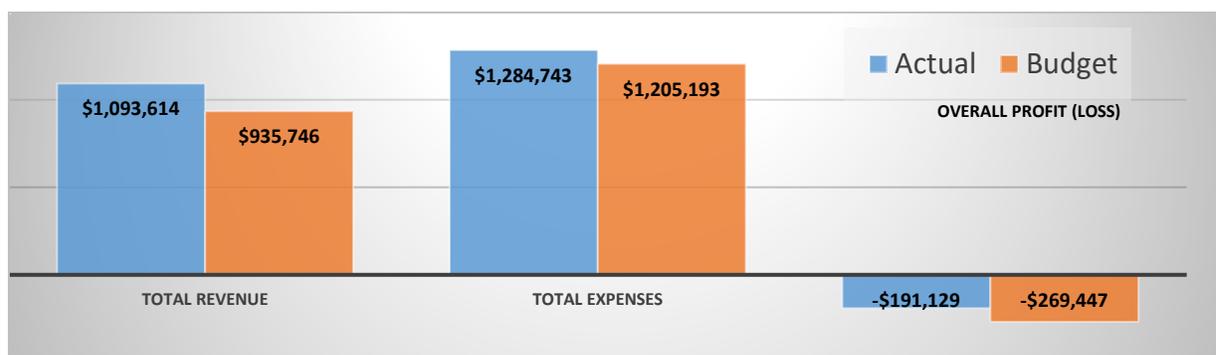


First Quarter 2019 Results



1st Quarter Total Revenue

- Actual Revenue: \$1,093,614 / Budget = \$935,746 / Variance = \$157,868 **above** budget.
- 1st Quarter 2019 (36) groups generating \$1,093,614 in total revenue vs. 1st Quarter 2018 (31) groups generating \$896,531 in total revenue. Variance of \$197,083 **above** in 1st Quarter 2019 versus 1st Quarter 2018.

1st Quarter Total Expenses

- Actual Expenses: \$1,284,743 / Budget = \$1,205,193. Variance = \$79,550 **above** budget.
- Expenses were fairly consistent with budget. Food costs were higher because of higher than budgeted F&B revenues.

1st Quarter Overall Profit and (Loss)

- 1st Quarter 2019 – Loss of (\$191,129) is **better than** budgeted loss of (\$269,447) by \$78,318.

1st Quarter Profit and (Loss) from Operations (Before Marketing Expenses and Capital Items Expensed)

- 1st Quarter 2019 – Loss of (\$145,833) is **better than** budgeted loss of (\$234,935) by \$89,102.

1st Quarter Overall Economic Impact

- 1st Quarter 2019 estimated attendance: 34,191 / 1st Quarter 2018 estimated attendance: 31,699
- 1st Quarter 2019 Event Days: 73 / 1st Quarter 2018 Event Days: 66
- Hilton Group Room Nights: 9,829
- Market Segments Breakdown: (Contracted Total Revenue including Room Rental, F&B, A/V, Equipment Rental Etc.)
 - (14) Meetings: (2825) people. Per Cap Rate: \$50.01
 - (10) Conventions: (5590) people Per Cap Rate: \$84.39 (Slightly Lower due to Conklin Food Cost)
 - (5) Sports/Performing Arts: (23,500) people Per Cap Rate: \$19.89 (MO NASP)
 - (5) Banquet: (1476) people. Per Cap Rate: \$39.15
 - (0) Tradeshow (0) people. Per Cap Rate: \$0.00
 - (1) Consumer/Public Show (300) people. Per Cap Rate \$0.00 (Branson Bridal Show)
 - (1) Assembly (500) people. Per Cap Rate \$24.35

Year-To-Date:

- See Above (First Quarter)

Three Year/Sales Pace Comparisons: 1st Quarter 2018-2019-2020

- 1st Quarter 2018 (31) Groups.
- 1st Quarter 2019 (36) Groups.
- 1st Quarter 2020 (15) Groups. (11) Tentative Groups with Contracts and (4) Strong Prospects. TOTAL: (30)

2019 1st Quarter Highlights:

- 5th Year of the Branson Futsal Shootout Tournament. (110) Teams/5,000 in attendance. New event coming in July!
- Conklin Companies hold 50th Anniversary dinner event with 1700 in attendance.
- The return of the Branson Chamber of Commerce annual Gala Dinner Event.
- New last minute booking of CNH Reman based out of Springfield. Over \$100K in Food & Beverage Revenues!
- MO Rural Water Annual Conference.
- MO NASP returned bringing close to 15,000 people to Branson for this March Event!
- MO Parks and Recreation returned to Branson.
- Worldwide Spirit & American Cheer Power held events and brought over 4000 people to town!