

Appendix A: Summary of Potential User Survey Data

**APPENDIX A
BRANSON CONVENTION CENTER STUDY
SUMMARY OF QUANTITATIVE SURVEY DATA - ROTATING EVENTS
JANUARY 2003**

	Natl/Reg Assoc.	Natl/Reg SMERF	Natl/Reg Corp/TS	Natl/Reg Overall	State Groups
Estimated Population	1,885	649	556	3,090	300
Completed Interviews	91	32	27	150	23
<u>Number</u>	<u>Question</u>				
1	Past use of Branson event facilities?				
	91	32	27	150	N/A
	Responses				
	a. yes	4%	6%	0%	4%
	b. no	96%	94%	100%	96%
2	Likelihood of Using a Branson Convention Center?				
	91	32	27	150	23
	Responses				
	a. definitely use	1%	9%	0%	2%
	b. likely use	4%	13%	4%	5%
	c. possibly use	30%	44%	41%	33%
	d. not likely	65%	34%	56%	61%
	Positive Response	35%	66%	44%	39%
	Negative Response	65%	34%	56%	61%
3	Avg. number of potential events/positive respondent?				
	32	23	12	59	10
	Responses				
	a. average	2.1	1.4	1.1	1.2
	b. median	1.0	1.0	1.0	1.0
	c. high	3.0	5.0	2.0	5.0
	d. low	1.0	1.0	1.0	1.0
4	Event seasonality?				
	38	23	12	59	10
	Responses				
	a. spring	27%	21%	28%	25%
	b. summer	26%	38%	22%	30%
	c. fall	29%	26%	31%	28%
	d. winter	17%	16%	19%	17%
5	Average event utilization days?				
	38	23	12	73	N/A
	Responses				
	a. move-in days	1.5	1.4	1.4	1.5
	b. event/show days	3.7	3.7	2.8	3.5
	c. move-out days	1.0	1.0	0.8	1.0
	d. total utilization days	6.2	6.1	5.0	6.0
6	Estimated rotation frequency (in years)?				
	38	23	12	73	N/A
	Responses				
	a. average	6.6	4.3	1.9	5.2
	b. median	6.5	2.0	1.0	4.0
	c. high	3.0	20.0	5.0	20.0
	d. low	1.0	1.0	1.0	1.0

**BRANSON CONVENTION CENTER STUDY
SUMMARY OF QUANTITATIVE SURVEY DATA - ROTATING EVENTS
JANUARY 2003**

	Natl/Reg Assoc.	Natl/Reg SMERF	Natl/Reg Corp/TS	Natl/Reg Overall	State Groups
7	Attendees extend their stay beyond duration of event?				
	Responses				
	38	23	12	73	N/A
	a. avg. attendees that would extend stay				
	27%	20%	16%	23%	N/A
	b. avg. attendees that would not extend stay				
	73%	80%	84%	77%	N/A
8	Ballroom requirement?				
	Responses				
	38	23	12	73	10
	a. require ballroom				
	88%	71%	69%	80%	80%
	b. do not require ballroom				
	12%	29%	31%	20%	20%
9	# of times ballroom could be utilized during event?				
	Responses				
	38	23	12	73	N/A
	a. average				
	3.7	2.9	2.7	3.3	N/A
	b. median				
	3.0	3.0	3.0	3.0	N/A
	c. high				
	12.0	15.0	5.0	15.0	N/A
	d. low				
	0.0	0.0	0.0	0.0	N/A
10	Utilization of fixed seating space?				
	Responses				
	38	23	12	73	10
	a. would use if offered				
	77%	71%	45%	69%	70%
	b. would not use if offered				
	23%	29%	55%	31%	30%
11	# of times fixed seating could be utilized?				
	Responses				
	38	23	12	73	10
	a. average				
	4.1	4.5	1.4	3.7	1.7
	b. median				
	3.0	3.0	0.0	3.0	1.5
	c. high				
	15.0	18.0	6.0	18.0	6.0
	d. low				
	0.0	0.0	0.0	0.0	0.0
12	Utilization of flat floor space for seating needs?				
	Responses				
	38	23	12	73	10
	a. flat floor would be preferable				
	41%	48%	29%	42%	14%
	b. flat floor would be adequate				
	44%	33%	57%	42%	86%
	c. require an auditorium/theater				
	16%	19%	14%	17%	0%
13	Seating demand - number of seats?				
	Responses				
	38	23	12	73	10
	a. average				
	505	1,469	278	785	155
	b. median				
	150	350	263	200	100
	c. high				
	6,000	10,000	500	10,000	500
	d. low				
	10	40	40	10	50
14	# of hotels willing to use?				
	Responses				
	38	23	12	73	10
	a. one				
	100%	100%	100%	100%	100%
	b. two or fewer				
	45%	67%	73%	52%	40%
	c. three or fewer				
	25%	48%	38%	31%	10%
	d. four or fewer				
	20%	30%	8%	22%	10%
	e. five or more				
	11%	19%	8%	13%	0%
15	Hotel room demand - number of peak night rooms?				
	Responses				
	38	23	12	73	10
	a. average				
	760	961	507	777	246
	b. median				
	600	700	300	400	175
	c. high				
	4,300	3,000	3,000	4,300	900
	d. low				
	50	100	3	10	60

**BRANSON CONVENTION CENTER STUDY
SUMMARY OF QUANTITATIVE SURVEY DATA - ROTATING EVENTS
JANUARY 2003**

	Nat/Reg Assoc.	Nat/Reg SMERF	Nat/Reg Corp/TS	Nat/Reg Overall	State Groups
16 Delegate attendance - number of attendees?					
Responses	38	23	12	73	10
a. average	1,491	2,445	1,587	1,784	155
b. median	1,000	1,350	800	1,000	100
c. high	6,700	9,000	5,000	9,000	500
d. low	100	150	40	40	50
17 Exhibit space demand - square footage requirements?					
Responses	38	23	12	73	10
a. average	43,938	31,000	30,436	37,912	13,500
b. median	24,500	25,000	20,000	24,000	6,500
c. high	380,000	67,000	88,000	380,000	40,000
d. low	0	0	0	0	0
18 Meeting space demand - square footage requirements?					
Responses	38	23	12	73	10
a. average	26,215	44,325	22,745	31,920	7,140
b. median	20,700	39,850	22,825	24,025	5,775
c. high	83,000	97,400	60,000	97,400	18,000
d. low	0	0	0	0	3,000
19 Ballroom space demand - square footage requirements?					
Responses	38	23	12	73	10
a. average	12,740	21,417	16,725	15,773	3,420
b. median	10,500	11,250	9,000	10,500	2,625
c. high	75,000	135,000	70,500	135,000	11,250
d. low	2,625	2,250	300	300	0
20 Headquarters hotel required?					
Responses	N/A	N/A	N/A	N/A	10
a. yes	N/A	N/A	N/A	N/A	70.0%
b. no	N/A	N/A	N/A	N/A	30.0%
21 Means of arrival to destination market					
Responses	N/A	N/A	N/A	N/A	10
a. drive	N/A	N/A	N/A	N/A	92.4%
b. fly	N/A	N/A	N/A	N/A	7.6%
22 Consideration of shuttle service to/from hotel to host facility					
Responses	N/A	N/A	N/A	N/A	10
a. yes	N/A	N/A	N/A	N/A	50.0%
b. possibly	N/A	N/A	N/A	N/A	30.0%
c. no	N/A	N/A	N/A	N/A	20.0%

**Appendix B:
Key Market, Financial and Economic Assumptions**

**Appendix B: Summary of Key Market, Financial & Economic Assumptions
New Downtown Branson Convention Center**

Scenario Toggle **1**

- 1 = Envisioned District redevelopment concept
- 2 = Envisioned District redevelopment without headquarters hotel
- 3 = Limited District redevelopment without headquarters hotel

	Stable Year									
	2003 Year 1	2004 Year 2	2005 Year 3	2006 Year 4	2007 Year 5	2008 Year 6	2009 Year 7	2010 Year 8	2011 Year 9	2012 Year 10

Number of Events:

Natl/Reg Association	4	6	8	9	9	9	9	9	9	9	9
Natl/Reg SMERF	8	10	12	12	12	12	12	12	12	12	12
Natl/Reg Corp/TS	3	5	6	7	7	7	7	7	7	7	7
State Groups	10	12	15	16	16	16	16	16	16	16	16
Public/Consumer Shows	18	20	21	21	22	22	22	22	22	22	22
Meetings/Banquets	70	78	80	81	83	83	83	83	83	83	83
Other Events	20	26	27	27	28	28	28	28	28	28	28
Total	133	157	169	173	177	177	177	177	177	177	177

Event Days Per Event:

Natl/Reg Association	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7
Natl/Reg SMERF	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7
Natl/Reg Corp/TS	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8
State Groups	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
Public/Consumer Shows	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
Meetings/Banquets	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Other Events	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0

**Appendix B: Summary of Key Market, Financial & Economic Assumptions
New Downtown Branson Convention Center**

Scenario Toggle **1**

- 1 = Envisioned District redevelopment concept
- 2 = Envisioned District redevelopment without headquarters hotel
- 3 = Limited District redevelopment without headquarters hotel

		Stable Year													
		2006		2007		2008		2009		2010		2011		2012	
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14

Total Utilization Days Per Event (Move-in, Event, Move-out Days):

Natl/Reg Association	6.3	6.3	6.3	6.3	6.3	6.3	6.3	6.3	6.3	6.3	6.3	6.3	6.3	6.3	6.3
Natl/Reg SMERF	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1
Natl/Reg Corp/TS	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
State Groups	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7
Public/Consumer Shows	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2
Meetings/Banquets	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1
Other Events	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0

Average Gross Square Feet of Exhibit Space Per Day (1):

Natl/Reg Association	39,544	39,544	39,544	39,544	39,544	39,544	39,544	39,544	39,544	39,544	39,544	39,544	39,544	39,544	39,544
Natl/Reg SMERF	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000
Natl/Reg Corp/TS	27,393	27,393	27,393	27,393	27,393	27,393	27,393	27,393	27,393	27,393	27,393	27,393	27,393	27,393	27,393
State Groups	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500
Public/Consumer Shows	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000
Meetings/Banquets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Events	17,000	17,000	17,000	17,000	17,000	17,000	17,000	17,000	17,000	17,000	17,000	17,000	17,000	17,000	17,000

(1) Blended amount including events that use limited or no exhibit space.

**Appendix B: Summary of Key Market, Financial & Economic Assumptions
New Downtown Branson Convention Center**

Scenario Toggle **1**

- 1 = Envisioned District redevelopment concept
- 2 = Envisioned District redevelopment without headquarters hotel
- 3 = Limited District redevelopment without headquarters hotel

		Stable Year													
		2006		2007		2008		2009		2010		2011		2012	
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14

Effective Rental Rate per Net Square Feet of Exhibit Space:

2.5% inflation rate

Natl/Reg Association	\$0.140	\$0.144	\$0.147	\$0.151	\$0.155	\$0.158	\$0.162	\$0.166	\$0.171	\$0.175	\$0.175	\$0.175	\$0.175	\$0.175	\$0.175
Natl/Reg SMERF	\$0.140	\$0.144	\$0.147	\$0.151	\$0.155	\$0.158	\$0.162	\$0.166	\$0.171	\$0.175	\$0.175	\$0.175	\$0.175	\$0.175	\$0.175
Natl/Reg Corp/TS	\$0.140	\$0.144	\$0.147	\$0.151	\$0.155	\$0.158	\$0.162	\$0.166	\$0.171	\$0.175	\$0.175	\$0.175	\$0.175	\$0.175	\$0.175
State Groups	\$0.140	\$0.144	\$0.147	\$0.151	\$0.155	\$0.158	\$0.162	\$0.166	\$0.171	\$0.175	\$0.175	\$0.175	\$0.175	\$0.175	\$0.175
Public/Consumer Shows	\$0.150	\$0.154	\$0.158	\$0.162	\$0.166	\$0.170	\$0.174	\$0.178	\$0.183	\$0.187	\$0.187	\$0.187	\$0.187	\$0.187	\$0.187
Meetings/Banquets	\$0.150	\$0.154	\$0.158	\$0.162	\$0.166	\$0.170	\$0.174	\$0.178	\$0.183	\$0.187	\$0.187	\$0.187	\$0.187	\$0.187	\$0.187
Other Events	\$0.150	\$0.154	\$0.158	\$0.162	\$0.166	\$0.170	\$0.174	\$0.178	\$0.183	\$0.187	\$0.187	\$0.187	\$0.187	\$0.187	\$0.187

Note: Rates shown do not include discounts and complementary space assumed for many national/regional association, SMERF and Corp/TS events.

Average Event Day Attendance:

Natl/Reg Association	1,390	1,390	1,390	1,390	1,390	1,390	1,390	1,390	1,390	1,390	1,390	1,390	1,390	1,390	1,390
Natl/Reg SMERF	2,445	2,445	2,445	2,445	2,445	2,445	2,445	2,445	2,445	2,445	2,445	2,445	2,445	2,445	2,445
Natl/Reg Corp/TS	1,587	1,587	1,587	1,587	1,587	1,587	1,587	1,587	1,587	1,587	1,587	1,587	1,587	1,587	1,587
State Groups	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415
Public/Consumer Shows	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800
Meetings/Banquets	175	175	175	175	175	175	175	175	175	175	175	175	175	175	175
Other Events	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200

Note: Based on survey data, comparable facilities and local market conditions. Does not include guests and other non-attendees such as a portion of event exhibitors and sponsor organization staff.

**Appendix B: Summary of Key Market, Financial & Economic Assumptions
New Downtown Branson Convention Center**

Scenario Toggle **1**

- 1 = Envisioned District redevelopment concept
- 2 = Envisioned District redevelopment without headquarters hotel
- 3 = Limited District redevelopment without headquarters hotel

		Stable Year													
		2006		2007		2008		2009		2010		2011		2012	
Year	Year	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16

Average Food and Beverage Per Capita:

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
<i>2.5% inflation rate</i>										
Natl/Reg Association	\$13.50	\$13.84	\$14.18	\$14.54	\$14.90	\$15.27	\$15.66	\$16.05	\$16.45	\$16.86
Natl/Reg SMERF	\$12.00	\$12.30	\$12.61	\$12.92	\$13.25	\$13.58	\$13.92	\$14.26	\$14.62	\$14.99
Natl/Reg Corp/TS	\$13.00	\$13.33	\$13.66	\$14.00	\$14.35	\$14.71	\$15.08	\$15.45	\$15.84	\$16.24
State Groups	\$13.00	\$13.33	\$13.66	\$14.00	\$14.35	\$14.71	\$15.08	\$15.45	\$15.84	\$16.24
Public/Consumer Shows	\$1.90	\$1.95	\$2.00	\$2.05	\$2.10	\$2.15	\$2.20	\$2.26	\$2.31	\$2.37
Meetings/Banquets	\$16.00	\$16.40	\$16.81	\$17.23	\$17.66	\$18.10	\$18.56	\$19.02	\$19.49	\$19.98
Other Events	\$6.50	\$6.66	\$6.83	\$7.00	\$7.17	\$7.35	\$7.54	\$7.73	\$7.92	\$8.12

Note: Effective in-facility daily spending per event attendee. Does not reflect "menu" prices.

Hotel Rooms Per Non-local Attendee:

Natl/Reg Association	0.56	0.56	0.56	0.56	0.56	0.56	0.56	0.56	0.56	0.56
Natl/Reg SMERF	0.52	0.52	0.52	0.52	0.52	0.52	0.52	0.52	0.52	0.52
Natl/Reg Corp/TS	0.56	0.56	0.56	0.56	0.56	0.56	0.56	0.56	0.56	0.56
State Groups	0.56	0.56	0.56	0.56	0.56	0.56	0.56	0.56	0.56	0.56
Public/Consumer Shows	0.52	0.52	0.52	0.52	0.52	0.52	0.52	0.52	0.52	0.52
Meetings/Banquets	0.56	0.56	0.56	0.56	0.56	0.56	0.56	0.56	0.56	0.56
Other Events	0.56	0.56	0.56	0.56	0.56	0.56	0.56	0.56	0.56	0.56

**Appendix B: Summary of Key Market, Financial & Economic Assumptions
New Downtown Branson Convention Center**

Scenario Toggle **1**

- 1 = Envisioned District redevelopment concept
- 2 = Envisioned District redevelopment without headquarters hotel
- 3 = Limited District redevelopment without headquarters hotel

		Stable Year																	
		2004		2005		2006		2007		2008		2009		2010		2011		2012	
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18

Daily Spending Per Out-of-Town Attendee:

	2.5% inflation rate																		
Natl/Reg Association	\$200.00	\$205.00	\$210.13	\$215.38	\$220.76	\$226.28	\$231.94	\$237.74	\$243.68	\$249.77	\$255.95	\$262.28	\$268.77	\$275.41	\$282.20	\$289.14	\$296.24	\$303.49	\$310.89
Natl/Reg SMERF	\$155.00	\$158.88	\$162.85	\$166.92	\$171.09	\$175.37	\$179.75	\$184.25	\$188.85	\$193.57	\$198.40	\$203.34	\$208.38	\$213.52	\$218.76	\$224.10	\$229.54	\$235.08	\$240.72
Natl/Reg Corp/TS	\$200.00	\$205.00	\$210.13	\$215.38	\$220.76	\$226.28	\$231.94	\$237.74	\$243.68	\$249.77	\$255.95	\$262.28	\$268.77	\$275.41	\$282.20	\$289.14	\$296.24	\$303.49	\$310.89
State Groups	\$175.00	\$179.38	\$183.86	\$188.46	\$193.17	\$198.00	\$202.95	\$208.02	\$213.22	\$218.55	\$224.00	\$229.59	\$235.31	\$241.16	\$247.14	\$253.25	\$259.49	\$265.86	\$272.36
Public/Consumer Shows	\$150.00	\$153.75	\$157.59	\$161.53	\$165.57	\$169.71	\$173.95	\$178.30	\$182.76	\$187.33	\$192.00	\$196.78	\$201.67	\$206.67	\$211.78	\$217.00	\$222.33	\$227.77	\$233.32
Meetings/Banquets	\$200.00	\$205.00	\$210.13	\$215.38	\$220.76	\$226.28	\$231.94	\$237.74	\$243.68	\$249.77	\$255.95	\$262.28	\$268.77	\$275.41	\$282.20	\$289.14	\$296.24	\$303.49	\$310.89
Other Events	\$160.00	\$164.00	\$168.10	\$172.30	\$176.61	\$181.03	\$185.55	\$190.19	\$194.94	\$199.82	\$204.81	\$209.92	\$215.14	\$220.47	\$225.91	\$231.46	\$237.11	\$242.86	\$248.71

Note: Effective daily spending in-facility and out-of-facility per out-of-town center attendee and related guest. Includes factors to consider other non-attendees, such as a portion of exhibitors and sponsor organization staff. Based on International Association of Convention & Visitors Bureaus (IACVB) data adjusted for local conditions

Percent of Out-of-Town Attendees (New to Branson):

Natl/Reg Association	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%
Natl/Reg SMERF	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%
Natl/Reg Corp/TS	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%
State Groups	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%
Public/Consumer Shows	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Meetings/Banquets	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Other Events	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%

**Appendix B: Summary of Key Market, Financial & Economic Assumptions
New Downtown Branson Convention Center**

Scenario Toggle **1**

- 1 = Envisioned District redevelopment concept
- 2 = Envisioned District redevelopment without headquarters hotel
- 3 = Limited District redevelopment without headquarters hotel

		Stable Year													
		2006		2007		2008		2009		2010		2011		2012	
		Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16

Percent of Out-of-Town Attendees (New to State)

Natl/Reg Association	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%
Natl/Reg SMERF	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
Natl/Reg Corp/TS	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
State Groups	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Public/Consumer Shows	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Meetings/Banquets	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Other Events	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%

Number of Guests Per Out-of-Town Attendee:

Natl/Reg Association	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
Natl/Reg SMERF	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25
Natl/Reg Corp/TS	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
State Groups	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15
Public/Consumer Shows	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20
Meetings/Banquets	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
Other Events	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20

**Appendix B: Summary of Key Market, Financial & Economic Assumptions
New Downtown Branson Convention Center**

Scenario Toggle **1**

- 1 = Envisioned District redevelopment concept
- 2 = Envisioned District redevelopment without headquarters hotel
- 3 = Limited District redevelopment without headquarters hotel

		Stable Year																			
		2003		2004		2005		2006		2007		2008		2009		2010		2011		2012	
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20

Percent of Spending (Out-of-Town Association, Corp/Ts, Meetings/Banquets)

Hotel	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%
Restaurant	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%
Entertainment	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%
Retail	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%
Auto Rental	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Other Local Transit	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other Industries	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Based on International Association of Convention & Visitors Bureaus (IACVB) data adjusted for local conditions

Percent of Spending (Out-of-Town SMERF, State, Public Shows, Other)

Hotel	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%
Restaurant	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Entertainment	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%
Retail	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Auto Rental	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other Local Transit	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Other Industries	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Based on International Association of Convention & Visitors Bureaus (IACVB) data adjusted for local conditions

Appendix B: Summary of Key Market, Financial & Economic Assumptions New Downtown Branson Convention Center

Scenario Toggle **1**

- 1 = Envisioned District redevelopment concept
- 2 = Envisioned District redevelopment without headquarters hotel
- 3 = Limited District redevelopment without headquarters hotel

		Stable Year																	
		2006		2007		2008		2009		2010		2011		2012					
		Year 4		Year 5		Year 6		Year 7		Year 8		Year 9		Year 10					
2003	Year 1	2004	Year 2	2005	Year 3	2006	Year 4	2007	Year 5	2008	Year 6	2009	Year 7	2010	Year 8	2011	Year 9	2012	Year 10

Distribution of DIRECT Spending (By Area)

Hotel
Restaurant
Entertainment
Retail
Auto Rental
Other Local Transit
Other Industries

		Scenario A		
		Downtown District	Other Branson	Other Branson
		50%	50%	50%
		50%	50%	50%
		30%	70%	70%
		50%	50%	50%
		0%	100%	100%
		30%	70%	70%
		30%	70%	70%

		Scenario B		
		Downtown District	Other Branson	Other Branson
		10%	90%	90%
		60%	40%	40%
		35%	65%	65%
		50%	50%	50%
		0%	100%	100%
		40%	60%	60%
		40%	60%	60%

		Scenario C		
		Downtown District	Other Branson	Other Branson
		10%	90%	90%
		15%	85%	85%
		10%	90%	90%
		15%	85%	85%
		0%	100%	100%
		10%	90%	90%
		10%	90%	90%

Distribution of INDIRECT Spending (By Area)

Hotel
Restaurant
Entertainment
Retail
Auto Rental
Other Local Transit
Other Industries

		Downtown District	Other Branson	Other Branson
		20%	80%	80%
		20%	80%	80%
		20%	80%	80%
		20%	80%	80%
		20%	80%	80%
		20%	80%	80%
		20%	80%	80%

Appendix B: Summary of Key Market, Financial & Economic Assumptions New Downtown Branson Convention Center

Scenario Toggle **1**

- 1 = Envisioned District redevelopment concept
- 2 = Envisioned District redevelopment without headquarters hotel
- 3 = Limited District redevelopment without headquarters hotel

	Stable Year									
	2003 Year 1	2004 Year 2	2005 Year 3	2006 Year 4	2007 Year 5	2008 Year 6	2009 Year 7	2010 Year 8	2011 Year 9	2012 Year 10

Total Output Multipliers

Hotel	1.488	1.488	1.488	1.488	1.488	1.488	1.488	1.488	1.488	1.488	1.488
Restaurant	1.453	1.453	1.453	1.453	1.453	1.453	1.453	1.453	1.453	1.453	1.453
Entertainment	1.491	1.491	1.491	1.491	1.491	1.491	1.491	1.491	1.491	1.491	1.491
Retail	1.440	1.440	1.440	1.440	1.440	1.440	1.440	1.440	1.440	1.440	1.440
Auto Rental	1.473	1.473	1.473	1.473	1.473	1.473	1.473	1.473	1.473	1.473	1.473
Other Local Transit	1.473	1.473	1.473	1.473	1.473	1.473	1.473	1.473	1.473	1.473	1.473
Other Industries	1.444	1.444	1.444	1.444	1.444	1.444	1.444	1.444	1.444	1.444	1.444

Source: MN Implan economic impact multipliers, based on regional analysis of Branson/Taney County economic activity.

Personal Income Multipliers

Hotel	0.586	0.586	0.586	0.586	0.586	0.586	0.586	0.586	0.586	0.586	0.586
Restaurant	0.559	0.559	0.559	0.559	0.559	0.559	0.559	0.559	0.559	0.559	0.559
Entertainment	0.573	0.573	0.573	0.573	0.573	0.573	0.573	0.573	0.573	0.573	0.573
Retail	0.678	0.678	0.678	0.678	0.678	0.678	0.678	0.678	0.678	0.678	0.678
Auto Rental	0.639	0.639	0.639	0.639	0.639	0.639	0.639	0.639	0.639	0.639	0.639
Other Local Transit	0.639	0.639	0.639	0.639	0.639	0.639	0.639	0.639	0.639	0.639	0.639
Other Industries	0.528	0.528	0.528	0.528	0.528	0.528	0.528	0.528	0.528	0.528	0.528

Source: MN Implan economic impact multipliers, based on regional analysis of Branson/Taney County economic activity.

Appendix B: Summary of Key Market, Financial & Economic Assumptions New Downtown Branson Convention Center

Scenario Toggle

1

- 1 = Envisioned District redevelopment concept
- 2 = Envisioned District redevelopment without headquarters hotel
- 3 = Limited District redevelopment without headquarters hotel

		Stable Year									
		2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10

Total Employment Multipliers

Hotel	30.099	30.099	30.099	30.099	30.099	30.099	30.099	30.099	30.099	30.099	30.099	30.099
Restaurant	32.521	32.521	32.521	32.521	32.521	32.521	32.521	32.521	32.521	32.521	32.521	32.521
Entertainment	46.966	46.966	46.966	46.966	46.966	46.966	46.966	46.966	46.966	46.966	46.966	46.966
Retail	37.925	37.925	37.925	37.925	37.925	37.925	37.925	37.925	37.925	37.925	37.925	37.925
Auto Rental	33.160	33.160	33.160	33.160	33.160	33.160	33.160	33.160	33.160	33.160	33.160	33.160
Other Local Transit	33.160	33.160	33.160	33.160	33.160	33.160	33.160	33.160	33.160	33.160	33.160	33.160
Other Industries	19.605	19.605	19.605	19.605	19.605	19.605	19.605	19.605	19.605	19.605	19.605	19.605

Source: MN Implan economic impact multipliers, based on regional analysis of Branson/Taney County economic activity.

**Appendix B: Summary of Key Market, Financial & Economic Assumptions
New Downtown Branson Convention Center**

Scenario Toggle **1**

- 1 = Envisioned District redevelopment concept
- 2 = Envisioned District redevelopment without headquarters hotel
- 3 = Limited District redevelopment without headquarters hotel

	Stable Year									
	2003 Year 1	2004 Year 2	2005 Year 3	2006 Year 4	2007 Year 5	2008 Year 6	2009 Year 7	2010 Year 8	2011 Year 9	2012 Year 10

**Scenario 1 - Envisioned District Concept
Number of Events:**

Natl/Reg Association	4	6	8	9	9	9	9	9	9	9	9
Natl/Reg SMERF	8	10	12	12	12	12	12	12	12	12	12
Natl/Reg Corp/TS	3	5	6	7	7	7	7	7	7	7	7
State Groups	10	12	15	16	16	16	16	16	16	16	16
Public/Consumer Shows	18	20	21	21	22	22	22	22	22	22	22
Meetings/Banquets	70	78	80	81	83	83	83	83	83	83	83
Other Events	20	26	27	27	28	28	28	28	28	28	28
Total	133	157	169	173	177	177	177	177	177	177	177

**Scenario 2 - Envisioned w/o HH
Number of Events:**

Natl/Reg Association	2	3	4	5	5	5	5	5	5	5	5
Natl/Reg SMERF	5	6	8	9	10	10	10	10	10	10	10
Natl/Reg Corp/TS	1	2	3	4	4	4	4	4	4	4	4
State Groups	7	9	11	12	13	13	13	13	13	13	13
Public/Consumer Shows	20	23	24	24	25	25	25	25	25	25	25
Meetings/Banquets	70	78	80	81	83	83	83	83	83	83	83
Other Events	23	27	29	30	30	30	30	30	30	30	30
Total	128	148	159	165	170	170	170	170	170	170	170

**Appendix B: Summary of Key Market, Financial & Economic Assumptions
New Downtown Branson Convention Center**

Scenario Toggle

1

- 1 = Envisioned District redevelopment concept
- 2 = Envisioned District redevelopment without headquarters hotel
- 3 = Limited District redevelopment without headquarters hotel

		Stable Year													
		2006		2007		2008		2009		2010		2011		2012	
		Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17

**Scenario 3 - Limited Development w/o HH
Number of Events:**

Natl/Reg Association	1	3	4	4	4	4	4	4	4	4	4	4	4	4	4
Natl/Reg SMERF	4	5	6	7	8	8	8	8	8	8	8	8	8	8	8
Natl/Reg Corp/TS	1	2	2	3	3	3	3	3	3	3	3	3	3	3	3
State Groups	5	6	7	8	8	8	8	8	8	8	8	8	8	8	8
Public/Consumer Shows	18	18	19	19	19	19	19	19	19	19	19	19	19	19	19
Meetings/Banquets	40	50	55	57	58	58	58	58	58	58	58	58	58	58	58
Other Events	23	23	24	24	25	25	25	25	25	25	25	25	25	25	25
Total	92	107	117	122	125	125	125	125	125	125	125	125	125	125	125