

## Third Quarter 2019 Results



### 3rd Quarter Total Revenue

- Actual Revenue: \$1,277,951 / Budget = \$1,229,767 / Variance = \$48,184 **above** budget.
- 3rd Quarter 2019 (39) groups generating \$1,277,951 in total revenue vs. 3rd Quarter 2018 (39) groups generating \$1,293,174 in total revenue. Variance of \$15,223 **below** in 3rd Quarter 2019 versus 3rd Quarter 2018.

### 3rd Quarter Total Expenses

- Actual Expenses: \$1,244,944 / Budget = \$1,308,675. Variance = \$63,731 **below** budget.
- Expenses were fairly consistent with budget. In August, the largest variance was indirect labor, which was \$13,000 below budget. This was caused by multiple unfilled positions during the month in the operations and engineering departments. In September, the largest variance was in direct expenses which were \$34,000 below budget because we had budgeted too high for food costs. Also we were contracted to supply breakfast for free for the week of the fireworks industry event and it cost us \$24,000

### 3rd Quarter Overall Profit and (Loss)

- 3rd Quarter 2019 – Profit of \$33,007 is **better than** budgeted loss of (\$78,908) by \$111,915.

### 3rd Quarter Profit and (Loss) from Operations (Before Marketing Expenses and Capital Items Expensed)

- 3rd Quarter 2019 – Profit of \$79,147 is **better than** budgeted loss of \$44,397 by \$123,544.

### 3rd Quarter Overall Economic Impact

- 3rd Quarter 2019 estimated attendance: 15,076 / 3rd Quarter 2018 estimated attendance: 9,090
- 3rd Quarter 2019 Event Days: 109 / 3rd Quarter 2018 Event Days: 101
- Market Segments Breakdown: (Contracted Total Revenue including Room Rental, F&B, A/V, Equipment Rental Etc.)
  - A. (13) Meetings: (1122) people. Per Cap Rate: \$53.20
  - B. (17) Conventions: (6041) people Per Cap Rate: \$108.36
  - C. (5) Sports/Performing Arts: (10,300) people Per Cap Rate: \$5.56
  - D. (2) Banquet: (266) people. Per Cap Rate: \$33.10
  - E. (0) Tradeshow (0) people. Per Cap Rate: \$0.00
  - F. (2) Consumer/Public Show (1350) people. Per Cap Rate \$17.88
  - G. (0) Assembly (0) people. Per Cap Rate \$0.00

### Year-To-Date:

- Year to Date Overall Loss of (\$5,932)/Budgeted loss is (\$158,097)/Variance = \$152,165 better than budget.
- YTD Profit from Operations (Before marketing expense & Capital Items Expensed) actual **profit of \$108,418**/Budgeted loss is \$54,561 Variance = \$162,979 better than budget.

### Three Year/Sales Pace Comparisons: 3rd Quarter 2018-2019-2020

- 3rd Quarter 2018 (47) Groups.
- 3rd Quarter 2019 (39) Groups.
- 3rd Quarter 2020 (26) Groups.

### 2019 3rd Quarter Highlights:

- Starpower Dance with over 5,000 attendees!
- Associated Wholesale Grocers returned for a one day show.
- Missouri Telecommunications Association held its final show in Branson in 2019.
- Midwest Public Risk returned spending over \$100K in revenues not returning for 2020 but will be back in 2021!
- National Fireworks Association invaded Branson and “Blew our Minds”.
- MO Bar and Judicial Review returned to Branson in 2019.
- MO Healthcare returned and continues to be the BCC’s second largest client.