

Sports Committee Meeting Minutes

February 27, 2025

Branson Chamber/CVB

* **Call to Order/ Introductions**
* **Branson Chamber & CVB/ Sports Committee Update-**
  + Sporting amateur tax credit being voted on for 2025 and beyond. Vote is not contested as of right now.
    - Sporting Amateur tax credit will sunset in Aug 2025.
    - Initiative is supported by KC and St Louis as they receive the most funds.
    - Stewart and Kristina will attend Missouri Sports Travel Exchange in Lake of the Ozarks
    - Stewart and Kristina will attend Sports ETA Symposium April 14-17th in Tulsa, OK.
    - Taney Country Partnership is working on location and funding for Sports Complex.
    - New trails person has been hired by the City of Branson. Tentative start date is at the end of March
    - The Athlete Program will start in March- Wristbands offering athletes discounts throughout the community. Wristbands are given to all athletes that the Branson CVB brings to Branson, MO.
      * 14 sponsors with the potential for more.
      * Tracking ROI through Playeasy
      * QR Code on a faded blue wristband
      * Sponsorship is $600.00 per year and reaches 10,000+ athletes and their families.
* **Sporting Event Update**
  + Missouri Start Archery in Schools Program (MoNASP)- returning again for 2025.
    - A 3-year contract has been signed for 2026-2029.
    - 2024 brought in 9.5 million dollars to the area
    - 3,500+ archers and their families will be at the Branson Convention Center. This is an est. 20+million people over the course of 4 days.
    - Encouraging community/ sports committee members to sign up and volunteer.
  + April 4-6th Big Bass Tourn. 763 Anglers and their families will be in Branson, MO.
    - Stewart is working on another 3-year contract starting in 2026.
    - Big Bass Tourn. has over 1.6 million impressions across multiple social media platforms.
* **Venue and Facility Committee Member News & Updates**
  + Branson Convention Center
    - Continues to host cheer and dance events with one accruing almost every weekend starting in December- April 2025.
    - Partnering with the CVB to bring in several new sporting events in 2025-2026 including:
      * Royal Events
      * Redline Cheer and Dance
      * Varsity Spirit
    - BCC is hosting Crowd Management Training on March 31st for the community in partnership with International Association of Venue Management.
      * Will discuss new safety measures, security measures, and new medical protocol procedures moving forward.
    - BCC is updating photos, social media, Threshold 360 in partnership with the CVB and Jason Spencer.
    - Sporting events in Q1 included:
      * World Spirit Association
      * Midwest Cheer and Dance
      * Missouri Parks and Rec- Hosted dinner
      * Redline Cheer and Dance
  + Branson RecPlex
    - First College tournament happened on Jan 31st, 2025.
    - 39 out of 52 weekends are already booked for 2025
    - 65+ tournaments schedule for Baseball/ Softball for 2025
    - 20+ tournaments scheduled for soccer/ volleyball for 2025
    - RFP Process closed for Trail Development behind the RecPlex- Rouge Trails has been given the contract for trail development.
    - Booking for RecPlex has continued to climb and has over doubled since 2023.
  + Ballparks of America
    - Tryouts for Team USA qualifier will be held at Ballparks of American on Sunday, March 2nd 12-4PM.
    - BRL Cal Ripken World Series to return to Ballparks of America in August 2025.
      * Sponsorship and Adopt-a-team information will be provided later in the year.
      * 30+ International Teams expected for 2025
      * 35+ National teams expected for 2025
    - 5+ Major tournaments scheduled this year in conjunction with the Branson Recplex.
    - Multiple tournaments scheduled every weekend of the baseball/softball season
    - Show Me Baseball fields will be hosting multiple College tournaments and try-outs throughout the season.
    - Huge sale this weekend at Ballparks of America Pro Shop starting on Friday-Sunday.
  + Table Rock State Park
    - 4 Major Fishing Tournaments for Spring 2025
    - 2-3 Non-Profit Fishing Tournaments for Spring 2025
    - Season starts in March and will not end till after Labor Day
    - Trails updates and clean up was worked on during winter season
* **Sports Committee Members News and Updates**
  + New Hire for Tracks Family Fun Parks
  + Myers Properties are being updated
  + Hilton Hotels in the process of finishing renovations