



Convention & Visitors Bureau

QUARTERLY ACTIVITY REPORT

Springfield Convention & Visitors Bureau

July 1 - September 30, 2022

OVERVIEW

Hotel Statistics

Although high inflation and gas prices have slowed Springfield's growth in room demand since the pandemic, leisure travel demand is still very strong, and group events are returning to pre-pandemic levels. Although July and August were down slightly from last year's record levels, September bounced back and was easily the best September on record.

Going forward, the economy and the war in Ukraine threaten continued growth in the travel industry. Even with strong employment numbers, there is considerable concern that high inflation and increasing interest rates could cause the economy to tip into a recession. Should that happen, travel industry growth will stall and could decrease. The escalation of the war in Ukraine would also hurt the travel industry.

Smith Travel Research reports show Springfield hotels continue to do better than other Missouri metropolitan areas and the state average. In 2021 and through September this year, Springfield's hotel occupancy was well ahead of St. Louis, Kansas City, and the state.

According to Smith Travel Research STR Reports, room demand in Springfield during July, August, and September increased from 386,568 occupied rooms for the same period last year to 387,811 this year, an increase of 1,243 occupied rooms or 0.4 percent.

During the first quarter, total room sales increased by \$2,775,647 or 7.6 percent, from \$36,293,522 last year to \$39,069,169. The average daily rate (ADR), the average amount hotels charge for sleeping rooms, increased from \$93.89 to \$100.74, an increase of \$6.85 or 7.3 percent during the first quarter.

First-quarter revenue per available room (RevPAR) increased by 5.5 percent to \$68.67, and citywide hotel occupancy decreased by 1.6 percent to 68.2 percent because of a 2.0 percent increase in the supply of hotel rooms.

The CVB subscribes to the STR Reports produced by Smith Travel Research. The STR Reports are widely accepted as the worldwide industry standard for hotel statistics. A summary of the statistics is included in **Attachment A**.

Information Centers

The CVB's Airport Information Center was open with limited hours during the first quarter because of the COVID-19 pandemic. Staff assisted 1,361 visitors during the quarter, and hours will be added to the Airport Information Center schedule as part-time and volunteer staff becomes available. The Route 66 Information Center had 2,888 visitors for the first quarter.

Total passengers enplaned and deplaned at the Springfield-Branson National Airport increased 5.7 percent during the first quarter to 301,354 people from 285,020 for the same period last year. Calendar year-to-date, traffic has grown 19.0 percent to 830,659 people and is on track to reach 1.1 million by the end of the year.

Other Statistics

Other CVB and travel industry performance statistics are included in **Attachment B**. Attached is a copy of our dashboard showing travel statistics from the CVB's CRM. You can also access these statistics on our website by clicking this link: <https://www.springfieldmo.org/stats>.

CVB Finances

The financial condition of the CVB through September is shown on the financial report in **Attachment C**. Because of fiscal year-end adjustments and to allow time to collect year-end invoices, the final year-end report will not be complete until October. It will be included in the next quarterly report.

Before any additional fiscal year-end adjustments, the CVB's fund balance, as of September 30 and including the Destination Springfield account, stood at \$2,524,790.

State/Local Government and Other Regional Issues

The American Rescue Plan Act (ARPA), passed in 2021, has provided significant funding to state and local governments to help offset the financial impact of the pandemic. The state received more than \$2 billion, Springfield received \$39 million, and Greene County received \$57 million.

Some of the state ARPA funds were allocated as part of the appropriations process. Thanks to Senator Lincoln Hough, who serves as the vice-chair of the Senate Appropriations Committee, Springfield received significant funding for various projects, including several projects on the CVB's ARPA list of sports facilities. The Cooper and Killian Park complex will receive \$13.5 million to make significant improvements, including putting artificial turf on nineteen softball, baseball, and soccer fields. A new 6,800-seat arena at the Ozark Empire Fairgrounds will receive \$10 million. This is in addition to the \$5 million it received from the state last year.

Additional state ARPA funds will be distributed in late 2023 and early 2024 through a competitive application process from various pools of funds. It is hoped that additional funding can be secured for travel-related projects through the \$30 million Tourism Asset Fund. Projects that might qualify for funding through this fund include expanding The Fieldhouse from four to at least ten courts, the Chadwick Flyer Trail, improvements to the Expo Center, and the Springfield Art Museum expansion.

Greene County began distributing its ARPA funds during the fourth quarter and intends to award \$8 million to small businesses, \$12 million to nonprofit organizations, \$20.4 million to collaborative projects,

and \$10.2 million to countywide projects. The remaining \$6.3 million in ARPA funds will be held in reserve. As part of Greene County's ARPA distribution process, the new arena at the Ozark Empire Fairgrounds received another \$5 million.

The CVB submitted an application for funding from the \$12 million Greene County nonprofit ARPA pool. The application includes \$100,000 for sponsorship and bid fees for convention and sports groups and \$125,000 for touch-screen visitor kiosks. A decision to fund the application is pending.

The Springfield City Council approved their ARPA Committee recommendations, which provided additional funding for projects on the CVB's ARPA list of sports facilities. Funds approved by City Council include:

1. \$7.3 million for the Cooper and Killian park improvements;
2. \$3.0 million for the Chadwick Flyer Trail and;
3. \$250,000 for the arena at the Ozark Empire Fairgrounds.

A proposal to reallocate the one-half-cent portion of the 1998 hotel tax formerly provided to Wonders of Wildlife is gathering momentum. The tax, given up by Wonders of Wildlife in 2011, generates about \$700,000 per year. The proposal calls for the tax to be split between the Springfield Regional Arts Council and the Springfield Area Sports Commission. Because this does not conform to the 1998 ballot language, the reallocation would require Springfield voter approval.

The CVB, Sports Commission, Arts Council, and the Springfield Hotel Lodging Association have all endorsed the proposal. If city management agrees, it will be presented to Springfield City Council for consideration and approval to place the proposal on a future ballot.

In addition to reallocating the hotel tax, all four organizations would like to ask Springfield voters to amend the definition of who is required to collect and remit the city's lodging tax so it can be collected from short-term rental owners. Springfield has nearly 400 short-term rentals, and the estimated total hotel tax loss during the first quarter was more than \$150,000.

The CVB continues its partnership, dubbed the Ozark Mountain Partnership, with Herschend Family Entertainment and the Branson Lakes Area Convention & Visitors Bureau. Each organization has committed \$150,000 to a billboard and digital media campaign in Tulsa, Oklahoma City, and Kansas City in the spring and fall of 2022, promoting each entity under the umbrella of the Ozark Mountains. Plans are currently being developed for a spring 2023 campaign. The Missouri Division of Tourism and the Arkansas Division of Tourism with Bentonville are interested in joining the partnership. It is hoped that Bass Pro and Wonders of Wildlife will eventually join as well.

Separate discussions are also occurring with Ozark, Nixa, and Republic regarding promoting the Springfield metropolitan area to overnight travelers.

Convention/Sports Complex Developments

Interest in a convention center is still strong. Although the pandemic stalled efforts to move the project forward, improvements to the Expo Center, including a kitchen installation, were included in the Transformative Growth Package for state funding consideration using either state ARPA funds or general revenue. Efforts for state funding have been unsuccessful to date, but there are still opportunities for funding through the state's appropriation process in 2023.

Discussions continue between city officials and top corporate officials with Atrium Hospitality regarding the physical condition and management of the University Plaza Hotel & Convention Center and the Expo Center. Atrium officials were encouraged to make significant improvements soon or sell the

property.

The CVB has had several follow-up meetings with Atrium officials, and others are scheduled, but no decision has been made on the property's future. This is very important as Atrium Hospitality holds the management contract on the Expo Center and has, by far, the most event space in the city.

As mentioned above, significant ARPA funding was secured to construct and/or upgrade various Springfield sports facilities. Construction will soon begin on significant improvements to the Cooper and Killion Sports Complex and on the construction of the new 6,800-seat arena at the Ozark Empire Fairgrounds.

Johnny Morris continues to add to the attraction mix in the Ozarks with the opening of the Garrison restaurant in The Mill at Finley Farms and the construction of Thunder Ridge, an outdoor arena for Missouri Thunder, his PBR Team Series bull riding team. Garth Brooks opened the facility with four consecutive concerts.

CVB Board, Staff, and Administration

The board of directors held a board retreat in July. Topics focused on long-range planning, including using ARPA funds to construct and improve sports facilities, redistributing the hotel tax, and requiring short-term rentals to collect and remit the hotel tax.

The board of directors also elected 2023 officers. Joe Wadkins, DoubleTree Hotel, will continue to serve as chair. Bill Hobbs, Elliott Lodging, will serve as vice-chair. Callie Linville, City Utilities, will serve as treasurer, and Laura Head Elliott, Bass Pro Shops Hospitality and the Johnny Morris Foundation will serve as assistant treasurer. The president/CEO serves as corporate secretary.

SearchWide Global, the search firm selected by the CVB Search Committee to conduct a nationwide search to replace Tracy Kimberlin, current president/CEO of the bureau, has activated the search process. The firm conducted needs assessment interviews with the board, constituents, and stakeholders and began accepting applications in July. The committee will interview SearchWide Global's top five candidates in October and decide on the new president/CEO by early November.

Other Activities and Information

Other general activities of the CVB staff and board during the first quarter included:

- hosting monthly Executive Committee meetings and monthly past chair meetings to give updates on CVB activities and other travel industry matters;
- participating in the Chamber's Community Leadership Visit to Northwest Arkansas;
- participating in meeting with city officials and hotels regarding vagrants;
- attending Community Leadership Forum meetings;
- participating in the Springfield Business Journal Economic Development Forum on Tourism at Finley Farms;
- conducting a CVB orientation for Ashley Clair, the new partner development manager for the CVB;
- attending the Forward SGF Community Reveal;
- attending the Springfield Hotel Lodging Association board meetings;
- providing management and marketing services for the Greater Springfield Area Sports Commission and;
- participating in Leadership Springfield and the Grant Avenue Parkway Project.

Staff continues to represent the CVB as members or on the boards of the Springfield Hotel

Lodging Association, Greater Springfield Area Sports Commission, the Downtown Springfield Association's Council of Champions, the Missouri Association of Convention & Visitor Bureaus, various Missouri Division of Tourism committees, Bass Pro Shops Fitness Festival, the Missouri Travel Alliance, Destinations International, and the Springfield Regional Arts Council.

MARKETING

Advertising

First quarter of this fiscal year started very similarly to how fourth-quarter ended in the realm of advertising campaigns. We focused heavily on our Ask a Local campaign in our drive destinations, created targeted content around last-minute summer trip planning and stayed very consistent with our search engine and lead generation campaigns. We also started planning and executing our fall content in September to aid in fall travel plans. This content and advertising focused on fall festivals, foliage, outdoor recreation and apple and pumpkin picking. This content will continue through the fall months. A separate campaign began running for the 2022-23 Ozarks Tap and Pour Tour that will continue through the fall months. Our 2021-22 Ozarks Coffee Trail ended September 30 with strong participation for its inaugural year.

The Ozark Mountain Partnership, which consists of the Springfield CVB, the Branson CVB and Herschend Family Entertainment, continued with the billboard campaign that is currently running in Tulsa, Oklahoma City and Kansas City. The artwork was switched in September to be fall focused. We are still planning for a digital advertising campaign in the spring and the microsite should launch in November of this year.

A hotel cooperative marketing campaign began in September and includes the Springfield CVB, Doubletree Hotel, Oasis Hotel & Convention Center and University Plaza. This content-driven digital campaign focuses on selling the area as a great place to bring your next meeting or convention and then gives a more in-depth look at the three convention hotels in town. The new anthem video for convention sales is also integrated into this campaign. That video can be found [here](#).

In tandem with these advertising campaigns, a robust content marketing strategy included new blog content, social media campaigns, and email marketing. Engagement with these platforms saw a steady increase week over week.

Public Relations

The CVB hosted an influencer with KC Bucket List at the end of September/beginning of October.

Staff represented Springfield at the Midwest Travel Journalists Assoc. fall conference in September and will attend Travel Bloggers Exchange North America in October to interact with content creators and increase awareness of Springfield for future feature stories about the city as a travel destination.

The CVB's news clipping service shows media relations efforts in the fourth quarter resulted in eight articles about the city as a travel destination in regional and national media with an ad value of about \$380 and a reach of 340,000 and UVPM of 24,000. The CVB generated five articles in local media with an ad value of about \$11,000.

Statistics

In the last quarter alone, the CVB website saw over 257,000 users with an average of 1.61 pages per session and roughly 330,000 sessions and 530,000 pageviews. These numbers are down roughly 1% from last quarter, but a dip is always expected as we slowly pull back on our more intense advertising months. The top pages visited were Things To Do, Events, Attractions, Request a Guide and our sunflower fields blog. Social media has continued to perform well with a great mix of paid and organic

content designed to send people directly to targeted content on the website. The CVB Facebook page has grown to over 128,000 followers (up 2,000 from last quarter), the Instagram page is roughly 39,500 followers (up 5,500 from last quarter) and the TikTok account has over 26,800 followers (up 5,800 from last quarter) with one video with over 1.7 million views.

On average, visitors during the first quarter stayed 2.6 days and made 5.1 trips to Springfield. This statistic is both for day trips and overnight trips. Top visiting states are: Arkansas (34%), Oklahoma (12%), Kansas (10%) and Texas (7%).

Other Marketing Activities

Other marketing activities during the fourth quarter included:

- Represented Springfield at the U.S. Travel Association's ESTO marketing conference in Grand Rapids, Michigan in August 2022 as a panelist on how to use TikTok as a marketing tool;
- Began working with H2R Market Research on a Brand Awareness and Visitor Profile Study. These are part of the Marketing Platform Grant we were awarded by the Missouri Division of Tourism in fourth quarter of FY22;
- Video agency Locke and Stache and freelance photographer Josh Beecher have been working with us to update our b-roll and photography collection;
- Planning an outreach event to constituents titled CVB Connections: Our Mission, Your Vision to educate more on what we do and how the CVB can be a resource for them. The event is being held at The Mill at Finley Farms on October 26;
- The Ozarks Coffee Trail concluded with 2,640 individuals signing up for the pass, 8,116 check-ins to local coffee shops. The 2022-23 trail begins October 7;
- Launched the 2022-23 Ozarks Tap and Pour Tour in June with a total of 936 pass downloads as of the end of September with 2,042 check-ins at participating locations.
- Focused on advertising sales for the 2023 Springfield Area Guide;
- Worked with 417 Magazine on the design and production of the 2023 Springfield Area Guide;
- Continued to sign on partners to the new Weddings and Events section to the SpringfieldMO.org website;
- Continued creating social media content for various channels;
- Published the bureau's "CVB News" blog-style newsletter, leisure blog, and weekly e-promotions;
- Responded to information requests from journalists to generate positive media coverage for Springfield;
- Continued sales of website opportunities, virtual tours, and display advertising; transparency and kiosk advertising in the information centers, Jordan Valley Ice Park, the Ozark Empire Fairgrounds, and the Springfield Expo Center, and;
- Created marketing pieces and advertising for the group sales department and Sports Commission with updates to the website and developed other promotional pieces, as needed.

GROUP SALES AND SERVICES

Sales Activity and Bookings

The group sales department had 73 meeting and event planner sales appointments during the first quarter and made 151 prospecting calls. In addition, 743 telemarketing calls or emails were made or sent to qualified meeting and group travel planners. These and other sales efforts generated 49 qualified leads representing more than 90,450 delegates and more than 35,600 room nights for Springfield hotels.

As a result of past and current sales efforts, the CVB group sales staff was responsible for 13 definite bookings during the first quarter and assisted hotels in booking another 11 groups. These groups represent more than 35,000 attendees and 12,200 room nights, generating over \$3.2 million in economic impact. Ten groups representing 12,500 attendees, 6,400 room nights, and \$2.9 million in economic impact were lost to other cities during the first quarter.

These and other group sales statistics for the first quarter are listed on the dashboard (**Attachment B**). Significant groups booked during the first quarter included:

- Mid America Street Rod Nationals, May 2023 - 3,000 room nights, 7,000 delegates
- Missouri Common Ground Alliance, December 2022 - 900 room nights, 1,500 delegates
- Midwest Overlanding & Offroad Expo, April 2023 - 1,350 room nights, 6,000 delegates

Other activities of the group sales department during the first quarter included:

- participating with a booth at the Missouri State Fair in conjunction with Missouri Travel Council;
- preparing for and scheduling appointments for three convention planner trade shows;
- attending the Missouri Society of Association Executives membership meetings/luncheon;
- hosting a GroupSGF meeting (formerly Sales Awareness Committee);
- conducting seven site visits for meeting planners;
- promoting **Incentives+**, a convention sales promotion to fill shoulder dates with conventions that includes a financial incentive for new conventions and events;
- working with convention hotels on a local convention cooperative marketing project;
- assisting the Sports Commission in sporting event solicitation;
- participating in the Springfield Hotel Lodging Association Annual Golf Tournament;
- prospecting for group business with MINT and SCOUT subscription services, and;
- attending meetings of the Springfield Sports Commission, Missouri Society of Association Executives, Society of Government Meeting Planners, Missouri Association of CVB's Annual Conference, Lake Country Soccer board meetings, Springfield Southeast Rotary, Springfield Chamber of Commerce, Women in Communications, and American Bus Association.

Event Services

The event services department provided services to 39 events representing more than 46,500 delegates and approximately 19,000 room nights for Springfield hotels during the first quarter.

Events that received assistance included:

- American Association of Airport Executives Annual Conference
- Boone & Crockett Club Big Game Awards Program
- Midwest Energy Association National Gas Rodeo
- Missouri Association for Career & Technical Education Joint Summer Conference
- Missouri Bar Judicial Conference Annual Meeting;

- National Association of Rocketry
- Quail Symposium

Other event services activities during the first quarter include:

- continuing housing services for the Missouri Bar Judicial Conference Annual Meeting;
- contacting event planners to arrange services for future meetings, and;
- updating the online Meeting Planners' Toolkit.

SECOND QUARTER PROJECTIONS

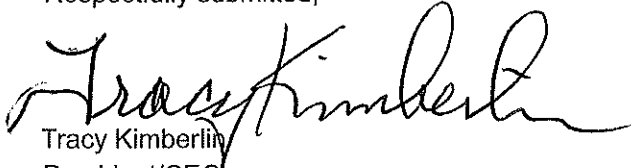
Projects and activities that will be initiated or continued during the second quarter of 2022/2023 include:

- working with the city to apply for state American Rescue Plan Act funds for the construction of travel-related facilities to help the travel industry recover from the pandemic and provide long-term growth;
- working with SearchWide Global to recruit a new president/CEO and preparing for the transition;
- preparing a budget revision for the 2022/23 fiscal year;
- managing and providing sports marketing services for the Greater Springfield Area Sports Commission;
- attending the Governor's Conference on Tourism in St. Louis in October;
- hosting monthly past chair updates;
- monitoring and reporting to the city on the growth of the short-term rental industry;
- monitoring and, if approved, implementing the Greene County ARPA nonprofit application;
- participating in discussions with city officials and hotel owners and operators regarding vagrants;
- meeting with city officials and Atrium Hospitality corporate officials regarding the condition of University Plaza Hotel and the operation of the Expo Center;
- encouraging City Council to consider a ballot measure for redistribution of the hotel tax previously provided to Wonders of Wildlife to the Springfield Area Arts Council and the Springfield Sports Commission;
- encouraging City Council to consider a ballot measure to require short-term rentals to collect and remit the hotel tax;
- launching the Ozark Mountain Partnership microsite to prepare for a future digital campaign;
- planning marketing strategies and promotions for leisure travel for FY23 campaigns;
- promoting the 2022-23 Ozarks Coffee Trail and Tap and Pour Craft Beverage Tour and planning for the next Coffee Trail program to launch in early October;
- distributing the 2022 Springfield Guide to promote area attractions, hotel properties, restaurants, and more;
- finalizing the production of the 2023 Springfield Guide with 417 Magazine's custom publication team;
- completing the Brand Awareness Study and Visitor Profile Study and beginning to study data and implement it into new campaigns;
- editing and developing content on the updated SpringfieldMO.org;
- conducting photo/video shoots for evergreen and specific campaign-related assets for use in the future leisure branding campaigns, SpringfieldMO.org, and other CVB publications;
- continuing to partner with area food influencer Billy Dove, as an official food content contributor to SpringfieldMO.org and Love Springfield social media accounts;
- continuing advertising sales of website displays and transparency and kiosk advertising in the information centers, Jordan Valley Ice Park, and at the Expo Center;
- publishing the bureau's "CVB News" blog-style newsletter, leisure blog, and weekly e-promotions;
- hosting press tours for qualified media;
- working with Threshold 360 to create virtual tours of area attractions, hotels and sports facilities for SpringfieldMO.org for travelers and event planners;
- representing Springfield at TBEX North America;
- hosting CVB Connections: Your Vision, Our Mission on Oct. 26;
- developing a regional/national PR plan;
- attending Small Market Meetings Marketplace in Wichita;
- attending Connect Faith in Little Rock;
- attending Connect Southeast in Little Rock;
- attending Travel South International in Louisville in partnership with the Missouri Division of Tourism;

- marketing ***Incentives+***, the convention sales promotion to fill shoulder dates with conventions that includes a financial incentive for new conventions and events;
- conducting in-person and virtual site visits of Springfield for event planners;
- hosting GroupSGF meetings;
- prospecting for convention leads on the CVB's online databases, and;
- contacting meeting planners to arrange services for future meetings.

I would like to thank the City Council, the hospitality industry, and the Convention & Visitors Bureau board and staff for their continued support and cooperation.

Respectfully submitted,



Tracy Kimberlin
President/CEO

| SEPTEMBER | | | | | | | | | | | | |
|---------------|-------------|------|----------|----------|----------|---------|--------------------------|------|--------|--------------|-----------------|------------|
| | Occupancy % | | ADR | | RevPAR | | Percent Change from 2021 | | | | | |
| | 2022 | 2021 | 2022 | 2021 | 2022 | 2021 | Occ | ADR | RevPAR | Room Revenue | Rooms Available | Rooms Sold |
| United States | 66.7 | 61.4 | \$154.32 | \$133.60 | \$103.00 | \$82.08 | 8.6 | 15.5 | 25.5 | 26.6 | 0.9 | 9.6 |
| Missouri | 62.9 | 55.5 | \$121.80 | \$108.92 | \$76.64 | \$60.42 | 13.4 | 11.8 | 26.9 | 27.1 | 0.2 | 13.7 |
| Kansas City | 63.0 | 57.1 | \$116.90 | \$104.43 | \$73.70 | \$59.58 | 10.5 | 11.9 | 23.7 | 23.9 | 0.2 | 10.7 |
| St Louis | 67.0 | 57.7 | \$129.70 | \$110.43 | \$86.86 | \$63.71 | 16.1 | 17.5 | 36.3 | 38.5 | 1.6 | 17.9 |
| Branson | 53.6 | 41.0 | \$146.61 | \$146.28 | \$78.59 | \$59.93 | 30.8 | 0.2 | 31.1 | 26.4 | -3.6 | 26.2 |
| Springfield | 67.3 | 65.9 | \$100.96 | \$91.49 | \$67.99 | \$60.31 | 2.2 | 10.3 | 12.7 | 14.9 | 1.9 | 4.1 |

| CALENDAR YEAR-TO-DATE | | | | | | | | | | | | |
|-----------------------|-------------|------|----------|----------|---------|---------|--------------------------|------|--------|--------------|-----------------|------------|
| | Occupancy % | | ADR | | RevPAR | | Percent Change from 2021 | | | | | |
| | 2022 | 2021 | 2022 | 2021 | 2022 | 2021 | Occ | ADR | RevPAR | Room Revenue | Rooms Available | Rooms Sold |
| United States | 63.6 | 57.4 | \$148.76 | \$122.17 | \$94.61 | \$70.15 | 10.8 | 21.8 | 34.9 | 38.0 | 2.4 | 13.4 |
| Missouri | 57.1 | 51.5 | \$115.57 | \$100.49 | \$66.00 | \$51.80 | 10.8 | 15.0 | 27.4 | 28.2 | 0.6 | 11.4 |
| Kansas City | 59.9 | 51.4 | \$113.27 | \$96.33 | \$67.88 | \$49.47 | 16.7 | 17.6 | 37.2 | 39.2 | 1.5 | 18.4 |
| St. Louis | 59.8 | 52.0 | \$118.93 | \$99.71 | \$71.06 | \$51.80 | 15.0 | 19.3 | 37.2 | 39.5 | 1.7 | 17.0 |
| Branson | 43.2 | 42.4 | \$153.89 | \$141.28 | \$66.50 | \$59.97 | 1.8 | 8.9 | 10.9 | 7.3 | -3.2 | -1.5 |
| Springfield | 65.6 | 65.7 | \$98.17 | \$87.43 | \$64.42 | \$57.44 | -0.1 | 12.3 | 12.1 | 13.8 | 1.5 | 1.4 |

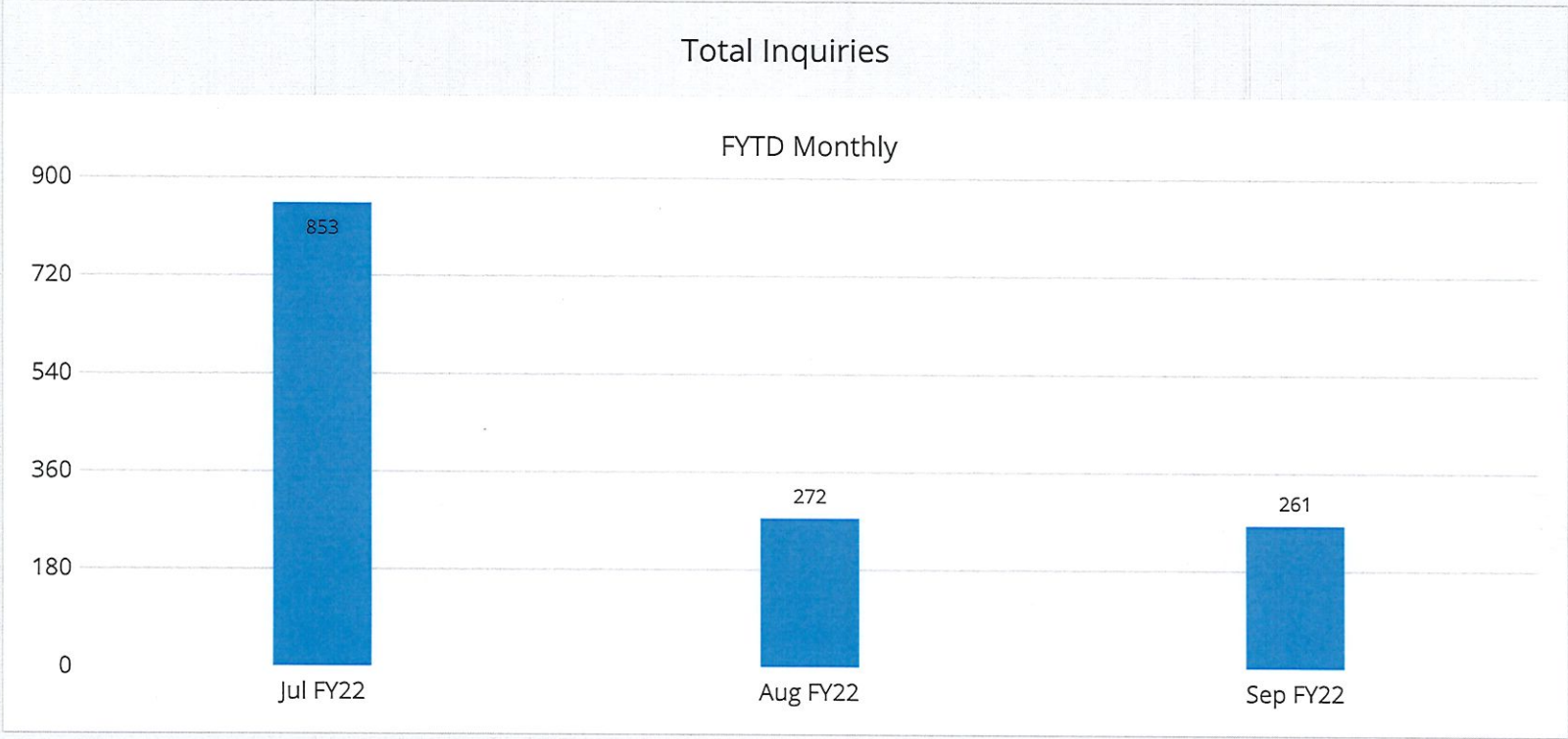
| SEPTEMBER - SPRINGFIELD STATISTICS BY AVERAGE DAILY RATE | | | | | | | | | | | | |
|--|-------------|------|----------|----------|----------|---------|--------------------------|------|--------|--------------|-----------------|------------|
| | Occupancy % | | ADR | | RevPAR | | Percent Change from 2021 | | | | | |
| | 2022 | 2021 | 2022 | 2021 | 2022 | 2021 | Occ | ADR | RevPAR | Room Revenue | Rooms Available | Rooms Sold |
| Less than \$60 | 65.1 | 70.4 | \$64.90 | \$60.52 | \$42.25 | \$42.59 | -7.5 | 7.2 | -0.8 | -0.8 | 0.0 | -7.5 |
| \$60 - \$84.99 | 64.0 | 65.7 | \$85.71 | \$76.66 | \$54.85 | \$50.37 | -2.6 | 11.8 | 8.9 | 8.9 | 0.0 | -2.6 |
| \$85 - \$109.99 | 67.2 | 62.4 | \$103.32 | \$97.38 | \$69.47 | \$60.78 | 7.7 | 6.1 | 14.3 | 24.1 | 8.6 | 17 |
| Above \$110 | 75.3 | 66.9 | \$139.76 | \$130.48 | \$105.23 | \$87.31 | 12.5 | 7.1 | 20.5 | 20.5 | 0.0 | 12.5 |

| CALENDAR YEAR-TO-DATE - SPRINGFIELD STATISTICS BY AVERAGE DAILY RATE | | | | | | | | | | | | |
|--|-------------|------|----------|----------|---------|---------|--------------------------|------|--------|--------------|-----------------|------------|
| | Occupancy % | | ADR | | RevPAR | | Percent Change from 2021 | | | | | |
| | 2022 | 2021 | 2022 | 2021 | 2022 | 2021 | Occ | ADR | RevPAR | Room Revenue | Rooms Available | Rooms Sold |
| Less than \$60 | 69.5 | 74.3 | \$62.81 | \$58.31 | \$43.68 | \$43.34 | -6.4 | 7.7 | 0.8 | 0.8 | 0.0 | -6.4 |
| \$60 - \$84.99 | 62.8 | 64.5 | \$83.36 | \$75.64 | \$52.35 | \$48.76 | -2.6 | 10.2 | 7.4 | 7.4 | 0.0 | -2.6 |
| \$85 - \$109.99 | 63.0 | 59.9 | \$102.01 | \$93.27 | \$64.27 | \$55.86 | 5.2 | 9.4 | 15.1 | 22.8 | 6.7 | 12.3 |
| Above \$110 | 71.1 | 66.0 | \$137.91 | \$123.09 | \$97.99 | \$81.30 | 7.6 | 12.0 | 20.5 | 20.5 | 0.0 | 7.6 |

| PARTICIPATION | | | | |
|-----------------|------------|--------|--------|--------|
| | Properties | | Rooms | |
| | Census | Sample | Census | Sample |
| Less than \$60 | 16 | 4 | 1310 | 456 |
| \$60 - \$84.99 | 19 | 13 | 1696 | 1115 |
| \$85 - \$109.99 | 14 | 14 | 1547 | 1547 |
| Above \$110 | 15 | 15 | 1631 | 1631 |

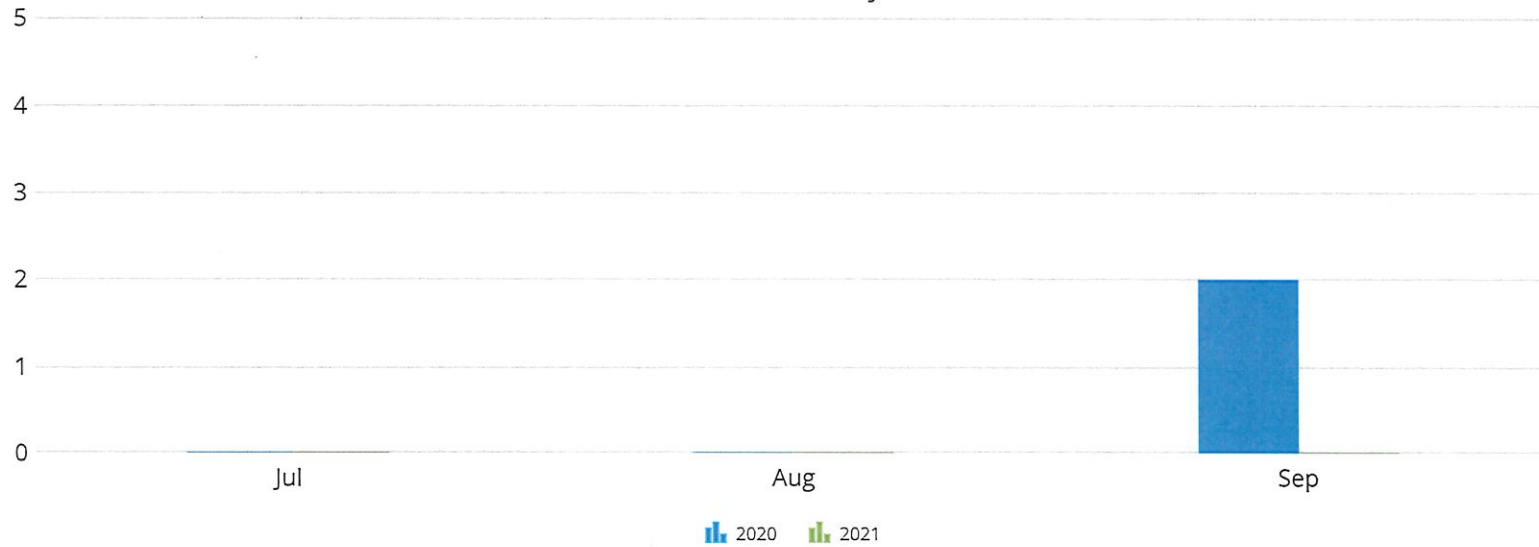
Source: STR, Inc. / STR Global, Ltd. trading as "STR".

Marketing

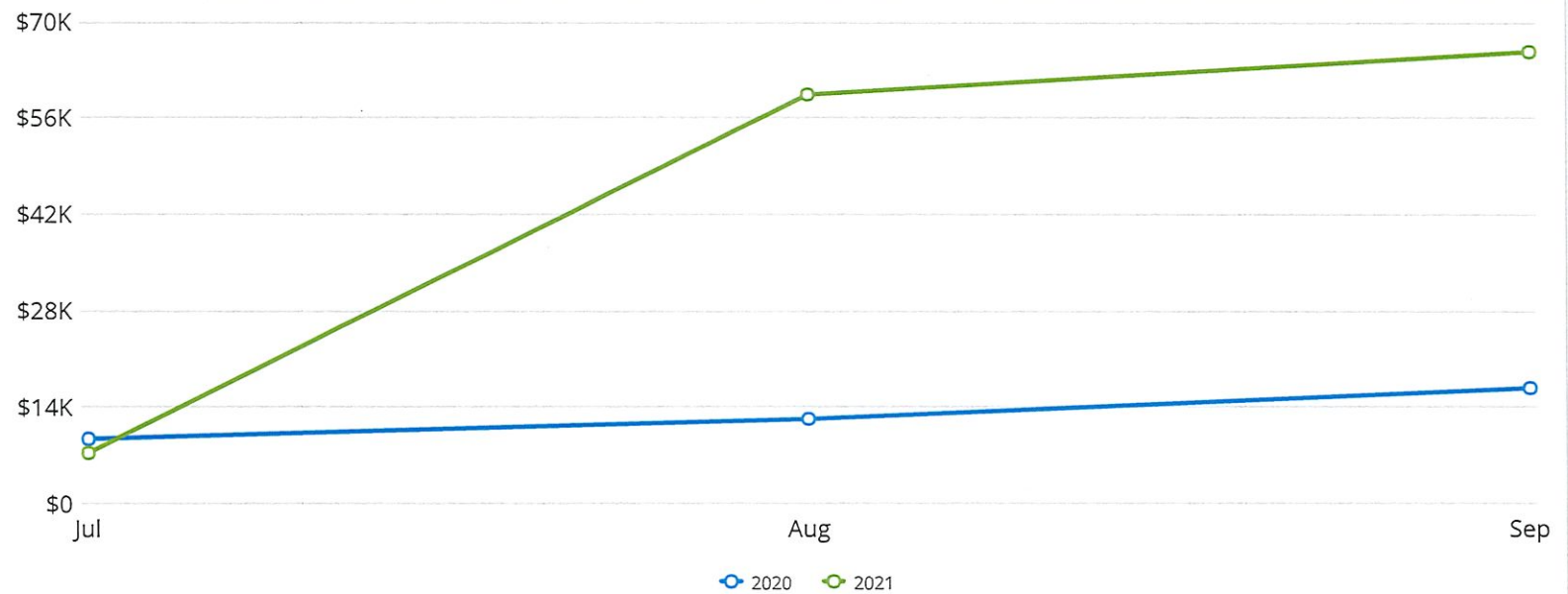


Media Tours

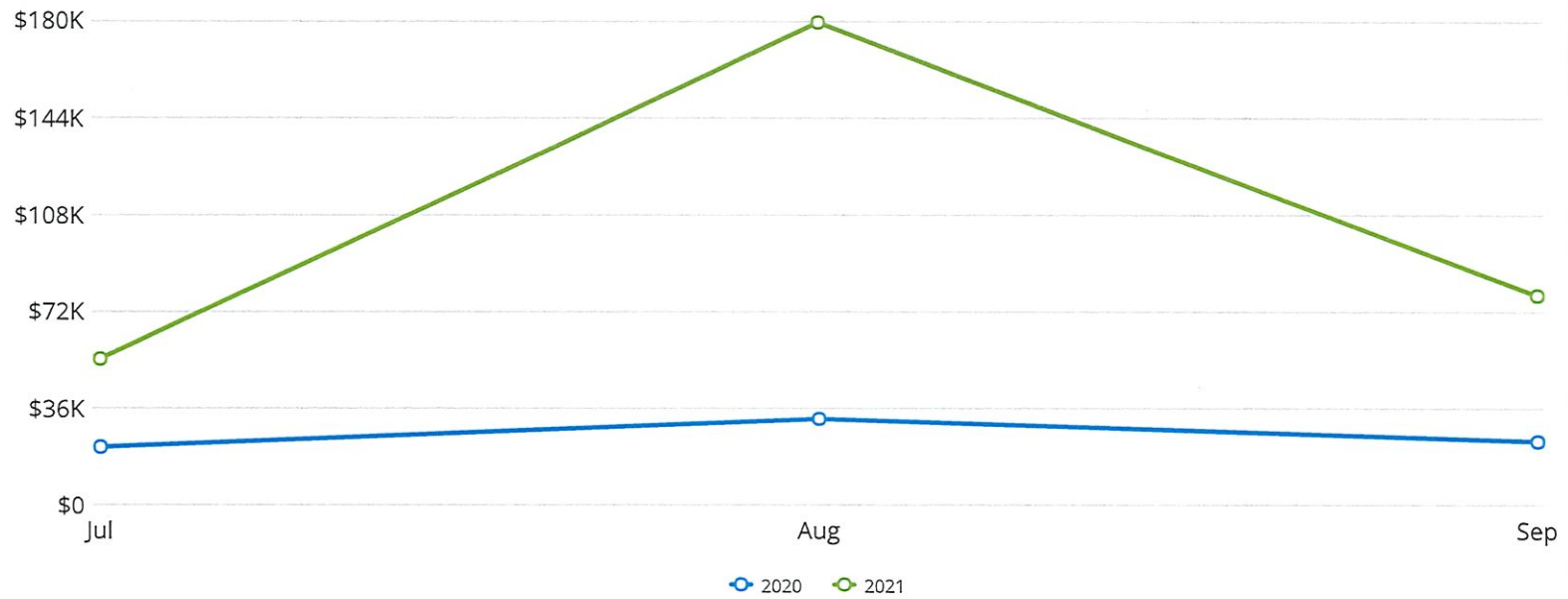
FYTD Monthly



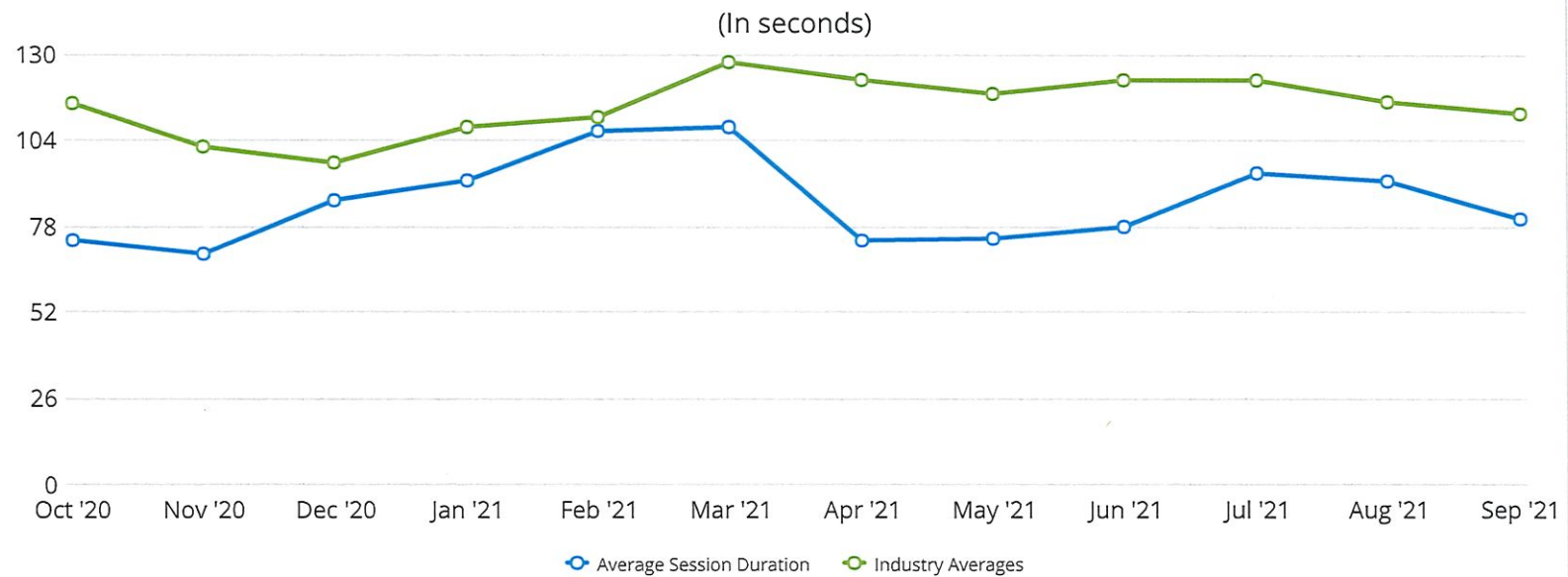
Co-op & Advertising Revenue: Contracted



Co-op & Advertising Revenue: Received

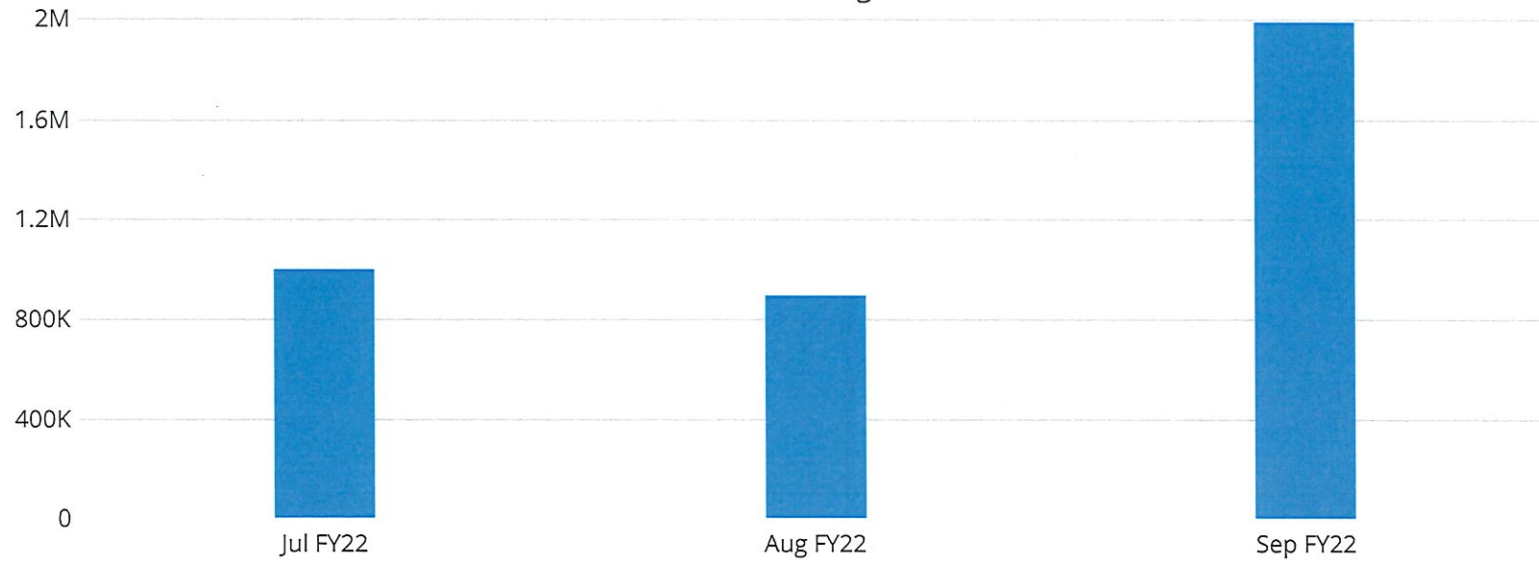


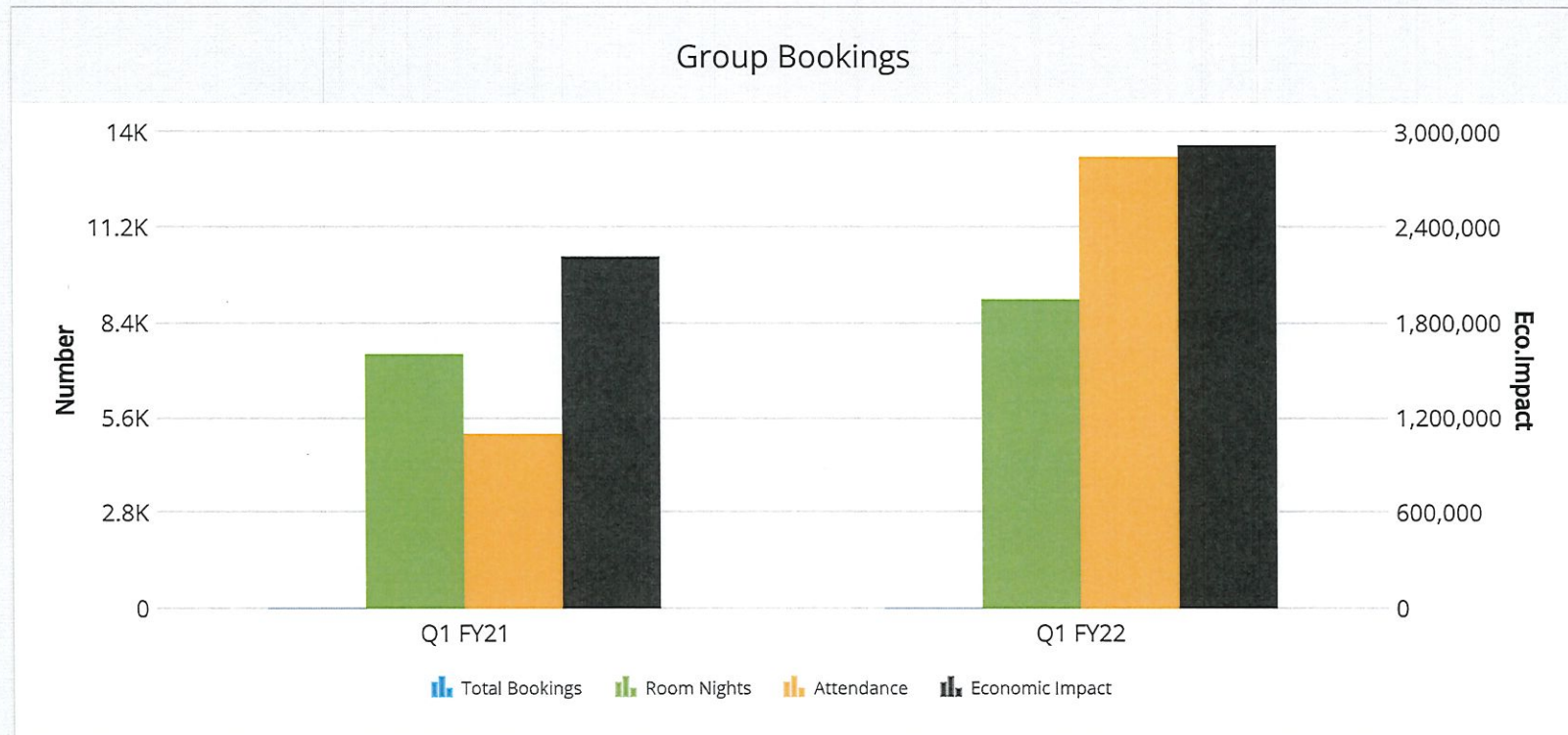
Average Session Duration



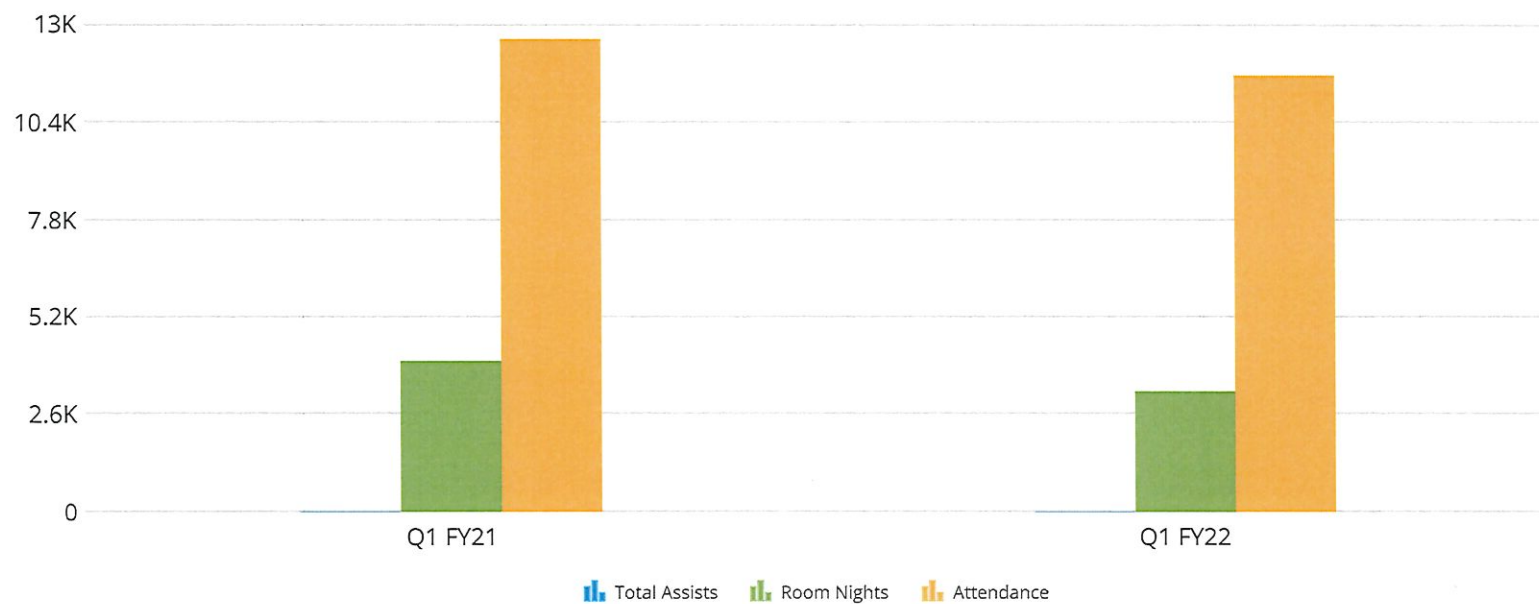
Facebook Page Impressions

Paid and Organic

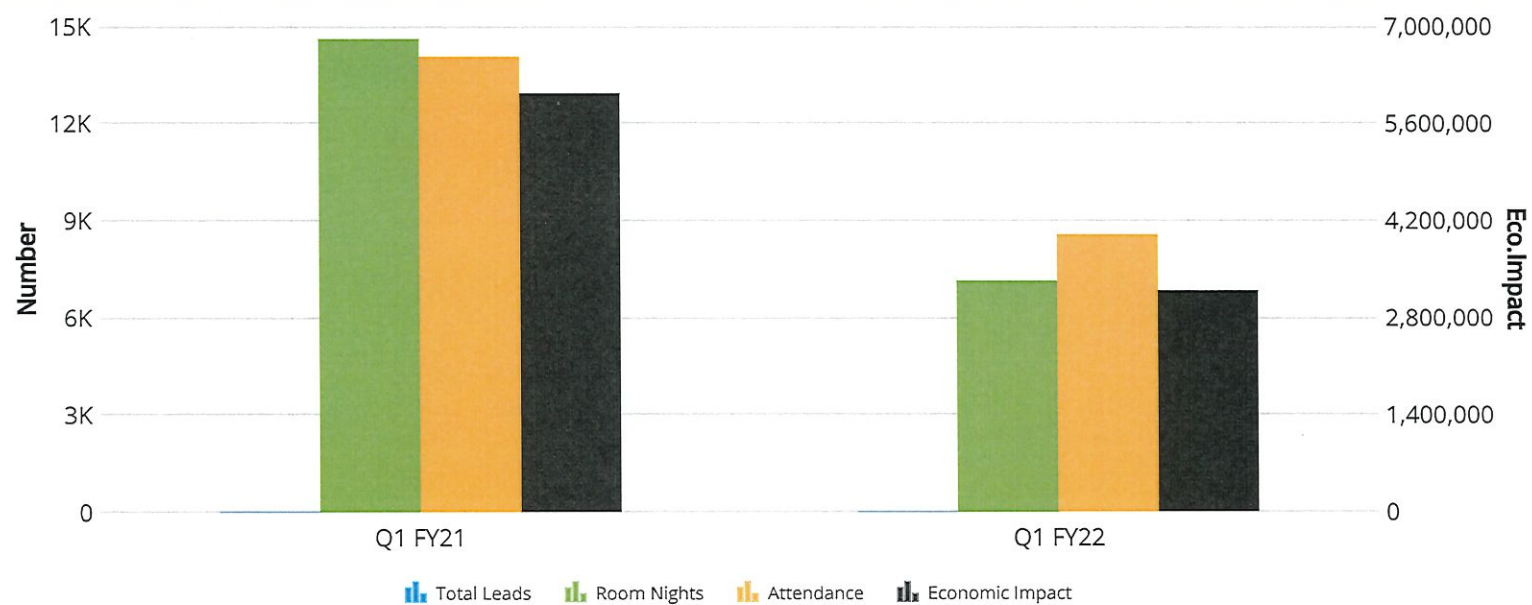




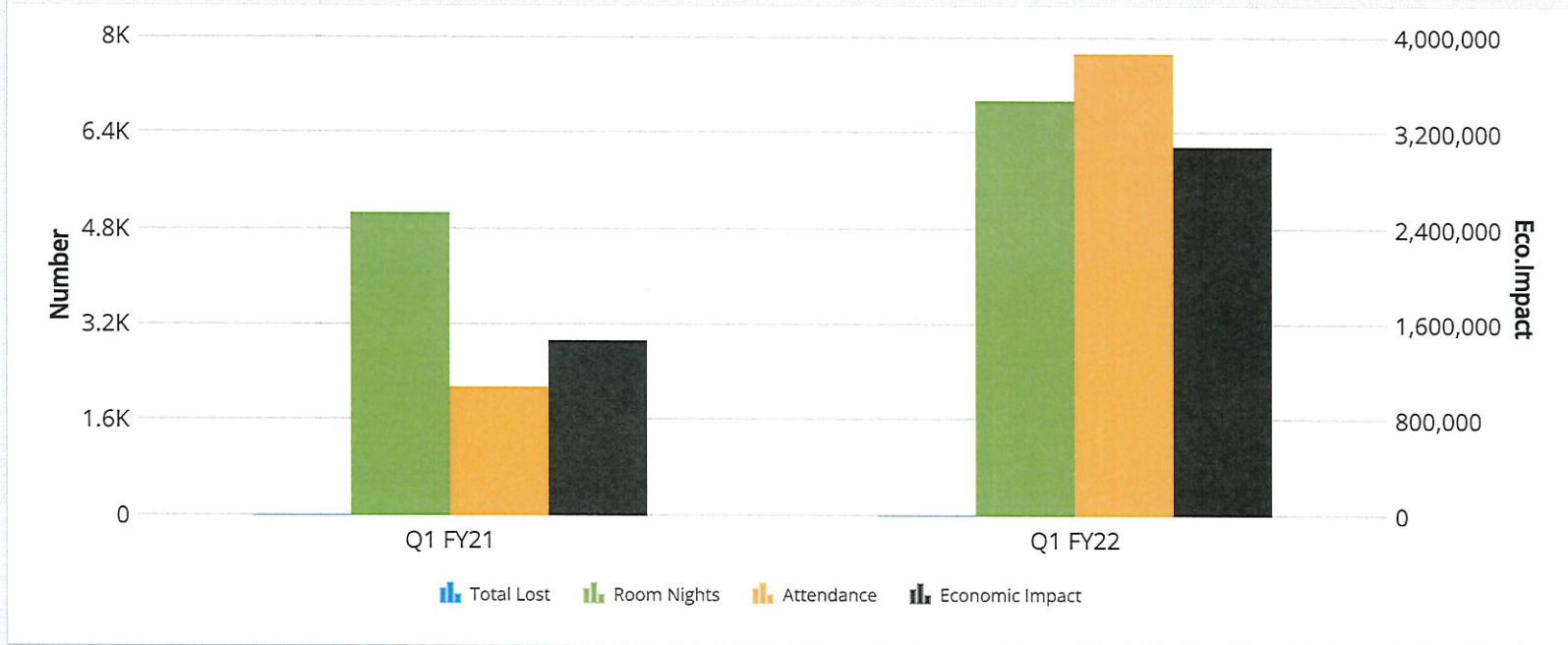
Group Assists



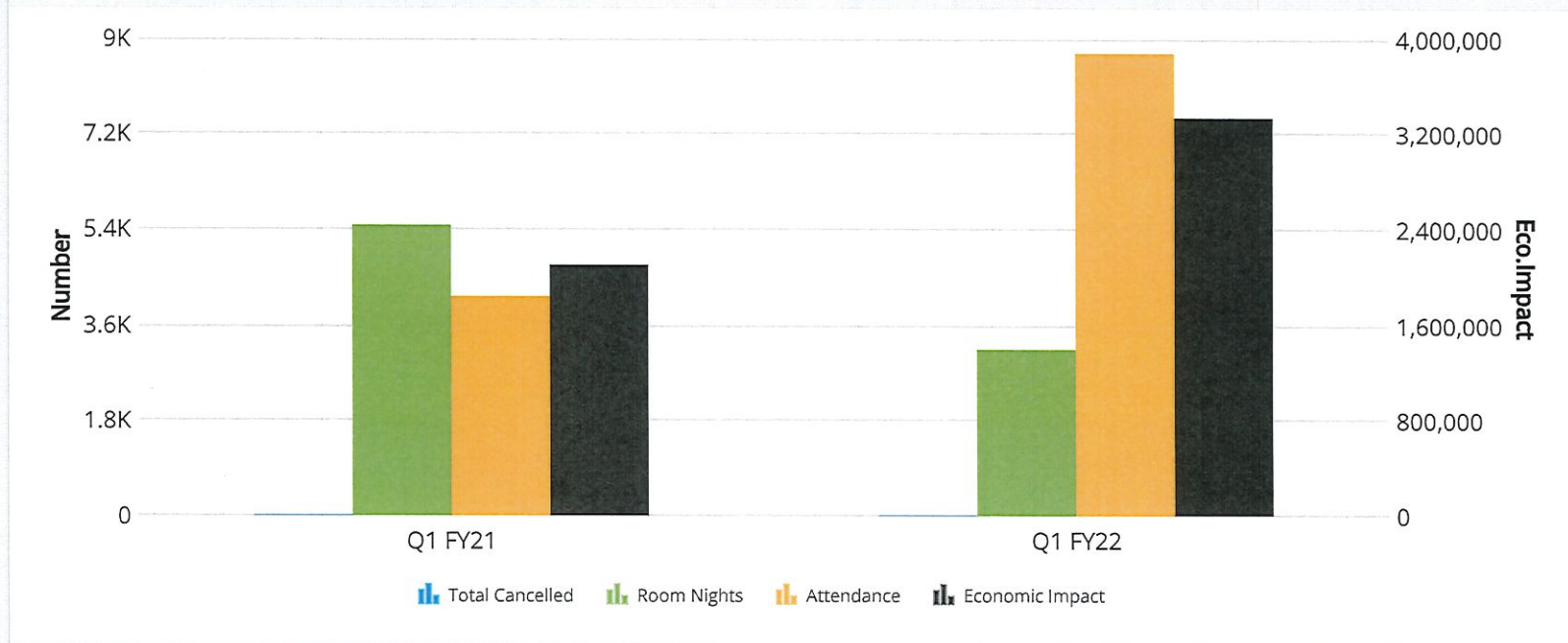
Group Leads



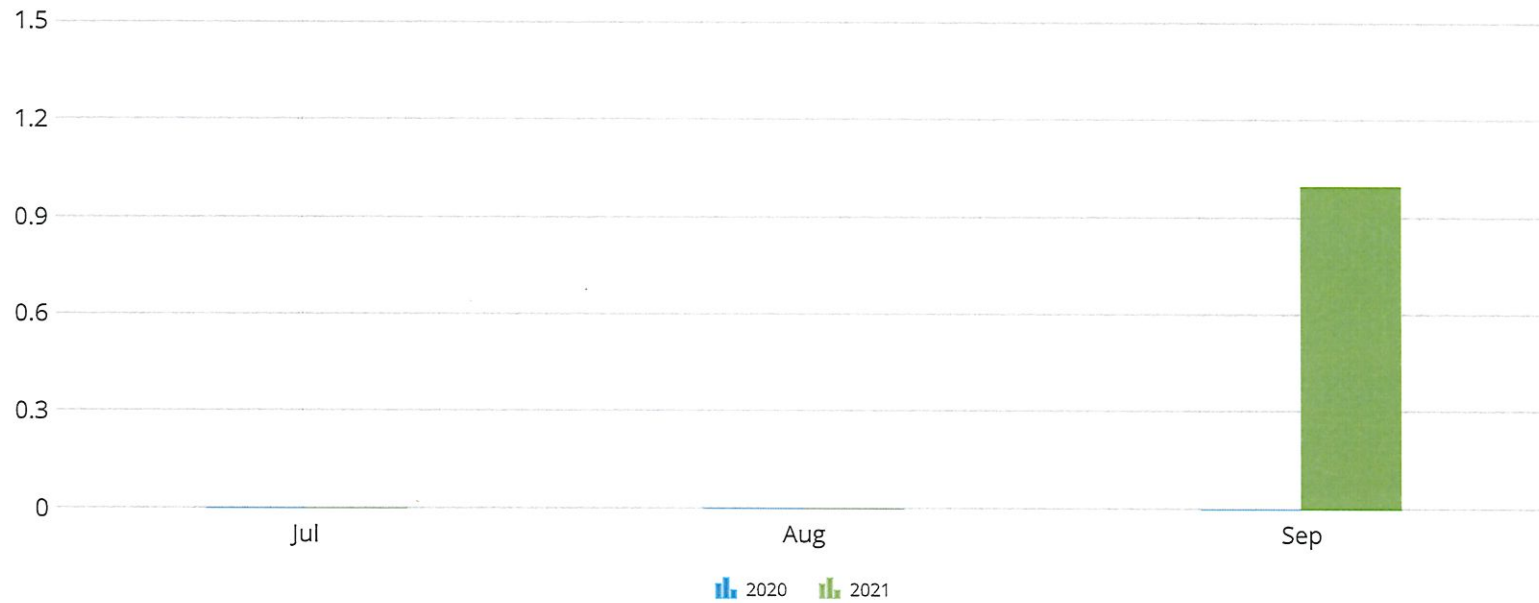
Group Lost Business



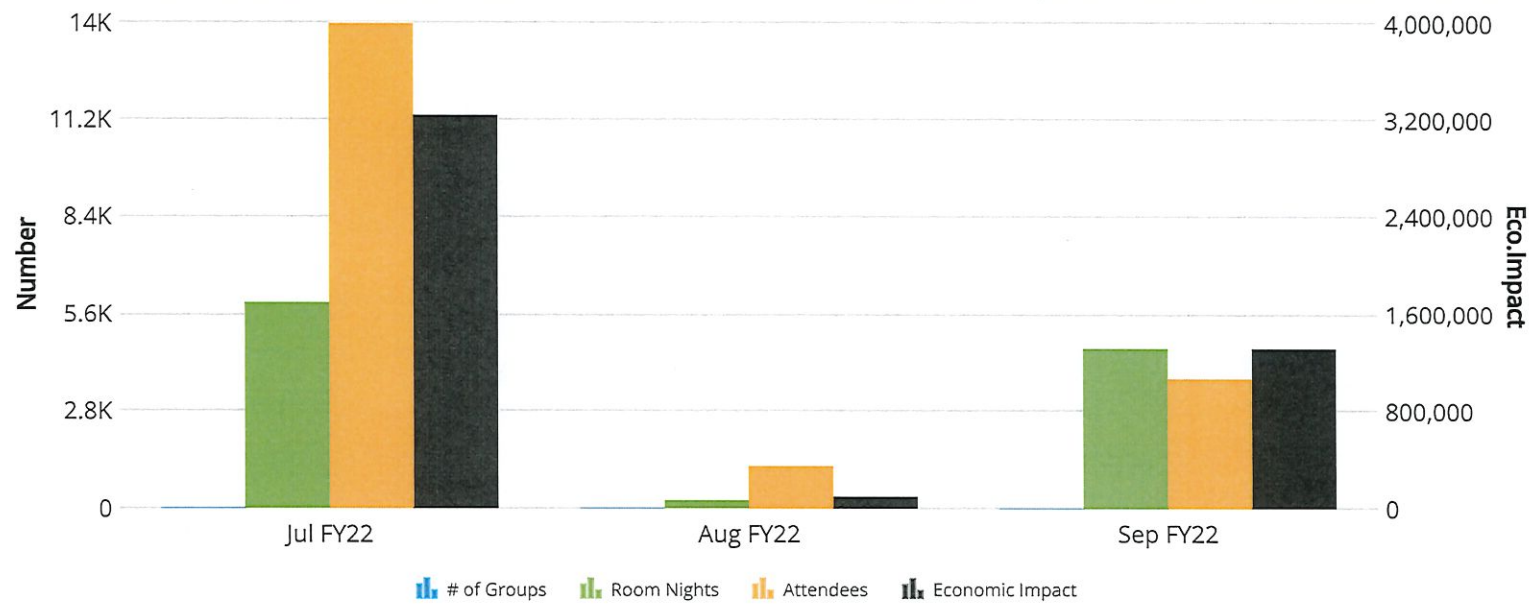
Group Cancelled Business

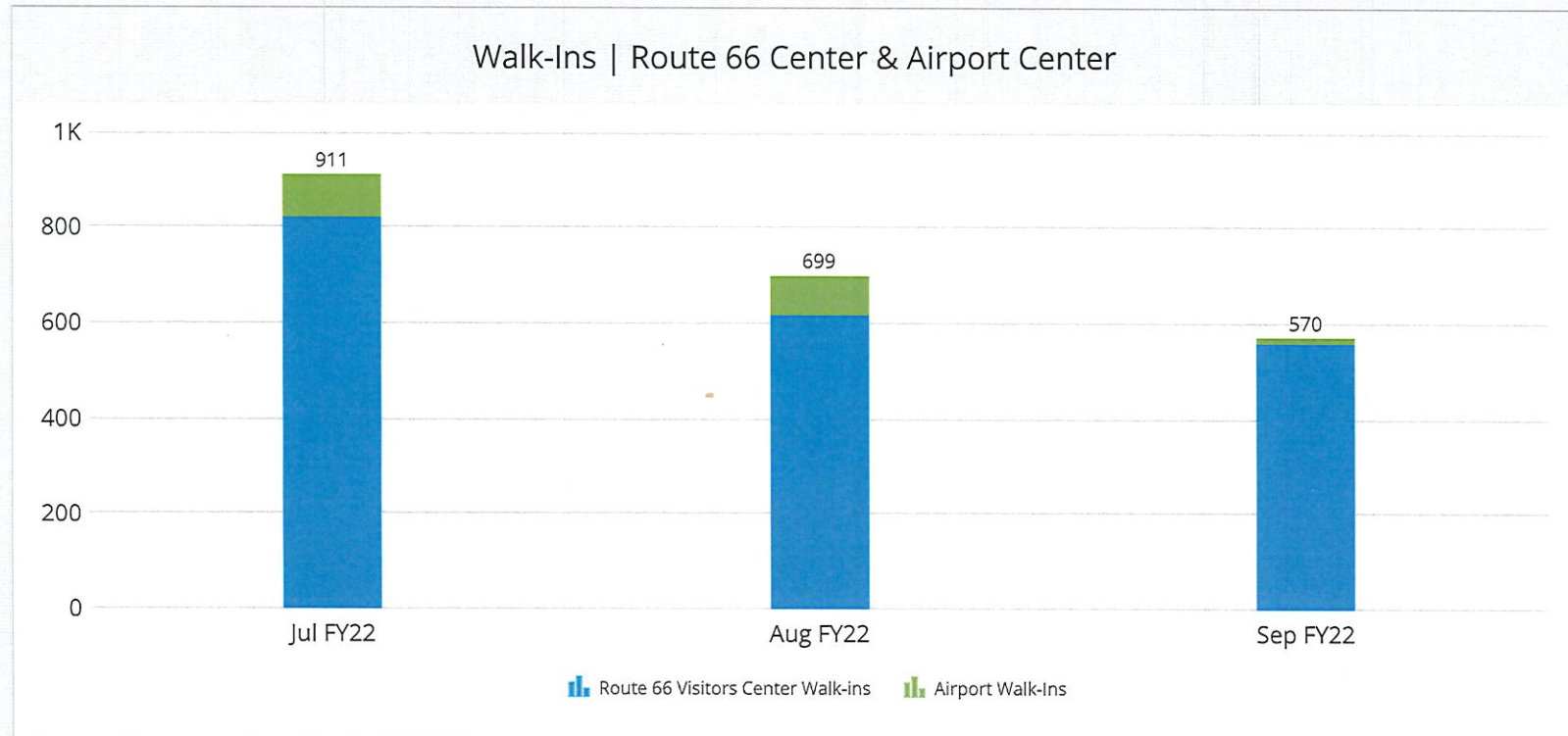


Event Planner Site Visits

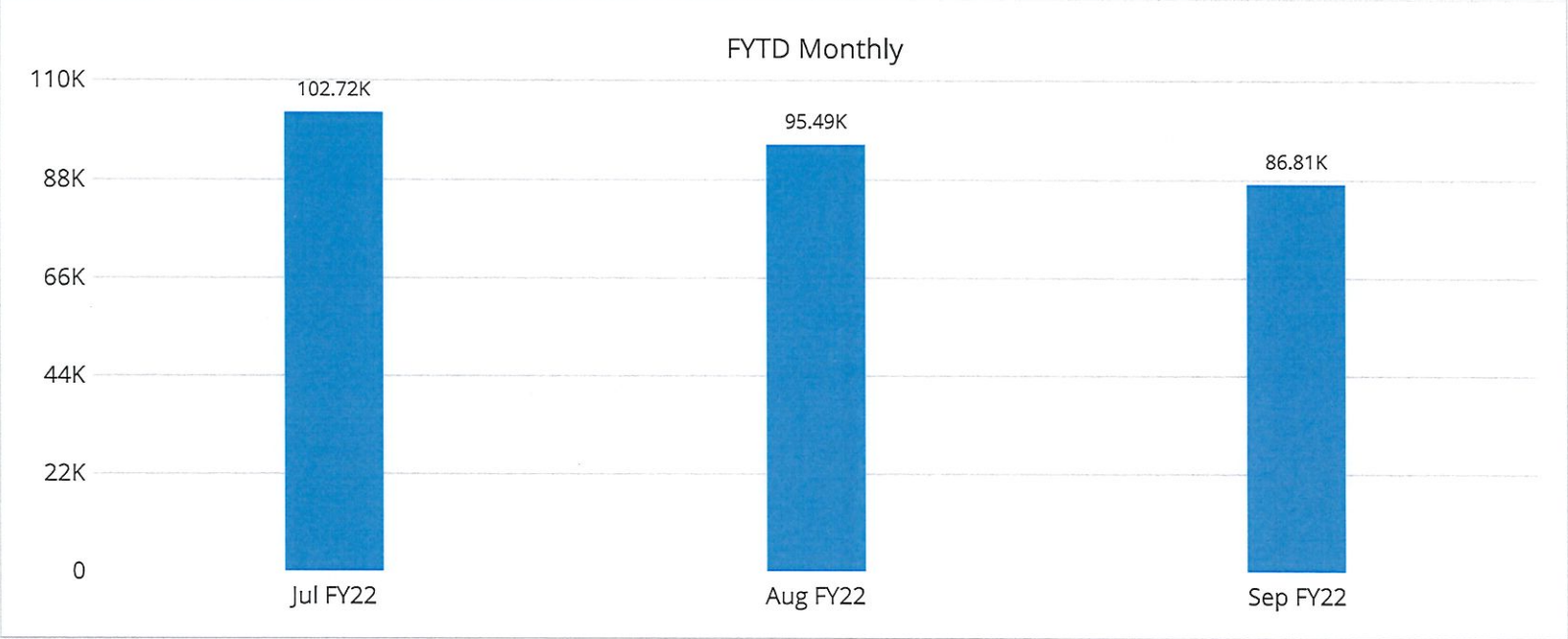


Conventions Held





Airport Traffic (Enplaned and Deplaned)



SPRINGFIELD, MISSOURI CONVENTION & VISITORS BUREAU

| FISCAL YEAR ELAPSED | | 25.00% | | MONTH ENDING | | September 2022 | | Expense/Revenue Summary 2022/2023 FISCAL YEAR | |
|--|-----------|----------------|------------------|------------------|----------------------------------|-------------------------------|-----------------------------------|--|----------------------|
| ACCOUNT NAME | ACCT CODE | SEPTEMBER 2021 | SEPTEMBER BUDGET | MONTHLY VARIANCE | YEAR-TO-DATE THIS YEAR 2022/2023 | YEAR-TO-DATE BUDGET 2022/2023 | YEAR-TO-DATE VARIANCE FROM BUDGET | TOTAL 2022/2023 BUDGET | % OF BUDGET EXPENDED |
| PAYROLL EXPENSES | | | | | | | | | |
| Salaries & Wages | 500110 | \$86,070.96 | \$86,978.00 | \$907.04 | \$291,598.33 | \$289,059.00 | (\$2,539.33) | \$1,096,250.00 | 26.60% |
| Temporary/ Part-Time Wages | 500130 | 2,471.12 | 3,300.00 | \$828.88 | 5,180.25 | \$11,300.00 | 6,119.75 | 46,850.00 | 11.06% |
| Retirement Contributions | 500210 | 8,336.20 | 8,598.00 | \$261.80 | 28,779.23 | \$28,579.00 | (200.23) | 110,000.00 | 26.16% |
| FICA | 500250 | 6,627.13 | 6,755.00 | \$127.87 | 22,245.28 | \$22,522.00 | 276.72 | 84,350.00 | 26.37% |
| Health Insurance | 500260.01 | 9,169.11 | 10,287.00 | \$1,117.89 | 29,663.11 | \$30,783.00 | 1,119.89 | 123,000.00 | 24.12% |
| Unemployment Insurance | 500260.02 | 88.90 | 62.00 | (\$26.90) | 156.88 | \$208.00 | 51.12 | 4,050.00 | 3.87% |
| Workers Compensation | 500280 | 0.00 | 0.00 | \$0.00 | 2,875.00 | \$0.00 | (2,875.00) | 3,650.00 | 78.77% |
| TOTAL PAYROLL | | \$112,763.42 | \$115,980.00 | \$3,216.58 | \$380,498.08 | \$382,451.00 | \$1,952.92 | \$1,468,150.00 | 25.92% |
| ADMINISTRATIVE & GENERAL EXP | | | | | | | | | |
| Auditing & Accounting | 504510 | \$325.90 | \$320.00 | (\$5.90) | \$2,503.70 | \$1,260.00 | (\$1,243.70) | \$6,050.00 | 41.38% |
| Automobiles | 502040 | 600.00 | 610.00 | \$10.00 | 1,972.78 | \$1,830.00 | (142.78) | 7,350.00 | 26.84% |
| Building Rental | 505820.01 | 9,256.66 | 9,285.00 | \$28.34 | 27,669.98 | \$27,855.00 | 185.02 | 112,400.00 | 24.62% |
| Utilities | 505820.02 | 861.18 | 725.00 | (\$136.18) | 2,478.45 | \$2,425.00 | (53.45) | 10,250.00 | 24.18% |
| Bldg. Supplies/Repairs | 505820.03 | 67.99 | 265.00 | \$197.01 | 470.96 | \$1,006.00 | 535.04 | 5,400.00 | 8.72% |
| Office Cleaning | 505820.04 | 1,512.04 | 1,470.00 | (\$42.04) | 2,730.12 | \$3,050.00 | 319.88 | 11,300.00 | 24.16% |
| Credit Card Fees | 502070 | 0.00 | 0.00 | \$0.00 | 0.00 | \$0.00 | 0.00 | 4,800.00 | 0.00% |
| Data Processing | 502140 | 40.00 | 65.00 | \$25.00 | 120.00 | \$155.00 | 35.00 | 800.00 | 15.00% |
| Dues & Subscriptions | 502290 | 200.00 | 50.00 | (\$150.00) | 2,263.94 | \$3,460.00 | 1,196.06 | 38,100.00 | 5.94% |
| Equipment Repair | 502750 | 1,351.40 | 1,930.00 | \$578.60 | 4,054.20 | \$4,740.00 | 685.80 | 19,950.00 | 20.32% |
| Insurance Premiums | 502230 | (94.20) | 25.00 | \$119.20 | 5,446.40 | \$8,670.00 | 3,223.60 | 13,100.00 | 41.58% |
| Minor Office Furn/Supplies | 501190 | 0.00 | 150.00 | \$150.00 | 0.00 | \$450.00 | 450.00 | 1,800.00 | 0.00% |
| Misc. A & G | 501260 | 728.05 | 965.00 | \$236.95 | 2,730.32 | \$7,895.00 | 5,164.68 | 22,400.00 | 12.19% |
| Office Supplies | 501240 | 618.71 | 695.00 | \$76.29 | 1,478.32 | \$1,885.00 | 406.68 | 8,350.00 | 17.70% |
| Other Professional Svcs | 504580 | 612.50 | 250.00 | (\$362.50) | 612.50 | \$750.00 | 137.50 | 3,000.00 | 20.42% |
| Postage & Freight | 502220 | 1,855.00 | 825.00 | (\$1,030.00) | 2,401.69 | \$2,940.00 | 538.31 | 11,500.00 | 20.88% |
| Printing & Binding | 502380 | 111.34 | 50.00 | (\$61.34) | 111.34 | \$150.00 | 38.66 | 600.00 | 18.56% |
| Telephone | 505550 | 1,169.33 | 1,080.00 | (\$89.33) | 2,274.73 | \$3,240.00 | 965.27 | 15,550.00 | 14.63% |
| Training Expense | 504590 | 2,325.00 | 1,150.00 | (\$1,175.00) | 4,825.00 | \$7,015.00 | 2,190.00 | 29,950.00 | 16.11% |
| TOTAL A & G | | \$21,540.90 | \$19,910.00 | (\$1,630.90) | \$64,144.43 | \$78,776.00 | \$14,631.57 | \$322,650.00 | 19.88% |
| MARKETING EXPENSES | | | | | | | | | |
| ADVERTISING | | | | | | | | | |
| Ad Production | 505010 | 3,300.00 | \$3,000.00 | (\$300.00) | \$41,820.00 | \$8,500.00 | (\$33,320.00) | \$64,000.00 | 65.34% |
| Billboards | 505020 | (5,500.00) | \$0.00 | \$5,500.00 | (\$33,500.00) | \$0.00 | \$33,500.00 | \$60,000.00 | -55.83% |
| Brochures & Printed Mat. | 505030 | 3,879.36 | 4,150.00 | \$270.64 | 3,879.36 | \$11,650.00 | 7,770.64 | 128,000.00 | 3.03% |
| Direct Mail | 505050 | 1,427.40 | 2,925.00 | \$1,497.60 | 3,171.80 | \$9,475.00 | 6,303.20 | 53,200.00 | 5.96% |
| Digital Advertising | 505060.01 | 22,333.33 | 26,000.00 | \$3,666.67 | 31,786.66 | \$76,000.00 | 44,213.34 | 371,650.00 | 8.55% |
| Other Advertising | 505060.02 | 0.00 | 250.00 | \$250.00 | 0.00 | \$100,750.00 | 100,750.00 | 740,000.00 | 0.00% |
| Print Advertising | 505070 | 9,948.00 | 14,100.00 | \$4,152.00 | 38,042.00 | \$24,200.00 | (13,842.00) | 143,000.00 | 26.60% |
| Radio & TV Advertising | 505080 | 0.00 | 15,250.00 | \$15,250.00 | 0.00 | \$15,750.00 | 15,750.00 | 263,000.00 | 0.00% |
| TOTAL ADVERTISING | | \$35,388.09 | \$65,675.00 | \$30,286.91 | \$85,199.82 | \$246,325.00 | \$161,125.18 | \$1,822,850.00 | 4.67% |
| TRAVEL EXPENSES | | | | | | | | | |
| 505690 | | \$3,018.99 | \$1,600.00 | (\$1,418.99) | \$5,198.42 | \$6,300.00 | \$1,101.58 | \$41,150.00 | 12.63% |
| OTHER MARKETING EXPENSES | | | | | | | | | |
| Market Research | 502470 | \$1,827.50 | \$4,430.00 | \$2,602.50 | \$3,655.00 | \$11,835.00 | \$8,180.00 | \$74,800.00 | 4.89% |
| Group Incentives | 502120 | 2,338.69 | 1,350.00 | (\$988.69) | 6,448.69 | \$9,150.00 | 2,701.31 | 79,850.00 | 8.08% |
| Entertainment | 502200 | 530.14 | 950.00 | \$419.86 | 1,185.94 | \$2,550.00 | 1,364.06 | 8,250.00 | 14.38% |
| Exhibition Fees | 504640 | 1,005.00 | 75.00 | (\$930.00) | 1,005.00 | \$9,000.00 | 7,995.00 | 44,400.00 | 2.26% |
| FAM Tour Expense | 504650 | 0.00 | 1,500.00 | \$1,500.00 | 0.00 | \$3,600.00 | 3,600.00 | 20,900.00 | 0.00% |
| Misc. Marketing Expenses | 502280.01 | 893.24 | 2,750.00 | \$1,856.76 | 3,693.55 | \$3,750.00 | 56.45 | 22,750.00 | 16.24% |
| Misc. Convention Marketing | 502280.02 | (4,726.00) | 1,600.00 | \$6,326.00 | 1,253.00 | \$8,150.00 | 6,897.00 | 28,100.00 | 4.46% |
| Digital Marketing | 502280.03 | (185.01) | 665.00 | \$850.01 | 9,123.97 | \$1,995.00 | (7,128.97) | 103,000.00 | 8.86% |
| Litewall Concession Fees | 502280.04 | 0.00 | 0.00 | \$0.00 | 0.00 | \$1,500.00 | 1,500.00 | 6,000.00 | 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 | 33.00 | 200.00 | \$167.00 | 8,068.00 | \$8,100.00 | 32.00 | 16,550.00 | 48.75% |
| Event Public Relations | 502400.02 | 2,433.00 | 845.00 | (\$1,588.00) | 3,258.00 | \$2,385.00 | (873.00) | 8,000.00 | 40.73% |
| Annual Banquet Expenses | 502400.03 | (2,500.00) | 0.00 | \$2,500.00 | (2,500.00) | \$0.00 | 2,500.00 | 20,000.00 | -12.50% |
| Specialty Items | 504620 | 883.00 | 2,525.00 | \$1,642.00 | 4,015.16 | \$7,075.00 | 3,059.84 | 23,900.00 | 16.80% |
| Receptions | 504660 | 0.00 | 50.00 | \$50.00 | 0.00 | \$150.00 | 150.00 | 3,000.00 | 0.00% |
| TOTAL OTHER MARKETING | | \$2,532.56 | \$16,940.00 | \$14,407.44 | \$39,206.31 | \$69,240.00 | \$30,033.69 | \$459,500.00 | 8.53% |
| TOTAL MARKETING | | \$40,939.64 | \$84,215.00 | \$43,275.36 | \$129,604.55 | \$321,865.00 | \$192,260.45 | \$2,323,500.00 | 5.58% |
| CONVENTION SERVICES | | | | | | | | | |
| Miscellaneous C.S. Exp. | 504540.01 | \$26.63 | \$320.00 | \$293.37 | \$281.63 | \$960.00 | \$678.37 | \$4,000.00 | 7.04% |
| Convention Housing Expenses | 504540.02 | 1,500.00 | 0.00 | (\$1,500.00) | 1,500.00 | (\$1,250.00) | (2,750.00) | 5,500.00 | 27.27% |
| Shuttle Service | 504610 | 0.00 | 1,100.00 | \$1,100.00 | (603.92) | \$1,500.00 | 2,103.92 | 2,400.00 | -25.16% |
| TOTAL CONVENTION SERVICES | | \$1,526.63 | \$1,420.00 | (\$106.63) | \$1,177.71 | \$1,210.00 | \$32.29 | \$11,900.00 | 9.90% |
| CONTINGENCY | | | | | | | | | |
| 502780 | | \$0.00 | \$10,000.00 | \$10,000.00 | \$0.00 | \$30,000.00 | \$30,000.00 | \$60,000.00 | 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 | 0.00 | \$0.00 | 0.00 | \$0.00 | N/A |
| Computer Hardware | 501220 | 0.00 | 100.00 | \$100.00 | 0.00 | \$650.00 | 650.00 | \$1,550.00 | 0.00% |
| Computer Software | 501230 | 1,619.16 | 1,760.00 | \$140.84 | 4,735.16 | \$4,810.00 | 74.84 | \$10,350.00 | 45.75% |
| Other Equipment | 508170 | 0.00 | 100.00 | \$100.00 | 0.00 | \$300.00 | 300.00 | \$1,200.00 | 0.00% |
| Destination Springfield | 508220 | 0.00 | 0.00 | \$0.00 | 0.00 | \$0.00 | 0.00 | \$0.00 | N/A |
| TOTAL CAPITAL EXPENSES | | \$1,619.16 | \$1,960.00 | \$340.84 | \$4,735.16 | \$5,760.00 | \$1,024.84 | \$13,100.00 | 36.15% |
| TOTAL CVB EXPENSES | | \$178,389.75 | \$233,485.00 | \$55,095.25 | \$580,159.93 | \$820,062.00 | \$239,902.07 | \$4,199,300.00 | 13.82% |
| REVENUE - ACCOUNT NAME | | | | | | | | | |
| ROOM TAXES | 401540 | \$267,499.12 | \$284,000.00 | (\$16,500.88) | \$584,421.80 | \$601,500.00 | (\$17,078.20) | \$3,275,500.00 | 17.84% |
| INTEREST EARNINGS/CHANGE IN FMV | 410010 | 0.00 | 0.00 | \$0.00 | 0.00 | \$0.00 | 0.00 | \$12,500.00 | 0.00% |
| ADVERTISING REVENUES | 413010 | 34,172.00 | 31,500.00 | \$2,672.00 | 70,098.16 | \$48,050.00 | 22,048.16 | \$316,000.00 | 22.18% |
| CO-OP ADVERTISING REVENUES | 416020 | 139,263.00 | 233,000.00 | (\$93,737.00) | 144,263.00 | \$233,000.00 | (88,737.00) | \$540,000.00 | 26.72% |
| MEMBERSHIP REVENUES | 414110 | 0.00 | 0.00 | \$0.00 | 0.00 | \$0.00 | 0.00 | \$0.00 | #DIV/0! |
| MISC. REVENUES | 414100 | 4,881.80 | 2,715.00 | \$2,166.80 | 15,016.67 | \$8,645.00 | 6,371.67 | \$35,300.00 | 42.54% |
| 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 | 0.00 | 0.00 | \$0.00 | 0.00 | \$0.00 | 0.00 | \$20,000.00 | 0.00% |
| FROM FUND BALANCE | | | | \$0.00 | 0.00 | \$0.00 | 0.00 | \$0.00 | N/A |
| MARKET VALUE FLUCTUATION | 121030 | | | \$0.00 | 0.00 | \$0.00 | 0.00 | \$0.00 | N/A |
| TOTAL CVB REVENUE | | \$445,815.92 | \$551,215.00 | (\$105,399.08) | \$813,799.63 | \$891,195.00 | (\$77,395.37) | \$4,199,300.00 | 19.38% |
| FUND BALANCE STATUS: | | | | | | | | | |
| Fund Balance from Prior Year: | | | | | \$1,638,776.96 | | | | |
| YTD 2022/2023 Expenditures: | | | | | (580,159.93) | | | | |
| YTD 2022/2023 Revenue: | | | | | 813,799.63 | | | | |
| Fund Balance as of 09/30/2022 | | | | | \$1,872,416.66 | | | | |
| Destination Springfield Balance as of 09/30/2022 | | | | | \$652,373.80 | | | | |
| Total Cash Reserves | | | | | \$2,524,790.46 | | | | |