

Memorandum Date: 4/4/25

To: Cathy Stepp

From: Angie Teel, CMP, General Manager ASM Global @ Branson Convention Center

Re: 2024 ASM Global, Branson Convention Center Incentive Fee Calculation and Summary

Cathy,

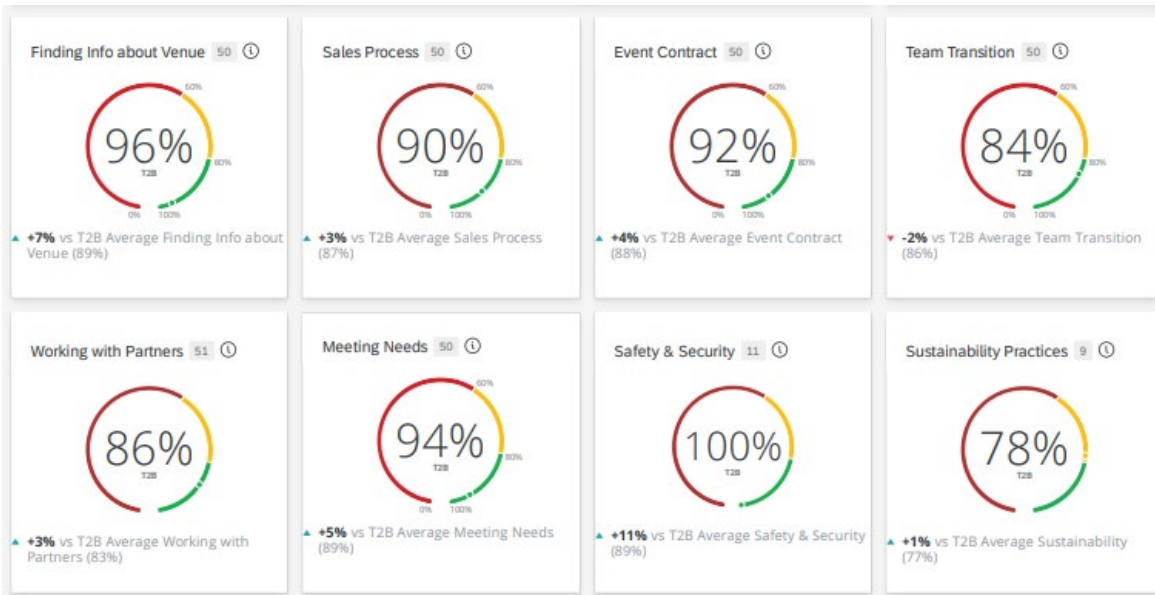
Please see information below related to the **2024 Incentive Fee Goals for ASM Global at the Branson Convention Center**. These incentive fee goals are found within the ASM Global renewed Management Agreement dated September 19, 2019, page 13, section V., sub sec B., 1-6. 1.

Customer and Client Satisfaction (20%): Of the incentive fee will be based upon Customers and Client satisfaction. This is determined by survey conducted by an independent 3rd party source with results rating at least 90% or greater over the course of the operating year.

In 2024 we launched a new survey platform, ASM Global Insights, that allows us to get real time feedback from Clients and Guests. If we fall below an experience attribute of 80% we receive Hot Ticket Alerts that allow us to address issues in real time vs waiting until a post event survey is administered and we miss the opportunity to turn an experience around. Below are the new measurables:

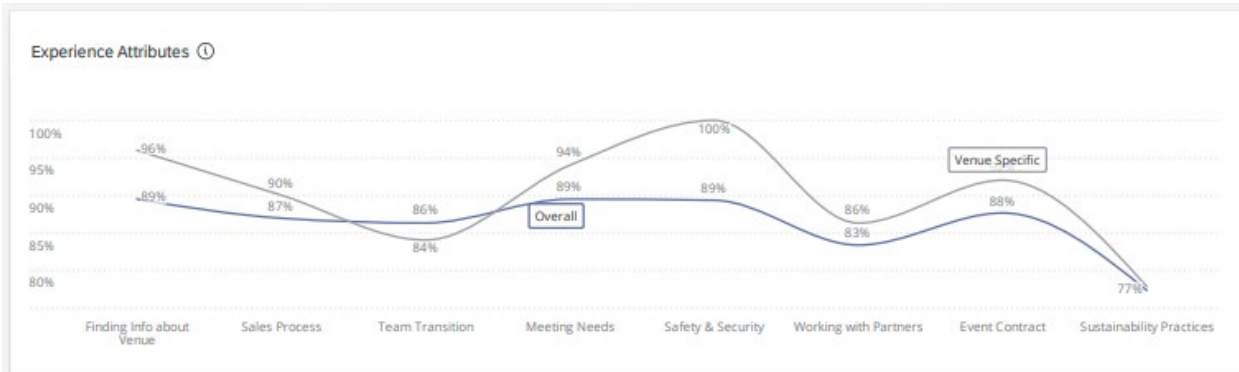
100% of our Event Organizers are considered promoters meaning they score us a minimum of 8/10 on all categories





**Improving our Sustainability Practices is an area of focus for 2025. We plan to increase awareness of our recycling and composting program as well as achieve to eliminate single use plastics by the end of 2025.

Here is how Branson Convention Center compares to other ASM Global convention centers. The blue line is the average of all ASM Global convention centers and the gray line is the performance of the Branson Convention Center.



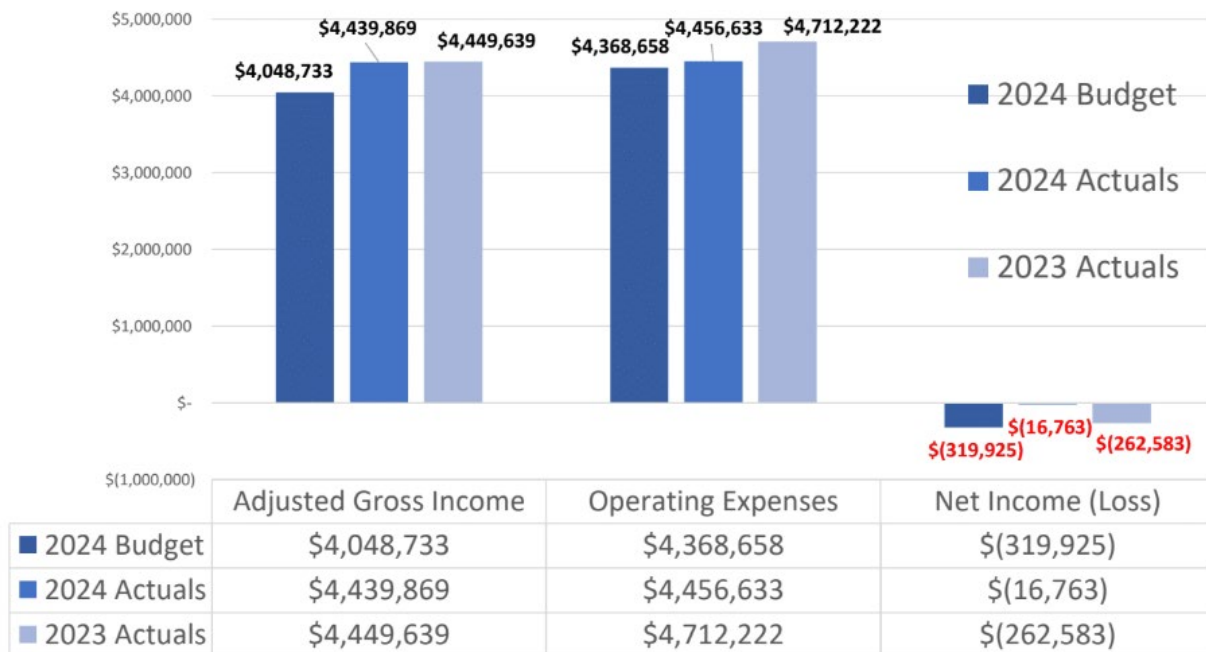
Completion of Specific Operating Goals and Objectives (20%): ASM Global must have successfully completed goals and objectives as assigned.

- **218,527** Visitors through the doors
- **171** Total Events
- **508** Event Days
- Average of **2.9** days per event
- **\$70,238,198** in Economic Impact
- Booked **160 events/\$4.2M** in 2024 for future years

- Monthly business review with the Hiltons of Branson to maximize occupancy of the center and the hotel
- Sales Team attended the CMCA (Christian Meeting & Convention Association), Sports ETA, ConnectMARKET PLACE, TEAMS Conference, IAEE Expo Expo, OSHA Compliance Conference, ASM Global Marketing Conference, and IAVM's Venue Connect. These events help to drive RFPs for future business and continue to build brand awareness with the CVB and hotel partners and to strengthen the skill set in our management team as well as build continuing education amongst the team members.

Goal of either increasing Gross Revenues or Reducing Gross Expenses (20%): The operating loss of the BCC is lower than the average operating loss from the previous three years. ASM shall earn 25% of this component for reductions between 3%-5%, 50% of this component for reductions over 5% up to 7%, 75% of this component if the reduction is between 7% and 10%, and 100% for reductions over 10%.

2024 Year End Financials



- 9.6% increase in Adjusted Gross Income over budget
- \$255k reduction in Operating Expenses over 2023

Responsiveness to the City (10%)

24 Hour rule followed on requests from the city

Monthly meeting with Venue GM and City Administrator

Delayed in monthly financial reporting due to turn over in the Director of Finance position and new financial software implementation

Unique and independently generated bookings (20%)

- | | |
|---|-----------------|
| • National Association of Women in Construction | May 1-3 |
| • Slammedenuff Car Show | May 25 |
| • Jeep Branson | June 21-23 |
| • Princess of America Pageant Nationals | July 15-18 |
| • Walmart World Truck Driving Championships | July 22-25 |
| • Saleen Club of America Car Show | July 27 |
| • Missouri Municipal League | September 14-18 |
| • High Street Church Young Adult Retreat | September 20-21 |
| • Encounter Ministries I Still Do! | November 7-9 |

Feedback from: Branson Chamber/CVB, Hilton (10%)

- a. Branson Chamber/CVB
- b. Hiltons of Branson