

## 2nd Quarter - 2025 Student Market Committee Meeting

June 25, 2025 - 1:00 PM-2:00 PM

### Notes

#### Welcome and Introductions

- **Volunteer Leadership**
  - Chairperson: Shane Heaton, Silver Dollar City
  - Co-Chairperson: Mandy Long, Fritz's Adventure
- **CVB Staff**
  - Reed Warner, Director of Sales & Operations
  - Joslyn Schott, Assistant Director of Leisure Group Sales
  - Sierra Delrosa, Sales & Administrative Specialist

#### Review 2<sup>nd</sup> Quarter

- **Overall Metrics**
  - Opinion poll: Q2 overall - soft, average, strong?
    - Q2 was extremely busy
    - Overall tax receipts are up 7% year over year

#### Travel Schedule/Notable Events

- **Q2 Events**
  - *Explore Branson FAM & Marketplace*
    - Positive outcomes
  - NTA Contact
    - Strong appointments and connections
  - TAP Dance
    - Appointments were taken in groups, very successful
  - *Rally Point Branson*
    - Strong first year, great engagement with veterans – room for improvement noted
    - New Veteran Initiatives Manager: Garren Johanson
    - Next event: June 12-14, 2026 (Flag Day)
- **2025 Travel/In-Market Conferences**
  - SYTA Annual Conference (Aug 22-26) Savannah, GA
    - Picnic Ice Cream Booth: 10am-12:30pm, 2pm-5:30pm
      - Partnering with Leopold's Ice Cream, pre-portioned cups
      - Craig Wescott playing music at the booth
    - Under the Stars Afterglow Event (Aug 24) – J.W. Marriott Rooftop
      - Reed going on a site tour to see the venue and determine a Plan B for weather
      - 300 currently registered (as of 6/25 - not including staff & partners)
        - \$8000 raised for the SYF

- Giant check giveaway to SYF + 50/50 raffle winner announced
- Ordering stickers for people to stick on their badges
- Signage – Digital Pop-Up Banner
- Gifting Activation Options
  - Above \$10 per unit
  - Ex: Yetis, Cooling Towels, etc
- Branson LIVE in Memphis (Oct 15-16) Memphis, TN
  - Venue: Hilton Memphis
  - Room block secured for Branson attendees
- **Early 2026 Travel**
  - ABA Annual Marketplace (Jan 9-11) Reno, NV
    - Peppermill Resort – Capri Ballroom is our top venue option for Dine-Around
      - Larger room than 2025 – layout: stage > dining table > cabaret tables
      - Solid color tablecloths to downplay floor pattern
      - Transportation provided to host hotels
  - TMEA (Feb 11-14) San Antonio, TX
    - Focus: Maintain a casual, welcoming atmosphere
      - Committee open to upscale, but want inclusivity for all attire
    - CVB managing the invite list for the first time
    - Expected attendance: 50-75
    - Walkability is a priority
  - Venue options
    - Boudro's Texas Bistro
    - Brenner's on the River Walk
    - Bohanan's Prime Steaks & Seafood
    - Jazz TX
      - Concerns about walkability
    - Casa Rio
      - Popular with committee – good balance of casual and upscale
    - Smoke Skybar
  - TMEA Taskforce to discuss further in a separate meeting

### **Publications & Marketing**

- **New Branson Resource Student Guide**
  - Reminder: Ads due by June 30<sup>th</sup> for Under the Stars Sponsors

### **Closing Items**

- **Committee Meetings**
  - **Q3 Committee Meeting**
    - 11:00am, Thursday, September 25. Branson Chamber & CVB / Teams
  - **Q4 Committee Meeting**
    - 11:00am, Thursday, November 13. Branson Chamber & CVB / Microsoft Teams