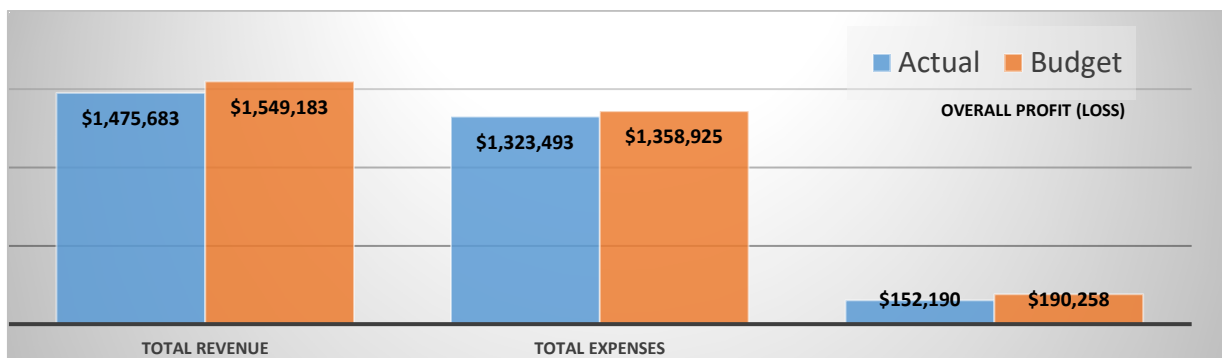


Second Quarter 2019 Results



2nd Quarter Total Revenue

- Actual Revenue: \$1,475,683 / Budget = \$1,549,183 / Variance = \$73,500 **below** budget.
- 2nd Quarter 2019 (43) groups generating \$1,475,683 in total revenue vs. 2nd Quarter 2018 (47) groups generating \$1,248,040 in total revenue. Variance of \$227,643 **above** in 2nd Quarter 2019 versus 2nd Quarter 2018.

2nd Quarter Total Expenses

- Actual Expenses: \$1,323,493 / Budget = \$1,358,925. Variance = \$35,432 **above** budget.
- Expenses were fairly consistent with budget. Utility costs were the largest variation, being down \$38,000 from budget. Due to continued conservation and a mild Spring.

2nd Quarter Overall Profit and (Loss)

- 2nd Quarter 2019 – Profit of \$152,190 is **less than** budgeted profit of \$190,258 by \$38,068.

2nd Quarter Profit and (Loss) from Operations (Before Marketing Expenses and Capital Items Expensed)

- 2nd Quarter 2019 – Profit of \$175,103 is **less than** budgeted profit of \$224,770 by \$49,667.

2nd Quarter Overall Economic Impact

- 2nd Quarter 2019 estimated attendance: 24,534 / 2nd Quarter 2018 estimated attendance: 29,428
- 2nd Quarter 2019 Event Days: 105 / 2nd Quarter 2018 Event Days: 118
- Hilton Group Room Nights: Information Requested from Hilton on Wednesday 8/14. No response back.
- Market Segments Breakdown: (Contracted Total Revenue including Room Rental, F&B, A/V, Equipment Rental Etc.)
 - (18) Meetings: (2735) people. Per Cap Rate: \$77.32
 - (14) Conventions: (7544) people Per Cap Rate: \$81.25
 - (4) Sports/Performing Arts: (8700) people Per Cap Rate: \$14.50
 - (5) Banquet: (1690) people. Per Cap Rate: \$32.87
 - (0) Tradeshow (0) people. Per Cap Rate: \$0.00
 - (2) Consumer/Public Show (3500) people. Per Cap Rate \$20.49
 - (0) Assembly (0) people. Per Cap Rate \$24.35

Year-To-Date:

- Year to Date Overall Loss of (\$38,939)/Budgeted loss is (\$79,189)/Variance = \$40,250 better than budget.
- YTD Profit from Operations (Before marketing expense & Capital Items Expensed) actual **profit of \$29,720**/Budgeted loss is (\$10,165) Variance = \$39,885 better than budget.

Three Year/Sales Pace Comparisons: 2nd Quarter 2018-2019-2020

- 2nd Quarter 2018 (47) Groups.
- 2nd Quarter 2019 (43) Groups.
- 2nd Quarter 2020 (33) Groups. (1) Tentative Groups with Contracts. (3) Groups in Prospect Status.

2019 2nd Quarter Highlights:

- Associated Electric Cooperative returned (BCC's Largest Client) for another great year!
- Phil Waldrep Ministries brought over 4,500 attendees to town for their April Event! They have added a second Event to be held in October.
- Nationally Televised LFA/MMA Fights returned to Branson. Coming back to Branson in December! LFA Can be seen in over 53 million homes nationally! This event has will be held twice in 2019 bringing over 2,000 people to Branson in "SLOW" Months May & December!
- Branson Market Days held one of its two events this may. Brining over 2,500 people to town! One more to go in November!
- Prayer Breakfast was held in April. Another repeat client that had an amazing 2019 event!
- Stage One Dance Competition was held in June! Huge numbers once again with over 4,000 Competitors and Family Members! These events are so crucial to the BCC and City of Branson. Shopping, Restaurants and Major hotel activity throughout the City of Branson!