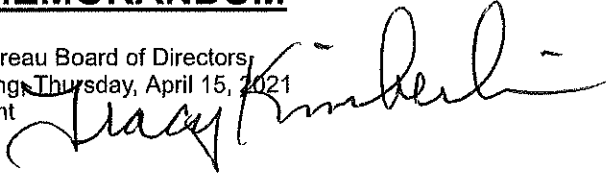


MEMORANDUM

TO: Convention & Visitors Bureau Board of Directors,
SUBJECT: Board of Directors Meeting, Thursday, April 15, 2021
FROM: Tracy Kimberlin, President
DATE: April 8, 2021



The CVB board of directors meeting will be **Thursday, April 15 at 8:00 a.m. in person at the Route 66 Information Center or by remote using Zoom.** Please let Jennifer know if you are going to attend in person as we do have limited capacity in our conference room because of social distancing. Jennifer will also have instructions on what you need to do to participate by Zoom. Enclosed (or attached if you are receiving this by email) you will find the agenda for the meeting, minutes from our last meeting, staff reports, and other handouts and information. To ensure a quorum, **PLEASE CALL OR EMAIL JENNIFER OR ME IF YOU WILL NOT BE ABLE TO ATTEND IN PERSON OR BY REMOTE.**

Amy Austin will begin the meeting by asking for approval of the minutes from the March board meeting, enclosed for your review. Leslie Forrester will then give the Springfield Regional Arts Council quarterly report. Amy will ask for a motion to approve the report and authorize the city to release the appropriate hotel tax revenue to the Arts Council.

Amy will then give the Chair's Report. The Executive Committee will meet April 12 to discuss the American Rescue Plan Act; the Ozark Mountain Partnership with Bass Pro/WOW, Herschend Family Entertainment, and the Branson CVB; the Expo Center Study, the June board retreat, and my annual review. Minutes of the meeting are attached and Amy will fill in the details.

Joe Wadkins and I will review the March financial reports. The March Financial Statement, Executive Summary and Aging of Accounts are attached for your review.

I will go over the Cash Flow Analysis we prepared to help guide our finances through the pandemic. The document has been updated with the March financial statement numbers

The Marketing Committee reviewed the Marketing Plan Action Plans and voted by email to approve them. The committee will recommend the full board also approve them for submission to the city as part of our annual contract. The Action Plans will be emailed to you separately as the document is large. Laura Head-Elliott and Megan Buchbinder will answer any questions you may have regarding the Action Plans.

Our major spring marketing campaign, "A Night on Us," kicked off April 1. The campaign features the second night in a participating hotel free of charge if the travel party also goes to three participating restaurants and three participating attractions. The campaign will run through June 27 and Megan will give you a status report.

Amy and I will fill you in on the status of the enabling legislation to increase the hotel tax. The House version has been perfected with amendments and will hopefully be approved by the House soon.

Lance Kettering and I will fill you in on a study to address turning the Expo Center into a multipurpose facility designed to accommodate indoor sporting events in addition to exhibits and consumer shows. The Sports Commission and CVB will split the costs of the first phase of the study. Sports Facilities Advisory, LLC will conduct the study.

Collin will then give the City of Springfield Report and the meeting will conclude with staff reports and old or new business.

Should you have any questions regarding the board meeting agenda and attachments, please do not hesitate to call. I look forward to speaking with you in person or by Zoom on April 15. Until then, stay safe!

SPRINGFIELD CONVENTION & VISITORS BUREAU, INC.

REMOTE BOARD OF DIRECTORS MEETING

TIME: 8:00 a.m.
DATE: March 18, 2021
PLACE: Remote Zoom Meeting

BOARD: Amy Austin, Brad Beattie, Missy Handyside, Stephanie Hein, Mary Kromrey, John Oke-Thomas, Collin Quigley, Tim Rosenbury

STAFF: Megan Buchbinder, Tonia Castaneda, Jennifer Holt, Lance Kettering, Tracy Kimberlin, Dana Maugans

Amy Austin called the remote meeting of the Board of Directors of the Springfield Convention and Visitors Bureau, Inc. to order at 8:02 a.m.

1. Ms. Amy Austin asked for a motion to approve the February meeting minutes. Stephanie Hein made a motion to approve the February minutes. The motion was seconded by Mary Kromrey and carried unanimously.
2. Amy Austin gave the Chair's Report:
 - A. Ms. Austin and Mr. Kimberlin reviewed the American Rescue Plan Act, including a PPP Grant, the Employee Retention Credit and the MDT Marketing Matching Grant.
 - B. Mr. Kimberlin updated the board on the recent meetings with the Ozark Mountain Partnership. The partnership includes the Springfield CVB, the Branson CVB, Bass Pro and Herschend Family Entertainment.
 - C. It was decided the CVB would compose a letter from the CVB board to the City and County suggesting use of funds received from the American Rescue Plan Act be used on amateur sports facilities. The letter will be distributed to the board for approval prior to sending.
 - D. Mr. Kimberlin and Ms. Austin reminded the board of the annual board retreat scheduled for June 17. Mr. Bill Geist will facilitate the retreat.
3. Tracy Kimberlin reviewed the February Financial Report. Tim Rosenbury made a motion to approve the February financial reports. The motion was seconded by John Oke-Thomas and carried unanimously.
4. Mr. Kimberlin reviewed the FY22 Proposed Expense Budget previously emailed to the board. After discussion, Stephanie Hein made a motion to approve the FY22 Proposed Expense Budget as presented. The motion was seconded by Missy Handyside and passed unanimously.
5. Mr. Kimberlin reviewed the updated CVB Cash Flow Analysis.
6. Ms. Megan Buchbinder gave an update on the FY22 Marketing Plan/Night on Us Campaign. The campaign is scheduled to kick-off on April 1 and runs through June 27 or until it reaches 3,000 qualifying parties, whichever comes first.

7. Amy Austin and Tracy Kimberlin reported on enabling legislation to increase the hotel tax. HB 252 and SB 47 are on the House and Senate floors for perfection.
8. Megan Buchbinder gave a wrap-up of the virtual Salute to Travel & Tourism. Ms. Buchbinder reported to date, an audience of over 300 has viewed the virtual event.
9. Mr. Collin Quigley gave the City of Springfield Report:
 - Mr. Quigley informed the board Ms. Mary Lily Smith, director of the city's Department of Planning & Development, is retiring effective April 30, 2021.
 - The City Council reviewed the city's short-term rentals process at their March 2 City Council meeting. No changes to the process will be made at this time.
 - The City of Springfield approved a reimbursement agreement of up to \$2 million for infrastructure connected with the building of Deer Lake Soccer Complex.
 - Mr. Quigley informed the board city council will review the next steps for the COVID road to recovery. Current metrics will be presented at the council's March 22 meeting. More information may be found online at <https://health.springfieldmo.gov/5068/Coronavirus>
10. CVB Staff reviewed their February department reports.
11. With no further business, Missy Handyside made a motion to adjourn the meeting. The motion was seconded by Collin Quigley and carried unanimously.

Remote Executive Committee Meeting

March 15, 2021

Committee Present (via ZOOM): Amy Austin, Joe Wadkins, Martina Sally

Staff Present: Tracy Kimberlin, Jennifer Holt

1. Amy Austin called the remote meeting to order at 2:09 p.m.
 - o The committee reviewed the March board meeting agenda.
 - o Mr. Kimberlin reviewed the FY22 expense budget included in the March board report.
 - o Mr. Kimberlin reviewed the American Rescue Plan Act including PPP Grant, Employee Retention Credit, and the MDT Marketing Matching Grant.
 - o Mr. Kimberlin and Ms. Austin reminded the committee of the upcoming board retreat scheduled for June 17, 2021. Mr. Kimberlin will be contacting Mr. Bill Geist for suggestions and objectives for the 2021 retreat and report back to the Executive Committee.
 - o Mr. Kimberlin updated the committee on the recent meetings with the Ozark Mountain Partnership. The partnership includes the Springfield CVB, the Branson CVB, Bass Pro and Herschend Family Entertainment.
 - o In order to assist the Executive Committee with conducting Mr. Kimberlin's annual review, Mr. Kimberlin will provide Ms. Austin his salary history and salary range from Destinations International. Ms. Austin will be contacting the committee to schedule discussion to determine the evaluation process.
 - o Mr. Kimberlin gave an update on the Enabling Legislation to Increase Hotel Tax. HB 252 and SB 47 are on the House and Senate floors for perfection.
2. The next Executive Committee meeting is scheduled for Monday, April 12 at 2:00 p.m.
3. With no further business, the meeting adjourned at 3:10 p.m.

March 2021 FINANCIAL STATEMENT EXECUTIVE SUMMARY						
March 2021						
Line Item	This Month			Year-to-Date		
	Actual	Budget	Variance	Actual	Budget	Variance
REVENUE						
TOTAL REVENUE	\$172,131	\$292,070	-41.1%	\$3,199,085	\$3,083,449	3.8%
Total Revenue	Unless indicated, variances are due to timing.					
Room Tax	Room tax is higher than projected (\$35,368).					
Interest Earnings	Interest Earnings lower than projected (\$1,459).					
Advertising Revenues	Advertising revenues (\$7,635) lower than projected. Timing.					
Co-op Advertising Revenues	Grant refund for vendor credit (\$1,643); Bass Pro Co-operative funds not received (\$150,000).					
EXPENSES						
TOTAL EXPENSES	\$259,086	\$606,321	57.3%	\$2,234,693	\$2,906,436	23.1%
Total Expenses	Unless indicated, variances are due to timing.					
Part-Time Wages	Part time staff not brought back in March as anticipated (\$1,000).					
Retirement Contributions	Timing of plan association dues (\$684).					
Dues & Subscriptions	SBDC dues (\$2,500) budgeted in February, paid in March.					
Insurance Premiums	Timing of quarterly payments (\$690).					
Training Expense	MACVB registration (\$600) budgeted in April, paid in March.					
Total Advertising	Timing of invoices, about a month behind when anticipated. (\$326,377).					
Misc. Convention Marketing	SCOUT(sports group prospecting tool) double-billed, refund issued (\$3,000).					
Digital Marketing	Bandwango renewal (\$20,000) budgeted in March, paid in January.					
Annial Banquet Expenses	Production of banquet video higher (\$1,430) than anticipated.					
Convention Housing Expenses	Quarterly housing software license (\$1,250) budgeted in April, paid in March.					
Contingency	Budgeted Contingency funds (\$15,950) not spent.					
PROFIT/LOSS	(\$86,955)	(\$314,251)	72.3%	\$964,392	\$177,013	444.8%
Beginning Fund Balance	\$ 1,464,240.23	Note: Unless indicated, variances are due to timing.				
YTD Revenue	3,199,085.10					
YTD Expenses	2,234,693.09					
CURRENT FUND BALANCE	\$ 2,428,632.24					
Destination Springfield Balance	\$ 653,234.31					
TOTAL CASH RESERVES	\$ 3,081,866.55					

SPRINGFIELD, MISSOURI CONVENTION & VISITORS BUREAU

Expense/Revenue Summary

FISCAL YEAR ELAPSED		75.00%		MONTH ENDING		March 2021		2020/2021 FISCAL YEAR	
ACCOUNT NAME	ACCT CODE	MARCH 2021	MARCH BUDGET	MONTHLY VARIANCE	YEAR-TO-DATE THIS YEAR 2020/2021	YEAR-TO-DATE BUDGET 2020/2021	YEAR-TO-DATE VARIANCE FROM BUDGET	TOTAL 2020/2021 BUDGET	% OF BUDGET EXPENDED
PAYROLL EXPENSES									
Salaries & Wages	500110	\$78,206.93	\$78,500.00	\$293.07	\$708,709.59	\$711,246.00	\$2,536.41	\$953,150.00	74.35%
Temporary/ Part-Time Wages	500130	0.00	1,000.00	\$1,000.00	822.25	\$2,323.00	\$1,500.75	6,500.00	12.65%
Retirement Contributions	500210	8,641.27	7,957.00	(\$684.27)	65,153.70	\$68,454.00	\$3,300.30	94,200.00	69.17%
FICA	500250	3,337.01	5,805.00	\$2,467.99	(35,169.81)	(\$32,576.00)	\$2,593.81	(14,500.00)	242.55%
Health Insurance	500260.01	14,905.89	15,071.00	\$165.11	133,882.37	\$133,510.00	(\$372.37)	178,950.00	74.82%
Unemployment Insurance	500260.02	123.13	303.00	\$179.87	1,508.91	\$1,872.00	\$363.09	2,050.00	73.61%
Workers Compensation	500280	0.00	0.00	\$0.00	3,114.00	\$3,114.00	\$0.00	3,150.00	98.86%
TOTAL PAYROLL		\$105,214.23	\$108,636.00	\$3,421.77	\$878,021.01	\$887,943.00	\$9,921.99	\$1,223,500.00	71.76%
ADMINISTRATIVE & GENERAL EXP									
Auditing & Accounting	504510	\$290.70	\$320.00	\$29.30	\$14,531.80	\$16,240.00	\$1,708.20	\$17,550.00	82.80%
Automobiles	502040	600.00	610.00	\$10.00	5,400.00	\$5,500.00	\$100.00	7,350.00	73.47%
Building Rental	505820.01	8,928.32	8,883.00	(\$45.32)	90,115.37	\$87,881.00	(\$2,234.37)	106,700.00	84.46%
Utilities	505820.02	1,006.42	825.00	(\$181.42)	6,452.57	\$6,787.00	\$334.43	9,300.00	69.38%
Bldg. Supplies/Repairs	505820.03	92.17	303.00	\$210.83	2,492.32	\$2,405.00	(\$87.32)	4,200.00	59.34%
Office Cleaning	505820.04	798.45	1,330.00	\$531.55	6,678.52	\$7,329.00	\$650.48	9,750.00	68.50%
Credit Card Fees	502070	0.00	0.00	\$0.00	800.30	\$2,370.00	\$1,569.70	4,800.00	16.67%
Data Processing	502140	55.00	125.00	\$70.00	445.00	\$640.00	\$195.00	1,200.00	37.08%
Dues & Subscriptions	502290	3,012.94	1,944.00	(\$1,068.94)	17,743.29	\$25,020.00	\$7,276.71	35,350.00	50.19%
Equipment Repair	502750	1,585.04	2,675.00	\$1,089.96	10,716.26	\$11,977.00	\$1,260.74	17,850.00	60.04%
Insurance Premiums	502230	715.20	25.00	(\$690.20)	8,558.55	\$9,254.00	\$695.45	10,150.00	84.32%
Minor Office Furn/Supplies	501190	0.00	100.00	\$100.00	5.25	\$440.00	\$434.75	750.00	0.70%
Misc. A & G	501260	172.94	905.00	\$732.06	8,356.37	\$10,704.00	\$2,347.63	15,300.00	54.62%
Office Supplies	501240	172.13	650.00	\$477.87	2,147.71	\$3,891.00	\$1,743.29	5,850.00	36.71%
Other Professional Srvc	504580	0.00	250.00	\$250.00	700.00	\$750.00	\$50.00	1,500.00	46.67%
Postage & Freight	502220	174.00	595.00	\$421.00	2,837.33	\$3,766.00	\$928.67	6,000.00	47.29%
Printing & Binding	502380	0.00	50.00	\$50.00	118.05	\$338.00	\$219.95	500.00	23.61%
Telephone	505550	0.00	800.00	\$800.00	5,784.61	\$6,929.00	\$1,144.39	11,850.00	48.82%
Training Expense	504590	665.00	100.00	(\$565.00)	6,091.00	\$9,626.00	\$3,535.00	16,100.00	37.83%
TOTAL A & G		\$18,268.31	\$20,490.00	\$2,221.69	\$189,974.30	\$211,847.00	\$21,872.70	\$282,050.00	67.35%
MARKETING EXPENSES									
ADVERTISING									
Ad Production	505010	\$82,825.00	\$61,000.00	(\$21,825.00)	\$244,432.50	\$320,451.00	\$76,018.50	\$373,450.00	65.45%
Billboards	505020.00	0.00	0.00	\$0.00	110,621.00	\$110,621.00	\$0.00	210,650.00	0.53
Brochures & Printed Mat.	505030	0.00	150.00	\$150.00	59,253.13	\$66,157.00	\$6,903.87	72,650.00	81.56%
Direct Mail	505050	4,409.66	6,190.00	\$1,780.34	17,231.26	\$28,545.00	\$11,313.74	48,850.00	35.27%
Digital Advertising	505060.01	10,652.07	53,250.00	\$42,597.93	209,941.99	\$326,222.00	\$116,280.01	554,500.00	37.86%
Other Advertising	505060.02	1,125.00	300,250.00	\$299,125.00	21,151.00	\$321,026.00	\$299,875.00	561,800.00	3.76%
Print Advertising	505070	21,998.13	2,500.00	(\$19,498.13)	107,111.16	\$96,019.00	(\$11,092.16)	269,550.00	39.74%
Radio & TV Advertising	505080	0.00	0.00	\$0.00	195,877.58	\$196,847.00	\$969.42	686,850.00	28.52%
TOTAL ADVERTISING		\$121,009.86	\$423,340.00	\$302,330.14	\$965,619.62	\$1,465,888.00	\$500,268.38	\$2,778,300.00	34.76%
TRAVEL EXPENSES	505690	\$318.04	\$1,400.00	\$1,081.96	\$983.71	\$3,258.00	\$2,274.29	\$8,150.00	12.07%
OTHER MARKETING EXPENSES									
Market Research	502470	\$1,827.50	\$2,225.00	\$397.50	\$27,660.00	\$70,125.00	\$42,465.00	\$73,000.00	37.89%
Group Incentives	502120	0.00	0.00	\$0.00	10,000.00	\$13,550.00	\$3,550.00	81,150.00	12.32%
Entertainment	502200	0.00	200.00	\$200.00	70.19	\$1,683.00	\$1,612.81	3,800.00	1.85%
Exhibition Fees	504640	0.00	75.00	\$75.00	899.00	\$8,824.00	\$7,925.00	13,000.00	6.92%
FAM Tour Expense	504650	115.13	300.00	\$184.87	4,716.25	\$7,107.00	\$2,390.75	12,500.00	37.73%
Misc. Marketing Expenses	502280.01	846.06	1,250.00	\$403.94	1,720.77	\$3,197.00	\$1,476.23	13,950.00	12.34%
Misc. Convention Marketing	502280.02	(3,000.00)	300.00	\$3,300.00	10,745.87	\$17,885.00	\$7,139.13	20,350.00	52.81%
Digital Marketing	502280.03	4,170.68	20,340.00	\$16,169.32	87,709.39	\$98,532.00	\$10,822.61	99,600.00	88.06%
Litewall Concession Fees	502280.04	0.00	0.00	\$0.00	0.00	\$1,500.00	\$1,500.00	4,500.00	0.00%
Photo Processing	502360	0.00	0.00	\$0.00	0.00	\$0.00	\$0.00	0.00	N/A
Public Relations	502400.01	49.08	250.00	\$200.92	7,004.71	\$9,221.00	\$2,216.29	10,400.00	67.35%
Event Public Relations	502400.02	160.00	75.00	(\$85.00)	4,754.00	\$4,874.00	\$120.00	5,450.00	87.23%
Annual Banquet Expenses	502400.03	6,930.00	5,500.00	(\$1,430.00)	7,080.00	\$5,850.00	(\$1,230.00)	5,850.00	121.03%
Specialty Items	504620	1,450.85	5,000.00	\$3,549.15	1,450.85	\$5,500.00	\$4,049.15	10,200.00	14.22%
Receptions	504660	0.00	0.00	\$0.00	0.00	\$0.00	\$0.00	950.00	0.00%
TOTAL OTHER MARKETING		\$12,549.30	\$35,515.00	\$22,965.70	\$163,811.03	\$247,848.00	\$84,036.97	\$354,700.00	46.18%
TOTAL MARKETING		\$133,877.20	\$460,255.00	\$326,377.80	\$1,130,414.36	\$1,716,994.00	\$586,579.64	\$3,141,150.00	35.99%
CONVENTION SERVICES									
Miscellaneous C.S. Exp.	504540.01	\$0.00	\$300.00	\$300.00	\$26.49	\$500.00	\$473.51	\$1,800.00	1.47%
Convention Housing Expenses	504540.02	1,250.00	0.00	(\$1,250.00)	4,750.00	\$4,750.00	\$0.00	6,000.00	79.17%
Shuttle Service	504610	0.00	0.00	\$0.00	0.00	\$0.00	\$0.00	2,000.00	0.00%
TOTAL CONVENTION SERVICES		\$1,250.00	\$300.00	(\$950.00)	\$4,776.49	\$5,250.00	\$473.51	\$9,800.00	48.74%
CONTINGENCY	502780	\$0.00	\$15,950.00	\$15,950.00	\$0.00	\$50,850.00	\$50,850.00	\$98,700.00	0.00%
CAPITAL EXPENSES									
Office Furn & Equipment	508110.01	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	N/A
Bldg. Improvement Expenses	508110.02	0.00	0.00	\$0.00	11,918.70	\$11,919.00	\$0.30	\$11,950.00	99.74%
Computer Hardware	501220	139.99	100.00	(\$39.99)	6,250.93	\$6,631.00	\$380.07	\$6,950.00	89.94%
Computer Software	501230	336.00	490.00	\$154.00	5,937.30	\$7,202.00	\$1,264.70	\$11,900.00	49.89%
Other Equipment	508170	0.00	100.00	\$100.00	7,400.00	\$7,800.00	\$400.00	\$8,100.00	91.36%
Destination Springfield	508220	0.00	0.00	\$0.00	0.00	\$0.00	\$0.00	\$0.00	N/A
TOTAL CAPITAL EXPENSES		\$475.99	\$690.00	\$214.01	\$31,506.93	\$33,552.00	\$2,045.07	\$38,900.00	80.99%
TOTAL CVB EXPENSES		\$259,085.73	\$606,321.00	\$347,235.27	\$2,234,693.09	\$2,906,436.00	\$671,742.91	\$4,794,100.00	46.61%
REVENUE - ACCOUNT NAME									
ROOM TAXES	401540	\$149,368.43	\$114,000.00	\$35,368.43	\$1,192,392.50	\$1,124,482.00	\$67,910.50	\$2,000,499.00	59.60%
INTEREST EARNINGS/FMV ADJ	410010	540.79	2,000.00	(\$1,459.21)	(12,189.71)	(\$7,731.00)	(\$4,458.71)	(\$5,750.00)	211.99%
ADVERTISING REVENUES	413010	16,714.50	24,350.00	(\$7,635.50)	139,632.75	\$176,189.00	(\$36,556.25)	\$234,701.00	59.49%
CO-OP ADVERTISING REVENUES	416020	(1,643.00)	150,000.00	(\$151,643.00)	1,856,086.16	\$1,769,150.00	\$86,936.16	\$1,887,650.00	98.33%
MEMBERSHIP REVENUES	414110	0.00	0.00	\$0.00	825.00	\$0.00	\$825.00	\$0.00	N/A
MISC. REVENUES	414100	4,650.00	1,720.00	\$2,930.00	17,588.40	\$14,859.00	\$2,729.40	\$670,500.00	2.62%
HOLDING ACCOUNT	414100.04	0.00	0.00	\$0.00	0.00	\$0.00	\$0.00	\$0.00	N/A
ANNUAL MEETING REVENUE	414100.07	2,500.00	0.00	\$2,500.00	4,750.00	\$6,500.00	(\$1,750.00)	\$6,500.00	73.08%
FROM FUND BALANCE		-	-	\$0.00	0.00	\$0.00	\$0.00	\$0.00	N/A
TOTAL CVB REVENUE		\$172,130.72	\$292,070.00	(\$119,939.28)	\$3,199,085.10	\$3,083,449.00	\$115,636.10	\$4,794,100.00	66.73%
FUND BALANCE STATUS:									
Fund Balance from Prior Year:					\$1,464,240.23				
YTD 2020/2021 Expenditures:					(2,234,693.09)				
YTD 2020/2021 Revenue:					3,199,085.10				
Fund Balance as of 03/31/2021					\$2,428,632.24				
Destination Springfield Balance as of 03/31/2021					\$653,234.31				
Total Cash Reserves					\$3,081,866.55				



CVB Invoice Aging Report

Created By: Tonia Castaneda

Created On: 04/08/2021

Account Status: All Statuses

Invoice Type: CVB

Account ID	Company	Invoice ID	Current	1 - 30 Days	31 - 60 Days	61 - 90 Days	90+ Days
72532	37 North Expeditions	8783	-	\$92.00	-	-	-
72532	37 North Expeditions	8842	\$158.00	-	-	-	-
65674	America's Incredible Pizza Company	7290	-	-	-	-	\$250.00
65674	America's Incredible Pizza Company	7302	-	-	-	-	\$437.00
65674	America's Incredible Pizza Company	7348	-	-	-	-	\$437.00
65674	America's Incredible Pizza Company	7387	-	-	-	-	\$437.00
65674	America's Incredible Pizza Company	7415	-	-	-	-	\$250.00
65674	America's Incredible Pizza Company	7428	-	-	-	-	\$433.00
65788	Angler's Lodge	8791	\$250.00	-	-	-	-
71089	Aviary Cafe by Lavender Falls	8742	-	\$600.00	-	-	-
72531	Back Home Brewing Company	8841	\$250.00	-	-	-	-
65693	Bass Pro Shops® Outdoor World®	8790	\$6,900.00	-	-	-	-
66084	Best Western Plus Springfield Airport Inn	8835	\$300.00	-	-	-	-
70447	Big Whiskey's Concepts	8623	-	-	-	\$1,500.00	-
70626	Brick & Mortar Coffee	8830	\$300.00	-	-	-	-
72722	Bub's Distillery	8837	\$250.00	-	-	-	-
70433	Captain B's Fishing Guide Service & Lodging	8576	-	-	-	-	\$250.00
72476	C-Street City Market	8609	-	-	-	-	\$700.00
69634	Culver's - N. Glenstone Ave.	8735	-	\$200.00	-	-	-
65794	Dickerson Park Zoo	8792	\$600.00	-	-	-	-
65802	DoubleTree by Hilton Springfield	8793	\$250.00	-	-	-	-
72734	Downing Street Pour House	8801	\$600.00	-	-	-	-
72643	Elm Street Eatery	8838	\$400.00	-	-	-	-
70246	Farmers Market of the Ozarks	8614	-	-	-	\$350.00	-
72758	Fashion House	8814	\$200.00	-	-	-	-
72365	Freakin' Antiquin' Vintage Market	8767	-	\$200.00	-	-	-
72365	Freakin' Antiquin' Vintage Market	8826	\$200.00	-	-	-	-
65837	Fresh Gallery	8823	\$170.00	-	-	-	-
72651	Gettin' Basted-Branson	8800	\$600.00	-	-	-	-
72738	Glenstone Cottage AntiquesKearney Street Antiques	8705	-	\$300.00	-	-	-
65848	Golden Corral - E. Primrose St.	8626	-	-	-	\$350.00	-
71196	Hangar Kafe	8836	\$300.00	-	-	-	-
65883	Hilton Garden Inn Springfield	8794	\$250.00	-	-	-	-
72753	HIM	8601	-	-	-	-	\$350.00
65884	History Museum on the Square	8803	\$275.00	-	-	-	-
65888	Holiday Inn Hotel & Suites	8778	-	\$250.00	-	-	-
65895	Houlihan's Restaurant & Bar - N. Glenstone Ave.	8827	\$150.00	-	-	-	-
66290	Leong's Asian Diner	8787	\$281.25	-	-	-	-
71266	Lost Signal Brewing Company	8828	\$300.00	-	-	-	-
70509	Lucas Oil Speedway	8797	\$300.00	-	-	-	-
65944	Madden Media	8681	-	-	\$1,000.00	-	-
65945	Mansion at Elfindale	8829	\$117.00	-	-	-	-
69322	Market, The	8599	-	-	-	-	\$350.00
70269	Modern Society	8584	-	-	-	-	\$350.00
69070	Mother's Brewing Company	8839	\$250.00	-	-	-	-
70945	Munger Moss Motel	8833	\$200.00	-	-	-	-
72746	Niji Sushi Bar and Grill	8785	-	\$200.00	-	-	-
72746	Niji Sushi Bar and Grill	8844	\$200.00	-	-	-	-
66085	Oasis Hotel & Convention Center	8779	-	\$250.00	-	-	-
71154	Polish Pottery Shoppe, The	8789	\$345.00	-	-	-	-
72782	SBC's The Cellar	8802	\$600.00	-	-	-	-
72658	Sirloin Stockade	8843	\$50.00	-	-	-	-
66130	Springfield Area Sports Commission	8822	\$1,500.00	-	-	-	-
66134	Springfield Brewing Company	8795	\$600.00	-	-	-	-
66328	Staxx	8811	\$200.00	-	-	-	-
72773	The Beauty Factory	8672	-	-	\$150.00	-	-
72760	The Body Studio	8625	-	-	-	\$175.00	-
71290	Travellers House Coffee & Tea	8616	-	-	-	\$350.00	-
71290	Travellers House Coffee & Tea	8637	-	-	-	\$100.00	-
66227	University Plaza Hotel & Convention Center	8780	-	\$250.00	-	-	-
66227	University Plaza Hotel & Convention Center	8786	\$300.00	-	-	-	-
66250	Wild Animal Safari	8759	-	\$600.00	-	-	-

Totals:	\$17,646.25	\$2,942.00	\$1,150.00	\$2,825.00	\$4,244.00
----------------	--------------------	-------------------	-------------------	-------------------	-------------------



April 2021 Marketing Report
Megan Buchbinder, Director of Marketing

Advertising Campaigns
Leisure Marketing

- We have officially launched two of our spring campaigns: One Night On Us advertising began on April 1 and is ready for bookings and the MMG 2.0 local-focused campaign also started running on April 1 in local and regional markets. We will see a rollout of different initiatives for One Night On Us over the next two weeks with a heavy push in April and May. The campaign will run through June but start to transition over to the general branding initiatives we're creating for the area.
- As of April 7, we have had roughly 2,000 visits to the One Night On Us Landing Page (with only one week of partial advertising!) with the average time on the page being 4:48 meaning people are taking time to really learn about the program. We officially have two bookings and a number of program downloads. We expect this number to grow significantly in the next few weeks. For your reference, here is the landing page link: www.springfieldmo.org/night-on-us
- Here are links to the campaign videos:
 - One Night On Us:
https://drive.google.com/file/d/1Kp0BndXVBZ4iow_WkyFf2SfGaRKtTdjn/view?usp=sharing
 - Within Reach (local focused):
https://drive.google.com/file/d/1OQpdJiaOPD2z59O-_aOzFYzrliBVIN7w/view?usp=sharing
 - Ask a Local:
https://drive.google.com/file/d/126g408gsw_FDhpeZ8qtGTLpt0J4pGu8P/view?usp=sharing
- The Marketing Committee approved the FY22 Marketing Plan and that will be provided to the full board for approval.
- Our partnership with 417 Magazine is continuing through an interactive experience that will live on our website. It is called "Build Your Best Weekend" and it's an interactive quiz people can take that will give them different itineraries for how to spend their weekend in Springfield based on the answers to their questions. It will run in tandem with the Night On Us campaign to help visitors decide what to do while they're here, but it will live on after that campaign and we will update the attractions and restaurants throughout the year. This launches by the middle of the month. Stay tuned for a link to this quiz.
- We are currently maintaining our SEM efforts and regular social media, blog and email marketing.

- COOP marketing efforts continue to be planned with Bass Pro and Wonders of Wildlife with placements beginning in April and running through the summer.

Convention & Sports Marketing

- Advertising promoting Zero Attrition has been placed in regional magazines and publications (both print and digital placements).
- The Sports Commission in tandem with the marketing team moved their membership coupons to the Bandwango platform so all of the visiting sports teams can use it when they come into town.
- We are working with the sales team to create a “Show Your Badge” program for meetings and groups to utilize beginning this spring. This will be a program through our Bandwango platform and will feature discounts and specials from local businesses specifically targeted toward group events.

CVB Publications, Website and Partner Advertising

- The website is officially out of our 30-day punch list and we are learning how to utilize the new functions and features of a content-focused site. Madison Yohn and Steve Ross have taken on the task of managing the advertising platform that allows us to place and track advertising from our partners. Big shout-out to them for their work in learning the ins and outs of the site!
- March brought four new partners including: Progress, Fashion House, SBC The Cellar and First Watch in Joplin. In addition to these new partners, 25 existing partners renewed their agreements. \$9,550 was brought in during March.
- Total advertising revenue for the fiscal year as of March 31, 2021: \$206,085.
- Jane and Erin spent March working on selling partnerships for a number of initiatives: Night On Us campaign, Show Your Badge, Tap and Pour, Route 66 Map, and evergreen digital opportunities. In addition to sales prospecting, the focus in April has been on finalizing the Night On Us campaign, and other upcoming initiatives.

Public Relations

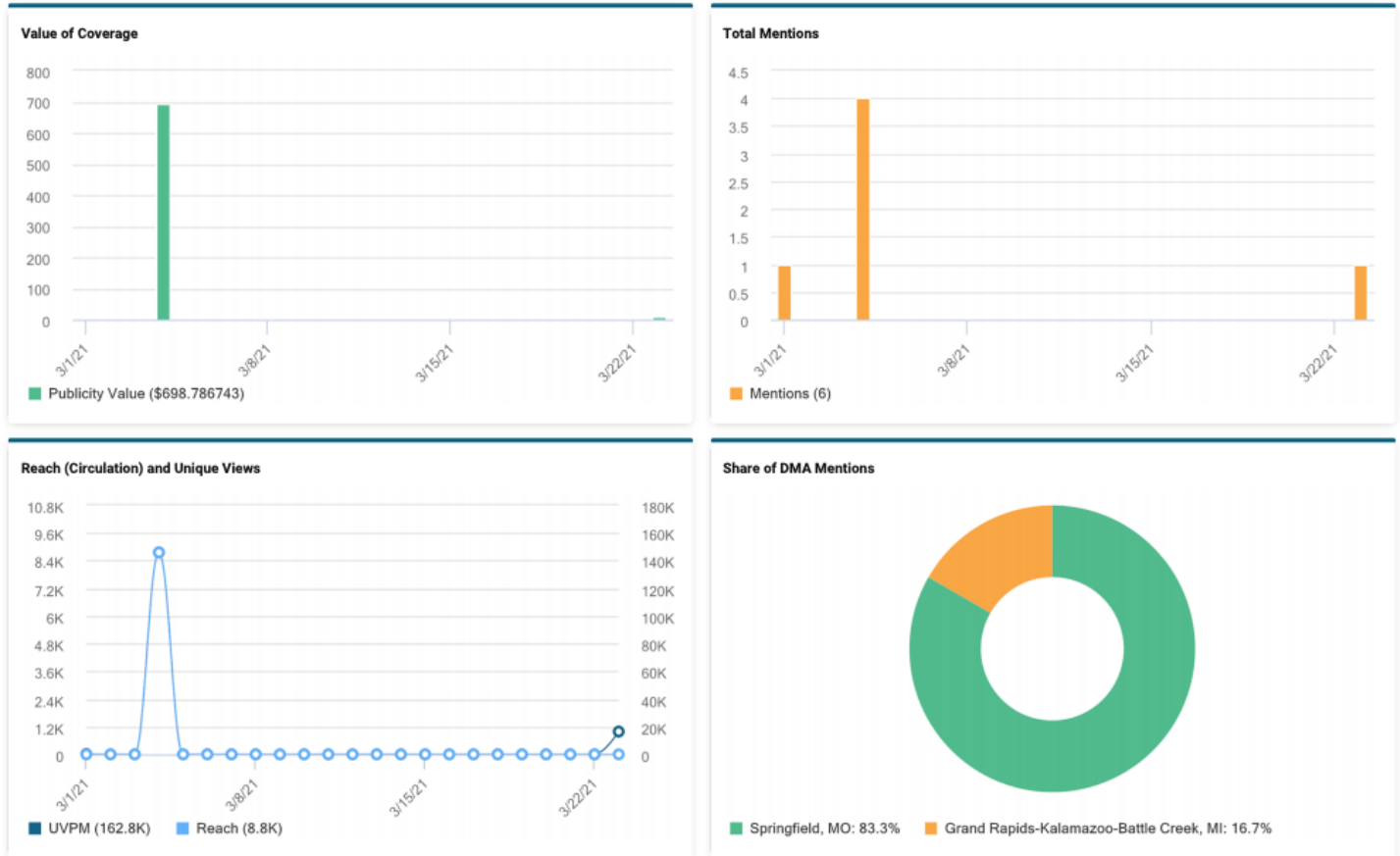
- **Media**
 - Journalists from “Leisure Group Travel” and “Midwest Living” will be in Springfield for stories in April and May.
 - We provided information and images for stories being produced by “ConventionSouth,” “Group Travel Leader” and “Meetings Today.”
 - Susan will participate in the Midwest Travel Journalists Association virtual conference April 20-21. This is an opportunity for professional development and one-on-one pitching sessions with journalists.
- **Legislative**
 - We continue to monitor tourism-related state legislation during the current legislative session.
- **Other**

- Making sure the website is working properly and content is up-to-date has been a priority for both Susan and Madison since the new site launched.
- The CVB’s constituent newsletter, formerly titled “Issues & Info” has moved to the new site and is titled “CVB News.” www.SpringfieldMO.org/news.

PR Report—March 2021

CVB PR Report
March 2021

CVB PR



Mar 1, 2021 - Mar 23, 2021 | 1

Interactive Media

- Last month, SpringfieldMO.org logged 90,040 (+42.95%) sessions by 70,139 (+41.69%) visitors compared to the previous month. This reflects the increased advertising that began with One Night On Us and the Within Reach campaign that began the beginning of April and the quality of our organic traffic that has been steadily created. We are starting to see the gap of traffic from pre-pandemic and current traffic getting smaller. The numbers compared to this time last year are only down by roughly 18%, because we had begun some of our spring campaign advertising in February and March before the pandemic hit. The time people are spending on our site, however, is up by 81% and

the number of pages per session are up by 15% showing that we are creating engaging content people are looking for.

- 96 visitor inquiries were collected through SpringfieldMO.org
- Top visited pages during March were:
 - Things To Do
 - Events
 - Things to Do: Attractions
 - Things to Do: With Kids
 - [10 Scenic Spots in Springfield Blog Post](#)
- Four email newsletters were sent in March using our new email marketing tool, Autopilot.
 - March 1: Springfield in Every Season Enewsletter, 15% Open Rate, 1.5% Click Through Rate (CTR)
 - March 8: Spring Break in Springfield Enewsletter, 18% Open Rate, 2.3% CTR
 - March 15: Scenic Springfield Spots Enewsletter, 18.8% Open Rate, 4.6% CTR
 - March 22: Antique Stores in Springfield Enewsletter, 16.5% Open Rate, 3.2% CTR
 - March 29: Brunch Spots in Springfield Enewsletter, 17% Open Rate, 3.5% CTR
- Social Media Engagement has been consistent with the following statistics:
 - Instagram: The average engagement for the last 30 days has been 328 “likes,” with the highest engagement being 638 likes on a single post, which was about the Rockbridge Rainbow Trout & Game Ranch, and received nine comments. Overall, our content interactions are down by 8% in the last 30 days and we have gained 516 followers.
 - Facebook: There were 17,091 total engagements on our posts from the last 28 days. This is down 50% from the previous period. Our reach is still strong with organic posts and we’ve reached over 366,715 people and have had 210 more people like our page. The post with the highest organic engagement and reach was about a Locals Guide to the most scenic spots in Springfield that reached over 30,000 people with about 2,800 engagements including 62 shares and over 2,000 post clicks.
- Recent blog posts include: [Artsfest Coming Back To Springfield in 2021](#), [Stay In Springfield With A Night On Us](#), [Milling Around The Ozarks](#), [Explore The Wonders of Dickerson Park Zoo](#), [10 Amazing Trips You Can Take In The Ozarks](#). Future blog posts are Lavender Fields to Explore in Springfield, 20 Things To Do In Springfield Under \$20, and others.
- Since launching additional digital sponsorships, interest has increased for sponsored content, digital advertising and promoted social media posts. Erin and Madison have been meeting with clients to get footage and posting on Instagram and Facebook.



April 15, 2021

Group Sales & Services Report
Dana Maugans, Director of Sales

Group Sales Activities

- March Booking Production (*Group listing on the CVB Dashboard*)
 - **Definite Bookings** - 9 Groups - 6,765 room nights / 6,525 attendees;
 - \$4 million economic impact
 - **Assist Bookings** - 3 Groups - 1,460 room nights / 5,775 attendees;
 - (*economic impact is not calculated on Assist Groups*)
 - **Leads** - 17 Groups - 47,531 room nights / 27,615 attendees;
 - \$20.4 million economic impact
 - **Lost** - 4 Groups - 820 room nights / 440 attendees;
 - \$249,000 economic impact
 - **Cancelled** - 5 Groups - 1,708 room nights / 1,300 attendees;
 - \$507,643 economic impact
 - 107 groups have cancelled since March 2020 (*does not reflect groups that booked directly with hotels and other meeting venues*);
 - 96,188 room nights / 222,648 attendees
 - \$47.2 million economic impact
 - **Event Services** - 5 Groups - 15,000 room nights / 53,800 attendees
- GWRRA event staff conducted a planning meeting and site visit in Springfield this week to make final preparations for Wing Ding 42, June 29 - July 3, 2021.
- In-person site visits are picking up and virtual site visits are planned.
- Dana Maugans participated in the **Destinations International Convention Sales Summit** (virtual) last week. Dana serves on the Convention Sales Committee.
- Lori Casey will conduct a FAM Tour for tour operators in April.
- Staff continues to sell to the sports market along with the Sports Commission. Each sales rep is assigned specific sports such as volleyball, soccer, tennis, archery, etc.
- The **Convention Sales Promotion** continues. Six groups booked as a result of the promotion and seven groups are tentative. The promotion is for zero attrition, a CVB financial incentive, virtual/hybrid offerings, attraction discounts, and hotel cleanliness/sanitation assurance through the American Hotel & Lodging Association Safe Stay program.
- Utilizing three subscription lead generation services to find new business; one of the new services is called SCOUT which is used for Sports Group sales.
- Participation in Renew Jordan Creek project.
- Continuing to keep in close contact with planners regarding the status of their meeting/convention and making sure that local health and safety guidelines are followed as well as managing group expectations.

Trade Shows and Travel

- Melissa Evans will attend the **Christian Meetings & Conventions Association** conference in Colorado Springs in April.
- Dana Maugans will attend the **Missouri Association of Convention & Visitors Bureaus** conference in Independence in April.

Miscellaneous

- **Event Services** - Housing Bureau continues for GWRRA and is being utilized for the Spring Promotion "One Night on Us." Preparing services for upcoming spring and summer events.
- Staff attended events for the Missouri Society of Association Executives, Society of Government Meeting Planner's, Women in Communications, Springfield Hotel Lodging Association, Rotary Club Springfield Southeast, and various virtual events and training webinars.



**Springfield Sports Commission
Executive Director Update
Board Meeting – April 15, 2021**

MSHSAA State Basketball Championships

- Successfully hosted the events in Springfield
- Class 1,2,3 (March 11, 12, 13)
- Class 4, 5, 6 (March 18, 19, 20)
- Total attendance- approximately 32,000 with fan restrictions

National Christian HomeSchool Basketball Championships

- Successfully hosted the event March 15-20
- Final team count was 315 teams
- Safety protocols, fan restrictions
- See chart included on impacts of NCHBC & MSHSAA!

NCAA Division II Women's Basketball Regional

- Springfield and Drury University successfully hosted the event
- March 11-15
- Fan restrictions
- Drury was NCAA Division II National Runner Up

Easter Pickleball Tournament

- Successfully hosted the event in Springfield
- April 3-4
- Cooper Indoor Tennis
- 123 Players
- Discussion to host future events have begun

Lake Country Soccer Spring Soccer Championship

- April 17-18
- Lake Country Soccer
- About 100-120 teams

National Christian HomeSchool Spring Championships

- Week of May 3-7
- Golf (Rivercut)
- Soccer (Lake Country Soccer)
- Track & Field (Southwest Baptist University)

NCAA Division II Tennis Regional Bid

- Assisted Drury University with bid (hotel component)
- Cooper Tennis Complex
- May 5-10
- Status TBD

Future MSHSAA Events

- Tennis (May 21-22, May 28-29)
- Spring Softball (May 21)
- Baseball (May 31-June 6)
- Other Updates at Meeting

Premier Baseball

- June 24-27
- Various Baseball Fields
- 14U and 13U

USA BMX

- Gold Cup South Central awarded to Springfield
- Next steps: Meeting Schedule set up and Initial Planning

Copa Rayados Soccer

- Bid Submitted on Monday, March 3
- Four year bid - 2021, 2022, 2023, 2024
- 10,000 room night per year event over Thanksgiving Weekend
- Next steps: No new news, follow up with the group has occurred and we are awaiting direction from the group on next phase of the bid.

Sports Commission Study on Expo Center

- Sports Facility Advisory to conduct study
- Determine feasibility of the Expo Center as a Indoor Sports Venue

Sports Commission Awards

- Tuesday, June 22 - In partnership with the Missouri Sports Hall of Fame

Sports Commission Mini Golf Championship & Fundraiser

- Monday, September 20 - Getaway Golf

STR DATA

WEEK OF MSHSAA CLASS 1-2-3

ADR (Average Daily Rate)

YEAR	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	-	NOTES	AVERAGE
2017	\$ 87.66	\$ 79.80	\$ 77.20	\$ 78.31	-	Year Before MSHSAA	\$80.74
2018	\$ 89.14	\$ 87.96	\$ 91.32	\$ 87.76	-	First year of MSHSAA	\$89.05
2019	\$ 91.08	\$ 86.88	\$ 93.98	\$ 90.60	-	Second year of MSHSAA	\$90.64
2020	\$ 90.43	\$ 87.70	\$ 87.60	\$ 80.97	-	COVID-19 Reduction in # Fans Allowed	\$86.68
2021	\$ 79.38	\$ 83.74	\$ 90.51	\$ 89.99	-	COVID-19 Restrictions Drury NCAA	\$85.91

DEMAND (Rooms Sold)

YEAR	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	TOTAL	NOTES	INCREASE FROM 2017
2017	3,819	3,368	3,941	3,701	14,829	Year Before MSHSAA	-
2018	3,855	4,619	5,430	4,680	18,584	First Year of MSHSAA	3,755
2019	3,674	4,269	5,389	4,536	17,868		3,039
2020	3,959	4,168	4,135	3,605	15,867	COVID-19 Reduction in # Fans Allowed	1,038
2021	3,840	4,565	5,184	4,772	18,361	COVID-19 Restrictions Drury NCAA	3,532

ROOM REVENUE

YEAR	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	TOTAL	NOTES	INCREASE FROM 2017
2017	\$334,786	\$268,753	\$304,246	\$289,824	\$1,197,609	Year Before MSHSAA	-
2018	\$343,639	\$406,290	\$495,873	\$410,721	\$1,656,523	First Year of MSHAA	\$458,914.00
2019	\$360,575	\$370,911	\$506,456	\$410,974	\$1,648,916		\$451,307.00
2020	\$358,010	\$365,573	\$362,206	\$291,903	\$1,377,692	COVID-19 Reduction in # Fans Allowed	\$180,083.00
2021	\$304,834	\$382,293	\$469,199	\$429,431	\$1,585,757	COVID-19 Restrictions Drury NCAA	\$388,148.00

STR DATA											
WEEK OF NCHBC AND MSHAA CLASS 4-5-6											
ADR (Average Daily Rate)											
YEAR	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	-	NOTES	AVERAGE	
2008	\$ 64.95	\$ 71.71	\$ 73.43	\$ 71.94	\$ 64.17	\$ 63.34	\$ 63.47		Year before NCHBC	\$ 67.57	
2009	\$ 68.65	\$ 73.12	\$ 74.84	\$ 74.59	\$ 72.27	\$ 70.86	\$ 69.37		First Year of NCHBC	\$ 71.96	
2017	\$ 83.03	\$ 91.44	\$ 93.90	\$ 93.57	\$ 89.37	\$ 87.10	\$ 80.18	-	NCHBC Year Before MSHSAA	\$ 88.37	
2018	\$ 84.25	\$ 95.75	\$ 97.54	\$ 99.70	\$ 98.15	\$ 100.57	\$ 90.23	-	NCHBC First year of MSHSAA	\$ 95.17	
2019	\$ 87.59	\$ 95.73	\$ 98.95	\$ 101.72	\$ 98.84	\$ 101.54	\$ 90.97	-	NCHBC Drury NCAA	\$ 96.48	
2020	\$ 79.03	\$ 78.08	\$ 75.77	\$ 73.92	\$ 71.30	\$ 70.17	\$ 68.99	-	COVID 19 NCHBC & MSHSAA Cancellation	\$ 73.89	
2021	\$ 81.80	\$ 88.86	\$ 90.40	\$ 92.47	\$ 96.05	\$ 103.40	\$ 99.09	-	NCHBC COVID-19 Restrcitions - 6 Classes	\$ 93.15	
DEMAND (Rooms Sold)											
YEAR	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	TOTAL	NOTES	INCREASE FROM 2008	
2008	2,370	3,432	4,252	4,026	3,125	3,004	2,313	24,530	Year before NCHBC	-	
2009	2,858	4,073	4,859	5,026	5,045	5,158	4,219	33,247	First Year of NCHBC	8,717	
										INCREASE FROM 2017	INCREASE FROM 2008
2017	3,352	4,483	4,872	5,017	4,726	4,735	3,994	31,179	NCHBC Year Before MSHSAA	-	6,649
2018	3,808	4,759	5,062	5,042	5,233	5,582	4,966	34,452	NCHBC First year of MSHSAA	3,273	9,922
2019	3,821	4,513	5,056	5,153	5,229	5,604	4,736	34,112	NCHBC Drury NCAA	2,933	9,582
2020	2,299	2,524	2,393	2,288	2,100	1,947	1,821	15,372	COVID 19 NCHBC & MSHSAA Cancellation	(15,807)	(9,158)
2021	4,010	4,973	5,057	5,259	5,623	5,501	5,424	35,847	NCHBC COVID-19 Restrcitions - 6 Classes	4,668	11,317
ROOM REVENUE											
YEAR	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	TOTAL	NOTES	INCREASE FROM 2008	
2008	\$153,956	\$246,129	\$312,253	\$289,643	\$200,561	\$190,281	\$146,806	\$1,541,637	Year before NCHBC	-	
2009	\$196,195	\$297,849	\$363,651	\$374,915	\$364,593	\$365,487	\$292,701	\$2,257,400	First Year of NCHBC	\$715,763	
										INCREASE FROM 2017	INCREASE FROM 2008
2017	\$278,327	\$409,907	\$457,458	\$469,437	\$422,375	\$412,406	\$320,258	\$2,770,168	NCHBC Year Before MSHSAA	-	\$1,228,531
2018	\$320,840	\$455,695	\$493,743	\$502,698	\$513,603	\$561,390	\$448,064	\$3,296,033	NCHBC First year of MSHSAA	\$525,865	\$1,754,396
2019	\$334,687	\$432,030	\$500,312	\$524,188	\$516,822	\$569,023	\$430,831	\$3,307,893	NCHBC Drury NCAA	\$537,725	\$1,766,256
2020	\$181,689	\$197,075	\$181,327	\$169,129	\$149,724	\$136,625	\$125,629	\$1,141,198	COVID 19 NCHBC & MSHSAA Cancellation	-\$1,628,970	-\$400,439
2021	\$328,023	\$441,907	\$457,132	\$486,281	\$540,071	\$568,825	\$537,439	\$3,359,678	NCHBC COVID-19 Restrcitions - 6 Classes	\$589,510	\$1,818,041

PRESIDENT'S REPORT

April 15, 2021

Travel Statistics

- **Dashboard Travel Statistics** – <http://dashboard.simpleviewinc.com> is the dashboard link. You will need your username and password. You can also access a static version of the dashboard at <https://www.springfieldmo.org/about-us/public-reporting-dashboard/>. You will not be able to change the reporting dates of the dashboard shown on the website.
- **Smith Travel Research STR Reports** – After accessing the dashboard and clicking on the Springfield Hotel Statistics in the dashboard, you will see February hotel statistics continue to improve in year-over-year comparisons and we are doing much better than most cities. February rooms sold (or room demand) was only down 0.7 percent compared to last year. Occupancy increased 1.2 percent to 53.9 percent after a 1.9 percent decrease in room supply. ADR decreased 12.1 percent to \$72.73, revenue per available room decreased 11.0 percent to \$39.21 and February room sales decreased 12.7 percent to \$13,013,251. Hotels with average daily rates below \$60.00 are still running the highest occupancies, but hotels with ADRs above \$110.00 will again take the lead after the pandemic subsides.

We don't have final reports yet, but March's room demand will easily exceed last year, the first month of the pandemic. Through the rest of 2021, increases in hotel statistics over last year will be huge.

Statewide/Legislative Travel Issues

- **Missouri Division of Tourism Marketing Campaign** – The Missouri Division of Tourism rolled out the new "Meet Mo" marketing campaign. The campaign features the diversity of Missouri vacation opportunities and encourages prospective visitors to "Find your M-O." The Division of Tourism did not advertise last year because of the pandemic.
- **Enabling Legislation to Increase the Hotel Tax** – HB252, sponsored by Representative Craig Fishel, and SB47, sponsored by Senator Lincoln Hough, are making their way through their respective chambers. This will be discussed in further detail in the board meeting.

Convention/Sports Facilities

- **Convention Complex/Bass Pro Shops Convention Center** – There are no new developments since our last board meeting.
- **Expo Center Study** - The Sports Commission, in partnership with the CVB, has signed an agreement with Sports Facilities Advisory, LLC to look at the possibility of turning the Expo Center into a multi-purpose, indoor sports facility. The first part of a two-part study will be a Market Opportunity Analysis. The Sports Commission and CVB will split the \$15,000 cost of the first phase, which will address the programming of the facility based on the market analysis. If the results of the first phase are promising, the second phase would be a Financial Feasibility Assessment of the recommended facility at the cost of \$20,000-\$25,000 plus expenses. The second phase is not funded. This will be discussed as an agenda item in the board meeting.
- **American Rescue Plan Funds** - There could be opportunities for funding sports facilities and/or improvements to the Expo Center. As part of the ARPF, the Coronavirus Fiscal Recovery Funds specify that funds can be used to aid the travel and tourism industry. Through these funds, Missouri will receive \$3.5 billion, Greene County will receive \$57 million, and Springfield will receive \$39 million. There will also be \$750 million in Economic Development Administration

Grants set aside for communities that have suffered an economic injury due to job losses in the travel, tourism, or outdoor recreation sectors.

Board Committees/Activities

- **Executive Committee Meeting** – The Executive Committee will meet on April 14. Amy will report on the April meeting as a board meeting agenda item.
- **Marketing Committee Meeting** - The Marketing Committee met on March 29 and is currently reviewing the proposed Marketing Plan Action Plans. This will also be covered as a board meeting agenda item.
- **Past Chairperson's Meeting** – Past chairs will meet virtually on April 21 and will meet again on May 19. Current board members are welcome to participate and if interested, please let Jennifer know.

Other Activities/Information

- **Ozark Mountain Partnership** – The Springfield CVB, Branson/Lakes Area Chamber of Commerce/Convention & Visitors Bureau, Bass Pro/WOW, and Herschend Family Entertainment have agreed to a \$200,000 marketing partnership with the Ozark Mountains as the partnership umbrella. Plans call for a billboard campaign this fall in Tulsa and Oklahoma City (pending available funds).
- **Greene County Commission/MSHSAA State Basketball Championship Sponsorship** - A County Commission meeting was held April 7 to decide whether Greene County would commit to a \$5,000 per year sponsorship of the MSHSAA tournaments if they are rebooked in Springfield in 2024 - 2027. The commission indicated they would not approve the sponsorship but said they would address it in a future commission meeting.
- **Information Center/Office Reopening** - The Route 66 Information Center reopened April 1 and our offices will reopen April 19. City guidelines on masking and social distancing will be followed.
- **City Council Orientations** - Jennifer will schedule CVB orientations for our new City Council members, Heather Hardinger and Angela Romine.
- **Leadership Springfield** - Ryan Mooney of the Springfield Business and Development Council and I spoke to the Leadership Springfield class on April 8 as part of panel discussions on Springfield's past, present, and future.
- **MACVB Annual Conference** - Several staff members will attend the event in Independence on April 28-30.
- **Springfield Chamber Annual Banquet** - The Chamber's Annual Banquet will be a hybrid event on May 7. For details call 862-5567.
- **40 Under 40** - Megan Buchbinder was selected as one of SBJ's 40 Under 40! She was recognized at a drive-in event at the Oasis Hotel in March.
- **Quarterly Report** - Staff will be working on the FY21 Third Quarter Report, which should be finished by the end of April.