

# AGENDA

Branson/Lakes Area Tourism Community Enhancement District

## BOARD OF DIRECTORS AND MARKETING OVERSIGHT COMMITTEE

Thursday, October 16, 2025 3:00 pm  
Branson Convention Center, Short Creek  
200 East Main, Branson, Missouri

### Call to Order

Establish Quorum  
Invocation  
Approve Agenda

### Public Comment (3 minutes or less, please)

### Comments from the Chair

### Old Business

Approve Minutes            9/18/2025                    10/9/2025

EBT Reports—  
Chiefs Marketing Update  
Digital Marketing Report  
Public Relations Report  
Q3 Consumer Inquiries Report

Cultivator Update

### New Business

Spring Creative Discussion  
Community Marketing Presentation  
2026 RFPs

### Other Items of Interest

### Adjournment

Branson Lakes Area Tourism Community Enhancement District  
Marketing Oversight Committee  
September 18, 2025

The September 18, 2025, meeting of the Branson/Lakes Area Tourism Community Enhancement District's Marketing Oversight Committee was called to order at 2:15 pm in the Silver Dollar City Conference Room, Branson Lakes Area Chamber, 4100 Gretna Road, Branson, MO by Nick Guevel. A quorum was established with the following committee members present:

Janet Oller	Chris Newsom	Ann McDowell
Nick Guevel	Tony Morreale	Sue Braun
Brett Stump (phone)		

Others present included:

Kirk Elmquist	Chris Myer	Alex Williams
Pamela Yancey	Heather Hermen	Ashlie Beede
Lauren Husted	Duane Stout	Timothy Haygood
Reed Warner		

#### Agenda Approval

Chris Newsom made a motion to approve the agenda. Sue Braun seconded. All present voted 'aye'; motion carried.

#### EBT Reports

Chiefs: Heather Hermen announced that the first Chiefs tailgate will be September 28<sup>th</sup> with a larger 40' x 40' booth.

Digital Report: The new Datafy dashboard tool was presented. The dashboard is available to the community and is also being used by Taney County Partnership for economic development purposes.

Public Relations: New social media manager Riley Kiefer is busy posting new fall content to the social channels and managing post comments. PR impressions topped 88 million, with an associated AVE of \$2.2 million.

#### Cultivator Update

There have been multiple meetings with Cultivator to develop a draft Spring Creative Brief and the work is almost complete. The brief will be distributed in the next week to the committee with the expectation that comments will be communicated to Kirk and a recommendation can be made in October.

#### Draft Budget and Marketing Plan

Heather Hermen fielded questions and provided supporting data for the plan. Ann McDowell made a motion to recommend the draft marketing plan and budget to the Board. Chris Newsom

Branson Lakes Area Tourism Community Enhancement District  
Marketing Oversight Committee  
September 18, 2025

seconded. Members Gueval, McDowell, Oller, Newsom, Stump, and Morreale voted 'aye'; Member Braun voted 'nay'. The motion carried.

Christmas Creative

Heather Hermen presented a digital Christmas sampling and the tv spots. Janet Oller made a motion to recommend approval to the Board with the agreement that additional shots may be swapped. Chris Newsom seconded. All present voted 'aye'; motion carried.

Other Items of Interest

Vacation Guide Production: Heather Hermen shared the Vacation Guide planning progress and the sample layout, article, and table of contents. Creative Director Duane Stout stated that he had not witnessed this level of planning and execution during his tenure and that guide production was ahead of schedule.

Vacation Guide Essay Contests: The essay contests for junior high students and high school seniors is underway, with the prize for seniors a \$2,500 scholarship.

Brett Stump commended Heather on her team's professionalism and compassion in assisting Team Panama after the tragic loss of a player.

Minutes Approval

Chris Newsom made a motion to approve the minutes of 8/21/25. Tony Morreale seconded. All present voted 'aye'; motion carried.

Adjournment

Sue Braun made a motion to adjourn. Tony Morreale seconded. All present voted 'aye'; motion carried. The meeting adjourned at 3:15 pm.

Respectfully submitted,

Michelle Herzan, Secretary  
Branson/Lakes Area Tourism  
Community Enhancement District  
Minutes prepared by Angela Leist, Finance Director

Approved on \_\_\_\_\_

Branson Lakes Area Tourism Community Enhancement District  
Marketing Oversight Committee  
October 9, 2025

The October 9, 2025, meeting of the Branson/Lakes Area Tourism Community Enhancement District's Marketing Oversight Committee was called to order at 3:00 pm in Conference Room D, Branson Lakes Area Chamber, 4100 Gretna Road, Branson, MO by Nick Guevel. A quorum was established with the following committee members present:

Nick Guevel  
Chris Newsom  
Tony Morreale

Sue Braun  
Kortney Neal  
Janet Oller (virtual)

Ann McDowell (virtual)  
John Kelly (virtual)  
Drew Callison (virtual)

Others present included:

Kirk Elmquist

Angela Leist

Alex Williams

Agenda Approval

Chris Newsom made a motion to approve the agenda. Kortney Neal seconded. All present voted 'aye'; motion carried.

New Business

Digital Services RFP: After the group reviewed the RFP, Chris Newsom made a motion to recommend approval of the Digital Services RFP to the Board of Directors. Tony Morreale seconded. All present voted 'aye'; motion carried.

Adjournment

Sue Braun made a motion to adjourn the meeting. Chris Newsom seconded. All present voted 'aye'; motion carried. The meeting adjourned at 3:20 pm.

Respectfully submitted,

Michelle Herzan, Secretary  
Branson/Lakes Area Tourism  
Community Enhancement District  
Minutes prepared by Angela Leist, Finance Director

Approved on \_\_\_\_\_



# Explore Branson Tourism MOC October 16 Report

## Chiefs Marketing:

- First Tailgate September 28. Thousands of Branson branded items handed out.
- Dwayne Bowe (D-Bowe) was in the booth for an autograph hour. Line wrapped around the entrance.



## Digital Marketing Report:

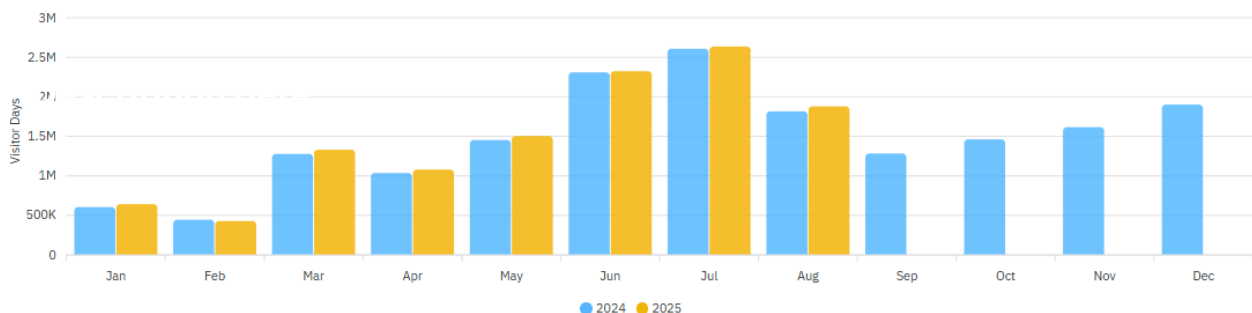
### • Datafy:

- Visitation is up 4.77% over 2024.
- 2024 trips January 1-August 31 sat at 3,709,000
- 2025 trips January 1-August 31 sit at 4,339,000, an increase of 630,000 from 2024
- Top markets with average spend and spend on accommodations on the next page.

2025 VISITOR DAYS  
**11,025,655**  
▲ 4.77% vs 2024 YTD

Monthly Volume by Visitor Days

What is my visitation over time?



### Top DMAs

Which markets are spending in my destination?

DMA	Share of Spend %	Avg. Spend
Springfield- MO	13.3%	\$185.89
Little Rock-Pine Bluff	8.32%	\$368.93
Kansas City	8.29%	\$299.31
Ft. Smith-Fay-Sprngdl-R...	6.15%	\$302.42
Tulsa	4.74%	\$291.91
Dallas-Ft. Worth	3.34%	\$373.12
St. Louis	3.33%	\$300.93
Oklahoma City	2.71%	\$334.38
Joplin-Pittsburg	2.52%	\$212.87
Columbia-Jefferson City	2.43%	\$323.84
All Others	44.9%	\$331.96

### Top DMAs - Accommodations

Which markets are spending in my destination?

DMA	Share of Spend %	Avg. Spend
Kansas City	10.5%	\$378.48
Little Rock-Pine Bluff	8.37%	\$377.43
Ft. Smith-Fay-Sprngdl-R...	6.41%	\$360.48
Springfield- MO	5.95%	\$274.48
Tulsa	4.78%	\$311.06
Dallas-Ft. Worth	4.19%	\$439.16
St. Louis	3.51%	\$315.99
Columbia-Jefferson City	3.05%	\$360.72
Oklahoma City	2.77%	\$337.53
Joplin-Pittsburg	2.34%	\$303.93
All Others	48.2%	\$378.09

## Digital Marketing Report continued:

- **Cadent:** results as of August 30 for the TV buys with linear and CTV.

## Omnichannel Summary



**\$1.6MM**

Cross Channel Spend



**66.2MM**

Programmatic Impressions



**12.6MM**

Linear Impressions



**21.4MM**

Completes



**152K**

Clicks



**39.3K**

LP Visits



**33.8MM**

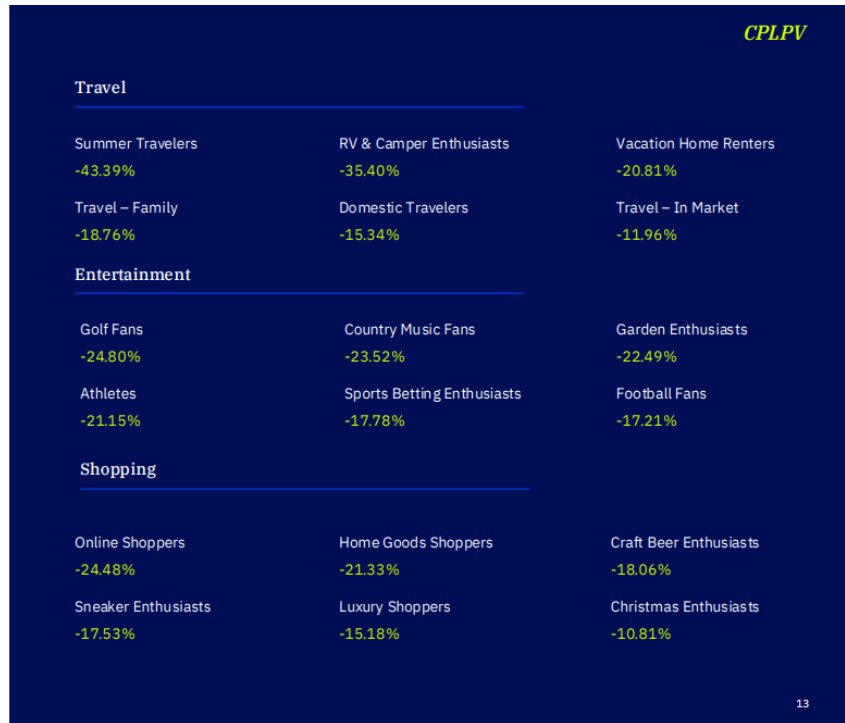
Programmatic HH Reach

# Digital Interests

Leveraging Cadent's Digital Interests provides a deeper understanding of consumer's online habits which can glean insight into which audiences outperform on a CPLPV basis for the Explore Branson campaign

These outperforming interest groups can be utilized in messaging, targeting, and optimizations across future campaigns

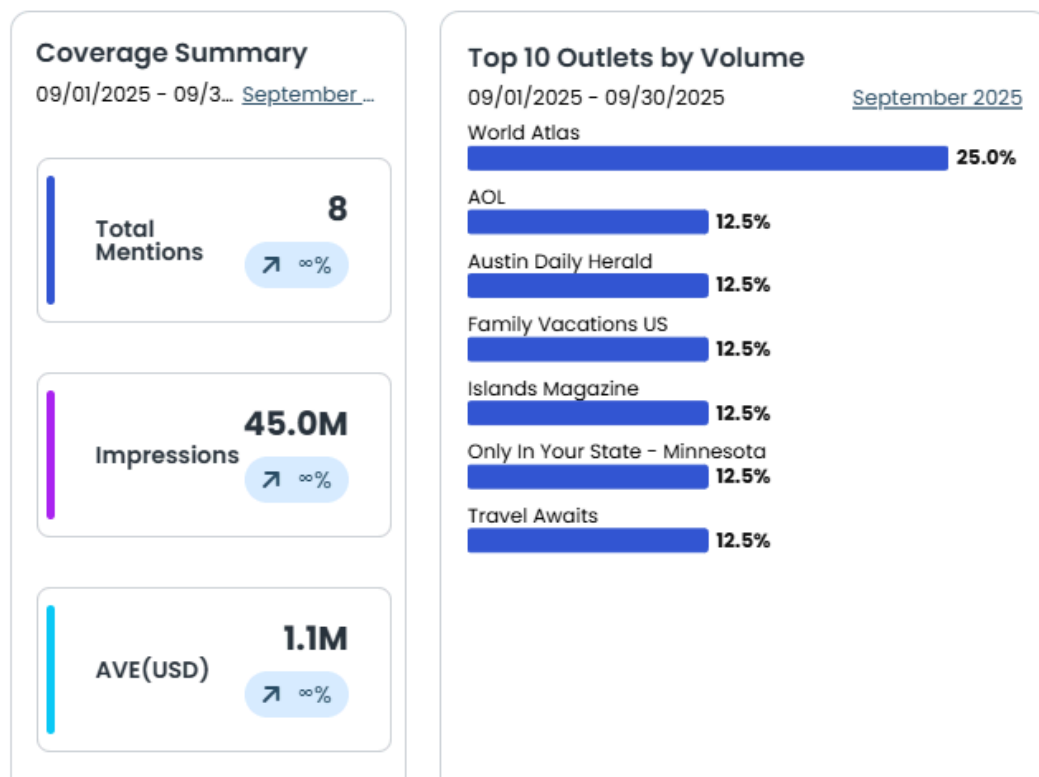
Note(s): Campaign Average CPLPV based on Cadent tracking was \$21.76  
Data Source: Cadent



Click the above image to view larger. This data shows interests for specific viewers of our content. Using this information, we can retarget and serve additional digital content to encourage motivation for travel planning.

## Public Relations:

### September 25



- [Escape to these Charming Mountain Towns](#)
- [AOL: 11 Towns Perfect for Fall](#)
- [9 Cave Tours in Missouri](#)

**Cultivator:** Spring creative brief shared with the group. Concepts to be brought back for vote in November. January meeting review summer content at MOC, April fall content.

**Q3 Consumer Update:** 4,025 newsletter sign-ups, increase of 15.8% from the previous quarter. 627 visitor center walk-ins May-September, 2,168 phone calls, and 22 emails. Vacation Guide distribution: 26,715 website requests, 63,421 AAA/travel agency/corporate requests, 47,420 consumer travel/sport/RV shows, 12,912 internal distribution at events/conferences/tailgates, 19,000 MO welcome centers, total of 169,288 distributed to date in 2025.

### **Fall Fest:**

- Huge success!
- Nearly 50 businesses participated
- KY3, KOLR10, and live radio broadcasts on Friday.

**Vacation Guide:** on schedule. Ads are coming in and the deadline is October 31 for ad design, 250<sup>th</sup> essay for high school seniors, and poetry contest for junior high students.