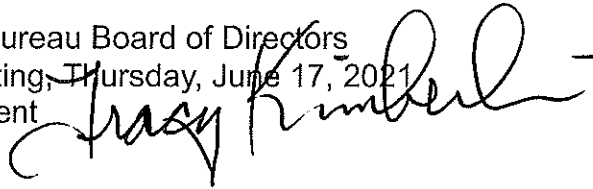


## MEMORANDUM

TO: Convention & Visitors Bureau Board of Directors  
SUBJECT: Board of Directors Meeting, Thursday, June 17, 2021  
FROM: Tracy Kimberlin, President  
DATE: June 9, 2021



The CVB board of directors meeting will be **Thursday, June 17 at 7:30 a.m. in person at the Oasis Hotel and Convention Center in the Maui Ballroom or by remote using Zoom.** Jennifer will have instructions on what you need to do to participate by Zoom, but we do hope as many as possible can be there in person. Attached you will find the agenda for the board 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. WE WILL ALSO NEED AN ACCURATE COUNT FOR BREAKFAST AND LUNCH.**

We have kept the board meeting agenda very short to allow as much time as possible for the retreat and we will begin the meeting immediately following breakfast. After introductions, announcements, and approval of the May meeting minutes, Amy will give the Chair's Report. The Executive Committee will meet June 14 to discuss the Payroll Protection Program second draw; the city contracts with the CVB and Sports Commission; the Ozark Mountain Partnership with Bass Pro/WOW, Herschend Family Entertainment, and the Branson CVB; 2021 hotel statistics; and CVB health insurance. Minutes of the meeting will be provided at the board meeting.

Joe Wadkins and I will review the May financial reports. The May Financial Statement, Executive Summary, and Aging of Accounts are attached for your review. I will then go over the Cash Flow Analysis we prepared to help guide our finances through the pandemic. The document has been updated with the May financial statement numbers.

Collin Quigley will then give the Nominating Committee Report and present the committee's slate of officers for 2022. Nominations can also be made from the floor. The board will then elect 2022 officers who will begin their one-year terms on January 1.

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

The retreat, facilitated by Bill Geist of DMOPros, will immediately follow the CVB board meeting and conclude with a working lunch.

Should you have any questions regarding the board meeting agenda and attachments or the retreat, please do not hesitate to call. I look forward to seeing you in person or by Zoom on June 17. Until then, stay safe!



- Information VII. Staff Reports**
- A. Marketing Department - Steve Ross
  - B. Sales Department - Dana Maugans
  - C. Sports Commission - Lance Kettering
  - D. President - Tracy Kimberlin

**Action VIII. Old or New Business - Amy Austin**

**The Board Retreat will begin immediately following the CVB board meeting.**

*In accordance with ADA guidelines, if you need special accommodations when attending any City meeting, please notify the City Clerk's Office at 864-1650 at least 3 days prior to the scheduled meeting.*

## **SPRINGFIELD CONVENTION & VISITORS BUREAU, INC.**

### **BOARD OF DIRECTORS MEETING**

**TIME:** 8:00 a.m.  
**DATE:** May 20, 2021  
**PLACE:** Remote Zoom Meeting  
Route 66 Tourist Information Center  
815 E. St. Louis St., Springfield, MO 65806

**BOARD:** Amy Austin, Brad Beattie, Bob Belote, Shelley Copeland, Missy Handyside, Laura Head Elliott, Stephanie Hein, Bill Hobbs, Mary Kromrey, Matt Morrow, John Oke-Thomas, Collin Quigley, Tim Rosenbury, Martina Sally, Joe Wadkins

**STAFF:** Tonia Castaneda, Jennifer Holt, Lance Kettering, Tracy Kimberlin, Dana Maugans, Steve Ross, Susan Wade

Amy Austin called the remote meeting of the Board of Directors of the Springfield Convention and Visitors Bureau, Inc. to order at 8:00 a.m.

1. Ms. Amy Austin asked for a motion to approve the April meeting minutes. Stephanie Hein made a motion to approve the April minutes. The motion was seconded by John Oke-Thomas and carried unanimously.
2. Amy Austin gave the Chair's Report:
  - A. Ms. Austin introduced the new board member, Shelley Copeland, who is replacing Zackary Oxley as the SHLA representative. Ms. Austin appointed Ms. Copeland to the CVB Nominating Committee.
  - B. Mr. Kimberlin informed the board after submitting a second application for a PPP forgivable loan with Commerce Bank; the CVB was told Commerce Bank no longer has funds for a second PPP loan. The Executive Committee approved opening an account with Multipli Credit Union not to exceed \$100.00 for the purpose of applying for a second PPP forgivable loan through Multipli Credit Union.
  - C. Mr. Kimberlin told the board the CVB and the Sports Commission contracts with the city have been submitted and will come before the City Council for a public hearing at their July 14 meeting. The second reading and vote will be July 28.
  - D. Mr. Kimberlin informed the board there are no new updates with the Ozark Mountain Partnership. A fall billboard campaign is planned for Tulsa and Oklahoma City.
  - E. Mr. Kimberlin informed the board, Chris Coulter, County Administrator for the Greene County Commission, requested the CVB submit a sample contract for the \$5000.00 per year MSHSAA state basketball championship sponsorship and he would then meet with each of the commissioners to discuss.
  - F. Mr. Kimberlin reviewed the March, April and May room demand statistics.
  - G. Mr. Kimberlin told the board the CVB is in the process of getting health insurance rate quotes.
  - H. Mr. Kimberlin and Ms. Austin will be speaking with Mr. Bill Geist regarding the June 17 board retreat agenda. Mr. Geist will be sending the board a survey on the agenda topics.

- I. The CVB Nominating Committee will meet to determine a 2022 slate of officers for presentation at the June 17 board retreat. Nominations will also be accepted from the floor.
  - J. Ms. Austin told the board that the Executive Committee met after Monday's Executive Committee meeting to discuss Mr. Kimberlin's annual review and incentive. Board members should contact her directly if they are interested in more details.
3. Joe Wadkins reviewed the April Financial Report. Bob Belote made a motion to approve the April financial reports. The motion was seconded by Laura Head Elliott and carried unanimously.
  4. Mr. Kimberlin reviewed the updated CVB Cash Flow Analysis.
  5. Matt Morrow and Tracy Kimberlin reported the 2021 legislative session ended May 14 and the enabling legislation to increase the hotel tax did not pass.
  6. Ms. Austin and Mr. Kimberlin will be talking to Bill Geist, board retreat facilitator, to finalize the retreat agenda. Mr. Geist will be sending the board a survey on the topic.
  7. Lance Kettering and Tracy Kimberlin informed the board the Sports Facility Advisory group visited Springfield on May 6 and 7 as part of the study to turn the Expo Center into a multipurpose facility to accommodate indoor sporting events. The first phase of their study is expected to be received in the next few weeks.
  8. Mr. Kimberlin asked if there were any recommended changes to the Sports Commission management contract included in the May board packet. Tim Rosenbury made a motion to approve the Sports Commission contract as it stands. The motion was seconded by Bob Belote and passed unanimously.
  9. Collin Quigley gave the City of Springfield report.
    - Taj Suleyman started this week as Springfield's Director of Division & Inclusion.
    - City Council met this week and voted to cancel the masking ordinance effective May 28, 2021.
  10. CVB department heads reviewed their April department reports.
  11. With no further business, Joe Wadkins made a motion to adjourn the meeting. The motion was seconded by Tim Rosenbury and carried unanimously.

# Remote Executive Committee Meeting

May 17, 2021

Committee Present (via ZOOM): Amy Austin, Bill Hobbs, Joe Wadkins, Martina Sally, Stephanie Hein

Staff Present: Tracy Kimberlin, Jennifer Holt

1. Amy Austin called the remote meeting to order at 2:05 p.m.
  - o Mr. Kimberlin updated the committee on the possibility for a second draw for a PPP forgivable loan. The first PPP forgivable loan has been received through Commerce Bank. Commerce Bank informed the CVB they do not have funds for a second PPP loan. We are investigating joining Multipli Credit Union to apply for a second PPP loan. Martina Sally made a motion to give Tracy Kimberlin authority to open an account with Multipli Credit Union not to exceed \$100.00 for the purpose of receiving a PPP forgivable loan and to sign the necessary loan documents. The motion was seconded by Bill Hobbs and passed unanimously.
  - o Mr. Kimberlin informed the committee the CVB and the Sports Commission contracts with the City have been submitted to the City for approval. The contracts will come before the City Council for public hearing at their July 14 meeting and July 28 for the second reading and vote.
  - o The Ozark Mountain Partnership is working on a Fall billboard campaign.
  - o Nothing new to update with the Greene County Commission or if they will commit to a \$5,000.00 annual sponsorship to the MSHSAA state basketball championships.
  - o Sports Facilities Advisory group visited Springfield May 6 - 7 as part of the study to turn the Expo Center into a multipurpose facility to accommodate indoor sporting events. The visit went well and the first phase of their study is expected to be received in the next few weeks.
  - o Mr. Kimberlin reported to the committee that March, April and May 2021 room demand is best to date when compared to the same time period of 2018, 2019 and 2020.
  - o The CVB is in the process of getting health insurance rate quotes.
  - o The 2021 legislative session ended May 14 and the enabling legislation to increase the hotel tax was not passed.
  - o Mr. Kimberlin reviewed the April financial reports and the April board meeting agenda and discussed the possible topics for the June board retreat.

2. The next Executive Committee meeting is scheduled for Monday, June 14 at 2:00 p.m.
3. Tracy Kimberlin and Jennifer Holt left the call and the committee discussed the President's Incentive Plan.
4. With no further business, the meeting adjourned at 4:00 p.m.

**May 2021**  
**FINANCIAL STATEMENT EXECUTIVE SUMMARY**

May 2021

Line Item	This Month			Year-to-Date		
	Actual	Budget	Variance	Actual	Budget	Variance
<b>REVENUE</b>						
<b>TOTAL REVENUE</b>	<b>\$236,630</b>	<b>\$219,018</b>	<b>8.0%</b>	<b>\$3,731,501</b>	<b>\$3,535,682</b>	<b>5.5%</b>
<b>Total Revenue</b>	<b>Unless indicated, variances are due to timing.</b>					
Room Tax	Room tax is higher than projected (\$22430).					
Advertising Revenues	Advertising revenues (\$5,411) lower than projected. Timing.					
<b>EXPENSES</b>						
<b>TOTAL EXPENSES</b>	<b>\$624,041</b>	<b>\$699,032</b>	<b>10.7%</b>	<b>\$3,245,837</b>	<b>\$4,223,176</b>	<b>23.1%</b>
<b>Total Expenses</b>	<b>Unless indicated, variances are due to timing.</b>					
Auditing & Accounting	Budgeted in January, paid in May (\$930).					
Misc A&G	Over budget (\$867) due to timing of American Express expenses (\$1,111 under budget in April).					
Training Expense	Refund for MACVB Conference registration. MACVB expenses will be paid in June.					
Total Advertising	Under monthly budget. Timing of invoices, about a month behind when anticipated. (\$71,647).					
Market Research	Madden Voyage Research Platform not budgeted (\$32,000).					
Group Incentives	Homeschool Championship incentive (\$18,000) budgeted in May, paid in April.					
Exhibition Fees	CMCA exhibit fees (\$2,150) budgeted in January, paid in May.					
Digital Marketing	Destination Travel Network license fee (\$5,500) and Simpleview Website Support Fee (\$1000) not budgeted.					
<b>PROFIT/LOSS</b>	<b>(\$387,412)</b>	<b>(\$480,014)</b>	<b>19.3%</b>	<b>\$485,664</b>	<b>(\$687,494)</b>	<b>170.6%</b>
<b>Beginning Fund Balance</b>	<b>\$ 1,464,240.23</b>	<b>Note:</b> Unless indicated, variances are due to timing.				
<b>YTD Revenue</b>	<b>3,731,501.09</b>					
<b>YTD Expenses</b>	<b>3,245,837.48</b>					
<b>CURRENT FUND BALANCE</b>	<b>\$ 1,949,903.84</b>					
<b>Destination Springfield Balance</b>	<b>\$ 653,281.02</b>					
<b>TOTAL CASH RESERVES</b>	<b>\$ 2,603,184.86</b>					







## CVB Invoice Aging Report

Created By: Tonia Castaneda

Created On: 06/04/2021

Account Status: All Statuses

Invoice Type: CVB

Account ID	Company	Invoice ID	Current	1 - 30 Days	31 - 60 Days	61 - 90 Days	90+ Days
65693	Bass Pro Shops® Outdoor World®	8853	-	\$150,000.00	-	-	-
70626	Brick & Mortar Coffee	8830	-	\$300.00	-	-	-
72722	Bub's Distillery	8837	-	\$250.00	-	-	-
71239	Civil Kitchen	8865	-	\$400.00	-	-	-
69184	Clay Cooper Theatre	8884	-	\$550.00	-	-	-
69184	Clay Cooper Theatre	8930	\$550.00	-	-	-	-
69407	Copper Run Distillery LLC	8889	\$500.00	-	-	-	-
72780	Culture Counter	8900	\$50.00	-	-	-	-
69634	Culver's - N. Glenstone Ave.	8735	-	-	-	\$200.00	-
72365	Freakin' Antiquin' Vintage Market	8826	-	-	\$200.00	-	-
65841	Gailey's Breakfast Cafe	8901	\$250.00	-	-	-	-
72738	Glenstone Cottage AntiquesKearney Street Antiques	8705	-	-	-	\$300.00	-
72536	Great Escape Beer Works	8862	-	\$250.00	-	-	-
71241	Home Brewery, The	8902	\$166.66	-	-	-	-
70073	Hotel Vandivort	8931	\$2,000.00	-	-	-	-
70502	Leaky Roof Meadery, The	8908	\$250.00	-	-	-	-
66290	Leong's Asian Diner	8895	\$281.25	-	-	-	-
65945	Mansion at Elfindale	8944	\$117.00	-	-	-	-
66015	Mount Vernon Chamber of Commerce	8916	\$200.00	-	-	-	-
72746	Niji Sushi Bar and Grill	8892	\$200.00	-	-	-	-
66039	Ozark Chamber of Commerce	8910	\$250.00	-	-	-	-
71154	Polish Pottery Shoppe, The	8909	\$345.00	-	-	-	-
71276	Route 66 Car Museum	8933	\$300.00	-	-	-	-
66130	Springfield Area Sports Commission	8928	\$1,500.00	-	-	-	-
72773	The Beauty Factory	8672	-	-	-	-	\$150.00
72814	TLC Auctions	8941	\$250.00	-	-	-	-
66227	University Plaza Hotel & Convention Center	8780	-	-	\$250.00	-	-
66227	University Plaza Hotel & Convention Center	8846	-	\$300.00	-	-	-
66227	University Plaza Hotel & Convention Center	8894	\$300.00	-	-	-	-
66227	University Plaza Hotel & Convention Center	8907	\$1,020.00	-	-	-	-
70393	White River Brewing Company	8932	\$500.00	-	-	-	-
66257	Wonders of Wildlife National Museum & Aquarium	8869	-	\$15,000.00	-	-	-
71280	Zenith Climbing Center	8911	\$350.00	-	-	-	-
<b>Totals:</b>			<b>\$9,379.91</b>	<b>\$167,050.00</b>	<b>\$450.00</b>	<b>\$500.00</b>	<b>\$150.00</b>





**June 2021 Marketing Report**  
**Steve Ross, Assistant Director of Marketing**

**Advertising Campaigns**  
**Leisure Marketing**

- We are two months into our One Night On Us campaign and it's generating a lot of traffic and interest with a slow, but steady conversion. As of June 9, we currently have 241 room nights booked through this promotion. We are averaging 2-3 bookings per day. Currently, the One Night On Us landing page is the top-visited page on SpringfieldMO.org with over 36,000 visits to that page specifically since March 28. The top cities that are visiting the site include:
  - Kansas City
  - Chicago area
  - Dallas
  - Denver
  - St. Louis
  - Tulsa

Out of the participants who have signed up for the actual pass, we're seeing the top states represented to be:

- Missouri
  - Oklahoma
  - Kansas
  - Arkansas
  - Illinois
- In addition to the One Night On Us Campaign, we are currently running a local/regional advertising campaign entitled "Within Reach," which is highlighting the best of our area to those that live here and in the region. This campaign includes a multi-media strategy that includes placements in local print, broadcast, billboards, radio and digital opportunities. We have seen an increase in visitation to our website by people in the Springfield DMA by almost 50% compared to this same timeframe in 2019 with almost 100% of these "local visitors" being new users to our site.
  - We are also currently running our COOP with Bass Pro and Wonders of Wildlife! Placements in broadcast, radio, streaming video & audio, podcasts, print and digital all began in mid/late April and will continue through July.
  - As a reminder, here are links to the campaign videos:
    - One Night On Us:  
[https://drive.google.com/file/d/1Kp0BndXVBZ4iow\\_WkyFf2SfGaRKtTdjn/view?usp=sharing](https://drive.google.com/file/d/1Kp0BndXVBZ4iow_WkyFf2SfGaRKtTdjn/view?usp=sharing)

- Within Reach (local-focused):  
<https://drive.google.com/file/d/1OQpdJiaOPD2z59O-aOzFYzrIibVIN7w/view?usp=sharing>
- Ask a Local:  
[https://drive.google.com/file/d/126g408gsw\\_FDHpeZ8gtGTLpt0J4pGu8P/view?usp=sharing](https://drive.google.com/file/d/126g408gsw_FDHpeZ8gtGTLpt0J4pGu8P/view?usp=sharing)
- Bass Pro/WOW/SGF COOP:  
<https://drive.google.com/drive/folders/1UCLHnqQ52004lhBigoFqsNUQybwmQjSz?usp=sharing>
- In tandem with the One Night On Us promotion, and in partnership with 417 Magazine, we developed an itinerary quiz called “Build Your Best Weekend.” The quiz results feature locals to the Springfield area and what they’d recommend you do on your weekend trip to Springfield based on your quiz answers. You might want to travel like a local family, a group of friends, an outdoorsy couple or want to have an “adults-only” weekend! Take the quiz and see what you should do this weekend!  
<https://www.springfieldmo.org/build-your-best-weekend/>
- In addition to the campaign advertising, we are maintaining our SEM efforts and organic content curation.
- The annual Ozarks Tap & Pour Tour restarted on June 1. Those who have completed a tour in the past can now sign up again to complete the tour and receive this year’s tour T-shirt. A printed piece has been created to act as a marketing tool in local businesses and to encourage people to download the pass.
- Additional projects in the works include: Route 66 Map and the 2022 Springfield Guide.

### **Convention & Sports Marketing**

- A digital marketing campaign is in the works that will specifically target attendees of various shows that our sales team members are attending during FY22 as well as convention centers that are hosting groups/meetings that are on our prospect list. This campaign is being developed now for a launch date in FY22.
- Advertising promoting Zero Attrition has been placed in regional magazines and publications (both print and digital placements).
- The digital savings pass for groups and meetings is officially being called SGF VIP Pass was launched in late May so it can be used in time for the GoldWing event at the end of June. This will be a program through our Bandwango platform and will feature discounts and specials from local businesses specifically targeted toward group events.
- Steve Ross is working on the design and production of the Sports Commission Awards program book for their upcoming banquet.

### **CVB Publications, Website and Partner Advertising**

- Members of the marketing team received training on the DTN reporting channel so we will be able to provide stats and additional data to our partners regarding their digital advertising investment with the CVB.

- A printed media kit is being printed and will compliment a private landing page on our website that Jane and Erin can use to assist them in their advertising sales efforts. Here is a [direct link to that digital media kit](#).
- May brought new partners including: Seven Arrows Taproom, 417 Taphouse, 417 Pedal Tours, Culture Counter, Leaky Roof Meadery, Ozark Hills Winery, White River Brewing, Missouri Wine & Grape Board, and MidXMidwest. In addition to these new partners, 13 existing partners renewed their previous agreements. In May, \$12,888 in advertising revenue was generated.
- Total advertising revenue for the fiscal year as of May 31, 2021: \$223,903.
- Jane and Erin spent May working on selling partnerships for a number of initiatives: SGF VIP Pass, Tap and Pour, Route 66 Map, and evergreen digital opportunities. In addition to sales prospecting, the focus in May has been on finalizing the projects listed above, the media kit, and starting on the sales for the Springfield Guide and other initiatives.

## **Public Relations**

- **Media**
  - The CVB provided press passes in May for bloggers Shanelle Sherlin with Go Near Far and Christine Kim with The Globetrotting Family.
  - Larry Whitely is representing the CVB at the Professional Outdoor Media Association conference June 15-17 in Franklin, Tennessee.
  - Susan will appear on upcoming episodes of KYTV's morning show, "The Place," for interviews about the Tap and Pour program and things to do in the summer in Springfield.
- **Social Media**
  - Facebook, Instagram, Twitter and Pinterest content to market new businesses and concepts and summer activities are being scheduled.
  - A stronger focus on visual and video content for social channels is underway with the goal of gaining new followers and encouraging shares.
  - A new product we're offering to partners is sponsored content produced by CVB staff for social media and blog posts. Recent campaigns include Bark Yard, Sycamore Creek's pizza night and 37 North Expeditions.
- **Legislative**
  - Susan attended the governor's State of the State Address on June 7 in Branson.
- **Miscellaneous**
  - Tweaks to the new website are ongoing, and the media page got a major overhaul, including the addition of a photo gallery where high-resolution images can be easily downloaded.

## **Clips Report—May 2021**



## CVB PR



### Interactive Media

- Last month, SpringfieldMO.org logged 274,506 sessions by 239,735 visitors. This reflects the increased paid advertising campaigns that are bringing a large number of visitors to the site each day. We are starting to see the gap of traffic from pre-pandemic and current traffic getting smaller. The numbers compared to this time in 2019, pre-pandemic, are also up by an average of 18%, showing that our content and promotions are resonating with potential visitors.
- The CVB collected 170 visitor inquiries through SpringfieldMO.org with a total of 1,715 inquiries for the month of May.
- Top visited pages during May were:
  - The Springfieldmo.org Homepage
  - Night On Us
  - Things To Do
  - Events
  - COVID-19 Updates
- Five email newsletters were sent in May using our new email marketing tool, Autopilot. Our open rates and click-throughs have slightly decreased due to several lead generation campaigns.

- May 3: Build Your Best Weekend Enewsletter, 16% Open Rate, 1.7% Click Through Rate (CTR)
  - May 10: Strawberry Picking Enewsletter, 12.2% Open Rate, 3.2% CTR
  - April 17: 30 Things To Do On A Rainy Day Enewsletter, 12.6% Open Rate, 2.5% CTR
  - May 24: Pet-friendly Enewsletter, 11% Open Rate, 1.6 CTR
  - May 31: Lakes To Visit Enewsletter, 10.4% Open Rate, 2.6 CTR
- Social Media Engagement has been consistent with the following statistics:
    - Instagram: The average engagement for the last 30 days has been 360 “likes,” with the highest engagement being 1,022 likes on a single post, which was about the upcoming Balloon Glow event happening in Ozark on June 17, and received 16 comments. We have gained around 393 followers in May.
    - Facebook: There were 121,361 total engagements on our posts from the last 28 days. This is up 91% from the previous period. Our reach is still strong with organic posts and we’ve reached over 1,323,952 people and have had 512 more people like our page. The post with the highest organic engagement and reach was a blog post about Quirky Places In Springfield that reached over 29,000 people with about 2,563 engagements including 66 shares and over 2,339 post clicks.
  - Recent blog posts include: [10 Reasons To Visit Springfield](#), [30 Things To Do On A Rainy Day In Springfield](#), [6 Lakes To Visit Near Springfield](#) 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. New digital sponsored content includes a Spring Try-On with local boutiques and highlighting Sycamore Creek Ranch Pizza Night and 37 North Expeditions.





June 17, 2021

**Group Sales & Services Report**  
**Dana Maugans, Director of Sales**

**Group Sales Activities**

- May Booking Production (*Group listing on the CVB Dashboard*)
  - **Definite Bookings** - 9 Groups - 11,888 room nights / 56,000 attendees;
    - \$5.6 million economic impact
  - **Assist Bookings** - 9 Groups - 4,140 room nights / 23,100 attendees;
    - (*economic impact is not calculated on Assist Groups*)
  - **Leads** - 10 Groups - 10,076 room nights / 43,220 attendees;
    - \$4.7 million economic impact
  - **Lost** - 4 Groups - 4,261 room nights / 2,930 attendees;
    - \$1.1 million economic impact
  - **Cancelled** - 1 Group
    - 108 groups have cancelled since March 2020 (*does not reflect groups that booked directly with hotels and other meeting venues*);
      - 96,488 room nights / 222,948 attendees
      - \$47.3 million economic impact
  - **Event Services** - 10 Groups - 6,358 room nights / 21,031 attendees
- **Gold Wing Road Riders Association Wing Ding 42** is June 29 - July 3 headquartered at the Expo Center and the University Plaza Hotel & Convention Center.
  - **Opening Reception** hosted by the CVB and City of Springfield is scheduled for Tuesday, June 29 from 6:00 p.m. - 9:00 p.m. in Jordan Valley Park next to the Ice Park. The M-Dock Band will play in the amphitheater and food will be served. We would love to have board members attend.
- 16 groups are listed on the June Convention Calendar - 10,000 room nights, 13,000 attendees, and \$4.2 million in economic impact.
- A client event was hosted at Hammons Field in May.
- In-person site visits are picking up and virtual site visits are planned.
- Sports sales training continues as the convention sales team continues to assist with the sports market including researching new events through SCOUT.
- The **Convention Sales Promotion** continues. Eight groups have booked as a result of the promotion and seven groups are tentative.
- Working in MINT to find new group business which is now owned and managed by Simpleview and is going through a complete overhaul. MINT was developed and owned by Destinations International.
- Continuing to keep close contact with planners regarding the status of their meeting/convention and making sure that local health guidelines are followed as well as managing group expectations.
- Feel free to request a convention calendar.

### Trade Shows and Travel

- Dana Maugans will attend **Connect Marketplace** in Tampa in August.
- Lance Kettering will attend **Connect Sports** in Tampa in August.
- Lisa Perez and Lori Casey will attend the **BMW Motorcycle Owners of America National Rally** in Great Falls, MT next week to promote Springfield as the host city in June 2022.
- Dana Maugans will attend the **Great Lakes Chapter of the American Association of Airport Executives Annual Conference** next month in Lincoln to promote Springfield as the host city in July 2022. The conference is booked at the Oasis Hotel & Convention Center.
- Melissa Evans attended the **Military Reunion Network** in Colorado Springs last week and is following up on leads received.

### Miscellaneous

- **Event Services** - Major assistance is provided to GWRRA; Housing Bureau continues for the Spring Promotion "One Night on Us." Preparing services for upcoming summer events.
- **SGF VIP Pass** through Bandwango is being promoted to groups and will be listed on the Meeting Planner Toolkit, flyers at information tables, poy-tote bags, and pole banner displays.
- Staff attended events for the Missouri Society of Association Executives, Society of Government Meeting Planner's, Women in Communications, Springfield Hotel Lodging Association, Leadership Springfield, Rotary Club Springfield Southeast, and various virtual events and training webinars.



**Springfield Sports Commission  
Executive Director Update  
CVB Board Meeting - June**

**Sports Commission Study on Expo Center**

- Draft report received as of this report

**Sports Commission Awards - 9th year Celebrating Ozarks Area High School Athletes**

- Tuesday, June 22 - In partnership with the Missouri Sports Hall of Fame
- Anticipate 700-900 in attendance

**Sports Commission Big Shots Event, presented by Sporting KC**

- Tuesday, July 13 from 2 pm to 6 pm
- Partnership opportunities are available

**Sports Commission eSports Event, presented by Contender eSports**

- Saturday and Sunday, November 13-14
- Rocket League is the game that will be featured (change from Madden NFL)

**Sports Commission Mini Golf Championship, presented by Great Southern Bank**

- Monday, September 20 - Getaway Golf
- Partnerships, Hole Sponsorships are now available.

**USSSA Baseball**

- We have hosted 2 weekends to date
- Two more weekends remain June 12-13 and June 24-27 (State 12U AA)

**Copa Rayados Midwest**

- May event for 2022, 2023, 2024, 2025
- Utilizing Mo Amateur Sports Tax Credit
- 150-250 teams are expected growth from Year 1 to Year 4
- On-going

**AAU Track & Field**

- Bid opportunity for June 2022
- Event rotates from Kansas, Missouri, Oklahoma and Arkansas annually
- RFP opportunity is an expensive and extensive request for facilities and resources
- This is still in evaluation mode with Springfield Public Schools

**MSHSAA Events**

- School year has concluded and we wrapped up the year by hosting
  - Tennis (May 20-22, May 28-29) - Cooper Tennis
  - Spring Softball (May 20-22) - Killian Softball Stadium
  - Baseball (May 31-June 6) - US Baseball Park

**Premier Baseball**

- June 22-27
- Various Baseball Fields
- 14U and 13U, a total of 36 teams expected to play in the event

## USA BMX

- Gold Cup South Central awarded to Springfield
- Next steps: July Meeting

## External Speaking Opportunities

- Baseball Midwest Series - State Baseball Championships 5/25 (YouTube/Social Media show)
- Local Radio - Sports Commission Awards Interviews with various Zimmer Group planned
- Big Shots Event - Have invited Sports Talk for the event and will invite other media to attend



**JOIN US ON JULY 13! Teams and Partnerships are available!**



**Join us for the 9th Annual Sports Commission Awards!**

# PRESIDENT'S REPORT

## June 17, 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, you will see April hotel statistics continue to improve in year-over-year comparisons and was the second-best April on record for room demand. April rooms sold (or room demand) was up 185.2 percent compared to last year. Occupancy increased 178.0 percent to 64.8 percent after a 2.6 percent increase in room supply. ADR increased 37.2 percent to \$83.37, revenue per available room increased 281.5 percent to \$54.00 and April room sales increased 291.5 percent to \$9,873,053. Hotels with average daily rates below \$60.00 are still running the highest occupancies, but hotels with ADRs above \$110.00 are closing the gap and will again take the lead soon.

We don't have final reports, but May statistics will also show huge increases compared to 2020 and room demand will set another record for the month.

### Statewide/Legislative Travel Issues

- **Missouri Division of Tourism Tourism Commission** – Representative Brad Hudson from Cape Fair has been appointed to the Tourism Commission, the Missouri Division of Tourism governing body. Representative Hudson joins Senator Lincoln Hough on the Commission, giving Southwest Missouri excellent representation.

### Convention/Sports Facilities

- **Convention Complex/Bass Pro Shops Convention Center** – There are no new developments since our last board meeting.
- **Expo Center Study** - We have reviewed the Phase I draft report by Sports Facilities Advisory, LLC that looks at the possibility of turning the Expo Center into a multi-purpose, indoor sports facility. The final report may be available by our board meeting. The first part of the two-part study was a Market Opportunity Analysis and the Sports Commission and CVB split the \$15,000 cost. The first phase addressed the facility's programming based on the market analysis, which looks very promising. The second phase will be a Financial Feasibility Assessment of the recommended facility at the cost of \$20,000-\$25,000 plus expenses. The Executive Committee has authorized proceeding with the second phase with the CVB paying up to half of the total cost.
- **American Rescue Plan Funds** - We are still investigating opportunities for funding sports facilities and/or improvements to the Expo Center through the American Rescue Plan. As part of the ARPF, the Coronavirus Fiscal Recovery Funds specify that funds can be used to aid the travel and tourism industry. Missouri will receive \$3.5 billion through these funds, 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** – Amy will report on the Executive Committee meeting scheduled for June 14.
- **Past Chairperson's Meeting** – Past chairs met virtually on May 19 and will meet on June 16. Current board members are welcome to participate and if interested, please let Jennifer know.
- **City Council Orientations** - We provided a CVB orientation for new City Council member Heather Hardinger and Taj Suleyman, the City's first diversity, equity, and inclusion director. Orientation for new City Council member Angela Romine is scheduled for June 28.

## Other Activities/Information

- **Ozark Mountain Partnership** – There is nothing new to report on the partnership since our last board meeting. The partnership will run a \$200K billboard campaign this fall in Tulsa and Oklahoma City.
- **Greene County Commission/MSHSAA State Basketball Championship Sponsorship** - The Greene County Commission has not communicated a final decision on whether Greene County will commit to a \$5,000 per year sponsorship of the MSHSAA tournaments if they are rebooked in Springfield in 2024-2027. We were asked to prepare a contract for their review and that was done several weeks ago.
- **Destination Marketing Accreditation Program (DMAP)** - Destinations International is currently reviewing our application for re-accreditation. The review should be complete within the next few weeks.
- **Certified Destination Management Executive (CDME)** - My recertification requirements have been met and my CDME status has been extended through 2026.
- **Second Draw PPP Forgivable Loan** - We received a second draw PPP forgivable loan through Multipli Credit Union in the amount of \$238,578, bringing the total grants and tax credits received to date to \$3,062,475.
- **Wilson's Creek National Battlefield Visitors Center** - The center reopened on May 28. There are many more artifacts and interpretive videos and posters on display and it is very impressive.
- **Health Insurance** - Our current health insurance is through United HealthCare and their renewal rate proposed an increase of 13.5 percent. As a result, we have switched to Anthem and will save considerably over our United HealthCare rates prior to the increase.
- **CVB/Sports Commission Contracts with the City** - Both will be before City Council on June 14 for the first reading and June 28 for the second reading. Our budget and marketing plan are attachments to our contract.