

Sports Committee Meeting Minutes

May 14th, 2025

Branson Chamber/CVB

Silver Dollar City Room

1. **Call to Order / Introductions**
2. **Branson Chamber & CVB / Sports Committee Updates -**

* Welcomed Carol Brown as the new Sales Manager at the Branson Convention Center & Wade Early as the Strategic Development Officer at Ballparks of America.

1. **Sporting Event Updates -**

* MoNASP Update
* Increased by 150 archers & 60 coaches
* 54+ volunteers
* 25+ vendors
* 17,000+ total attendees compared to 16,800 from last year
* $9.9 million in economic impact
* Feedback discussion points were more parking space needed, more venue space needed, and a few archers were turned away due to limited space
* The Big Bass Pro KVD Classic update
* 500+ anglers
* $1.2 million in economic impact.
* Inclement weather (rain)
* Estimated 32 sporting events in the Branson area during Q1.
* ACO Major coming up in May
* Xterra event date is set for September 13th
* Between Ballparks of America and the Branson RecPlex, there will be a total of 6 baseball tournaments from Game7, AABC’s, and GMB in the month of May alone.
* There are sponsorship and volunteering opportunities for AJGA later this summer.
* AJGA hosts some of the best youth golfers from around the world.
* 78 golfers total.

1. **Venue & Facility Committee Member Updates –**

* Branson Convention Center
* During the first quarter of 2025, there has been a revenue of $14+ million through sports events.
* Branson RecPlex
* There were 7 college softball weekend tournaments from January through March with a total of 107 teams, 2,500 coaches/players, and $3+ million dollars of economic impact.
* KCAC softball college playoffs
* Basketball update
* Facility Renovations
* Construction plans for trail system
* Ballparks of America
* 74 teams are coming down on the weekend of May 17th.
* 800+ teams have been registered already for the summer of 2025.
* Table Rock State Park
* Weather has affected and decreased attendance for the fishing tournaments during the months of March and April.
* 22 new camp sites
* 5 new yurts

1. **Explore Branson Sports Department Updates -**

* Stewart attended the Sports ETA Tulsa Conference during the 3rd week of April.
  + 31 meetings total
  + 15 leads reached
  + Several are interested in our area and very interested in the possibility of a new indoor sports facility being built.

1. **Committee Member News & Updates -**

* Silver Dollar City will have the most dates open this year than in previous years
  + Cloggers event on Father’s Day Weekend
* Rally Point update and hand out to the committee with volunteer/sponsorship opportunities. It will be the first time this event is taking place.

1. **2025 Sports Committee Meeting Dates -**

* Wed, Aug. 20th @ 3:30pm
* Wed, Nov. 12th @ 3:30pm