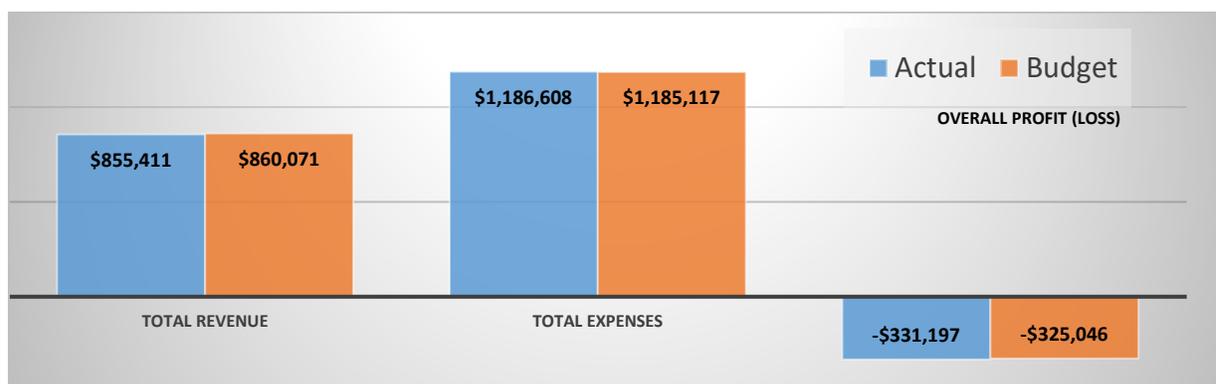


## First Quarter 2020 Results



### 1st Quarter Total Revenue

- Actual Revenue: \$855,411 / Budget = \$860,071 / Variance = \$4,660 **below** budget.
- 1st Quarter 2020 (23) groups generating \$855,411 in total revenue vs. 1st Quarter 2019 (36) groups generating \$1,093,614 in total revenue. Variance of \$238,203 **below** in 1st Quarter 2020 versus 1st Quarter 2019.

### 1st Quarter Total Expenses

- Actual Expenses: \$1,186,608 / Budget = \$1,185,117. Variance = \$1,491 **above** budget.
- Expenses were very consistent with budget.

### 1st Quarter Overall Profit and (Loss)

- 1st Quarter 2020 – Loss of (\$331,197) is **worse than** budgeted loss of (\$325,046) by \$6,151.

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

- 1st Quarter 2020 – Loss of (\$277,437) is **better than** budgeted loss of (\$294,737) by \$17,300.

### 1st Quarter Overall Economic Impact

- 1st Quarter 2020 estimated attendance: 16,319 / 1st Quarter 2019 estimated attendance: 22,621
- 1st Quarter 2020 Event Days: 45/ 1st Quarter 2019 Event Days: 73
- Market Segments Breakdown: (Contracted Total Revenue including Room Rental, F&B, A/V, Equipment Rental Etc.)
  - (12) Meetings: (4752) people. Per Cap Rate: \$48.06
  - (4) Conventions: (2590) people Per Cap Rate: \$66.58
  - (4) Sports/Performing Arts: (8000) people Per Cap Rate: \$10.50
  - (1) Banquet: (115) people. Per Cap Rate: \$12.17
  - (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 (562) people. Per Cap Rate \$19.57

### Year-To-Date:

- See Above (First Quarter numbers are the same as year-to-date)

### Three Year/Sales Pace Comparisons: 1st Quarter 2019-2020-2021

- 1st Quarter 2019 (36) Groups.
- 1st Quarter 2020 (23) Groups.
- 1st Quarter 2021 (11) Groups. (6) Tentative Groups with Contracts and (8) Prospects. TOTAL: (25)

### 2020 1st Quarter Highlights:

- 6<sup>th</sup> Year of the Branson Futsal Shootout Tournament. (110) Teams Sold Out! 2021 Boys and Girls Weekends?
- Conklin Companies Annual Convention.
- Mercy Health Annual Meeting.
- Emory Sapp Companies last minute booking late in 2019 for March of 2020.
- MO Rural Water Annual Conference.
- MO NASP – Cancelled Due to Covid - 19