



## Branson Convention Center

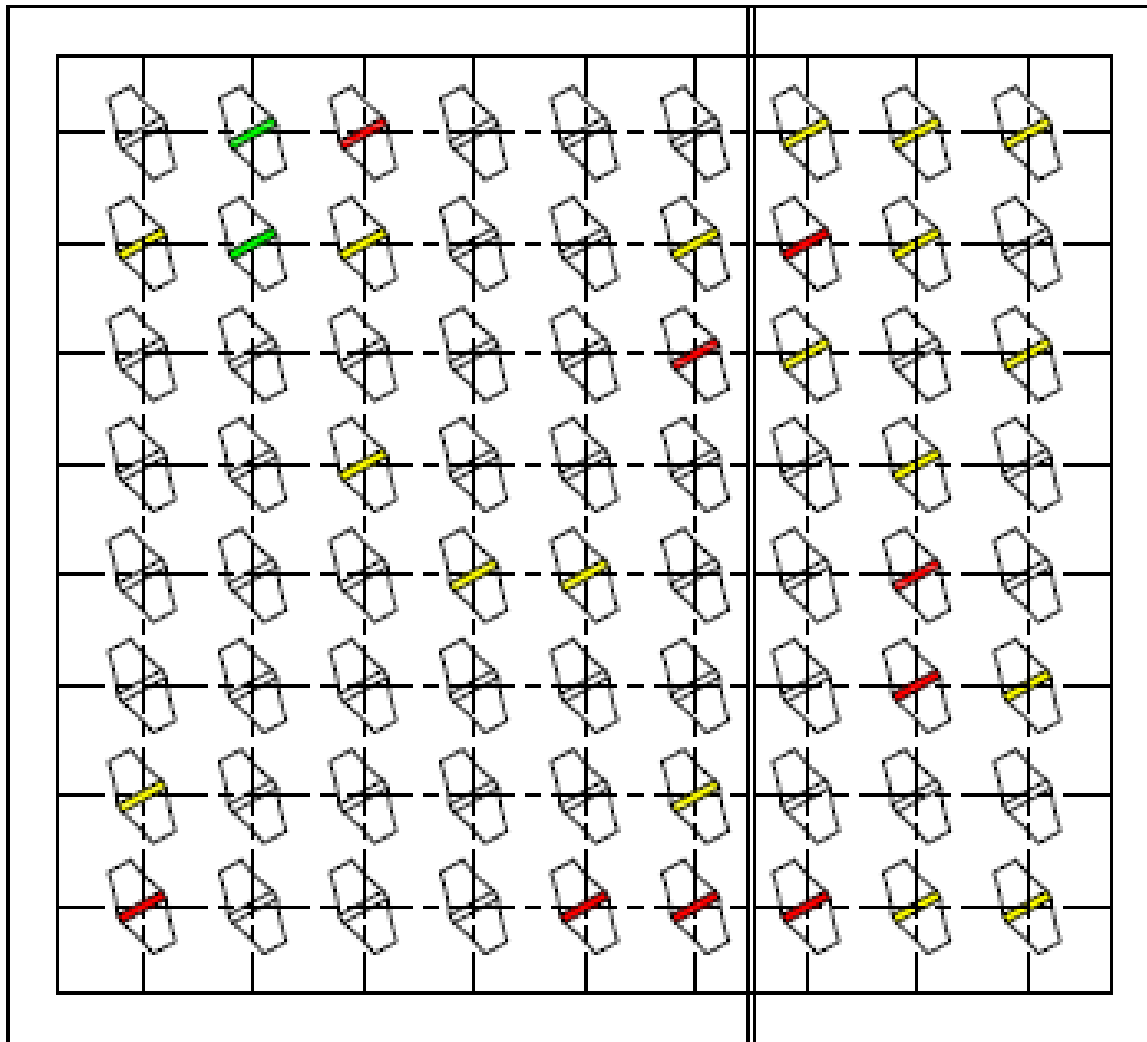
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Quarterly Update  
July 24, 2012

Bill Derbins  
Bill Tirone

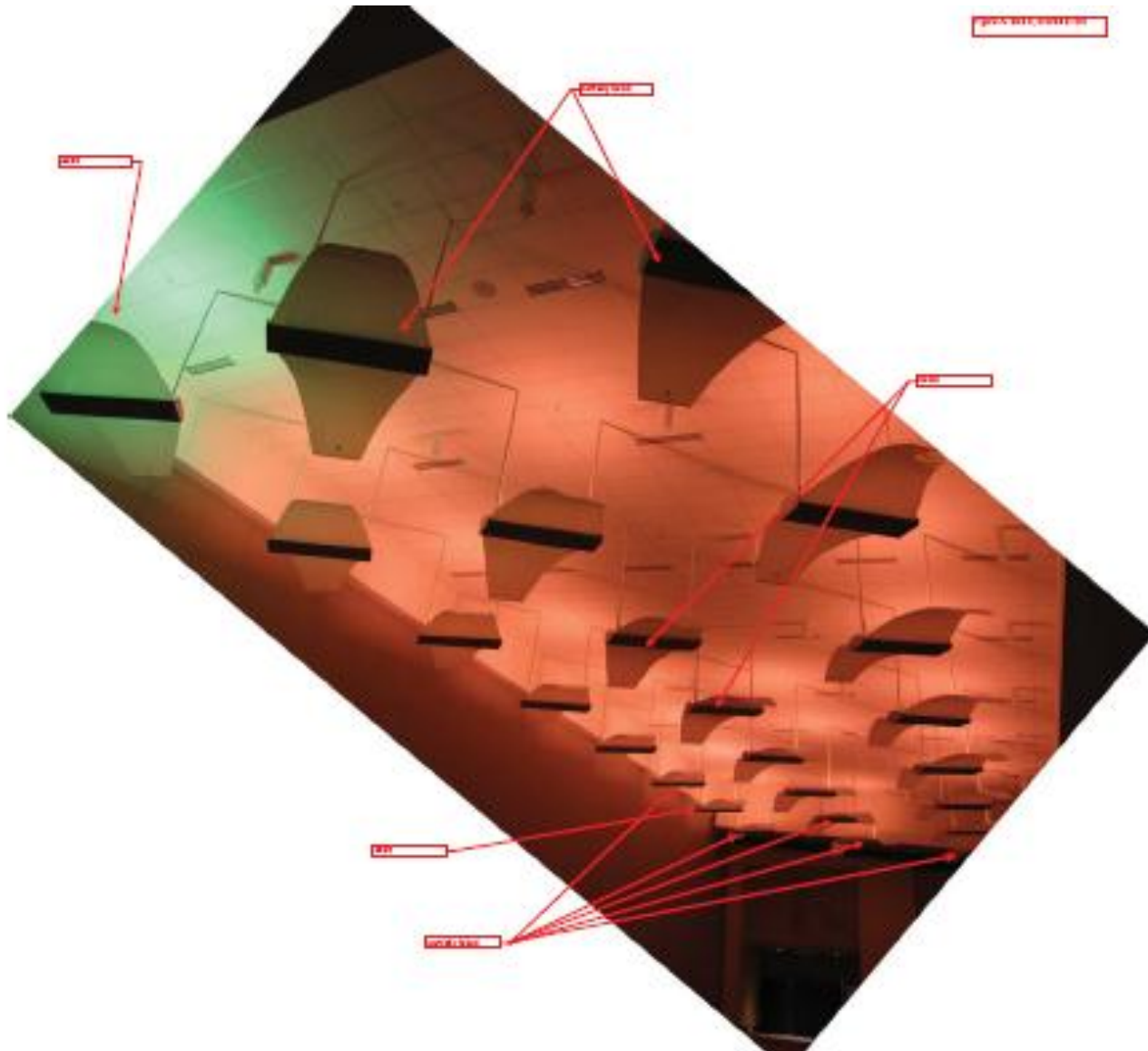


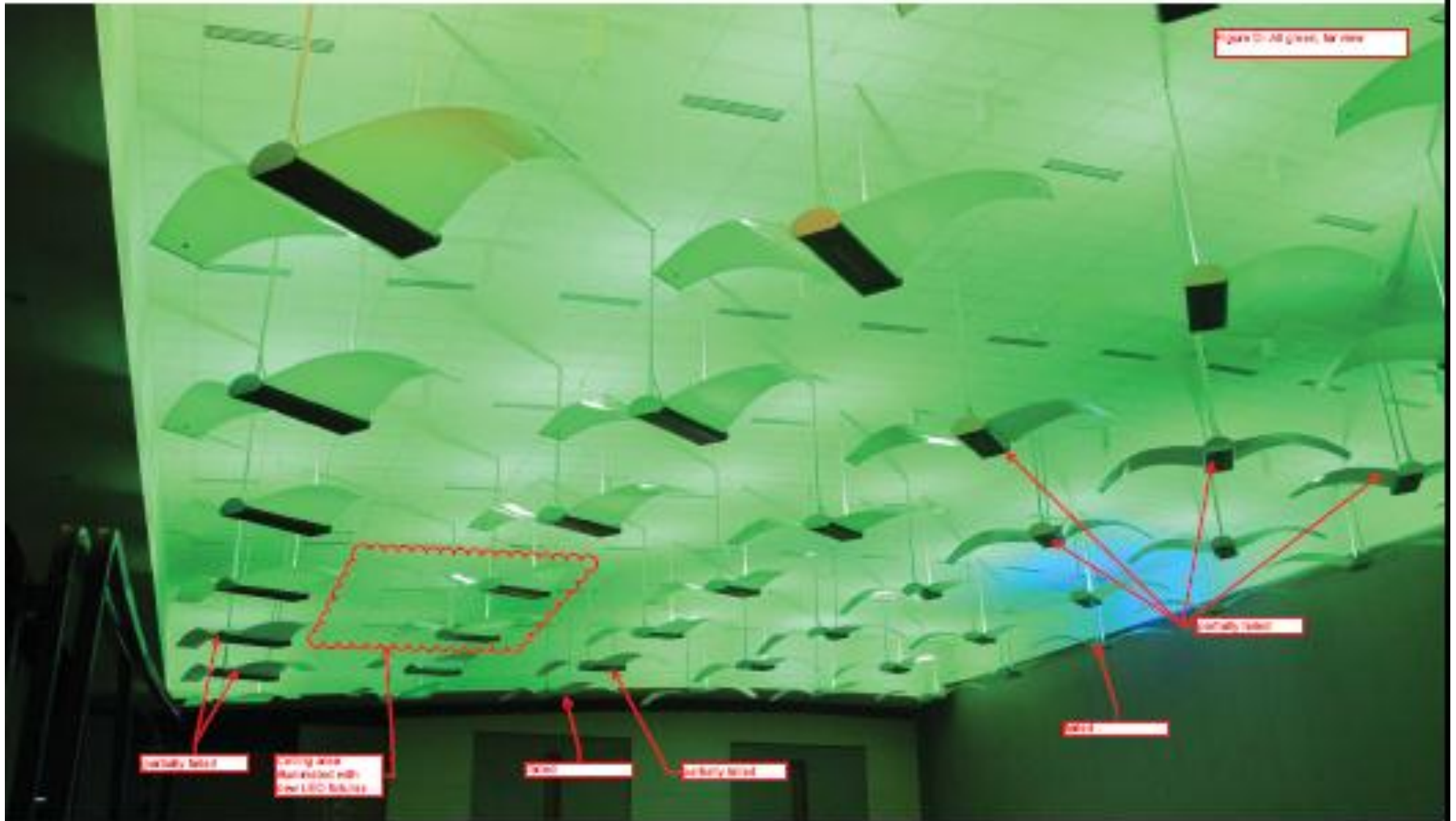
- Carpet Installation
- Bird Light Repair
- Roof Repair
- Hotel Update
- Bridge Roof
- Capital Funds
- Director of Sales and Marketing
- Insurance Update



-  NO ISSUES NOTED 7-19-2012
-  DEFECTIVE UNIT REPLACED WITH MOCUP
-  MAJOR FAILURE NOTED 7-18-2012 NO LIGHTS OR COMMUNICATION INTERNAL ERRORS
-  PARTIAL FAILURE NOTED 7-19-2012 SOME LIGHT OR INTERNAL FAILURE







## Second Quarter Budget verses Actual

	Actual	Budget	2011
Total Food and Beverage	\$ 714,368	\$1,552,854	\$1,409,178
Total Revenue	\$ 837,185	\$1,768,160	\$1,599,307
Income Before Fixed Charges	(\$ 198,043)	\$ 194,072	\$216,395
EBITDA	(\$ 225,515)	\$ 173,376	\$195,364
Profit and (Loss) before Taxes	(\$ 276,341)	\$122,769	\$148,712

# Year to Date Actual verses Budget

	Actual	Budget	2011
Total Food and Beverage	\$ 940,131	\$2,261,415	\$2,045,621
Total Revenue	\$1,188,790	\$2,623,588	\$2,375,080
Income Before Fixed Charges	(\$ 740,226)	(\$ 184,810)	(\$138,019)
EBITDA	(\$ 887,376)	(\$ 225,945)	(\$175,136)
Profit and (Loss) before Taxes	(\$ 986,722)	(\$ 327,159)	(\$266,672)

# Year end Projections Jan - June/Actual July - December Forecast

	2012 Forecast	2012 Budget	2011 Actual
Total Food and Beverage	\$2,204,788	\$4,451,609	\$4,229,606
Total Revenue	\$2,904,001	\$5,299,554	\$4,988,727
Income Before Fixed Charges	(\$1,610,663)	(\$ 472,881)	(\$ 325,222)
EBITDA	(\$1,800,713)	(\$ 556,916)	(\$403,071)
Profit and (Loss) before Taxes	(\$2,002,760)	(\$ 761,537)	(\$ 658,881)



# Event Days

	April	May	June	Total
2012 Event Days	6	11	28	45
2012 Revenue per Event Day	\$11,138	\$12,219	\$18,326	\$15,875
2011 Event Days	21	22	25	68
2011 Revenue per Event Day	\$17,847	\$15,906	\$27,379	\$20,723

# Groups Hosted during the second quarter



*Young Agents Conference*



**E**dward **J**ones

**MAKING SENSE OF INVESTING**



# Groups Lost during the second quarter

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- 1) HealthMEDX
- 2) Three Edward Jones Programs
- 3) Phil Waldrep Ministries
- 4) American Family Insurance Company
- 5) Volt Industrial Plastics
- 6) Independent Insurance Agents of Arkansas
- 7) State Farm

# Sales Trips and Activities

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- Sales trips - 9
- Site Visits – 52
- FAMS - 0
- Total Leads for Future Business – 138
- Contracts Issued - 80 Value - \$3,268,103

# Advertising and Public Relations

Full or Half Page ads appeared in the following publications:

MPI One+

Successful Meetings

Meetings MidAmerica

Collaborate

Rejuvenate

Association Meetings

417 Bride

Religious Conference Manager

Connect

Articles during Q2 – 23

Print – 18

Online – 5

Advertising Value \$770,562

Awards and Recognition

2012 Association Meetings Inner Circle Award

