

Request for funds

by

**Ross Summers
of the
Branson/Lakes Area
Chamber of Commerce,**

**From the Tourism Tax
Contingency Fund**

(SEE ATTACHED APPLICATION)

City of Branson Application For Tourism Tax Contingency Funds

Applicant Information:

Name of Organization: Branson Lakes Area Chamber of Commerce & CVB
(BLACC/CVB)

Street Address: P.O. Box 1897

City/State/Zip: Branson, MO 65615

Phone Number: 417-334-4084

Email Address: ksimon@bransoncvb.com

Primary Contact Person: Dan Lennon

Corporate Status: 501c6

State of Incorporation: Missouri

Tax Identification Number: 44-0586242

Amount requested from the Contingency Fund: \$15,000

Proposal:

Event Outline:

BILLBOARD WORLD SONG CONTEST AWARDS SHOW AND PRESENTATION

With the endorsement of Billboard Magazine, this event is produced to highlight new and rising young talent in the songwriting field. Featuring 15 different musical categories, each songwriter competes for title of 'Best New Song' in their genre. The event would be scheduled for March-April, 2008 and would attract songwriters, music industry leaders and performers from across the country. Winners in each category would be invited to perform (or have other entertainers perform) their songs at the event. In addition, there would be seminars and workshops for aspiring songwriters, with the potential to bring in well-known songwriters to lend their expertise. Looking long-term, event organizers see this event as elevating Branson's status within the music industry. Television exposure is a possibility, but probably not in the first year. The Billboard World Song Contest has been staged at various locations over the past 15 years, and organizers hope to make Branson a permanent location.

History (Development, Accomplishments & Mission):

The Chamber, its agencies and committees have successfully guided the growth of Branson as a tourist destination through the years of tumultuous changes, both within the area and around the globe. Founded in 1946, the Branson/Lakes Area Chamber of Commerce has a long history of service to Branson-area residents and visitors alike. Merged with the Ozark Marketing Council (OMC) in 1996, the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau continues to be a vital component to the economic health of the community.

While our core purpose is directly related to promoting tourism and enhancing the business climate for all members, the services made available by an active Chamber of Commerce are essential to the overall success of our marketing efforts. We not only

bring visitors to the area but we also work with local government and businesses to bring new businesses and residents to the community.

Chamber Mission:

The Branson/Lakes Area Chamber of Commerce will provide leadership for the continued development of a viable economic and environmental climate, thereby enhancing the quality of life for our community, our visitors and our future.

CVB Mission:

Deliver visitors and increase spending to Branson through strategic marketing programs, service and information programs, research direct marketing efforts, and education of the local, national and international tourism industries.

Personnel & Resources:

Dan Lennon is Vice President of Marketing and Public Relations for the Branson/Lakes Area Chamber & CVB. Mr. Lennon is responsible for the over-all marketing effort for the Branson Area, assisted by volunteer committees.

Community & People Served:

BLACC/CVB has much to offer businesses in the Branson/Lakes Area— those in the business of directly serving tourists and those who only benefit indirectly from Branson's major industry.

As the designated marketing organization for the Branson area, the BLACC/CVB implements a comprehensive area-wide marketing plan that includes, but is not limited to, television/print advertising, publicity, research, convention and group tour and travel programs and fulfillment. The Chamber operates the only official Chamber of Commerce Tourism Information Center located in the greater Branson area.

In addition to tourism marketing, the BLACC/CVB offers traditional Chamber of Commerce services and programs to its membership; these include, but are not limited to, the following areas of service: community and economic development, legislative affairs, small business development, quality of life, monthly newsletters and weekly fax updates, monthly networking functions, leadership training and a membership directory.

Expected Results:

Branson has thrived over the past 40 years by featuring live entertainment by established entertainers and family shows, and by bringing in nationally-known performers on a frequent basis. While some of these entertainers write their own material (Jim Stafford, Mel Tillis) Branson has never been known as a location where songwriters could come and feature their creativity. The Billboard World Song Contest offers the opportunity to gain that particular reputation and thus elevate our status in the music industry. In addition it has the potential for national exposure on television and will be heavily promoted in radio and industry print media.

Organizational Structure:

No changes are expected within the next 18 months in regards to board, staff and organizational structure for the BLACC/CVB. See attached organizational chart for more information.

Short & Long-Term Strategies:

The immediate goal is to establish the Billboard Song Contest as a Branson-owned event. We want Branson to be known not just as the 'Live Entertainment Capital of America', but also as a place where songwriters can come and enjoy a creative atmosphere and perhaps have their songs featured in live entertainment venues.

This could be a major step in extending our reach to those who work behind the scenes in creating the music we all enjoy.

Return on Investment:

The Billboard Song Contest Awards Show is not intended to produce a profit, but will create some incremental business for hotels, restaurants, attractions and theaters.

Economic Impact: Minimal in the first year.

Supporting Documentation Included: (submitted previously)

- Audited Financial Statements
- Current Operating Budget
- Event Budget
- IRS Determination of Not-For-Profit
- Certificate of Good Standing
- Annual Report