



**BRANSON/LAKES AREA CHAMBER OF COMMERCE AND
CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING**

August 27, 2025

8:30 a.m.

MISSION STATEMENT

The Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau provides leadership for continued growth of viable, sustainable economic and environmental climate for the Branson/Lakes Area so as to enhance the quality of life for our members, our community, our visitors and our future.

VISION STATEMENT

To engage our Branson/Lakes Area and community members/partners to be innovative and vibrant through leadership and support of business services, destination brand marketing and sales, and advocacy of tourism and economic development.

**BRANSON/LAKES AREA CHAMBER OF COMMERCE & CVB
BOARD OF DIRECTORS MEETING
August 27, 2025**

INDEX

Page 2..... Meeting Agenda
Page 3.....July 23, 2025 Board of Directors Meeting Minutes
Page 5.....Financial Statements
Page 11..... Membership Report
Page 15.....Local Sales Tax Reports

**BRANSON/LAKES AREA CHAMBER OF COMMERCE
AND
CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS' MEETING
August 27, 2025**

AGENDA

1. CALL TO ORDER, Mike Patrick, Chairperson
2. OPENING PRAYER, Mike Combs
3. ROLL CALL, Lani White
4. AMERICA'S NAVY, Captain Sarah T. Self-Kyler, Commanding Officer, Navy Public Affairs Support Element
- Action 5. REVIEW OF MINUTES, Tom Healey, Secretary
 - a. July 23, 2025, Board of Directors Meeting
- Action 6. FINANCIAL REPORT, Pat Cox, Treasurer
 - a. Monthly Recap
- Information 7. EX-OFFICIO REPORTS
 - a. City of Branson, Cathy Stepp
 - b. Tourism Community Enhancement District Board, Chris Myer
 - c. City of Hollister, Denise Olmstead
- Information 8. MEMBERSHIP UPDATE
 - a. Membership Report, Janet Minor
- Information 9. ECONOMIC DEVELOPMENT UPDATE, Matt Adkins
- Information 10. CHAIRPERSON'S REPORT, Mike Patrick, Chairperson
- Information 11. PRESIDENT/CEO REPORT, Pam Yancey
12. NEW BUSINESS, Mike Patrick, Chairperson
13. OLD BUSINESS, Mike Patrick, Chairperson
14. ADJOURN

Branson/Lakes Area Chamber of Commerce & CVB
Board of Directors Meeting
July 23, 2025

The Branson/Lakes Area Chamber of Commerce & CVB Board of Directors met Wednesday, July 23, 2025. Chairman Mike Patrick called the meeting to order at 8:30 a.m. Brad Thomas provided the opening prayer.

Review of Minutes – Rob Griffith moved to accept the minutes of the June 25, 2025 meeting as presented. Steve Scherer seconded the motion. All approved. Motion carried.

Financial Report – Treasurer Pat Cox reviewed the current financials of the organization. Bay Mourer made a motion to approve the report as presented. Steve Scherer seconded the motion. All approved. Motion carried.

Ex-Officio Reports – City of Branson – City Administrator Cathy Stepp thanked those who attended the recent TIF Commission meeting. The project was advanced by the Commission with an 8-3 vote. The project will receive a first reading at the August 12 Board of Aldermen meeting.

Stepp reported staff has been charged with developing a workable plan to rehabilitate (or tear down) blighted properties on Highway 76. The City of Branson will use state agency/EPA guidelines to implement the plan.

Tourism Community Enhancement District (TCED) – District Chair Chris Myer reported on tax receipts. The TCED Board is working to develop their mission and vision statements. He also noted they believe additional marketing dollars are available and will go through the process to determine how best to use the funds.

City of Hollister – City Administrator Denise Olmstead reported they are in the process of filling open positions, including Chief of Police. Hollister is preparing for traffic needs, etc. for the upcoming event-filled Labor Day weekend.

Membership Update – Janet Minor reviewed the report included in the meeting packet. We currently have 792 members. Brad Thomas moved to accept the report as presented. Pat Cox seconded the motion. All approved. Motion carried.

Marketing Update – Chief Marketing and Communications Officer Heather Hermen reported the latest PR Toolbox session was standing room only. Valorie Coleman, Public Relations Director at the College of the Ozarks, led it. The next session is set for October.

Heather distributed second quarter media highlights, which garnered \$9.7 million in advertising value equivalency and 326 million impressions. She also talked about an opportunity to advertise Ozark Mountain Christmas on the Hallmark Channel this summer. Two spots are running currently.

Hermen will be a guest on the Montel Williams show, which airs on the Lifetime network. The episode, where she will highlight all the reasons to visit the Branson area, will air November 11, 2025 and be syndicated in 2026.

Chairman's Update – Chairman Mike Patrick complimented staff involved in the State of the State luncheon. It was a great event.

Nominating Committee – The 2026 Board of Directors' election process begins with the appointment of the Nominating Committee. Chairman Patrick recommends the following to serve on this year's committee: Cassie Cunningham (Chair-Elect), Rob Johns, Tracey Field, Nikki Kinney, Phil Cox, Laurie Hayes, and Mike Patrick (current Chair). Cynthia Carson moved to approve the Nominating Committee as presented. Steve Critchfield seconded the motion. All approved. Motion carried.

New Business – Paul Satterwhite shared the Babe Ruth and Cal Ripken World Series will be in Branson in August. The event brings in 68 teams from over 20 countries.

Brad Thomas presented President/CEO Pam Yancey with a framed copy of the Biz 417 issue where she was on the cover as one of the "Women Who Mean Business". Thomas praised Yancey for the remarkable job she is doing leading the organization.

President/CEO Report – President Yancey reported Biz 417's "Ladies Who Launch" kicks off today at the Branson Convention Center and goes through tomorrow.

A new Finance Manager has been hired. Her first day is August 4.

Yvonne Long retired earlier this month. She spent ten years with the organization and took care of the SMERF market.

The Board of Directors' strategic planning session will follow our September meeting.

This meeting of the Branson/Lakes Area Chamber of Commerce & CVB Board of Directors adjourned at 9:30 a.m.

Present: Evan Bradley, Cynthia Carson, Mike Combs, Patrick Cox, Steve Critchfield, Cassie Cunningham, Cole Currier, Robert Griffith, Patrick Haygood, Jeannie Horton, Travis Leaming, Ralph LeBlanc, Bay Mourer, Mike Patrick, Paul Satterwhite, Steve Scherer and Brad Thomas

Absent: Tom Healey, Joe Loth, John Parker, Raj Patel, Matt Petersen, Scott Skoglund, Angie Teel and Wendy White

Ex-Officio Members Present: TCED – Chris Myer, City of Branson – Cathy Stepp, City of Hollister – Denise Olmstead and Lamar Patton

Guest: Marshall Howden



Executive Summary

Finance Oversight Committee August 21, 2025
July 2025 Unaudited Financial Reports

Chamber:

- Membership Revenue continues to be ahead of pace for year-to-date.
- July Event/Program revenue includes Good Morning Branson and Lakes Area Leadership.

CVB:

- Professional Fees includes latest progress payment for the annual audit.

Explore Branson:

- **TCED:**
 - Missouri Matching Grant third quarter payment was received.
 - Opportunity Fund includes the Hallmark ads.
- **City Tourism Tax:**
 - Marketing Expenses are tracking to budget year-to-date.

Branson Chamber of Commerce
Statement of Activities
Chamber Departments

	Month Ending 07/31/2025			Year To Date 07/31/2025			Year Ending 12/31/2025	
	Actual	Budget	Budget Variance	Actual	Budget	Budget Variance	Budget	Budget Variance
Change In Net Assets								
Operating Revenue								
Program Revenue								
EVENT/PROGRAM	36,537.50	34,000.00	2,537.50	120,367.50	136,500.00	(16,132.50)	446,500.00	(326,132.50)
MEMBERSHIP REVENUE	40,715.04	52,500.00	(11,784.96)	292,397.78	276,500.00	15,897.78	550,000.00	(257,602.22)
WEBSITE REVENUE - CHAMBER	666.64	1,500.00	(833.36)	83.33	7,500.00	(7,416.67)	15,000.00	(14,916.67)
Total Program Revenue	77,919.18	88,000.00	(10,080.82)	412,848.61	420,500.00	(7,651.39)	1,011,500.00	(598,651.39)
Revenue - Other								
INTEREST INCOME	2,447.59	1,250.00	1,197.59	16,401.63	8,750.00	7,651.63	15,000.00	1,401.63
BUILDING USAGE FEE	11,979.21	11,979.21	0.00	83,854.47	83,854.47	0.00	143,750.00	(59,895.53)
OTHER INCOME	1,757.13	2,766.00	(1,008.87)	29,696.96	19,362.00	10,334.96	33,200.00	(3,503.04)
ROOM RENTAL	250.00	100.00	150.00	400.00	700.00	(300.00)	1,200.00	(800.00)
Total Revenue - Other	16,433.93	16,095.21	338.72	130,353.06	112,666.47	17,686.59	193,150.00	(62,796.94)
Total Operating Revenue	94,353.11	104,095.21	(9,742.10)	543,201.67	533,166.47	10,035.20	1,204,650.00	(661,448.33)
Expenditures								
Salaries & Benefits								
SALARIES	35,032.31	31,122.00	3,910.31	228,383.48	233,415.00	(5,031.52)	404,586.00	(176,202.52)
CONTRACT LABOR	0.00	1,000.00	(1,000.00)	3,000.00	7,000.00	(4,000.00)	14,000.00	(11,000.00)
RETIREMENT	1,707.91	1,502.00	205.91	11,573.62	11,266.00	307.62	19,537.00	(7,963.38)
PAYROLL TAXES	2,677.73	2,334.00	343.73	17,510.23	17,505.00	5.23	30,344.00	(12,833.77)
FEDERAL UNEMPLOYMENT TAX	0.00	17.00	(17.00)	188.87	128.00	60.87	228.00	(39.13)
STATE UNEMPLOYMENT TAX	0.00	29.00	(29.00)	401.28	217.00	184.28	380.00	21.28
EMPLOYEE BENEFITS	2,273.97	2,682.00	(408.03)	13,705.49	18,774.00	(5,068.51)	32,191.00	(18,485.51)
Total Salaries & Benefits	41,691.92	38,686.00	3,005.92	274,762.97	288,305.00	(13,542.03)	501,266.00	(226,503.03)
Operating Expenses								
MAINTENANCE	501.52	396.00	105.52	2,518.80	2,772.00	(253.20)	4,830.00	(2,311.20)
INSURANCE	261.94	347.00	(85.06)	2,233.30	2,429.00	(195.70)	4,170.00	(1,936.70)
UTILITIES	311.71	298.00	13.71	1,520.31	2,086.00	(565.69)	3,600.00	(2,079.69)
TELEPHONE	557.72	599.00	(41.28)	3,595.36	4,193.00	(597.64)	7,209.00	(3,613.64)
VEHICLE EXPENSE	200.00	225.00	(25.00)	1,583.09	1,575.00	8.09	2,700.00	(1,116.91)
INTEREST EXPENSE	6,966.51	6,966.51	0.00	48,765.57	48,765.57	0.00	83,598.00	(34,832.43)
EMPLOYEE INCENTIVES & RECRUITMENT	462.17	179.00	283.17	2,599.86	1,253.00	1,346.86	2,180.00	419.86
OFFICE OPERATIONS	476.81	190.00	286.81	1,757.18	1,330.00	427.18	2,300.00	(542.82)
SYSTEM (SOFTWARE) OPERATIONS	580.06	2,150.00	(1,569.94)	10,191.60	15,050.00	(4,858.40)	25,840.00	(15,648.40)
PRINTING	719.78	750.00	(30.22)	418.30	5,250.00	(4,831.70)	10,000.00	(9,581.70)
OFFICE SUPPLIES	48.30	33.00	15.30	148.58	231.00	(82.42)	400.00	(251.42)
POSTAGE & SHIPPING	93.50	90.00	3.50	895.42	630.00	265.42	1,080.00	(184.58)
BANKING & MERCHANT FEES	2,750.49	895.00	1,855.49	17,244.09	6,265.00	10,979.09	10,747.00	6,497.09
PROFESSIONAL FEES	3,345.97	2,541.00	804.97	22,612.34	17,787.00	4,825.34	30,520.00	(7,907.66)
DUES & MEMBERSHIPS	179.00	108.00	71.00	38,454.00	39,506.00	(1,052.00)	82,800.00	(44,346.00)
BUSINESS / COMMUNITY RELATIONS	633.47	2,850.00	(2,216.53)	14,397.06	13,250.00	1,147.06	18,500.00	(4,102.94)
WEBSITE EXPENSE - CHAMBER	0.00	5,500.00	(5,500.00)	26,150.00	32,500.00	(6,350.00)	38,000.00	(11,850.00)
PROMOTIONAL ITEMS	0.00	0.00	0.00	423.80	0.00	423.80	0.00	423.80
EDUCATION AND TRAINING	0.00	390.00	(390.00)	1,943.60	2,730.00	(786.40)	4,680.00	(2,736.40)
MEETINGS AND CONFERENCES - REGISTRATION ONLY	0.00	519.00	(519.00)	2,372.50	3,633.00	(1,260.50)	6,250.00	(3,877.50)
EMPLOYEE TRAVEL AND MEALS	1,896.15	8,500.00	(6,603.85)	9,941.93	20,450.00	(10,508.07)	25,000.00	(15,058.07)
CLIENT ENGAGEMENT	207.18	1,000.00	(792.82)	6,671.37	9,750.00	(3,078.63)	15,000.00	(8,328.63)
MISCELLANEOUS	0.00	0.00	0.00	4,529.60	0.00	4,529.60	1,000.00	3,529.60
BAD DEBT	0.00	0.00	0.00	0.00	0.00	0.00	100.00	(100.00)
DIGITAL / SOCIAL MARKETING	0.00	1,000.00	(1,000.00)	1,234.35	12,000.00	(10,765.65)	17,500.00	(16,265.65)
EVENT / PROGRAM	12,734.83	15,000.00	(2,265.17)	106,464.82	132,060.00	(25,595.18)	292,000.00	(185,535.18)

Branson Chamber of Commerce
Statement of Activities
Chamber Departments

	Month Ending 07/31/2025			Year To Date 07/31/2025			Year Ending 12/31/2025	
	Actual	Budget	Budget Variance	Actual	Budget	Budget Variance	Budget	Budget Variance
Total Operating Expenses	32,927.11	50,526.51	(17,599.40)	328,666.83	375,495.57	(46,828.74)	690,004.00	(361,337.17)
Total Expenditures	74,619.03	89,212.51	(14,593.48)	603,429.80	663,800.57	(60,370.77)	1,191,270.00	(587,840.20)
Total Change In Net Assets	19,734.08	14,882.70	4,851.38	(60,228.13)	(130,634.10)	70,405.97	13,380.00	(73,608.13)

Branson Chamber of Commerce
Statement of Activities
CVB Departments

	Month Ending 07/31/2025			Year To Date 07/31/2025			Year Ending 12/31/2025	
	Actual	Budget	Budget Variance	Actual	Budget	Budget Variance	Budget	Budget Variance
Change In Net Assets								
Operating Revenue								
Program Revenue								
ENHANCEMENT TAX ADMIN FEE	364,322.46	246,000.00	118,322.46	1,700,171.48	1,722,000.00	(21,828.52)	2,952,000.00	(1,251,828.52)
Total Program Revenue	364,322.46	246,000.00	118,322.46	1,700,171.48	1,722,000.00	(21,828.52)	2,952,000.00	(1,251,828.52)
Revenue - Other								
OTHER INCOME	0.00	666.00	(666.00)	1,950.00	4,662.00	(2,712.00)	8,000.00	(6,050.00)
Total Revenue - Other	0.00	666.00	(666.00)	1,950.00	4,662.00	(2,712.00)	8,000.00	(6,050.00)
Total Operating Revenue	364,322.46	246,666.00	117,656.46	1,702,121.48	1,726,662.00	(24,540.52)	2,960,000.00	(1,257,878.52)
Expenditures								
Salaries & Benefits								
SALARIES	140,543.75	143,977.00	(3,433.25)	1,011,183.27	1,079,828.00	(68,644.73)	1,871,713.00	(860,529.73)
RETIREMENT	6,383.65	7,069.00	(685.35)	44,820.22	53,018.00	(8,197.78)	91,907.00	(47,086.78)
PAYROLL TAXES	10,672.48	10,798.00	(125.52)	75,368.15	80,985.00	(5,616.85)	140,379.00	(65,010.85)
FEDERAL UNEMPLOYMENT TAX	36.49	74.00	(37.51)	1,319.10	556.00	763.10	972.00	347.10
STATE UNEMPLOYMENT TAX	59.13	124.00	(64.87)	1,992.04	930.00	1,062.04	1,620.00	372.04
EMPLOYEE BENEFITS	8,891.34	17,226.00	(8,334.66)	80,006.62	120,582.00	(40,575.38)	206,713.00	(126,706.38)
Total Salaries & Benefits	166,586.84	179,268.00	(12,681.16)	1,214,689.40	1,335,899.00	(121,209.60)	2,313,304.00	(1,098,614.60)
Operating Expenses								
MAINTENANCE	2,027.47	3,620.00	(1,592.53)	20,183.19	25,340.00	(5,156.81)	43,470.00	(23,286.81)
INSURANCE	2,357.42	3,127.00	(769.58)	18,911.41	21,889.00	(2,977.59)	37,530.00	(18,618.59)
UTILITIES	2,805.31	2,699.00	106.31	13,682.45	18,893.00	(5,210.55)	32,400.00	(18,717.55)
TELEPHONE	4,035.44	4,228.00	(192.56)	26,355.11	29,596.00	(3,240.89)	50,745.00	(24,389.89)
VEHICLE EXPENSE	225.00	425.00	(200.00)	1,599.65	2,975.00	(1,375.35)	5,100.00	(3,500.35)
BUILDING USAGE FEE	11,979.21	11,979.21	0.00	83,854.47	83,854.47	0.00	143,750.00	(59,895.53)
EMPLOYEE INCENTIVES & RECRUITMENT	2,298.32	1,635.00	663.32	29,565.59	11,445.00	18,120.59	19,620.00	9,945.59
OFFICE OPERATIONS	3,097.78	1,725.00	1,372.78	14,061.24	12,075.00	1,986.24	20,700.00	(6,638.76)
SYSTEM (SOFTWARE) OPERATIONS	5,019.02	14,283.00	(9,263.98)	63,766.72	99,981.00	(36,214.28)	171,410.00	(107,643.28)
PRINTING	0.00	600.00	(600.00)	638.20	4,200.00	(3,561.80)	7,200.00	(6,561.80)
OFFICE SUPPLIES	0.00	300.00	(300.00)	851.17	2,100.00	(1,248.83)	3,600.00	(2,748.83)
POSTAGE & SHIPPING	0.00	810.00	(810.00)	14.27	5,670.00	(5,655.73)	9,720.00	(9,705.73)
BANKING & MERCHANT FEES	82.47	0.00	82.47	250.73	0.00	250.73	0.00	250.73
PROFESSIONAL FEES	8,205.90	4,140.00	4,065.90	36,617.74	28,980.00	7,637.74	49,680.00	(13,062.26)
DUES & MEMBERSHIPS	0.00	1,391.00	(1,391.00)	16,607.00	9,737.00	6,870.00	16,700.00	(93.00)
BUSINESS / COMMUNITY RELATIONS	120.57	333.00	(212.43)	1,572.84	2,331.00	(758.16)	4,000.00	(2,427.16)
PROMOTIONAL ITEMS	0.00	0.00	0.00	390.43	0.00	390.43	0.00	390.43
EDUCATION AND TRAINING	200.00	375.00	(175.00)	2,371.00	2,625.00	(254.00)	4,500.00	(2,129.00)
SPONSORSHIP EXPENSE	0.00	0.00	0.00	6,075.00	0.00	6,075.00	0.00	6,075.00
MEETINGS AND CONFERENCES - REGISTRATION ONLY	0.00	250.00	(250.00)	0.00	1,750.00	(1,750.00)	3,000.00	(3,000.00)
EMPLOYEE TRAVEL AND MEALS	1,287.11	666.00	621.11	7,515.34	4,662.00	2,853.34	8,000.00	(484.66)
CLIENT ENGAGEMENT	145.66	1,000.00	(854.34)	36,582.03	9,750.00	26,832.03	15,000.00	21,582.03
MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00	500.00	(500.00)
PUBLIC RELATIONS	0.00	0.00	0.00	5,925.00	0.00	5,925.00	0.00	5,925.00
FAM / IN MARKET CONFERENCE	335.05	0.00	335.05	395.03	0.00	395.03	0.00	395.03
DIGITAL / SOCIAL MARKETING	0.00	0.00	0.00	51,013.95	0.00	51,013.95	0.00	51,013.95
EVENT / PROGRAM	0.00	0.00	0.00	1,006.55	0.00	1,006.55	0.00	1,006.55
Total Operating Expenses	44,221.73	53,586.21	(9,364.48)	439,806.11	377,853.47	61,952.64	646,625.00	(206,818.89)
Total Expenditures	210,808.57	232,854.21	(22,045.64)	1,654,495.51	1,713,752.47	(59,256.96)	2,959,929.00	(1,305,433.49)
Total Change In Net Assets	153,513.89	13,811.79	139,702.10	47,625.97	12,909.53	34,716.44	71.00	47,554.97

**Explore Branson Tourism
Statement of Activities**

	Month Ending 07/31/2025			Year To Date 07/31/2025			Year Ending 12/31/2025	
	Actual	Budget	Budget Variance	Actual	Budget	Budget Variance	Budget	Budget Variance
	Change In Net Assets							
Operating Revenue								
Grant Revenues								
GRANTS	87,656.25	0.00	87,656.25	87,656.25	0.00	87,656.25	450,000.00	(362,343.75)
Total Grant Revenues	87,656.25	0.00	87,656.25	87,656.25	0.00	87,656.25	450,000.00	(362,343.75)
Program Revenue								
EVENT/PROGRAM	2,295.00	2,910.00	(615.00)	32,670.00	20,410.00	12,260.00	35,000.00	(2,330.00)
PUBLICATIONS	12,000.00	16,660.00	(4,660.00)	114,880.30	116,660.00	(1,779.70)	200,000.00	(85,119.70)
ENHANCEMENT TAX	653,190.80	584,339.00	68,851.80	3,205,683.30	3,741,667.80	(535,984.50)	6,628,475.00	(3,422,791.70)
WEBSITE REVENUE - CVB	4,822.50	12,500.00	(7,677.50)	112,015.30	87,500.00	24,515.30	150,000.00	(37,984.70)
Total Program Revenue	672,308.30	616,409.00	55,899.30	3,465,248.90	3,966,237.80	(500,988.90)	7,013,475.00	(3,548,226.10)
Total Operating Revenue	759,964.55	616,409.00	143,555.55	3,552,905.15	3,966,237.80	(413,332.65)	7,463,475.00	(3,910,569.85)
Expenditures								
Marketing Expenses								
Dues & Sponsorships								
EBT - DUES & MEMBERSHIPS - 07	0.00	75.00	(75.00)	54,306.00	32,550.80	21,755.20	57,210.00	(2,904.00)
EBT - SPONSORSHIP EXPENSE - 07	18,679.00	1,500.00	17,179.00	333,493.78	353,700.00	(20,206.22)	455,850.00	(122,356.22)
Total Dues & Sponsorships	18,679.00	1,575.00	17,104.00	387,799.78	386,250.80	1,548.98	513,060.00	(125,260.22)
Media								
EBT - PRINTING - 04	42,730.93	16,800.00	25,930.93	171,652.71	209,000.00	(37,347.29)	218,500.00	(46,847.29)
EBT - POSTAGE & SHIPPING - 04	11,496.79	21,500.00	(10,003.21)	87,534.21	136,000.00	(48,465.79)	206,000.00	(118,465.79)
EBT - TRADITIONAL MARKETING - 04	39,072.80	200,800.00	(161,727.20)	423,150.33	631,170.00	(208,019.67)	1,560,170.00	(1,137,019.67)
EBT - CREATIVE SERVICES - 04	57,469.13	63,750.00	(6,280.87)	398,886.50	475,250.00	(76,363.50)	734,000.00	(335,113.50)
EBT - DIGITAL / SOCIAL MARKETING - 04	342,074.08	227,795.00	114,279.08	1,297,564.19	1,296,220.00	1,344.19	2,442,000.00	(1,144,435.81)
EBT - INCENTIVE PAY - 04	2,055.35	5,272.00	(3,216.65)	14,200.35	31,632.00	(17,431.65)	58,000.00	(43,799.65)
Total Media	494,899.08	535,917.00	(41,017.92)	2,392,988.29	2,779,272.00	(386,283.71)	5,218,670.00	(2,825,681.71)
Public Relations								
EBT - PROMOTIONAL ITEMS - 05	517.13	0.00	517.13	9,760.49	37,000.00	(27,239.51)	43,000.00	(33,239.51)
EBT - PUBLIC RELATIONS - 05	1,451.35	12,537.00	(11,085.65)	111,294.21	168,685.00	(57,390.79)	243,370.00	(132,075.79)
EBT - FAM / IN MARKET CONFERENCE - 05	8,903.32	5,000.00	3,903.32	73,491.07	105,000.00	(31,508.93)	153,000.00	(79,508.93)
Total Public Relations	10,871.80	17,537.00	(6,665.20)	194,545.77	310,685.00	(116,139.23)	439,370.00	(244,824.23)
Research								
EBT - RESEARCH - 03	3,482.52	6,930.00	(3,447.48)	60,378.29	85,360.00	(24,981.71)	130,000.00	(69,621.71)
Total Research	3,482.52	6,930.00	(3,447.48)	60,378.29	85,360.00	(24,981.71)	130,000.00	(69,621.71)
Trade Shows & Conferences								
EBT - MEETING / CONFERENCE REGISTRATION - 06	5,495.00	2,000.00	3,495.00	23,691.57	37,670.00	(13,978.43)	58,075.00	(34,383.43)
EBT - EMPLOYEE TRAVEL / MEALS - 06	7,643.40	5,800.00	1,843.40	25,847.44	40,350.00	(14,502.56)	94,300.00	(68,452.56)
Total Trade Shows & Conferences	13,138.40	7,800.00	5,338.40	49,539.01	78,020.00	(28,480.99)	152,375.00	(102,835.99)
Total Marketing Expenses	541,070.80	569,759.00	(28,688.20)	3,085,251.14	3,639,587.80	(554,336.66)	6,453,475.00	(3,368,223.86)
Opportunity Fund								
EBT - OPPORTUNITY FUND - 02	112,120.00	14,580.00	97,540.00	120,432.16	102,080.00	18,352.16	175,000.00	(54,567.84)
Total Opportunity Fund	112,120.00	14,580.00	97,540.00	120,432.16	102,080.00	18,352.16	175,000.00	(54,567.84)
TCED Revenue Expenses								
TCED REVENUE EXPENSE	19,117.50	32,070.00	(12,952.50)	259,565.60	224,570.00	34,995.60	385,000.00	(125,434.40)
MATCHING GRANT	87,656.25	0.00	87,656.25	87,656.25	0.00	87,656.25	450,000.00	(362,343.75)
Total TCED Revenue Expenses	106,773.75	32,070.00	74,703.75	347,221.85	224,570.00	122,651.85	835,000.00	(487,778.15)
Total Expenditures	759,964.55	616,409.00	143,555.55	3,552,905.15	3,966,237.80	(413,332.65)	7,463,475.00	(3,910,569.85)
Total Change In Net Assets	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

CITY
Statement of Activities

	Month Ending			Year To Date			Year Ending	
	07/31/2025			07/31/2025			12/31/2025	
	Actual	Budget	Budget Variance	Actual	Budget	Budget Variance	Budget	Budget Variance
Change In Net Assets								
Operating Revenue								
Program Revenue								
CITY CHIEFS CAMPAIGN	0.00	14,615.00	(14,615.00)	158,462.25	151,865.00	6,597.25	250,000.00	(91,537.75)
CITY TOURISM TAX	159,986.87	168,403.00	(8,416.13)	1,075,278.55	1,362,042.00	(286,763.45)	2,500,000.00	(1,424,721.45)
Total Program Revenue	<u>159,986.87</u>	<u>183,018.00</u>	<u>(23,031.13)</u>	<u>1,233,740.80</u>	<u>1,513,907.00</u>	<u>(280,166.20)</u>	<u>2,750,000.00</u>	<u>(1,516,259.20)</u>
Total Operating Revenue	<u>159,986.87</u>	<u>183,018.00</u>	<u>(23,031.13)</u>	<u>1,233,740.80</u>	<u>1,513,907.00</u>	<u>(280,166.20)</u>	<u>2,750,000.00</u>	<u>(1,516,259.20)</u>
Expenditures								
Marketing Expenses								
CITY - TRADITIONAL MARKETING - 11	14,368.64	38,778.00	(24,409.36)	192,458.03	382,276.00	(189,817.97)	750,000.00	(557,541.97)
CITY - MEDIA - 11	103,487.24	94,130.00	9,357.24	500,187.08	552,620.00	(52,432.92)	1,040,000.00	(539,812.92)
CITY - CREATIVE - 11	17,357.63	14,375.00	2,982.63	106,172.56	103,125.00	3,047.56	175,000.00	(68,827.44)
CITY - MEETINGS & CONFERENCES - 11	3,413.58	3,290.00	123.58	22,426.18	43,335.00	(20,908.82)	80,000.00	(57,573.82)
CITY - DUES & SPONSORSHIPS - 11	0.00	9,500.00	(9,500.00)	128,240.18	93,556.00	34,684.18	210,000.00	(81,759.82)
CITY - HISTORIC DOWNTOWN - 11	65.09	0.00	65.09	421.28	30,000.00	(29,578.72)	45,000.00	(44,578.72)
CITY - VETERANS / ACTIVE DUTY MILITARY - 11	5,294.69	0.00	5,294.69	79,025.29	98,800.00	(19,774.71)	100,000.00	(20,974.71)
Total Marketing Expenses	<u>143,986.87</u>	<u>160,073.00</u>	<u>(16,086.13)</u>	<u>1,028,930.60</u>	<u>1,303,712.00</u>	<u>(274,781.40)</u>	<u>2,400,000.00</u>	<u>(1,371,069.40)</u>
Opportunity Fund								
CITY - OPPORTUNITY FUND - 11	16,000.00	8,330.00	7,670.00	46,347.95	58,330.00	(11,982.05)	100,000.00	(53,652.05)
Total Opportunity Fund	<u>16,000.00</u>	<u>8,330.00</u>	<u>7,670.00</u>	<u>46,347.95</u>	<u>58,330.00</u>	<u>(11,982.05)</u>	<u>100,000.00</u>	<u>(53,652.05)</u>
Chiefs Campaign								
CHIEFS - DIGITAL MEDIA - 19	0.00	10,455.00	(10,455.00)	50,000.00	73,205.00	(23,205.00)	125,500.00	(75,500.00)
CHIEFS - PROMOTIONS / PR - 19	0.00	2,500.00	(2,500.00)	3,000.00	17,500.00	(14,500.00)	30,000.00	(27,000.00)
CHIEFS - CONTINGENCY / ACTIVATION FUND - 19	0.00	0.00	0.00	55,962.25	0.00	55,962.25	25,000.00	30,962.25
CHIEFS - TRADITIONAL - 19	0.00	0.00	0.00	49,500.00	49,500.00	0.00	49,500.00	0.00
CHIEFS - CREATIVE SERVICES - 19	0.00	1,660.00	(1,660.00)	0.00	11,660.00	(11,660.00)	20,000.00	(20,000.00)
Total Chiefs Campaign	<u>0.00</u>	<u>14,615.00</u>	<u>(14,615.00)</u>	<u>158,462.25</u>	<u>151,865.00</u>	<u>6,597.25</u>	<u>250,000.00</u>	<u>(91,537.75)</u>
Total Expenditures	<u>159,986.87</u>	<u>183,018.00</u>	<u>(23,031.13)</u>	<u>1,233,740.80</u>	<u>1,513,907.00</u>	<u>(280,166.20)</u>	<u>2,750,000.00</u>	<u>(1,516,259.20)</u>
Total Change In Net Assets	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>

MEMBERSHIP INVESTMENT MONTHLY REPORT

JULY

MONTH	JULY 2025	REVENUE 2025	JULY 2024	REVENUE 2024
NEW	9	\$10,024.00	8	\$7,040.00
RENEWALS	82	\$34,213.04	67	\$33,640.99
CANCELLATIONS	5	\$3,900.50	14	\$8,406.75

YEAR-TO-DATE

YEAR-TO-DATE	JULY 2025	REVENUE 2025	JULY 2024	REVENUE 2024
NEW	69	\$64,859.50	82	\$61,603.00
RENEWALS	318	\$250,905.78	302	\$167,318.36
CANCELLATIONS	60	\$34,414.00	72	\$46,389.11
MEMBER COUNT	784		810	

NEW MEMBERSHIPS JULY 2025 (9)

COMPANY	ADDRESS	CITY, STATE, ZIP	AMOUNT
417 Lifestyle Group	1440 State Highway 248., Ste Q248	Branson, MO 65616	\$1,008.00
Cerris Systems	3702 E Kerr St	Springfield, MO 65898	\$2,500.00
Don Vrgas Mariscos & Grill	4580 Gretna Rd	Branson, MO 65616	\$1,008.00
Jim and Lisa McCabe/Dream Vacations	1712 Pointe Royale Drive	Branson, MO 65616	\$1,000.00
Laundry Whips	15916 US 160, Ste. 2	Forsyth, MO 65653	\$1,000.00
Non-Slip Solutions of the Ozarks LLC	1152 W. Blue Ln.	Ozark, MO 65721	\$1,008.00
Paragon 360	1859 W. Arbor St.	Springfield, MO 65807	\$1,000.00
Paragon Fabrication	2855 S Kansas Expressway	Springfield, MO 65807	\$1,000.00

The Branson Towers	236 Shepherd of the Hills Expwy.	Branson, MO 65616	\$500.00
TOTAL NEW REVENUE			\$10,024.00

RENEWED MEMBERSHIPS JULY 2025 (82)

912 Homes & Design **	Fabrica de Churros LLC **	Party Magic **
Adventure Ziplines of Branson **	Famous Dave's	Pirate's Cove Adventure Golf
AIRO (Branson Helicopter Tours, Inc)	Five Star Parks **	Platos Cave Apartments
Arvest Bank	Flavor of Branson Dining Guide **	Post Environmental Services
Austin Roofing Solutions LLC **	Geron Group Construction LLC **	Precision Garage Door of Branson **
Axis Dumpsters **	Governmental Services	RE/MAX Showtime **
Best Western Center Pointe Inn **	Guth Home Services LLC **	Renu Beauty and Botox **
Birch & Willow Spa **	Harness Roofing Inc	Ripley's Believe It Or Not! Odditorium
Bloom Church	Hideaway Marina	Rodeway Inn Branson, Brick House **
Branson Duck Tours LLC **	Holiday Inn Express & Suites - 76 Central	Steinkamp, Janet
Branson Farmers Market / Farmers Market of the Ozarks **	Holiday Inn Express Green Mountain Drive **	Stone Solid Productions **
Branson On Stage Live!	Hughes Brothers Theater	Sunrise Shoes **
Branson View RV Park, LLC	iBranson Ticket Services **	Sunset Nightly Rentals
BransonMissouri.Com **	Jeep Branson **	Tanger Outlets Branson
BransonWeekend.Com	Jones Marketing Group **	The Retro Hotel **

Camping World Branson	KDM Builders, LLC **	The Track Brochure Distribution LLC **
Chalets on Table Rock Lake	Kilwins of Branson	The Track Family Fun Parks **
City on a Hill Property Management **	Legacy Leadership Group **	Trimlight of the Ozarks **
Comfort Inn & Suites Branson Meadows **	Lights of Joy Christmas Drive-Thru **	Trolley Trips **
Comfort Inn at Thousand Hills **	Lipco Promo (Ozark Mountain Novelties, Inc.)	UPS Store - Hwy 248 **
Commerce Bank	Lost Treasure Golf	Vacation Channel (The) **
Commercial 1 Brokers, LLC	Masters of Escape LLC, The	VIP Tours and Transportation
Container Hideaway **	Midwest Contractors & Consultants, Inc.	Westgate Branson Woods Resort
Cornerstone Building Services	National Autism Resources	World's Largest Toy Museum Complex
Danner Enterprises	Opie's Landscaping and Maintenance	XTreme Racing Center of Branson **
Developmental Connections	Ozark Mountain Legacy	YOLO Rolled Ice Cream **
Digital Lunchbox, LLC.	Ozark Shooters Sports Complex	
Elite Health Insurance Solutions **	Ozarks Family Vision Centre	
	TOTAL RENEWAL REVENUE	\$34,213.04

**Monthly Renewal

PENDING DROP MEMBERS FOR JULY 2025 (5)

COMPANY	REASON FOR DROP	AMOUNT
Brinton Fire & Security	Per member request	\$500.00
Grotto	No response received	\$1,000.00

Saint City's Sports Bar & Grill	No response received	\$1,000.00
Spark by Hilton Branson Meadows	Out of business	\$1,000.00
TGC Photography, LLC	No response received	\$400.50
	TOTAL PROJECTED LOSS	\$3,900.50

**** FORECASTED DROPS ****

COMPANY	REASON FOR DROP	AMOUNT
Greenlight Dispensary	No response to collections efforts	\$516.00
Little Hacienda	No response to collections efforts	\$475.00
Sam's Club	No response to collections efforts	\$1,000.00
	TOTAL FORECASTED LOSS	\$1,991.00

**BRANSON/LAKES AREA TOURISM COMMUNITY ENHANCEMENT DISTRICT
TOURISM TAX HISTORY
FOR CALENDAR YEARS 2020 THROUGH 2025**

NOTE: This reflects *business sales month* (not TCED's receipt month). Also, revenue is *gross tax*, not TCED deposits.
TCED has a 2-month lag between the sales month and the cash receipts month.

The City of Branson only has a 1-month lag, since they collect taxes directly.
For example, taxes on September business sales are reported here in September, but TCED does not receive its share from the State until November.

Year->	2020			2021			2022			2023			2024			2025		
	Tax Revenue	% Incr/Decr v. Prior Yr	% Incr/Decr v. Prior Yr	Tax Revenue	% Incr/Decr v. Prior Yr	% Incr/Decr v. Prior Yr	Tax Revenue	% Incr/Decr v. Prior Yr	% Incr/Decr v. Prior Yr	Tax Revenue	% Incr/Decr v. Prior Yr	% Incr/Decr v. Prior Yr	Tax Revenue	% Incr/Decr v. Prior Yr	% Incr/Decr v. Prior Yr	Tax Revenue	% Incr/Decr v. Prior Yr	
January	621,375	8.7%	8.7%	677,632	9.1%	50.0%	806,008	-20.7%	882,811	9.5%	9.5%	1,015,792	15.1%	15.1%	1,015,792	9.5%	9.5%	
February	374,802	3.5%	3.5%	406,086	8.3%	47.8%	601,947	0.3%	576,845	-4.2%	-4.2%	499,261	-13.4%	-13.4%	499,261	-4.2%	-4.2%	
March	366,031	-33.3%	-33.3%	611,932	67.2%	11.0%	615,465	-9.4%	689,591	12.0%	12.0%	898,310	30.3%	30.3%	898,310	12.0%	12.0%	
April	313,466	-50.7%	-50.7%	891,342	184.4%	0.0%	919,885	3.2%	998,379	8.5%	8.5%	948,230	-5.0%	-5.0%	948,230	8.5%	8.5%	
May	354,639	-44.5%	-44.5%	895,105	152.4%	4.9%	896,876	-4.5%	908,601	1.3%	1.3%	871,548	-4.1%	-4.1%	871,548	1.3%	1.3%	
June	524,794	-45.1%	-45.1%	994,675	89.5%	8.9%	1,121,736	3.5%	1,161,409	3.5%	3.5%	1,315,880	13.3%	13.3%	1,315,880	3.5%	3.5%	
July	1,015,156	-14.7%	-14.7%	1,630,413	60.6%	-15.6%	1,521,011	10.5%	1,437,292	-5.5%	-5.5%							
August	779,487	-3.4%	-3.4%	970,240	24.5%	5.6%	1,212,790	18.4%	1,142,868	-5.8%	-5.8%							
September	565,591	-7.4%	-7.4%	679,855	20.2%	42.8%	931,415	-14.3%	961,863	15.7%	15.7%							
October	756,906	-6.5%	-6.5%	1,046,360	38.2%	-3.9%	972,737	-3.3%	904,496	-7.0%	-7.0%							
November	741,142	-15.2%	-15.2%	836,343	12.8%	25.5%	1,302,508	24.1%	1,183,846	-9.1%	-9.1%							
December	658,546	-29.2%	-29.2%	965,098	46.5%	18.1%	1,287,164	12.9%	1,419,646	10.3%	10.3%							
Totals	7,071,935	-20.8%	-20.8%	10,605,081	50.0%	11.0%	12,089,542	2.7%	12,267,647	1.5%	1.5%	5,549,022			5,549,022	1.5%	1.5%	

Year-to-Date Business Sales Month of:	Year-to-Date Cumulative		
	Tax Revenue	% Incr/Decr v. Prior Yr	% Incr/Decr v. Prior Yr
January	621,375	9.1%	50.0%
February	996,177	8.8%	49.2%
March	1,362,208	24.5%	35.4%
April	1,675,674	54.4%	23.2%
May	2,030,313	71.5%	18.5%
June	2,555,107	31.2%	16.4%
July	3,570,263	-27.2%	7.8%
August	4,349,750	-23.8%	7.5%
September	4,915,341	-22.2%	10.6%
October	5,672,247	-20.4%	8.9%
November	6,413,389	-19.9%	10.3%
December	7,071,935	-20.8%	11.0%

CITY OF BRANSON

1% SALES TAX - 10 YEAR HISTORY
CALENDAR YEARS 2016 - 2025

	*** 2016 ***		*** 2017 ***		*** 2018 ***		*** 2019 ***		*** 2020 ***		*** 2021 ***		*** 2022 ***		*** 2023 ***		*** 2024 ***		*** 2025 ***	
	MONTHLY AMOUNT	Incl/ Decr over Prior Yr	MONTHLY AMOUNT	Incl/ Decr over Prior Yr	MONTHLY AMOUNT	Incl/ Decr over Prior Yr	MONTHLY AMOUNT	Incl/ Decr over Prior Yr	MONTHLY AMOUNT	Incl/ Decr over Prior Yr	MONTHLY AMOUNT	Incl/ Decr over Prior Yr	MONTHLY AMOUNT	Incl/ Decr over Prior Yr	MONTHLY AMOUNT	Incl/ Decr over Prior Yr	MONTHLY AMOUNT	Incl/ Decr over Prior Yr	MONTHLY AMOUNT	Incl/ Decr over Prior Yr
Jan	1,171,427	-1.5%	1,277,877	9.1%	1,052,731	-17.6%	1,264,254	20.1%	1,201,005	-5.0%	953,286	-20.6%	1,194,684	25.3%	1,391,526	16.5%	1,551,800	11.5%	1,372,787	-11.5%
Feb	747,860	-3.4%	895,748	19.8%	1,071,224	19.0%	1,046,299	-2.3%	921,361	-11.9%	923,580	0.2%	1,325,661	43.5%	1,464,172	10.4%	1,553,953	6.1%	1,687,237	8.6%
Mar	761,002	20.3%	626,382	-17.7%	740,489	18.2%	772,556	4.3%	915,901	18.6%	871,163	-4.9%	952,479	9.3%	845,255	-11.3%	943,044	11.6%	1,050,994	11.4%
Apr	535,466	3.7%	549,936	2.7%	555,125	0.9%	480,012	-13.5%	506,761	5.6%	631,708	24.7%	784,324	24.2%	775,967	-1.1%	745,076	-4.0%	714,398	-4.1%
May	633,340	-4.0%	702,639	10.9%	811,056	15.4%	744,690	-8.2%	552,259	-25.8%	917,802	66.2%	936,981	2.3%	974,882	3.8%	1,010,788	3.7%	1,150,349	13.8%
Jun	1,023,756	23.0%	848,067	-17.2%	835,492	-1.5%	896,118	7.3%	488,815	-45.5%	1,219,887	149.6%	1,148,646	-5.8%	1,198,625	4.4%	1,262,563	5.3%	1,305,501	3.4%
Jul	962,055	-7.9%	1,053,686	9.5%	1,124,500	6.7%	959,265	-14.7%	520,177	-45.8%	1,269,791	144.1%	1,129,484	-11.0%	1,232,993	9.2%	1,159,762	-5.9%	1,169,512	0.8%
Aug	877,036	-3.4%	940,088	7.2%	997,753	6.1%	1,004,061	0.8%	721,624	-28.1%	1,250,934	73.3%	1,604,686	28.3%	1,483,485	-7.6%	1,549,402	4.4%	1,686,269	8.8%
Sep	1,701,940	5.5%	1,445,291	-15.1%	1,615,227	11.8%	1,628,850	0.8%	1,367,002	-16.1%	2,200,060	60.9%	1,860,019	-15.5%	1,902,045	2.3%	1,805,557	-5.1%		
Oct	1,087,568	-2.7%	988,420	-9.1%	946,822	-4.2%	1,057,784	11.7%	1,044,878	-1.2%	1,258,011	20.4%	1,408,702	12.0%	1,590,967	12.9%	1,461,159	-8.2%		
Nov	711,752	-1.5%	754,292	6.0%	876,370	16.2%	785,635	-10.4%	760,807	-3.2%	917,015	20.5%	1,237,070	34.9%	1,137,353	-8.1%	1,291,781	13.6%		
Dec	1,211,867	1.5%	1,296,133	7.0%	976,243	-24.7%	1,098,764	12.6%	1,010,585	-8.0%	1,377,732	36.3%	1,361,866	-1.2%	1,404,984	3.2%	1,266,644	-9.8%		
TOTAL	\$11,425,069	2.0%	\$11,378,560	-0.4%	\$11,603,032	2.0%	\$11,738,286	1.2%	\$10,011,175	-14.7%	\$13,790,968	37.8%	\$14,946,600	8.4%	\$15,402,252	3.0%	\$15,601,528	1.3%		
	YTD AMOUNT		YTD AMOUNT		YTD AMOUNT		YTD AMOUNT		YTD AMOUNT		YTD AMOUNT		YTD AMOUNT		YTD AMOUNT		YTD AMOUNT		YTD AMOUNT	
Jan	1,171,427	-1.5%	1,277,877	9.1%	1,052,731	-17.6%	1,264,254	20.1%	1,201,005	-5.0%	953,286	-20.6%	1,194,684	25.3%	1,391,526	16.5%	1,551,800	11.5%	1,372,787	-11.5%
Feb	1,919,287	-2.2%	2,173,625	13.3%	2,123,955	-2.3%	2,310,552	8.8%	2,122,366	-8.1%	1,876,866	-11.6%	2,520,345	34.3%	2,855,698	13.3%	3,105,753	8.8%	3,060,024	-1.5%
Mar	2,680,289	3.3%	2,800,006	4.5%	2,864,444	2.3%	3,083,108	7.6%	3,038,267	-1.5%	2,748,029	-9.6%	3,472,823	26.4%	3,700,953	6.6%	4,048,797	9.4%	4,111,018	1.5%
Apr	3,215,755	3.3%	3,349,943	4.2%	3,419,569	2.1%	3,563,120	4.2%	3,545,028	-0.5%	3,379,737	-4.7%	4,257,148	26.0%	4,476,919	5.2%	4,793,873	7.1%	4,825,416	0.7%
May	3,849,095	2.1%	4,052,581	5.3%	4,230,625	4.4%	4,307,810	1.8%	4,097,287	-4.9%	4,297,539	4.9%	5,196,128	20.9%	5,451,801	4.9%	5,804,661	6.5%	5,975,765	2.9%
Jun	4,872,850	5.8%	4,900,648	0.6%	5,066,117	3.4%	5,203,928	2.7%	4,586,102	-11.9%	5,517,426	20.3%	6,344,774	15.0%	6,650,426	4.8%	7,067,223	6.3%	7,281,265	3.0%
Jul	5,834,906	3.3%	5,954,334	2.0%	6,190,617	4.0%	6,163,193	-0.4%	5,106,279	-17.1%	6,787,217	32.9%	7,474,258	10.1%	7,883,419	5.5%	8,226,986	4.4%	8,450,777	2.7%
Aug	6,711,942	2.4%	6,894,423	2.7%	7,188,370	4.3%	7,167,254	-0.3%	5,827,903	-18.7%	8,038,151	37.9%	9,078,944	12.9%	9,366,904	3.2%	9,776,388	4.4%	10,137,046	3.7%
Sep	8,413,882	3.0%	8,339,714	-0.9%	8,803,597	5.6%	8,796,103	-0.1%	7,194,905	-18.2%	10,238,211	42.3%	10,938,963	6.8%	11,268,948	3.0%	11,581,945	2.8%		
Oct	9,501,450	2.3%	9,328,134	-1.8%	9,750,419	4.5%	9,853,887	1.1%	8,239,783	-16.4%	11,496,222	39.5%	12,347,665	7.4%	12,859,915	4.1%	13,043,103	1.4%		
Nov	10,213,202	2.0%	10,082,427	-1.3%	10,626,788	5.4%	10,639,522	0.1%	9,000,590	-15.4%	12,413,237	37.9%	13,584,735	9.4%	13,997,267	3.0%	14,334,885	2.4%		
Dec	\$11,425,069	2.0%	\$11,378,560	-0.4%	\$11,603,032	2.0%	\$11,738,286	1.2%	\$10,011,175	-14.7%	\$13,790,968	37.8%	\$14,946,600	8.4%	\$15,402,252	3.0%	\$15,601,528	1.3%		

CONTENTS: This report is prepared from the 1% sales tax payments received by the City's Finance Department from the Missouri Department of Revenue on a monthly basis. Tax amounts on this report are reflected in the month that tax payments are received. For example, taxes received by the city in the month of August reflects primarily business tax returns filed with the Dept. of Revenue in July for business sales occurring mostly in June. There are no accruals made to this report as it reflects receipts on a cash basis for the month. If a business is paying back taxes, the numbers are reflected in the month that the business actually paid their taxes. This report is prepared between the 5th and 7th working day of the month.

CITY OF BRANSON
TOURISM TAX HISTORY
CALENDAR YEAR 2016 - 2025

	*** 2016 ***		*** 2017 ***		*** 2018 ***		*** 2019 ***		*** 2020 ***		*** 2021 ***		*** 2022 ***		*** 2023 ***		*** 2024 ***		*** 2025 ***			
	MONTHLY AMOUNT	% Change																				
Jan	\$869,687	6.8%	\$959,717	10.4%	\$1,133,887	18.1%	\$1,031,748	-9.0%	\$1,177,601	14.1%	\$1,043,046	-11.4%	\$1,693,275	62.7%	\$1,820,533	7.5%	\$1,898,723	4.3%				
Feb	235,315	2.6%	209,515	-11.0%	200,196	-4.4%	272,371	36.1%	293,076	7.6%	311,789	6.4%	325,640	4.4%	323,294	-0.2%	367,517	12.9%	407,042	11.6%	407,042	0.0%
Mar	291,110	13.5%	278,834	-4.2%	275,839	-1.1%	250,194	-9.3%	243,103	-2.8%	378,398	55.7%	378,398	0.0%	419,422	10.6%	419,422	0.0%	419,414	-0.02%	441,529	5.3%
Apr	927,865	17.5%	1,029,097	10.9%	1,080,019	4.9%	989,349	-8.4%	270,465	-72.7%	1,395,304	415.3%	1,444,437	3.5%	1,476,798	2.2%	1,450,917	-1.8%	1,653,149	13.9%		
May	864,860	17.3%	798,613	-7.7%	852,226	6.7%	749,765	-12.0%	147,005	-80.4%	1,180,870	703.3%	1,098,010	-7.0%	1,137,792	3.6%	1,134,991	-0.2%	1,153,837	1.7%		
Jun	1,073,058	11.5%	1,010,141	-5.9%	1,103,933	9.3%	1,072,875	-2.8%	285,515	-75.4%	1,505,768	427.4%	1,362,518	-9.5%	1,395,353	2.4%	1,493,871	7.1%	1,597,602	6.9%		
Jul	1,487,776	-1.1%	1,592,425	7.0%	1,721,745	8.1%	1,524,016	-11.0%	848,979	-44.3%	2,349,864	176.9%	2,112,596	-10.1%	2,330,915	10.3%	2,264,037	-2.9%	2,470,211	9.1%		
Aug	2,119,209	12.0%	1,985,621	-6.3%	2,088,969	5.2%	2,068,808	-1.0%	1,502,595	-27.4%	2,748,679	82.9%	2,762,775	0.5%	2,779,080	0.6%	2,591,906	-6.7%				
Sep	1,284,153	-0.7%	1,258,678	-2.0%	1,301,166	3.4%	1,343,420	3.2%	1,075,869	-19.9%	1,542,456	43.4%	1,673,359	8.5%	1,706,940	2.0%	1,526,978	-10.5%				
Oct	1,140,746	0.8%	1,147,325	0.6%	1,127,948	-1.7%	1,020,323	-9.5%	833,660	-18.3%	1,201,382	44.1%	1,455,039	21.1%	1,471,503	1.1%	1,491,655	1.4%				
Nov	1,377,608	21.0%	1,198,775	-13.0%	1,232,146	2.8%	1,173,082	-4.8%	1,071,424	-8.7%	1,493,599	39.4%	1,557,619	4.3%	1,743,647	11.9%	1,560,506	-10.5%				
Dec	1,523,514	13.7%	1,472,320	-3.4%	1,460,618	-0.8%	1,478,763	1.2%	896,726	-39.4%			1,723,474	92.2%	1,794,438	4.1%	1,812,139	1.0%	1,795,849	-0.9%		
TOTAL	\$13,194,901	9.1%	\$12,941,062	-1.9%	\$13,578,693	4.9%	\$12,974,715	-4.4%	\$8,646,019	-33.4%	\$16,874,627	95.2%	\$17,654,773	4.6%	\$18,334,380	3.8%	\$17,873,951	-2.5%				
	YTD AMOUNT	% Change	YTD AMOUNT																			
Jan	\$869,687	19.4%	\$959,717	10.4%	\$1,133,887	18.1%	\$1,031,748	-9.0%	\$1,177,601	14.1%	\$1,043,046	-11.4%	\$1,693,275	62.7%	\$1,820,533	7.5%	\$1,898,723	4.3%				
Feb	1,105,002	21.1%	1,169,233	5.8%	1,334,083	14.1%	1,304,119	-2.2%	1,470,677	12.8%	1,354,834	-7.9%	2,022,756	49.3%	2,143,827	4.0%	2,305,766	7.6%				
Mar	1,396,112	15.8%	1,448,067	3.7%	1,609,922	11.2%	1,554,313	-3.5%	1,713,780	10.3%	1,733,232	1.1%	2,393,983	38.1%	2,480,213	3.6%	2,563,242	3.3%	2,747,295	7.2%		
Apr	2,323,977	9.6%	2,477,164	6.6%	2,689,941	8.6%	2,543,662	-5.4%	1,984,245	-22.0%	3,128,536	57.7%	3,838,420	22.7%	3,957,011	3.1%	4,014,159	1.4%	4,400,444	9.6%		
May	3,188,837	10.0%	3,275,778	2.7%	3,542,167	8.1%	3,293,428	-7.0%	2,131,250	-35.3%	4,309,406	102.2%	4,936,430	14.6%	5,094,803	3.2%	5,149,149	1.1%	5,554,281	7.9%		
Jun	4,261,895	6.1%	4,285,919	0.6%	4,646,100	8.4%	4,366,303	-6.0%	2,416,765	-44.6%	8,165,037	150.0%	8,411,544	3.0%	8,221,071	4.9%	8,907,057	8.4%	9,622,093	8.0%		
Jul	5,749,672	5.5%	5,878,344	2.2%	6,367,846	8.3%	5,890,319	-7.5%	3,265,744	-44.6%	10,913,716	128.9%	11,174,319	2.4%	11,600,152	3.8%	11,498,964	-0.9%				
Aug	7,868,880	5.0%	7,863,965	-0.1%	8,456,815	7.5%	7,959,127	-5.9%	4,768,339	-40.1%	12,456,172	113.1%	12,847,677	3.1%	13,307,091	3.6%	13,025,942	-2.1%				
Sep	9,153,033	3.5%	9,122,643	-0.3%	9,757,981	7.0%	9,302,547	-4.7%	5,844,208	-37.2%	14,302,716	4.7%	14,778,594	3.3%	14,517,596	-1.8%						
Oct	10,293,779	5.3%	10,269,968	-0.2%	10,885,929	6.0%	10,322,870	-5.2%	6,677,868	-35.3%	15,860,335	4.7%	16,522,242	4.2%	16,078,102	-2.7%						
Nov	11,671,387	4.1%	11,468,743	-1.7%	12,118,076	5.7%	11,495,952	-5.1%	7,749,293	-32.6%	17,654,773	4.6%	18,334,380	3.8%	17,873,951	-2.5%						
Dec	13,194,901	3.1%	12,941,062	-1.9%	13,578,693	4.9%	12,974,715	-4.4%	8,646,019	-33.4%												

CONTENTS: This report is prepared from Branson business payments received by the City's Finance Department on monthly tourism tax forms. Tax totals on this report are reflected in the month that tax payments are received. For example, taxes received by the city in the month of July reflects primarily business sales made in June. There are no accruals made in this report as it reflects receipts on a cash basis for each month in the CALENDAR YEAR. If a business is paying back taxes, the numbers are reflected in the most recent reporting month. This report is prepared on the 1st or 2nd working day of the month. Amounts include associated penalties and interest.

CITY OF BRANSON
TOURISM TAX RECEIPTS - BREAKDOWN BY BUSINESS CLASSIFICATION

2025	Amusements	Theaters	Hotels & Motels	Campgrounds	Short-Term Rentals	Restaurants & Concessions	2025 TOTALS
January	\$ 396,248.52	\$ 479,626.78	\$ 591,473.33	\$ 11,587.37	\$ 265,932.96	\$ 153,854.23	\$ 1,898,723.19
February	101,737.06	18,533.97	142,716.23	1,386.22	76,289.78	66,379.15	\$ 407,042.41
March	85,112.75	41,291.54	191,567.44	2,079.53	60,458.14	61,019.52	\$ 441,528.92
April	437,925.44	325,424.63	527,263.68	10,181.49	209,509.06	142,844.85	\$ 1,653,149.15
May	205,492.13	318,286.16	361,505.99	14,238.37	144,072.51	110,242.02	\$ 1,153,837.18
June	281,907.87	394,383.76	548,073.59	22,556.53	211,678.06	139,001.92	\$ 1,597,601.73
July	619,860.12	443,315.72	788,477.63	29,560.33	391,980.06	197,016.66	\$ 2,470,210.52
August							
September							
October							
November							
December							
TOTAL	\$ 2,128,283.89	\$ 2,020,862.56	\$ 3,151,077.89	\$ 91,589.84	\$ 1,359,920.57	\$ 870,358.35	\$ 9,622,093.10

YEAR-TO-DATE COMPARISON

YTD 2022	\$ 1,899,720.08	\$ 1,567,861.75	\$ 2,943,140.43	\$ 87,357.27	\$ 1,171,804.91	\$ 741,659.55	\$ 8,411,543.99
YTD 2023	\$ 1,907,054.17	\$ 1,743,955.41	\$ 2,999,874.35	\$ 93,737.87	\$ 1,274,273.74	\$ 802,175.82	\$ 8,821,071.36
YTD 2024	\$ 1,963,695.80	\$ 1,654,227.90	\$ 3,100,366.68	\$ 102,368.51	\$ 1,270,250.11	\$ 816,148.34	\$ 8,907,057.34
YTD 2025	\$ 2,128,283.89	\$ 2,020,862.56	\$ 3,151,077.89	\$ 91,589.84	\$ 1,359,920.57	\$ 870,358.35	\$ 9,622,093.10
Net Incr(Decr) - 2022	12.0%	28.9%	7.1%	4.8%	16.1%	17.4%	14.4%
Net Incr(Decr) - 2023	11.6%	15.9%	5.0%	-2.3%	6.7%	8.5%	9.1%
Net Incr(Decr) - 2024	8.4%	22.2%	1.6%	-10.5%	7.1%	6.6%	8.0%

SAME MONTH COMPARISON

Jul-22	\$ 523,355.80	\$ 342,348.21	\$ 708,875.31	\$ 23,282.83	\$ 352,175.87	\$ 162,557.57	\$ 2,112,595.59
Jul-23	\$ 569,010.57	\$ 353,158.05	\$ 769,669.16	\$ 37,780.66	\$ 422,318.53	\$ 178,978.12	\$ 2,330,915.09
Jul-24	\$ 574,848.95	\$ 343,710.41	\$ 773,906.45	\$ 24,343.46	\$ 375,060.47	\$ 172,167.19	\$ 2,264,036.93
Jul-25	\$ 619,860.12	\$ 443,315.72	\$ 788,477.63	\$ 29,560.33	\$ 391,980.06	\$ 197,016.66	\$ 2,470,210.52
Net Incr(Decr) - 2022	18.4%	29.5%	11.2%	27.0%	11.3%	21.2%	16.9%
Net Incr(Decr) - 2023	8.9%	25.5%	2.4%	-21.8%	-7.2%	10.1%	6.0%
Net Incr(Decr) - 2024	7.8%	29.0%	1.9%	21.4%	4.5%	14.4%	9.1%

2024	Amusements	Theaters	Hotels & Motels	Campgrounds	Nightly Rentals	Restaurants & Concessions	2024 TOTALS
January	\$ 362,089.78	\$ 466,804.45	\$ 575,552.57	\$ 21,660.08	\$ 253,847.20	\$ 140,579.14	\$ 1,820,533.22
February	22,618.04	26,609.20	140,836.88	1,335.72	69,986.14	61,907.93	\$ 323,293.91
March	68,660.87	49,119.82	182,236.61	1,963.64	50,004.38	67,429.10	\$ 419,414.42
April	398,462.40	265,971.08	466,376.89	9,288.21	182,842.58	127,975.89	\$ 1,450,917.05
May	199,469.48	227,456.63	427,880.12	23,021.86	141,324.81	115,837.89	\$ 1,134,990.79
June	337,546.28	274,556.31	533,577.16	20,755.54	197,184.53	130,251.20	\$ 1,493,871.02
July	574,848.95	343,710.41	773,906.45	24,343.46	375,060.47	172,167.19	\$ 2,264,036.93
August	694,393.14	411,289.42	808,050.23	35,137.22	447,222.01	195,814.20	\$ 2,591,906.22
September	403,200.84	187,586.92	538,319.40	20,675.28	233,554.79	143,640.74	\$ 1,526,977.97
October	227,560.46	408,690.83	537,733.59	23,450.97	169,823.16	124,395.50	\$ 1,491,654.51
November	234,874.54	262,290.56	649,178.51	30,423.69	258,643.78	125,094.84	\$ 1,560,505.92
December	239,438.17	508,163.66	611,588.62	16,448.67	281,344.33	138,865.16	\$ 1,795,848.61
TOTAL	\$ 3,763,162.95	\$ 3,432,249.29	\$ 6,245,237.03	\$ 228,504.34	\$ 2,660,838.18	\$ 1,543,958.78	\$ 17,873,950.57

CONTENTS: This report is prepared from Branson business payments received by the City's Finance Department on monthly tourism tax forms. Tax receipts are reflected in various business classifications and reported in the month that payments are received. Payments are received one month post collection by the business. (Ex. March collection represents business conducted in February) Amusements reflect non-theater type admissions (i.e. museums, go-carts, zip-lines, miniature golf, cover charges). Interest and penalties are included in the amounts.

**CITY OF BRANSON
1/2% PUBLIC SAFETY SALES TAX HISTORY
CALENDAR YEARS 2018 - 2025**

	*** 2018 ***		*** 2019 ***		*** 2020 ***		*** 2021 ***		*** 2022 ***		*** 2023 ***		*** 2024 ***		*** 2025 ***	
	MONTHLY AMOUNT	Incl/Decr over Prior Yr														
Jan	\$ -	n/a	\$ 626,266	n/a	\$ 593,866	-5.2%	\$ 467,030	-21.4%	\$ 590,572	26.5%	\$ 690,175	16.9%	\$ 777,940	12.7%	\$ 678,919	-12.7%
Feb	-	n/a	521,253	n/a	454,746	-12.8%	454,161	-0.1%	653,090	43.8%	725,176	11.0%	770,249	6.2%	842,572	9.4%
Mar	-	n/a	370,405	n/a	445,784	20.4%	428,627	-3.8%	470,677	9.8%	405,052	-13.9%	469,813	16.0%	504,241	7.3%
Apr	-	n/a	231,764	n/a	251,006	8.3%	300,758	19.8%	376,695	25.2%	385,507	2.3%	368,930	-4.3%	347,447	-5.8%
May	9,020	n/a	366,294	n/a	267,614	-26.9%	458,774	71.4%	468,564	2.1%	479,379	2.3%	479,563	0.4%	564,707	14.0%
Jun	257,175	n/a	434,865	69%	237,295	-45.4%	608,396	156.4%	566,960	-6.8%	591,584	4.3%	629,793	6.5%	636,843	1.1%
Jul	529,780	n/a	473,456	-11%	256,411	-45.8%	621,544	142.4%	562,063	-9.6%	607,123	8.0%	565,712	-6.8%	575,972	1.8%
Aug	483,588	n/a	492,511	2%	351,948	-28.5%	623,878	77.3%	786,980	26.1%	735,307	-6.6%	765,238	4.1%	834,014	9.0%
Sep	793,439	n/a	807,536	2%	678,174	-16.0%	1,091,172	60.9%	920,883	-15.6%	945,078	2.6%	894,473	-5.4%		
Oct	457,869	n/a	520,724	14%	512,900	-1.5%	621,652	21.2%	686,377	10.4%	786,640	14.6%	722,863	-8.1%		
Nov	426,069	n/a	383,353	-10%	378,504	-1.3%	455,952	20.5%	617,370	35.4%	562,495	-8.9%	629,830	12.0%		
Dec	478,905	n/a	542,498	13%	502,825	-7.3%	681,872	35.6%	674,178	-1.1%	691,108	2.5%	621,457	-10.1%		
TOTAL	\$ 3,435,445	n/a	\$ 5,770,925	n/a	\$ 4,931,073	-14.6%	\$ 6,813,817	38.2%	\$ 7,374,409	8.2%	\$ 7,604,623	3.1%	\$ 7,711,861	1.4%		

	*** 2018 ***		*** 2019 ***		*** 2020 ***		*** 2021 ***		*** 2022 ***		*** 2023 ***		*** 2024 ***		*** 2025 ***	
	YTD AMOUNT	Incl/Decr over Prior Yr														
Jan	\$ -	n/a	\$ 626,266	n/a	\$ 593,866	-5.2%	\$ 467,030	-21.4%	\$ 590,572	26.5%	\$ 690,175	16.9%	\$ 777,940	12.7%	\$ 678,919	-12.7%
Feb	-	n/a	1,147,519	n/a	1,048,612	-8.6%	921,191	-12.2%	1,243,662	35.0%	1,415,351	13.8%	1,548,189	9.4%	1,521,491	-1.7%
Mar	-	n/a	1,517,924	n/a	1,494,396	-1.6%	1,349,818	-9.7%	1,714,339	27.0%	1,820,403	6.2%	2,018,002	10.9%	2,025,733	0.4%
Apr	-	n/a	1,749,688	n/a	1,745,402	-0.2%	1,650,576	-5.4%	2,091,034	26.7%	2,205,910	5.5%	2,386,932	8.2%	2,373,180	-0.6%
May	9,020	n/a	2,115,983	n/a	2,013,016	-4.9%	2,109,350	4.8%	2,559,598	21.3%	2,685,289	4.9%	2,882,496	7.3%	2,937,886	1.9%
Jun	266,195	n/a	2,550,847	n/a	2,250,311	-11.8%	2,717,747	20.8%	3,126,558	15.0%	3,276,873	4.8%	3,512,288	7.2%	3,574,730	1.8%
Jul	795,975	n/a	3,024,304	n/a	2,506,722	-17.1%	3,339,291	33.2%	3,688,621	10.5%	3,883,996	5.3%	4,078,000	5.0%	4,150,702	1.8%
Aug	1,279,562	n/a	3,516,815	n/a	2,858,670	-18.7%	3,963,168	38.6%	4,475,601	12.9%	4,619,303	3.2%	4,843,238	4.8%	4,984,715	2.9%
Sep	2,073,001	n/a	4,324,351	n/a	3,536,844	-18.2%	5,054,340	42.9%	5,396,484	6.8%	5,564,381	3.1%	5,737,711	3.1%		
Oct	2,530,870	n/a	4,845,075	n/a	4,049,744	-16.4%	5,675,992	40.2%	6,082,861	7.2%	6,351,020	4.4%	6,460,574	1.7%		
Nov	2,956,939	n/a	5,228,428	n/a	4,428,248	-15.3%	6,131,945	38.5%	6,700,231	9.3%	6,913,516	3.2%	7,090,404	2.6%		
Dec	3,435,445	n/a	5,770,925	n/a	4,931,073	-14.6%	6,813,817	38.2%	7,374,409	8.2%	7,604,623	3.1%	7,711,861	1.4%		

CONTENTS: This report is prepared from the 1/2% sales tax payments received by the City's Finance Department from the Missouri Department of Revenue on a monthly basis. Tax amounts on this report are reflected in the month that tax payments are received. For example, taxes received by the city in the month of August reflect primarily business tax returns filed with the Dept. of Revenue in July for business sales occurring mostly in June. There are no accruals made to this report as it reflects receipts on a cash basis for the month. If a business is paying back taxes, the numbers are reflected in the month that the business actually paid their taxes. This report is prepared between the 5th and 7th working day of the month.

CITY OF BRANSON
1/2% TRANSPORTATION SALES TAX HISTORY
CALENDAR YEARS 2016 - 2025

	*** 2016 ***		*** 2017 ***		*** 2018 ***		*** 2019 ***		*** 2020 ***		*** 2021 ***		*** 2022 ***		*** 2023 ***		*** 2024 ***		*** 2025 ***	
	MONTHLY AMOUNT	Incl/Decr over Prior Yr																		
Jan	583,342	-0.8%	634,525	8.8%	521,673	-17.8%	626,580	20.1%	595,471	-5.0%	468,001	-21.4%	591,583	26.4%	690,639	16.7%	770,293	11.5%	678,919	-11.9%
Feb	373,298	-3.5%	444,133	19.0%	334,329	-20.3%	518,450	-3.0%	455,695	-1.1%	459,680	0.2%	661,831	44.9%	726,478	9.8%	770,281	6.0%	842,657	9.4%
Mar	370,640	21.5%	306,719	-17.2%	357,520	16.6%	378,330	5.8%	446,832	18.1%	429,393	-3.9%	470,985	9.7%	405,263	-14.0%	469,744	15.9%	504,314	7.4%
Apr	262,198	3.9%	269,036	2.2%	269,111	0.4%	234,433	-12.9%	251,858	7.4%	301,584	19.7%	377,092	25.0%	385,604	2.3%	369,035	-4.3%	347,118	-5.9%
May	316,622	-3.8%	345,585	9.1%	405,152	17.2%	366,572	-9.5%	268,485	-26.8%	458,479	70.8%	488,655	2.2%	479,770	2.4%	495,768	3.3%	564,890	13.9%
Jun	501,944	22.6%	418,916	-16.5%	412,216	-1.6%	437,410	6.1%	238,382	-45.3%	608,552	155.3%	567,206	-6.8%	592,257	4.4%	629,812	6.3%	636,657	1.1%
Jul	477,684	-7.4%	519,623	8.8%	552,629	6.3%	478,606	-13.4%	256,892	-46.3%	623,126	142.6%	562,328	-9.8%	610,597	8.6%	565,723	-7.3%	575,979	1.8%
Aug	438,172	-3.3%	466,243	6.4%	498,132	6.8%	499,700	0.3%	356,357	-28.7%	625,004	75.4%	786,980	25.9%	736,031	-6.5%	765,373	4.0%	834,067	9.0%
Sep	842,548	5.6%	721,883	-14.3%	801,958	11.1%	809,265	0.8%	678,710	-16.0%	1,092,032	60.9%	923,941	-15.4%	945,914	2.4%	894,534	-5.4%		
Oct	538,299	-2.7%	489,126	-9.1%	466,611	-4.6%	521,653	11.8%	512,514	-1.8%	623,560	21.7%	686,750	10.1%	786,969	14.6%	723,110	-8.1%		
Nov	354,690	-1.8%	375,699	5.9%	431,466	14.8%	385,506	-10.7%	378,873	-1.7%	456,973	20.6%	617,699	35.2%	562,618	-8.9%	629,913	12.0%		
Dec	601,082	2.2%	634,356	5.5%	483,241	-23.8%	543,638	12.5%	503,705	-7.3%	682,219	35.4%	674,267	-1.2%	691,262	2.5%	622,786	-9.9%		
TOTAL	\$5,660,518	2.2%	\$5,625,044	-0.6%	\$5,734,037	1.9%	\$5,799,342	1.1%	\$4,943,773	-14.8%	\$6,825,603	38.1%	\$7,389,317	8.3%	\$7,613,402	3.0%	\$7,706,372	1.2%		

	*** 2016 ***		*** 2017 ***		*** 2018 ***		*** 2019 ***		*** 2020 ***		*** 2021 ***		*** 2022 ***		*** 2023 ***		*** 2024 ***		*** 2025 ***	
	YTD AMOUNT	Incl/Decr over Prior Yr																		
Jan	583,342	-0.8%	634,525	8.8%	521,673	-17.8%	626,580	20.1%	595,471	-5.0%	468,001	-21.4%	591,583	26.4%	690,639	16.7%	770,293	11.5%	678,919	-11.9%
Feb	956,639	-1.9%	1,078,658	12.8%	1,056,001	-2.1%	1,145,030	8.4%	1,051,166	-8.2%	924,681	-12.0%	1,253,414	35.6%	1,417,118	13.1%	1,540,574	8.7%	1,521,577	-1.2%
Mar	1,327,279	3.7%	1,385,377	4.4%	1,413,521	2.0%	1,523,360	7.8%	1,497,998	-1.7%	1,354,073	-9.6%	1,724,399	27.3%	1,822,381	5.7%	2,010,318	10.3%	2,025,891	0.8%
Apr	1,589,478	3.7%	1,653,413	4.0%	1,682,632	1.8%	1,757,793	4.5%	1,749,856	-0.5%	1,855,658	-5.4%	2,101,491	26.9%	2,207,985	5.1%	2,379,353	7.8%	2,373,009	-0.3%
May	1,906,099	2.4%	1,998,998	4.9%	2,087,785	4.4%	2,124,365	1.8%	2,018,341	-5.0%	2,114,137	4.7%	2,570,146	21.6%	2,687,754	4.6%	2,875,121	7.0%	2,937,899	2.2%
Jun	2,408,044	6.0%	2,417,914	0.4%	2,500,001	3.4%	2,561,775	2.5%	2,256,722	-11.9%	2,722,689	20.6%	3,137,352	15.2%	3,280,011	4.5%	3,504,933	6.9%	3,574,556	2.0%
Jul	2,885,727	3.5%	2,937,737	1.8%	3,052,629	3.9%	3,040,580	-0.4%	2,513,614	-17.3%	3,345,815	33.1%	3,689,680	10.6%	3,890,609	5.2%	4,070,656	4.6%	4,150,536	2.0%
Aug	3,323,899	2.6%	3,403,980	2.4%	3,550,761	4.3%	3,540,280	-0.3%	2,869,971	-18.9%	3,970,819	38.4%	4,486,660	13.0%	4,625,639	3.1%	4,836,029	4.5%	4,984,602	3.1%
Sep	4,166,447	3.2%	4,125,863	-1.0%	4,352,719	5.5%	4,348,545	-0.1%	3,548,681	-18.4%	5,062,851	42.7%	5,410,601	6.9%	5,572,553	3.0%	5,730,563	2.8%		
Oct	4,704,747	2.5%	4,614,989	-1.9%	4,819,330	4.4%	4,870,198	1.1%	4,061,195	-16.6%	5,686,411	40.0%	6,097,351	7.2%	6,359,522	4.3%	6,453,674	1.5%		
Nov	5,059,436	2.2%	4,990,688	-1.4%	5,250,796	5.2%	5,255,705	0.1%	4,440,068	-15.5%	6,143,384	38.4%	6,715,050	9.3%	6,922,140	3.1%	7,083,586	2.3%		
Dec	5,660,518	2.2%	5,625,044	-0.6%	5,734,037	1.9%	5,799,342	1.1%	4,943,773	-14.8%	6,825,603	38.1%	7,389,317	8.3%	7,613,402	3.0%	7,706,372	1.2%		

CONTENTS: This report is prepared from the 1/2% sales tax payments received by the City's Finance Department from the Missouri Department of Revenue on a monthly basis. Tax amounts on this report are reflected in the month that tax payments are received. For example, taxes received by the city in the month of August reflect primarily business tax returns filed with the Dept. of Revenue in July for business sales occurring mostly in June. There are no accruals made to this report as it reflects receipts on a cash basis for the month. If a business is paying back taxes, the numbers are reflected in the month that the business actually paid their taxes. This report is prepared between the 5th and 7th working day of the month.

TANEY COUNTY SALES TAX REPORT

Melanie Smith, Taney County Treasurer

August 25

MONTHLY TOTAL	\$1,778,447.12	\$1,268,603.98	\$1,133,386.28	\$1,565,989.60	\$1,674,350.57	\$2,415,878.83	\$1,934,233.67	\$3,067,594.53	\$2,514,897.36	\$1,637,239.91	\$2,337,633.51	
MONTHLY CHANGE	-6.41%	-2.21%	-12.80%	34.66%	-10.09%	29.21%	13.21%	-5.66%	22.69%	-3.92%	2.41%	
2015												
ROAD & BRIDGE TRUST	\$751,738.17	\$483,449.98	\$396,505.04	\$444,526.19	\$600,102.37	\$740,548.16	\$586,062.99	\$1,039,021.87	\$740,393.97	\$487,094.19	\$831,252.58	\$7,587,502.64
SEWER	\$483,450.16	\$486,797.15	\$396,505.04	\$444,526.19	\$600,102.37	\$740,548.16	\$586,062.99	\$1,039,021.87	\$740,393.95	\$487,094.19	\$831,252.58	\$7,587,502.64
LAW ENFORCEMENT	\$187,919.99	\$120,854.28	\$116,691.39	\$144,502.05	\$149,987.09	\$185,047.90	\$166,509.36	\$264,041.89	\$170,107.00	\$121,781.51	\$207,651.86	5.748%
MONTHLY TOTAL	\$2,443,096.55	\$1,571,188.37	\$1,151,063.11	\$1,444,852.41	\$1,950,283.89	\$2,408,461.53	\$1,904,677.57	\$3,441,102.18	\$2,405,908.65	\$1,583,042.13	\$2,700,800.63	
MONTHLY CHANGE	-11.654%	19.616%	13.680%	-9.042%	16.387%	-0.385%	-1.532%	12.197%	-4.321%	-3.312%	15.585%	
2016												
GCR (300)	\$723,515.07	\$481,253.48	\$400,647.32	\$445,194.97	\$708,686.77	\$660,242.59	\$613,804.84	\$1,088,320.95	\$727,800.98	\$498,428.98	\$800,046.00	\$7,729,873.57
ROAD & BRIDGE TRUST	\$723,515.07	\$481,253.48	\$400,647.32	\$445,194.97	\$708,686.77	\$660,242.59	\$613,804.84	\$1,088,320.95	\$727,800.98	\$498,428.98	\$800,046.00	\$7,729,873.57
SEWER (310)	\$723,515.07	\$481,253.48	\$400,647.32	\$445,194.97	\$708,686.77	\$660,242.59	\$613,804.84	\$1,088,320.95	\$727,800.98	\$498,428.98	\$800,046.00	\$7,729,873.57
LAW ENFORCEMENT (360)	\$180,830.97	\$120,268.57	\$100,145.46	\$111,120.20	\$177,163.33	\$165,053.67	\$153,048.29	\$274,646.46	\$181,907.05	\$123,563.54	\$189,952.49	1.814%
MONTHLY TOTAL	\$2,351,341.85	\$1,569,029.02	\$1,185,001.18	\$1,446,893.31	\$2,303,032.16	\$1,984,715.54	\$1,869,355.32	\$3,069,176.23	\$2,365,176.23	\$1,619,170.36	\$2,600,040.40	
MONTHLY CHANGE	-3.754%	-0.454%	1.045%	1.950%	18.094%	-10.844%	4.734%	3.711%	-1.701%	2.32%	-3.754%	
2017												
GCR (300)	\$836,378.16	\$589,061.73	\$468,414.93	\$481,149.02	\$617,991.95	\$772,444.46	\$627,221.89	\$981,419.48	\$695,293.40	\$537,917.24	\$902,591.06	\$7,960,152.60
ROAD & BRIDGE TRUST (315)	\$836,378.16	\$589,061.73	\$468,414.93	\$481,149.02	\$617,991.95	\$772,444.46	\$627,221.89	\$981,419.48	\$695,293.40	\$537,917.24	\$902,591.06	\$7,960,152.60
SEWER (310)	\$836,378.16	\$589,061.73	\$468,414.93	\$481,149.02	\$617,991.95	\$772,444.46	\$627,221.89	\$981,419.48	\$695,293.40	\$537,917.24	\$902,591.06	\$7,960,152.60
LAW ENFORCEMENT (360)	\$209,063.74	\$146,894.36	\$116,589.22	\$113,047.78	\$154,472.83	\$193,092.06	\$156,743.58	\$245,336.68	\$173,793.74	\$134,438.94	\$225,579.70	2.962%
MONTHLY TOTAL	\$2,718,113.90	\$1,914,123.80	\$1,515,924.89	\$1,563,665.34	\$2,008,378.05	\$2,510,347.15	\$2,039,222.72	\$3,189,556.81	\$2,259,596.41	\$1,748,085.40	\$2,933,197.98	
MONTHLY CHANGE	15.59%	22.402%	-18.42%	6.076%	-12.798%	16.994%	-2.186%	-10.644%	-4.467%	7.92%	12.817%	
2018												
GCR (300)	\$678,152.62	\$719,814.97	\$551,401.41	\$557,066.06	\$597,100.32	\$795,598.14	\$689,837.79	\$1,116,787.91	\$844,026.83	\$569,329.50	\$733,210.74	\$8,099,287.75
ROAD & BRIDGE TRUST (315)	\$678,152.62	\$719,814.97	\$551,401.41	\$557,066.06	\$597,100.32	\$795,598.14	\$689,837.79	\$1,116,787.91	\$844,026.83	\$569,329.50	\$733,210.74	\$8,099,287.75
SEWER (310)	\$678,152.62	\$719,814.97	\$551,401.41	\$557,066.06	\$597,100.32	\$795,598.14	\$689,837.79	\$1,116,787.91	\$844,026.83	\$569,329.50	\$733,210.74	\$8,099,287.75
LAW ENFORCEMENT (360)	\$169,520.04	\$179,883.40	\$137,839.20	\$139,237.01	\$149,243.85	\$198,854.40	\$172,413.16	\$279,063.49	\$160,892.24	\$147,259.89	\$183,290.82	1.748%
MONTHLY TOTAL	\$2,239,960.06	\$1,792,043.32	\$1,387,553.37	\$1,403,399.71	\$1,940,624.62	\$2,565,555.85	\$2,241,793.74	\$3,629,016.37	\$2,093,066.57	\$1,915,001.62	\$2,230,556.00	
MONTHLY CHANGE	-18.918%	22.197%	-5.596%	15.778%	-3.381%	9.893%	-7.373%	9.558%	-18.766%	9.558%	18.766%	
2019												
GCR (300)	\$849,286.30	\$672,934.99	\$571,828.55	\$403,449.04	\$519,240.55	\$692,103.44	\$695,964.34	\$1,162,129.31	\$740,273.04	\$569,795.67	\$779,068.54	\$8,310,773.75
ROAD & BRIDGE TRUST (315)	\$849,286.30	\$672,934.99	\$571,828.55	\$403,449.04	\$519,240.55	\$692,103.44	\$695,964.34	\$1,162,129.31	\$740,273.04	\$569,795.67	\$779,068.54	\$8,310,773.75
SEWER (310)	\$849,286.30	\$672,934.99	\$571,828.55	\$403,449.04	\$519,240.55	\$692,103.44	\$695,964.34	\$1,162,129.31	\$740,273.04	\$569,795.67	\$779,068.54	\$8,310,773.75
LAW ENFORCEMENT (360)	\$212,258.79	\$168,172.53	\$142,918.16	\$100,845.01	\$129,784.88	\$163,957.84	\$173,019.87	\$273,916.49	\$184,441.15	\$184,968.71	\$142,447.40	2.611%
MONTHLY TOTAL	\$2,904,390.33	\$1,858,290.44	\$1,357,553.37	\$1,613,989.71	\$2,168,279.84	\$2,629,171.16	\$2,565,964.34	\$4,240,072.62	\$2,709,016.37	\$2,034,934.47	\$2,551,881.76	
MONTHLY CHANGE	25.237%	-6.513%	-5.07%	6.790%	9.645%	-13.008%	0.868%	4.060%	-14.944%	-3.315%	6.254%	
2020												
GCR (300)	\$808,725.85	\$643,409.97	\$564,882.02	\$422,928.28	\$487,704.96	\$678,889.70	\$607,659.02	\$1,001,440.81	\$785,121.91	\$554,088.78	\$950,978.24	\$7,687,016.32
ROAD & BRIDGE TRUST (315)	\$808,725.85	\$643,409.97	\$564,882.02	\$422,928.28	\$487,704.96	\$678,889.70	\$607,659.02	\$1,001,440.81	\$785,121.91	\$554,088.78	\$950,978.24	\$7,687,016.32
SEWER (310)	\$808,725.85	\$643,409.97	\$564,882.02	\$422,928.28	\$487,704.96	\$678,889.70	\$607,659.02	\$1,001,440.81	\$785,121.91	\$554,088.78	\$950,978.24	\$7,687,016.32
LAW ENFORCEMENT (360)	\$202,179.81	\$160,818.49	\$135,442.17	\$105,728.47	\$118,918.33	\$149,243.85	\$151,751.04	\$250,317.69	\$182,238.22	\$168,295.69	\$200,943.32	-7.505%
MONTHLY TOTAL	\$2,820,729.81	\$2,069,907.38	\$1,736,766.26	\$1,334,385.12	\$1,725,541.62	\$2,478,067.34	\$2,360,677.75	\$3,503,519.41	\$2,351,341.99	\$1,830,378.06	\$3,053,941.85	
MONTHLY CHANGE	-4.777%	-4.389%	-14.055%	-14.524%	-28.581%	-13.827%	-12.773%	-13.827%	-2.757%	6.058%	9.230%	
2021												
GCR (300)	\$695,061.76	\$659,958.19	\$682,100.60	\$468,767.80	\$707,199.91	\$918,142.29	\$990,532.78	\$933,201.91	\$1,510,864.95	\$944,326.64	\$1,026,743.07	\$10,239,741.35
ROAD & BRIDGE TRUST (315)	\$695,061.76	\$659,958.19	\$682,100.60	\$468,767.80	\$707,199.91	\$918,142.29	\$990,532.78	\$933,201.91	\$1,510,864.95	\$944,326.64	\$1,026,743.07	\$10,239,741.35
SEWER (310)	\$695,061.76	\$659,958.19	\$682,100.60	\$468,767.80	\$707,199.91	\$918,142.29	\$990,532.78	\$933,201.91	\$1,510,864.95	\$944,326.64	\$1,026,743.07	\$10,239,741.35
LAW ENFORCEMENT (360)	\$492,693.51	\$429,707.88	\$308,841.20	\$246,090.56	\$255,464.92	\$368,180.82	\$368,938.30	\$3,499,471.52	\$5,659,582.15	\$3,538,155.51	\$2,800,731.69	33.208%
MONTHLY TOTAL	\$2,577,867.82	\$2,395,503.07	\$2,555,125.50	\$1,752,393.86	\$2,647,039.02	\$3,599,507.20	\$3,758,412.36	\$3,422,881.34	\$6,500,333.65	\$4,426,168.79	\$4,854,207.11	
MONTHLY CHANGE	-14.055%	-0.535%	10.839%	4.156%	10.839%	10.416%	53.723%	20.303%	34.964%	21.221%	21.221%	
2022												
GCR (300)	\$832,231.73	\$961,672.54	\$700,304.96	\$614,662.44	\$697,984.39	\$862,485.12	\$1,213,681.08	\$1,324,776.75	\$1,049,820.48	\$870,527.75	\$1,011,899.62	\$11,112,973.98
ROAD & BRIDGE TRUST (315)	\$832,231.73	\$961,672.54	\$700,304.96	\$614,662.44	\$697,984.39	\$862,485.12	\$1,213,681.08	\$1,324,776.75	\$1,049,820.48	\$870,527.75	\$1,011,899.62	\$11,112,973.98
SEWER (310)	\$832,231.73	\$961,672.54	\$700,304.96	\$614,662.44	\$697,984.39	\$862,485.12	\$1,213,681.08	\$1,324,776.75	\$1,049,820.48	\$870,527.75	\$1,011,899.62	\$11,112,973.98
LAW ENFORCEMENT (360)	\$618,926.98	\$710,825.59	\$523,478.05	\$459,131.90	\$522,699.51	\$645,831.30	\$650,891.88	\$907,522.69	\$980,258.57	\$785,031.74	\$768,853.43	8.528%
MONTHLY TOTAL	\$3,115,621.21	\$3,595,788.11	\$2,624,282.82	\$2,303,072.71	\$2,618,844.73	\$3,269,163.05	\$4,545,475.35	\$4,964,163.11	\$3,933,071.79	\$3,638,158.55	\$3,792,542.74	
MONTHLY CHANGE	19.735%	50.271%	-2.669%	-31.123%	-1.303%	6.062%	9.130%	-12.317%	11.148%	29.761%	-1.898%	
2023												
GCR (300)	\$1,014,689.11	\$1,051,921.77	\$638,852.01	\$614,484.65	\$677,718.26	\$877,044.47	\$1,096,985.29	\$1,432,884.41	\$1,029,889.29	\$900,802.59	\$1,026,743.07	\$11,241,978.60
ROAD & BRIDGE TRUST (315)	\$1,014,689.11	\$1,051,921.77	\$638,852.01	\$614,484.65	\$677,718.26	\$877,044.47	\$1,096,985.29	\$1,432,884.41	\$1,029,889.29	\$900,802.59	\$1,026,743.07	\$11,241,978.60
SEWER (310)	\$1,014,689.11	\$1,051,921.77	\$638,852.01	\$614,484.65	\$677,718.26	\$877,044.47	\$1,096,985.29	\$1,432,884.41	\$1,029,889.29	\$900,802.59	\$1,026,743.07	\$11,241,978.60
LAW ENFORCEMENT (360)	\$758,354.87	\$787,274.24	\$478,444.66	\$459,420.07	\$500,141.01	\$662,050.76	\$820,203.36	\$1,073,581.54	\$771,210.71	\$673,806.87	\$768,853.43	7.815%
MONTHLY TOTAL	\$3,602,333.35	\$3,942,633.09	\$2,394,972.59	\$2,303,072.71	\$2,517,014.21	\$3,213,078.13	\$4,110,889.71	\$5,372,174.86	\$3,866,270.50	\$3,376,160.21	\$3,848,940.96	
MONTHLY CHANGE	21.924%	9.385%	-8.75%	-0.027%	-3.620%	1.688%	-9.615%	6.160%	-1.918%	-7.184%	1.458%	
2024												
GCR (300)	\$1,149,020.31	\$1,022,281.77	\$771,823.12	\$629,690.40	\$781,526.95	\$1,038,317.77	\$945,911.55	\$1,375,922.11	\$1,145,891.34	\$989,107.22	\$1,210,520.60	

STONE COUNTY SALES TAX

1/2% General Use Sales Tax - Effective 1/1/83

	2017	2018	2019	2020	2021	2022	2023	2024	2025
January	168,864.20	199,835.26	175,180.05	203,189.16	198,453.46	217,427.16	248,858.34	337,745.56	353,661.19
February	202,838.92	244,819.66	253,745.19	270,415.42	167,077.88	178,013.41	298,949.44	321,455.28	337,610.37
March	124,613.74	144,792.02	167,523.23	178,778.73	212,911.71	324,312.00	308,183.72	315,283.09	347,313.73
April	129,433.00	145,169.70	143,566.59	130,451.74	122,426.39	214,774.37	181,046.84	184,723.11	170,799.12
May	166,908.02	150,260.97	145,465.30	149,651.19	189,311.59	193,943.55	166,413.23	211,775.07	268,983.01
June	150,280.34	201,333.48	188,274.52	128,079.22	243,432.95	244,840.15	324,768.01	278,090.08	259,059.34
July	207,582.17	224,637.53	162,225.00	187,671.48	285,188.31	288,766.51	241,414.45	284,873.83	305,881.37
August	193,836.38	232,239.72	255,308.12	217,428.23	233,613.82	291,343.60	324,798.03	347,463.38	372,639.96
September	304,805.88	332,777.89	393,016.60	308,227.24	498,816.77	400,749.54	436,843.35	423,298.55	
October	223,407.58	221,388.37	239,320.92	232,458.98	277,252.43	314,160.21	366,240.18	355,772.83	
November	144,679.23	162,723.89	193,379.56	195,081.43	239,664.24	271,209.70	275,116.82	290,912.51	
December	202,886.68	196,148.55	200,263.73	241,782.32	291,910.30	279,576.66	247,380.10	260,229.71	
Total For Year	2,220,136.14	2,456,127.04	2,517,268.81	2,443,215.14	2,960,059.85	3,219,116.86	3,420,012.51	3,611,623.00	2,415,948.09

22

Month To Date Increase

Dollars	\$12,849.61	with Dec Adjustment	\$25,176.58	7.25%
Percent	5.19%			

Year To Date Increase

Dollars	\$235,990.90	\$516,844.71	\$200,895.65	\$191,610.49	134,538.69
Percent	10.63%	21.15%	6.24%	5.60%	5.90%

Average Monthly \$204,677.25 \$209,772.40 \$203,601.26 \$246,671.65 \$268,259.74 \$285,001.04 \$300,968.58 \$301,991.51

Note: The County receives payment from the state two months behind collection period.

For example, June collections are listed as August receipts.

**Prepared by Kristi Stephens
Stone County Treasurer**

HOLLISTER FINANCIAL REPORT

Suzy Whitney
August 5, 2025

	2025-2026	2024-2025	2025-2026	2024-2025
Tax received AUG 7	Actual Tax Rec AUG	Actual Tax Rec AUG	Year to Date Fiscal Total	Year to Date Fiscal Total
1-Cent Sales Tax Revenue	\$ 205,117.34	\$ 179,785.73	\$ 899,329.68	\$ 884,281.61
1/2-Cent Transportation Tax Revenue	\$ 99,469.77	\$ 87,080.98	\$ 431,690.79	\$ 430,075.51
1/2-Cent Capital Improvement Tax	\$ 102,558.67	\$ 89,892.70	\$ 449,665.03	\$ 442,140.52
Use Tax	\$ 46,290.62	\$ 36,949.98	\$ 191,795.63	\$ 187,151.98
ACTUALS TO ACTUALS	\$ 453,436.40	\$ 393,709.39	\$ 1,972,481.13	\$ 1,943,649.62
MTD: 15.17%	YTD: 1.48%			
	2025-2026	2025-2026	2025-2026	2025-2026
Tax received AUG 7	Actual Tax Rec AUG	Budgeted Amt AUG	Actuals Year to Date	Budget Year to Date
1-Cent Sales Tax Revenue	\$ 205,117.34	\$ 185,000.00	\$ 899,329.68	\$ 907,000.00
1/2-Cent Transportation Tax Revenue	\$ 99,469.77	\$ 91,000.00	\$ 431,690.79	\$ 440,000.00
1/2-Cent Capital Improvement Tax	\$ 102,558.67	\$ 93,000.00	\$ 449,665.03	\$ 450,000.00
Use Tax	\$ 46,290.62	\$ 32,000.00	\$ 191,795.63	\$ 167,000.00
ACTUALS TO BUDGET	\$ 453,436.40	\$ 401,000.00	\$ 1,972,481.13	\$ 1,964,000.00
MTD: 13.08%	YTD: 0.43%			
	2025-2026	2024-2025	2025-2026	2024-2025
Tax received AUG 7	JUL Tax Rec	JUL Tax Rec	Yr to Date Fiscal Total	Yr to Date Fiscal Total
5% - Tourism Tax	\$ 46,294.77	\$ 37,490.75	\$ 107,736.00	\$ 98,922.32
MTD: 23.48%	YTD: 8.91%			