

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