

Branson Convention Center 2025 ASM Global Internal Survey

Branson Chamber/CVB and Hilton's of Branson

1. Using a scale of 1-5 (5 being the highest), how would you rate the Branson Convention Center's overall Client Customer Service?

(Circle) 1 ☒ 2 3 4 5

Comments: Feedback from our clients expresses frustration & confusion on who their point of contact is before, during and after their event. Clients are now required with a plethora of people to have an event and they have expressed their frustration to this change. Two Sales Managers; at the BCC they now have separated one Catering Manager for 'Food' Banquet Event Orders (BEO's) and another Convention Services Manager for meeting space BEO's; and then yet another for Technology and Production needs; in addition to the Banquet Captain and outside AV personnel.

2. Using a scale of 1-5 (5 being the highest), how would you rate the Branson Convention Center's Sales/Events Department?

(Circle) 1 ☒ 2 3 4 5

Comments: Sales department has experienced turnover. One of the biggest frustrations has been they now allow a lot more of their staff to work remote frequently. This leads to a lack of in-person client engagement, the inability to respond quickly to questions and issues, and a disjointed sales strategy. Communication has also suffered as a result. Where we used to schedule all client site tours and planning visits together, the new team often leaves us out of those communications until the day of or after it has already wrapped. It is to both our advantage to present a united front with the customer. It is more time efficient for all. The hotel hears the brunt of these complaints from clients.

3. Using a scale of 1-5 (5 being the highest), how would you rate the Branson Convention Center's Food and Beverage Service?

(Circle) 1 2 ☒ 3 4 5

Comments: No feedback from clients.

4. Using a scale of 1-5 (5 being the highest), how would you rate the Branson Convention Center's communication/collaboration with your organization?

(Circle) 1 2 ☒ 3 4 5

Comments: Open communication. All departments often work together to achieve overall objective to meet our clients needs.

5. Using a scale of 1-5 (5 being the highest), how would you rate the Branson Convention Center's General Manager's communication/collaboration with your organization?

(Circle) 1 2 ☒ 3 4 5

Comments: Open communication.

6. Using a scale of 1-5 (5 being the highest), how would you rate the Branson Convention Center's cleanliness and maintenance?

(Circle) 1 2 3 4 5

Comments: Reno; seating and new banquet fixtures look great!

7. Using a scale of 1-5 (5 being the highest), how would you rate ASM Global's overall management of the Branson Convention Center?

(Circle) 1 2 3 4 5

Comments: The taxpayers and the city built this facility to be an economic impact generator in the community. The challenge with hiring a company like ASM is that they are driven by their bottom line only. As a result, this past year we have seen a change in strategy that can only be described as unhinged and out of alignment with industry standards. It should be a given that on occasion, the center will take a group that is good for the city, good for the community, and that will drive tax revenues and spend, even if it does so at a lower profit margin for the center itself. This is how a facility like this is "sold" to taxpayers as worth the cost to build and own. ASM needs to collectively decide to prioritize accepting business that is good for Branson, even if it is a lower-rated convention business during historically low-demand dates. Recently, clients have been told that they don't meet the booking guidelines—even when they do—and, as a result, business has been turned away or other clients who have requested a proposal haven't even received proposals. In other cases, they have turned away business even when they didn't have a group ready to contract to replace it.

RE: Branson Convention Center Survey 2024

From Wendy White <wendy.white2@hilton.com>

Date Mon 3/3/2025 10:25 AM

To Traci Henderson <thenderson@bransonmo.gov>

Cc Allison Ramsey <aramsey@bransonmo.gov>; Krystal Greathouse <kgreathouse@bransonmo.gov>; Cathy Stepp <cstepp@bransonmo.gov>

 1 attachment (116 KB)

Branson Convention Center Internal Operational Management Survey to Partners 2024.pdf;

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Hello Traci,

Thank you for reaching out regarding the past year's performance of the BCC team.

Admittedly, I've been a bit discouraged to see them continue to get at/near their maximum incentive payout regardless of our feedback. I decided it might help to include a bit more data to backup the comments in the attached survey feedback. We like the team there on a personal level—we think that Angie is a breath of fresh air from her predecessor.

While we knew there were changes that needed to happen, I think they have taken a 0 to 60mph approach with clients, costing the city and the hotel business—in many cases without a group to replace it. They seemed to be strictly focused on the center's profitability at the expense of the economic impact to the city and to the community and other stakeholders. Below are some recent groups that we have had difficult experiences with and/or have lost as a result. Please note that some of these groups have been coming for 10+ years:

- **RENEW 2026** – First quarter business; books in the year for the year for February – uses ballroom only. This group fits nicely with a cheer/dance group. 250+ room nights. Proposed rental increased from \$14K to \$28K – client expressed that they won't return
- **MO Trucking Association 2027** - Deposits increased from \$1,000 to \$25,000 and we had to intervene
- **MO Bankers Association 2026**- Deposits increased from \$1,000 to \$25,000 and we had to intervene

- **Conklin 2026** and beyond— group brings no profit to BCC and actually puts them in the hole, will increase proposal to make profitable. Mr. Charles Herbst has expressed his displeasure with the center's drastic suggested rate hike. He brings 1,500 people to the market who fill multiple hotels and spend money throughout the city. He has been here for years and at one time, was given a key to the city. He may leave over rate hikes.
- **OPCE** future years— difficult client – he pays us and then good \$ - center had offered him a 1st option hold and then sold his dates without letting him know to a week-long group that produces fewer overnight stays. Could lose the group entirely.
- **MACTO (MO Assn for County Transportation Officials) 2026**— client went to the city to get them to reduce rentals that were proposed. Center stood ground and we lost the September business, 200RN
- **STUMO 2027** - and beyond— group brings 900+ room nights during the holidays when there is ZERO demand. According to the BCC sales team, it is of no profit to BCC and actually puts them in the hole, BCC will increase proposal to make profitable for the center, potentially causing them to book in another city.
- **SYTA 2027** – This is the Student Youth Travel Association—a travel industry event attended by the CVB, local theaters, local group tour operators on a national level to bring student youth travel groups to Branson. However, since group tours bring no business benefit to BCC, they are not willing to bid. This event represents tens of millions of future spend in Branson—even though those groups rarely use Hilton or BCC, it would be a huge benefit to have it in the community with the national exposure and benefit to all other community stakeholders.
- **AOG Leadership 2026** – Carpet cost for EXHall – lost JAN business
- **Morenet 2027 (a state level education conference attended by Missouri school professionals)** – Increased F&B outside scope of historical spend, need a customized solution not to lose business – this would be their 3rd year with us. Client is with the Center on customized solutions to keep by reducing footprint so they can continue to bring their event to Branson. This may mean reduced overnight and reduced economic impact.
- **Shriners 2027 & 2028** – voiced concern to CVB that the BCC had increased deposits substantially from their last event and going back and forth with them currently. Initially had proposed rental that was completely out of bounds. CVB intervened as this has been in Branson before and was a citywide sellout.

Also, please note that you can replace the individual email for Harold Mirambell from this email list and use this generic email for the GM: hrobc_gm@hilton.com.

Please let us know if there is more information that we can provide.

Wendy White

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