

Memorandum Date: 4/18/24

To: Cathy Stepp

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

Re: 2023 ASM Global, Branson Convention Center Incentive Fee Calculation and Summary

Cathy,

Please see information below related to the **2023 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.

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

- Facility Sales and Operations: **90.4%** up from 87% in 2022
- Building Operations and Services: **92.9%** up from 91% in 2022
- Food and Beverage Services: **92.7%** up from 89% in 2022
- Audio Visual Services/Tradeshaw Decorating: **94%** up from 90% in 2022
- Overall: **92.5%** up from 90% in 2022

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

- **226,869** Visitors through the doors
- **154** Total Events
- **388** Event Days
- Average of **2.6** days per event
- **\$57,550,429** in Economic Impact
- Booked **\$3.1M/180,000** in attendance in 2023 for future years
- Monthly business review with the Hiltons of Branson to maximize occupancy of the center and the hotel
- Sales Team attended the TEAMS Conference, OSHA Compliance Conference, ASM Global Marketing Conference, NorthStar Meetings Emerging Leaders Conference, Connect Marketplace, and Connect Faith 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.
- New GM hired October 2023

**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%.



- 9% increase in rental income over budget
- 21% increase in ancillary income over budget
- \$467k increase in catering revenue over budget

**Responsiveness to the City (10%)**

24 Hour rule followed on requests from the city

Monthly meeting with Venue GM and City Administrator

**Unique and independently generated bookings (20%)**

- Rainbow Cleaning Systems/Rexair 1/2023
- Kmac Enterprises 2/2023
- Surrey Owners Associations 3/2023
- Signature Productions 4/2023
- Slammed Enuff Car Show 5/2023
- Ridout Lumber Company 9/2023
- Missouri County Treasurer's Association 9/2023
- Dairy Farmers of America – DFA 10/2023
- Encounter Ministry/I Still I Do! 11/2023

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

a. Branson Chamber/CVB

b. Hiltons of Branson