

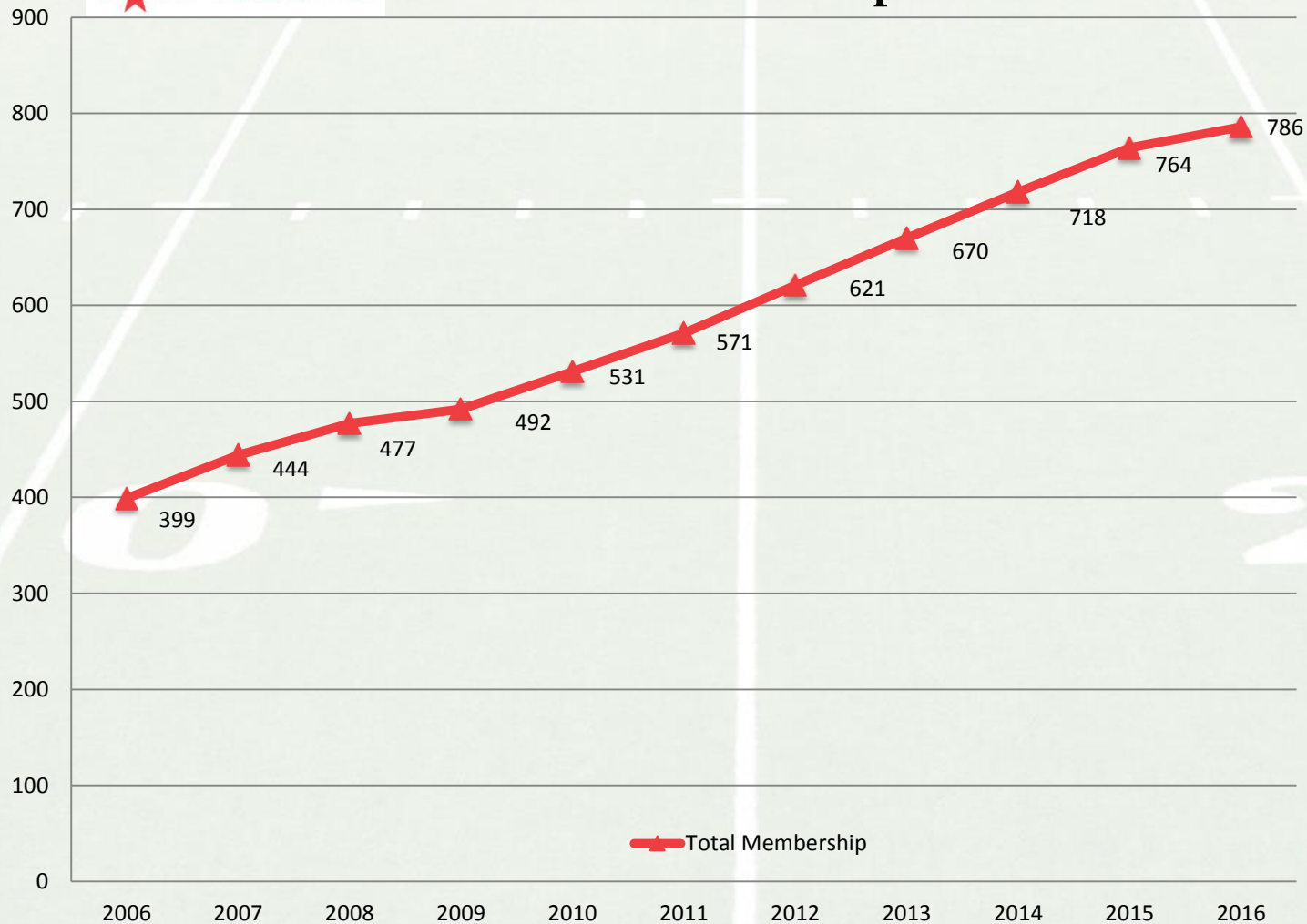
**Branson CVB
Sports Tourism Strategic Plan
Stakeholder Presentations
November 28-29, 2017**



NASC Membership (YE 2016)



10-Year Membership Growth Year End 2016



Study Process

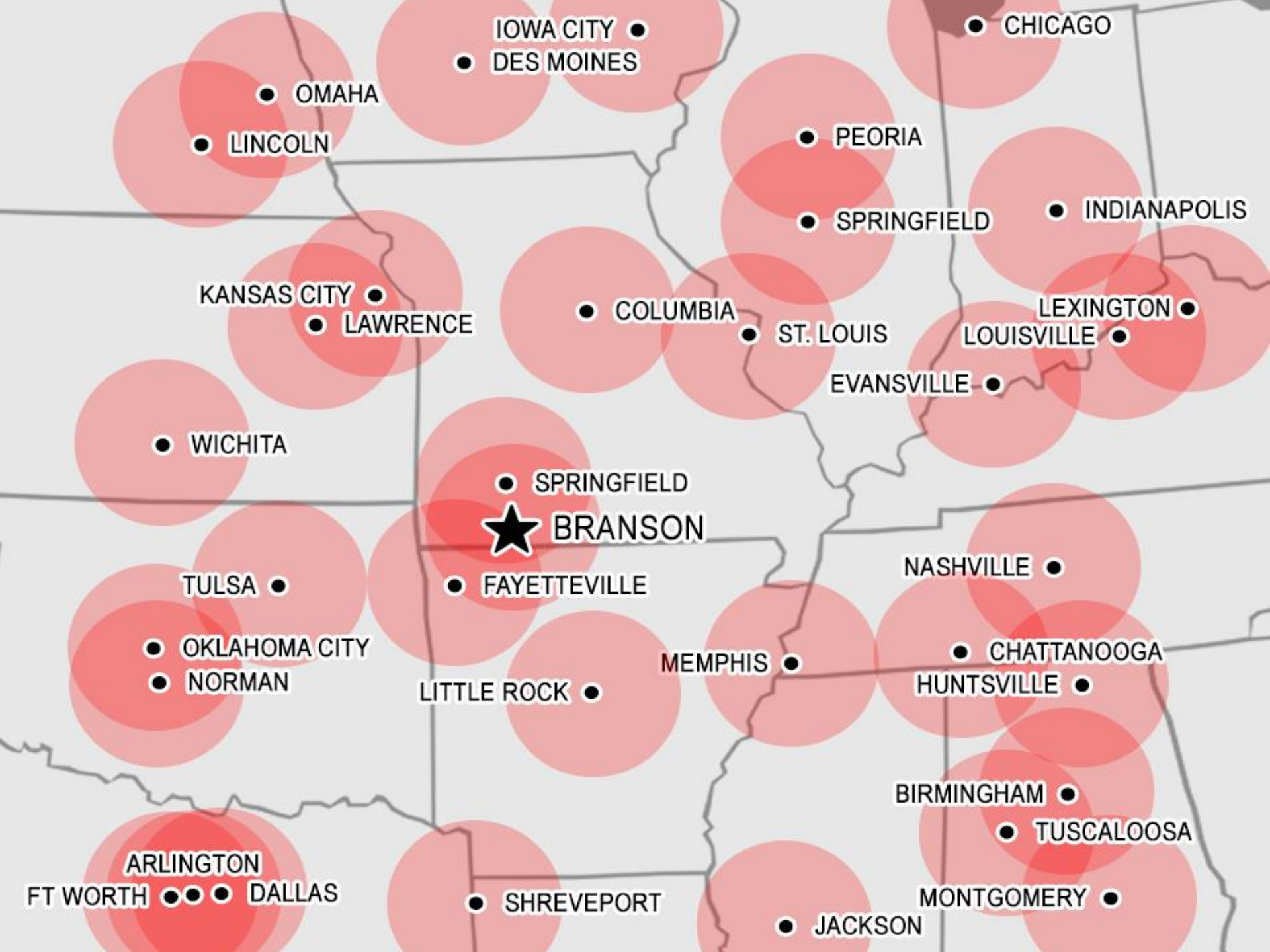
- Sports tourism audit/evaluation (July)
- Stakeholder interviews (July)
- In-person venue tours (Aug)
- Competitive analysis (Aug-Sept)
- National best practices (Aug-Sept)
- **Recommendations report (Nov)**
- Execution/Follow-Up (2018)



Focus Areas/Goals

- Research and data review
- Venue and events feedback
- Organizational structure evaluation
- Identify opportunities
- Recommendations for the future





The Big Idea.....

“Deal Making” Mindset



Primary Recommendation Areas

1. Organizational Structure
2. Messaging and Marketing Platforms
3. Event Solicitation/Creation Concepts



Primary #1: Organizational Structure

1. Staffing Focus
2. Staffing Structure



Primary #2: Messaging and Marketing

1. Local Communications
2. Targeted (National) Outreach
3. Strategic Partnerships
4. Trumpet Successes



Primary #3: Event Solicitation/Service

1. Venue Booking Policies
2. Empower Local Promoters
3. Revamp Current Allocations
4. The Entertainment Advantage



Secondary Recommendations

1. Venue Development/Enrichment/Usage
2. Funding Model



Branson CVB Sports Department

5-Year Strategic Mission Pillars

Pillar	Events Bid/Created/Owned (Short-Term)	Venue Enhancement (Long-Term)	Community Engagement (Ongoing)
	Tourism Economic Development Rights Holders/NGBs Local Promoters	Venue/League Managers Hospitality Leaders Elected Officials Economic Development	C-Level Community Leaders Local Media Non-Profit Civic Groups Hospitality Community
	RFPs & Event Bids Grants/Incubator Program “12 th Man” Grow existing events 10%/Yr. Create two new events/Yr.	Master Plan Venue Development Fund Food Tax Increase	“6&6” Lunches Economic Impact Releases Corporate Support/Recognition National Outreach

“King For a Day”

1. Redefine the Sports Department’s Goals
2. Roll out the “Deal Making” concept
3. Local promoter round table
4. Gather facility enhancement info
5. Identify funding for a campaign
6. Execute the enclosed recommendations



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