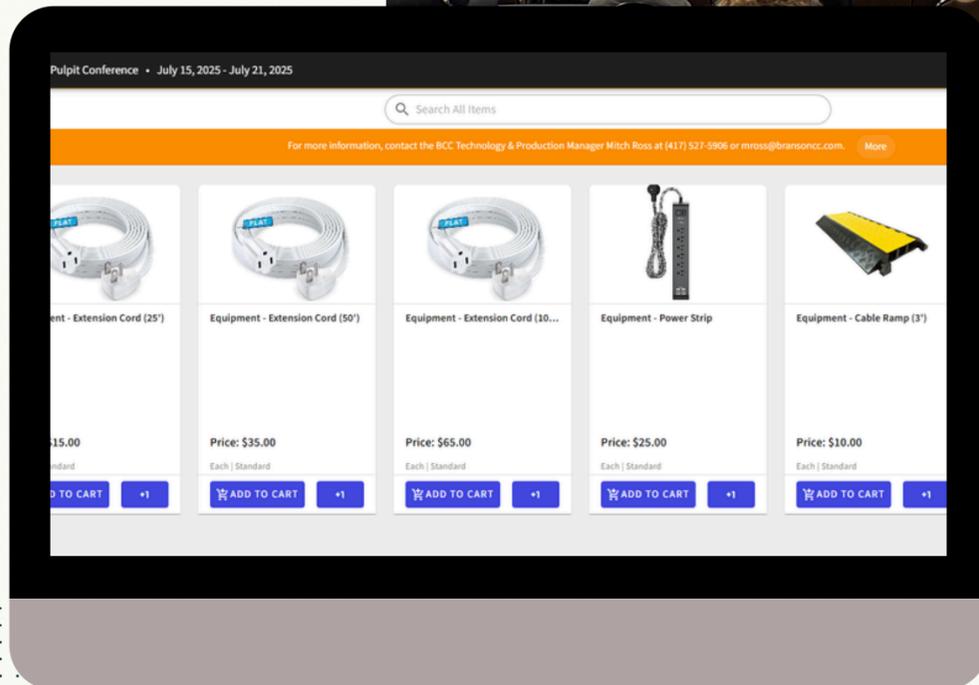
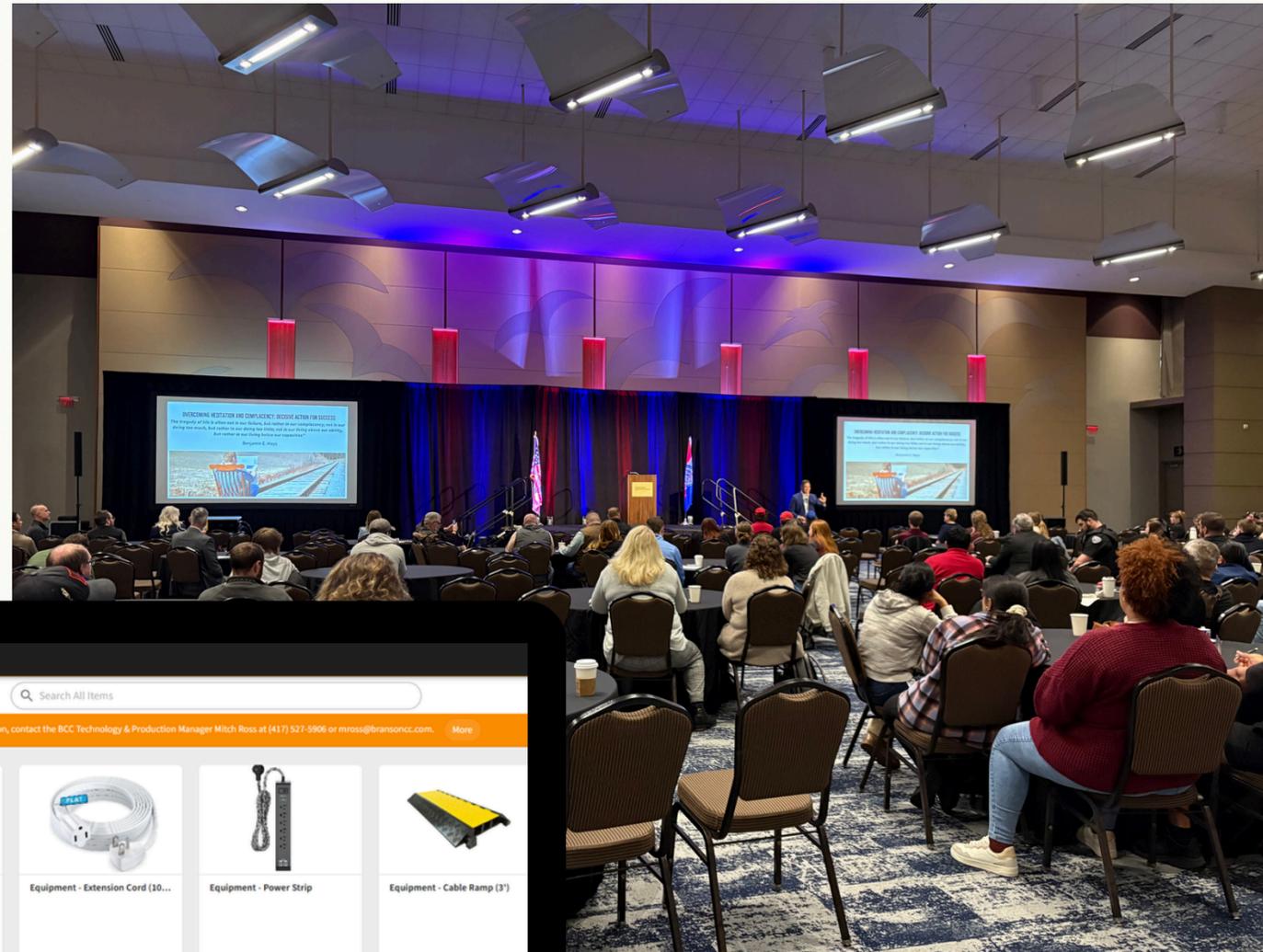
Media Recognition

- Featured in 417 Magazine – “Women Leaders”

417



BCC in Action



Weekly Occupancy Snapshot

72%
peak
midweek
occupancy

Wednesdays showed the highest usage across all rooms, demonstrating strong weekday demand.

22%
lowest
occupancy on
Mondays

Mondays had the lightest traffic, indicating potential to drive more early-week bookings.

Day	% Occupancy
Monday	22.0%
Tuesday	49.4%
Wednesday	72.0%
Thursday	56.0%
Friday	65.9%
Saturday	65.4%
Sunday	36.8%

Consistent weekend traffic & strong midweek demand

Occupancy is strongest from Wednesday through Saturday, with room to grow on Mondays and Sundays.

Room-by-Room Occupancy

Q1 2025 Highlights

Top Performing Spaces

Room	Avg. Occupancy
Exhibit Hall B	62.2%
Exhibit Hall A	60.0%
Taneycomo B	56.7%
Taneycomo A	55.6%

These rooms maintained consistently high occupancy throughout the quarter, particularly mid-to-late week.

Final Thoughts



We are grateful to our team, partners, and clients

Thank you to our staff, city leadership, and event organizers for helping us serve over 75,000 visitors and create a lasting impact in our community.



We look forward to what's ahead

From growing our occupancy to strengthening partnerships and expanding our event offerings, we're committed to continuing Branson's legacy of hospitality and excellence.

Celebrating Progress. Planning for More.

