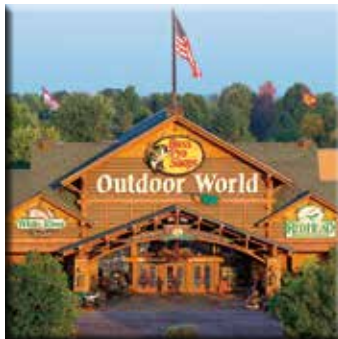


See You
IN THE MIDDLE
— of it all. —



SPRINGFIELD

MISSOURI

Convention & Visitors Bureau

2013 Marketing Report



The Convention & Visitors Bureau plays an important role in the well-being of Springfield's economy. As the city's primary marketing organization dedicated to improving the economy through increases in travel and tourism, the CVB staff strives toward the following goals outlined in the bureau's Long-Term Strategic Plan:

- To be an economic driver for the community
- To be recognized as a premier travel destination
- To be an industry leader
- To be the organization of choice for stakeholders
- To increase funding for the organization's promotion of Springfield
- To take a leadership role in creating regional collaboration

These goals are consistent with "Field Guide 2030," a strategic planning guide presented to Springfield citizens earlier this year by the City of Springfield. While the city implements the plans laid out in "Field Guide 2030," the CVB will continue developing programs to boost tourism and support city leaders' efforts to make Springfield an even better place to live, work and play.

On behalf of the CVB Board of Directors, I encourage you to actively get involved in the CVB's efforts to grow tourism in our city. To those who already do, thank you!

A handwritten signature in black ink that reads "Randall Blackwood".

Randall Blackwood
Board of Directors Chair



Marketing a destination like Springfield requires a strategic approach including partnerships, leveraging public funds with private funds, creative campaigns and an integrated media plan and 2013 was no exception. Please allow me to take a moment to point out a few highlights from the year you will find in this report.

- Received reaccreditation from Destination Marketing Association International.
- Participated in the Wonders of Wildlife Hotel Tax Reallocation Committee to ensure the tax revenues are used to promote travel and tourism related projects.
- Participated in the Missouri Tourism Coalition to increase funding for the Missouri Division of Tourism budget which provides approximately \$450,000 in marketing funds to the CVB.
- Received more than 97 million media impressions from the leisure marketing campaign.
- Booked 50 conventions and events representing 56,594 total room nights and 75,006 attendees.
- Received numerous awards for the "Sammie Springfield" marketing campaign.

Most important, the second half of the year saw four record-breaking months and brought 2013 hotel occupancy statistics back to pre-recession levels. In fact, 2013 ended as the second best year since the CVB began tracking occupied rooms in 1990.

Remaining competitive in the meetings and conventions industry is at the top of the priority list for the Springfield CVB in 2014. Staff will continue advocating for development of a convention complex on the lot adjacent to the Expo Center and Jordan Valley Car Park. Without the necessary facilities, competition will grow increasingly fierce and Springfield will be left behind.

Marketing a destination continues to be challenging due to increasing media fragmentation. Staff must continue to learn new technologies and be nimble to allow for real innovation to take place. Balancing traditional media and marketing techniques with emerging media will require constant learning and a desire to remain streamlined and focused on the organization mission to generate economic impact and improve quality of life in our community.

Tourism in Springfield has its challenges but our dedicated staff is ready to tackle them head on and move forward in 2014. We thank you for your partnership and enthusiasm for this industry and we look forward to serving you again this year as we create a better Springfield for all of us to enjoy.



Tracy Kimberlin
President/CEO

The Bureau Is...

- A non-profit 501(c)6 organization
- Committed to promoting and elevating Springfield's status for conventions, meetings, sporting events and leisure travel
- Directed by a volunteer board comprised of 14 civic and business leaders
- Supported by a full-time staff of 18, part-time staff of two and nearly 80 volunteers



History



The Springfield Convention & Visitors Bureau was formed in 1979 as the hospitality arm of the Chamber of Commerce. The Bureau was incorporated independently as a not-for-profit corporation under the laws of the State of Missouri in 1989. The CVB is a marketing and service organization that contracts annually with the City of Springfield to promote economic development through travel and tourism.

The CVB moved its offices to the Jordan Valley Car Park in 2004 and also operates a Route 66 visitor information center in the same facility.

Mission Statement

The Convention & Visitors Bureau serves as the primary marketing organization responsible for the development and implementation of marketing programs to ensure positive economic impact on the Springfield metropolitan area through steady growth of the travel industry.

The goal of the Bureau's efforts is to encourage the development of tourism and increase overnight travel and occupied rooms in Springfield metropolitan area hotel/motel properties. Continued growth will be realized by identifying and implementing marketing programs to the specified market segments of:

- I. Meetings, Conventions, and Seminars
- II. Individual Leisure Travel, including Event Promotion
- III. Group Tours
- IV. Sporting Events



Vision Statement

The vision of the Springfield Convention & Visitors Bureau is to lead the area travel industry in promoting Springfield as a premier destination for leisure travelers and outdoor enthusiasts, a recognized and successful host city for meetings and conventions and a prominent and respected venue for sporting events.



Core Purpose Statement

Improving the economic vitality of our community by asking others to visit, explore and enjoy the many things we enjoy daily.



Corporate Culture

The CVB corporate culture is based on freedom, fun and responsibility with the standard of employing and developing high performance individuals throughout the organization.



CVB 2014 BOARD OF DIRECTORS



Randall Blackwood
Chair
Missouri State University



Tim O'Reilly
Vice Chair
O'Reilly Hospitality



Brad Danzak
Treasurer
Rolling Oaks Hospitality



Paul Sundy
Assistant Treasurer
English Restaurant & Event Management



Matt Gifford
Past Chair
Springfield Cardinals



John Acosta
Bass Pro Shops® Outdoor World®



Jim Anderson
Springfield Area Chamber of Commerce



Phill Burgess
John Q. Hammons Hotels & Resorts



Erik Crane
Copy Products, Inc.



Gordon Elliott
Elliott Lodging



Lyle Foster
Big Momma's Coffee & Espresso Bar



Stephanie Hein
Missouri State University



Tom Hilmes
CNH Reman



Collin Quigley
City of Springfield



Cara Walker Whiteley
Walker Hospitality Group

CVB STAFF



Administration



Tracy Kimberlin CDME
President/CEO



Karen Smith
*Human Resources and
Finance Manager*



The Springfield CVB has been accredited through Destination Marketing Association International since 2009.

Marketing



Laura Whisler, CDME
*Director of Marketing and
Communications*



Susan Wade
*Public Relations
Manager*



Sean Dixon
*Interactive Media
Manager*



Walter Watts
*Interactive Content
Coordinator*



Jane Rips
*Partner Development
Manager*



Ryan Allison
*Partner Development
Manager*



Steve Ross
Graphic Designer



Shelly Grauberger
Marketing Coordinator



Hubert Heck
*Visitor Information
Specialist*

Group Sales



Dana Maugans,
CDME
Director of Sales



Melissa Evans,
CHSE
Sales Manager



Lisa Perez, CMP
Sales Manager



Carrie Edinborough
Event Services Manager



Katie McBride
Sales Assistant

Sports Commission



Lance Kettering
*Sports Sales Manager & Executive Director,
Springfield Sports Commission*



Sheila Fish
*Assistant Director/Membership Development,
Springfield Sports Commission*

Other Staff

Pat Gray and Cindy Wasman, Part-time Hospitality Hosts, and nearly 80 Volunteers from the Retired Senior Volunteer Program

THE POWER OF TRAVEL

How Travel Dollars Support America



THE IMPACT OF TRAVEL



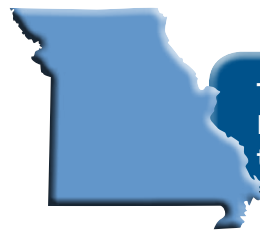
More than 18,000 people are employed in hospitality and leisure positions in Springfield and nearly 280,000 people are employed in tourism-related jobs in Missouri.

Source: TNS Travels America and Kaylen Economics



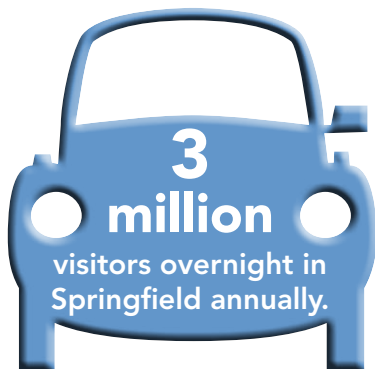
The travel industry is one of the top 10 largest employers of middle-class wage earners in the U.S.

Source: US Travel Association



Tourism is an \$11.2 billion industry in Missouri and generated \$627 million in state tax revenue in FY11.

Source: TNS Travels America and Kaylen Economics



Every U.S. household would pay an additional \$1,000 more in taxes without the revenue generated by travel and tourism.

Source: US Travel Association

Travel Marketing and Promotion



Increased Visitor Trips



TRAVEL PROMOTION'S VIRTUOUS CYCLE



New Jobs & Tax Revenues



Additional Visitor Spending

Source: US Travel Association

CVB STAFF OBJECTIVES

The objectives that follow illustrate planned marketing activities for the 2013/2014 fiscal year. This is by no means a complete list of CVB activities and does not address administrative or many day-to-day responsibilities of CVB staff. In addition, this report showcases the results of these efforts in the following pages charts and graphs. For a complete list of all objectives and action plans included in the FY14 Marketing Plan or any additional statistics not included in this report, please contact the CVB at 417-881-5300.

Administration

- Continue to advocate for development of a convention complex on the lot adjacent to the Expo Center and Jordan Valley Car Park and support recommendations given in the Hunden Strategic Report.
- The CVB will participate in the reallocation of the hotel tax previously provided to Wonders of Wildlife. Grants will be distributed to successful applicants who can illustrate their capital projects will positively impact overnight travel.
- The CVB will continue to operate a Visitor Information Center at the Springfield-Branson National Airport and the Route 66 Visitor Information Center in the Jordan Valley Car Park. The center will continue to be themed "Route 66" and will be promoted in all collateral materials and on the CVB website as a place to learn about Route 66 history.
- The CVB will compile all necessary documentation to submit a renewal application for the Destination Marketing Association International Accreditation Program. In addition, a Standard Operating Procedures Manual and Capital Equipment and Replacement Policy will be developed to remain in compliance with the accreditation going forward.
- The CVB will continue to invest in technology by upgrading the bureau's D3000 database used by the entire staff.
- In order to stay current with emerging digital trends and to reflect current and future staffing needs, changes to the CVB's organization structure will be investigated.
- The CVB plans to take over bookkeeping procedures that were previously handled by the city of Springfield.
- The "Discover SGF!" hospitality training program will be revamped as an online training portal, accessible 24/7 on any device with an internet connection.



SGF Airport Visitor Information Center



Route 66 Visitor Information Center

Marketing

- Staff will continue to pursue advertising sales and sponsorships to increase private revenue to fund marketing programs. Advertising opportunities will include CVB print publications, website, mobile application and displays at the Route 66 Information Center, Springfield Expo Center and Springfield-Branson National Airport.
- Advertising efforts will again encourage partnerships with the local travel industry and the Missouri Division of Tourism to leverage the CVB's advertising dollars. Because of recent reductions in the Missouri Division of Tourism's Cooperative Marketing Program, the CVB will be able to apply for only \$410,000 in funding, down from \$580,000 in FY11. Total advertising placed by the CVB and its partners will be nearly \$800,000 and account for approximately 30 percent of the CVB's total budget.
- The CVB will partner with advertising agency MMGY Global to assist with development and implementation of marketing campaigns for the leisure, convention and sports markets.
- Consumer advertising campaigns will utilize new creative developed in FY14. Advertising partners include the CVB, Bass Pro Shops® Outdoor World®/Wonders of Wildlife, Springfield Cardinals and the Missouri Division of Tourism. The campaign will feature vacation options that are fun and affordable, with support of an integrated social media and public relations campaign.
- The use of online advertising, social networking sites (Twitter, Facebook, LinkedIn, etc.), and user-generated blogs and other websites such as TripAdvisor will be utilized to enhance the CVB's online presence and increase awareness of Springfield as a travel destination.
- The CVB will continue to upgrade its website and mobile web applications will continue to be utilized and enhanced.
- An e-mail marketing campaign will be developed to allow the CVB to target potential visitors based on their interests. The campaign will allow the CVB to send relevant content in an effort to increase open and click-thru rates.
- Local, regional and national public relations will continue as a high priority to supplement the CVB's advertising efforts. Travel writer site visits will be encouraged.
- Other public relations efforts will include utilizing local public relations professionals on a public relations advisory committee, conducting press conferences to announce the booking of major conventions and events and continuing to utilize Vocus software to provide press release distribution and maintain media contacts.
- The CVB's Annual Salute to Travel & Tourism Awards Banquet will be continued in early spring with a focus on the travel industry and CVB marketing efforts.
- Market research efforts have increased over the past several years and will continue to guide the CVB's marketing efforts.
- The CVB will participate in a cooperative marketing effort with the Missouri Division of Tourism to market to international travelers through Brand USA.



CVB STAFF OBJECTIVES



Group Sales

- Convention sales efforts will focus on attracting conventions of all sizes, including SMERF (social, military, educational, religious and fraternal) and association markets.
- Other convention sales efforts include providing financial incentives for major groups, particularly annual events, to influence their decisions to convene in Springfield.
- Staff will host an annual familiarization tour, Hammons Field client events and a Jefferson City sales blitz; increase trade journal advertising to promote Springfield; subscribe to online meeting and sporting event planner databases; and attend and sponsor meeting and convention industry trade shows and marketplaces.
- Continued emphasis will be placed on attracting amateur sporting events to the city. The CVB will manage and work closely with the Springfield Area Sports Commission to attract events to Springfield and develop an "owned" event to attract out-of-town teams. The CVB's sports sales manager also serves as executive director for the Sports Commission.
- Convention and sports advertising will continue through the Cooperative Marketing Program with the Missouri Division of Tourism.
- Continue to utilize Sammie the Springfield spokesmonkey to promote event venues and convention sales efforts.
- Partner with the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau on a meeting planner survey and other sales/marketing initiatives.
- Implement a new system called PassKey for online convention and event registration and reservations.



TRAVEL & AIRPORT STATS



Springfield, Missouri, is conveniently located right "in the Middle of it all."

Miles to Springfield from...

Bentonville, AR	120
Branson, MO	45
Chicago, IL	515
Dallas, TX	420
Des Moines, IA	360
Indianapolis, IN	460
Kansas City, MO	170
Little Rock, AR	215
Memphis, TN	285
Minneapolis, MN	600
Nashville, TN	440
New Orleans, LA	690
Oklahoma City, OK	290
Omaha, NE	360
St. Louis, MO	220
Tulsa, OK	185
Wichita, KS	270



Direct Flights to Springfield from...

Atlanta, GA (ATL)
Chicago, IL (ORD)
Dallas/Ft. Worth, TX (DFW)
Denver, CO (DEN)
Fort Myers, FL (RSW)
Las Vegas, NV (LAS)
Los Angeles, CA (LAX)
Memphis, TN (MEM)
Minneapolis/St. Paul, MN (MSP)
Orlando, FL (SFB)
Phoenix/Mesa, AZ (IWA)
St. Petersburg/Tampa, FL (PIE)

Springfield is in the southwest corner of Missouri. Good highway access via Interstate 44 directly links two major cities to Springfield. Springfield is 220 miles southwest of St. Louis and 185 miles northeast of Tulsa.

Intersecting Interstate 44 on the northeast corner of Springfield is U.S. 65, linking the Branson/Lakes area. U.S. 65 is four lanes between Springfield and Branson. U.S. 65 and Interstate 44 are connected on the southern boundary of Springfield on U.S. 60. Other major highway access includes Missouri 13 with expansion to four lanes between Springfield recently completed, making the drive to Kansas City four lanes all the way.



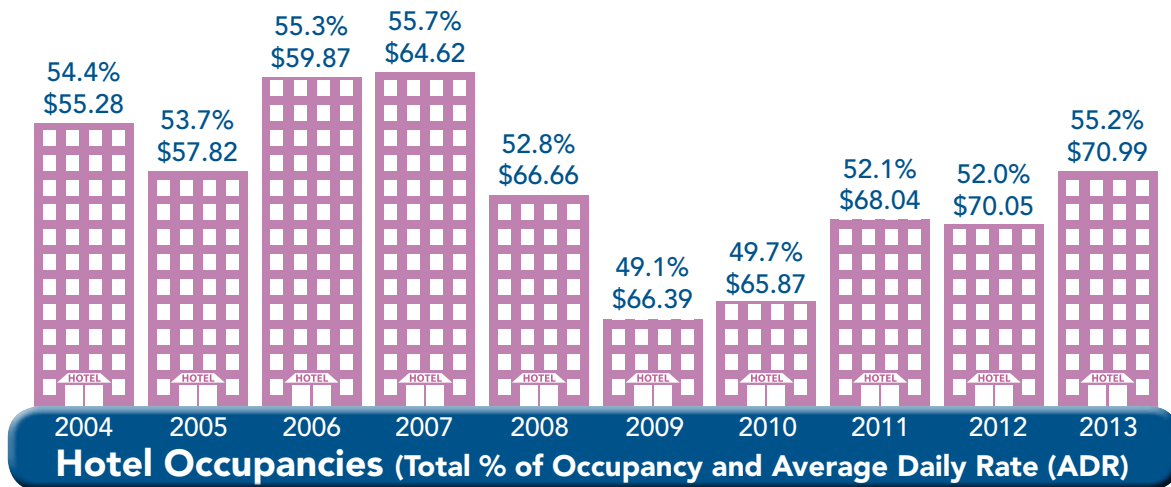
The Springfield-Branson National Airport offers more than 40 daily arrivals and departures with nonstop service to Atlanta, Chicago, Dallas/Ft. Worth, Denver, Fort Myers/Punta Gorda, Las Vegas, Los Angeles, Orlando, Phoenix and Tampa. Four airlines serve the airport: Allegiant, American, Delta and United.

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Total Boardings	721,706	888,738	864,999	882,904	779,995	811,771	796,251	731,395	752,214	756,641
% Change	10.49%	23.14%	-2.67%	2.07%	-11.66%	4.07%	-1.91%	-8.15%	2.85%	1.00%

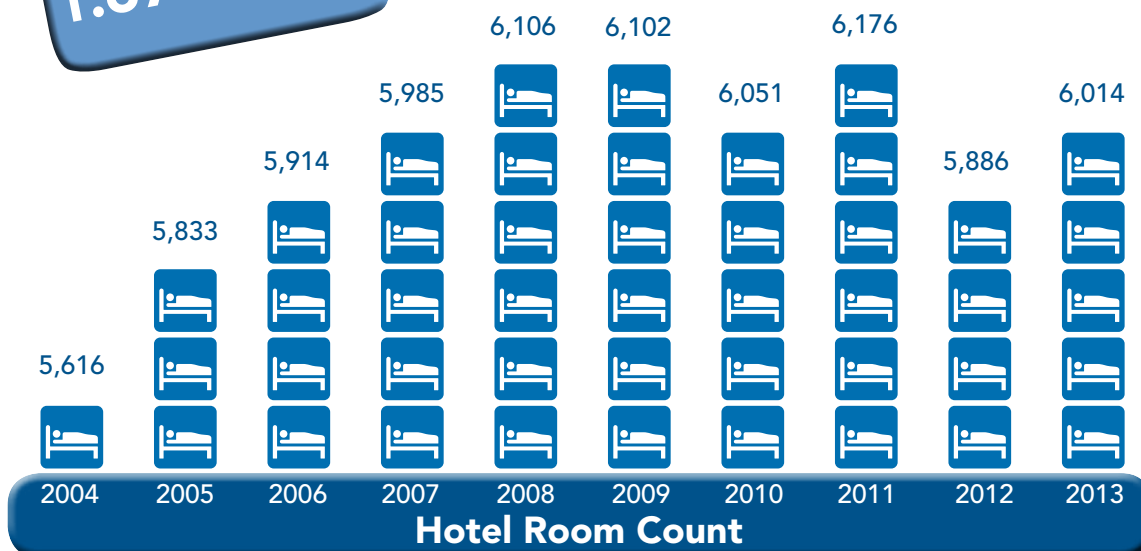
Hotel occupancy

Hotel occupancy and average daily rate statistics have been compiled by the bureau on a monthly basis since 1987. More than 80% of available rooms currently report these statistics to the bureau. These statistics are analyzed to determine trends in the industry and periods of low occupancy where bureau marketing efforts should be concentrated.

Until 1994, hotel occupancies were becoming seasonal due to overnight travel created by tourism increasing at a rate exceeding business and other overnight travel. Although tourism to the area continues to grow, the addition of rooms in the Branson area eliminated overflow to Springfield, causing occupancies in Springfield during the tourist season to drop.



2013 Average Length of Stay
1.67 Nights



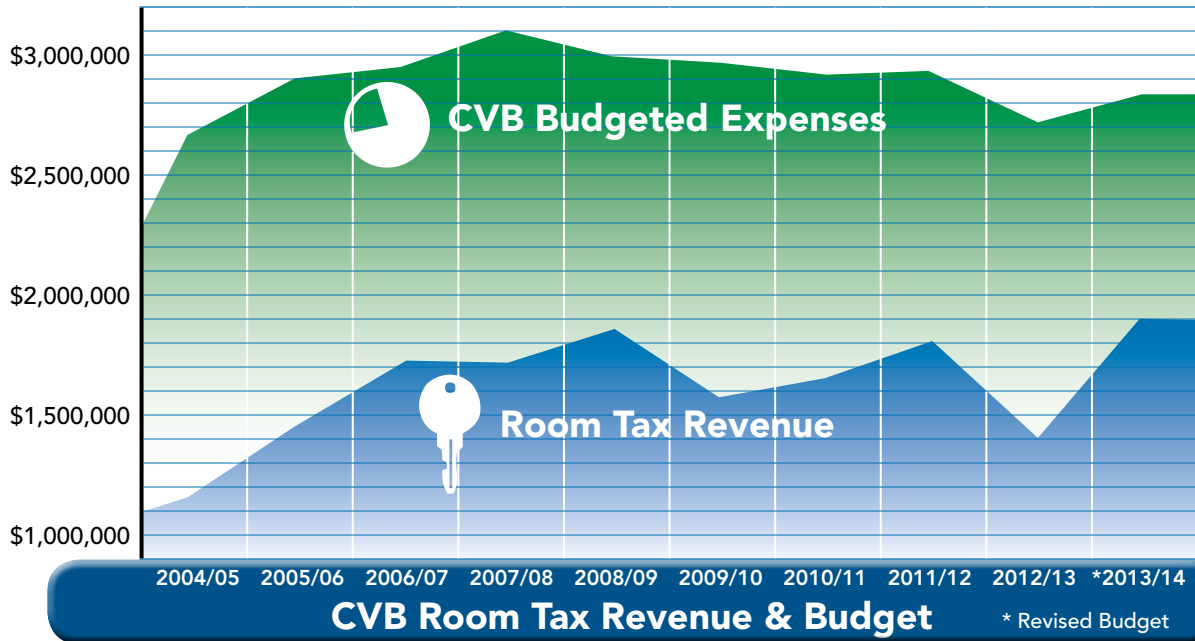


Hotel Tax Rates

The original 2% hotel/motel tax was passed by Springfield City Council in 1979. On February 3, 1998, Springfield voters approved a hotel/motel tax increase of 2.5 cents. The increase went into effect on April 1, 1998. On February 3, 2004, voters again approved an increase of 1/2 cent in the hotel/motel tax. This increase went into effect on April 1, 2004, making the total hotel/motel tax 5%.



Hotel Tax Rates in Other Missouri Cities



Additional revenues are received through private sources and a cooperative marketing program from the Missouri Division of Tourism.

	ALL CVBs*	CVBs with BUDGETS of \$2-5 MILLION*	SPRINGFIELD BUDGET*	SPRINGFIELD BUDGET*
Personnel Costs	38.9%	39.4%	37.3%	\$1,085,798
Sales & Marketing	49.6%	48.3%	53.1%	\$1,546,151
Admin. & General	11.5%	12.3%	9.5%	\$275,311
Total Expenses	100%	100%	100%	\$2,907,260
Media Advertising**	21.0%	19.7%	35.1%	\$1,021,338
Revenue From Public Sources	85.7%	84.5%	78.7%	\$2,308,524
Lodging Tax	N/A	N/A	64.4%	\$1,890,524
MDT Co-Op Marketing	N/A	N/A	14.2%	\$418,000
Revenue From Private Sources	14.3%	15.5%	21.3%	\$625,189
Total Revenue			100.0%	\$ 2,933,713

FY14 Comparison of Expenses by Major Categories

* All DMAI figures are taken from the DMAI 2013 DMO Organizational & Financial Profile Report (latest available). Springfield CVB figures are from the revised 2013/2014 budget, excluding the Contingency line item but including approved Missouri Division of Tourism Cooperative Marketing Projects.

** Media Advertising is included in Sales & Marketing Expenses.

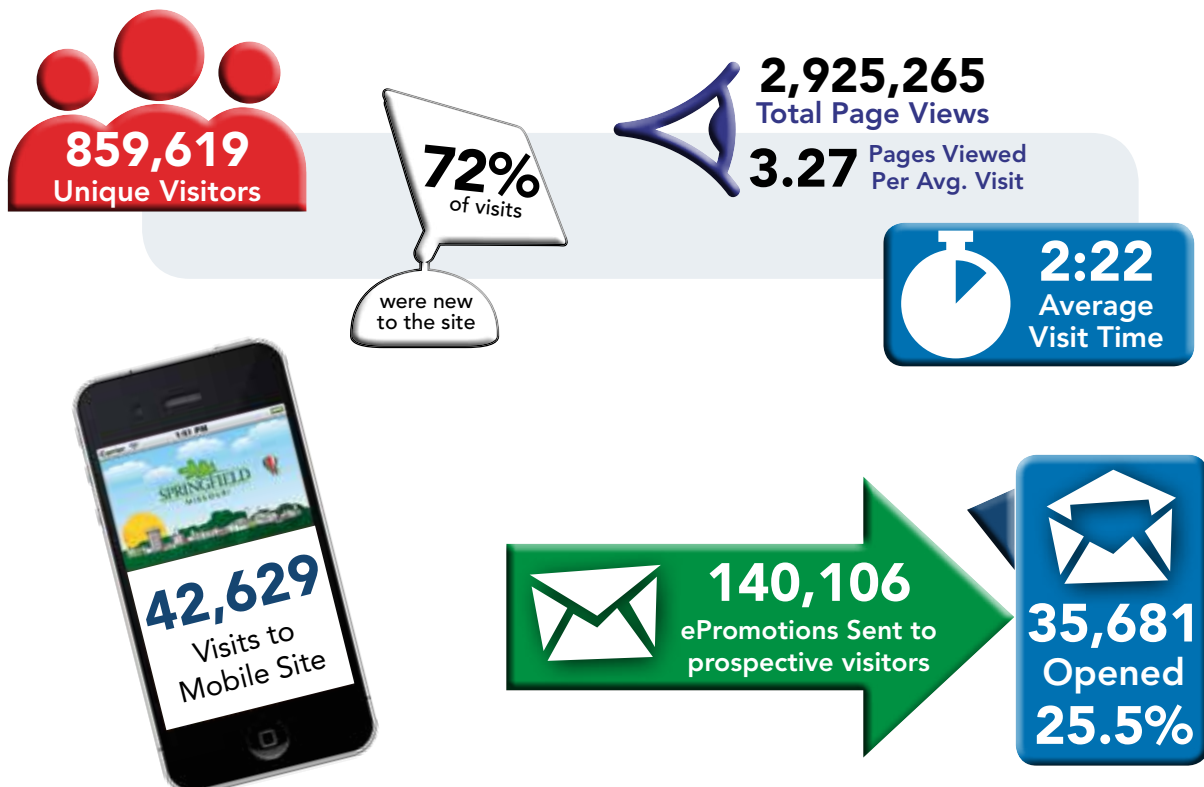
WEBSITE VISITORS



Website Visitor Sessions by Year

* Website analytics switched from GoDaddy to Google Analytics in April 2010. In addition, the numbers since April 2010 are qualified as unique visitors instead of total user sessions, making comparisons with anything before April 2010 inaccurate.

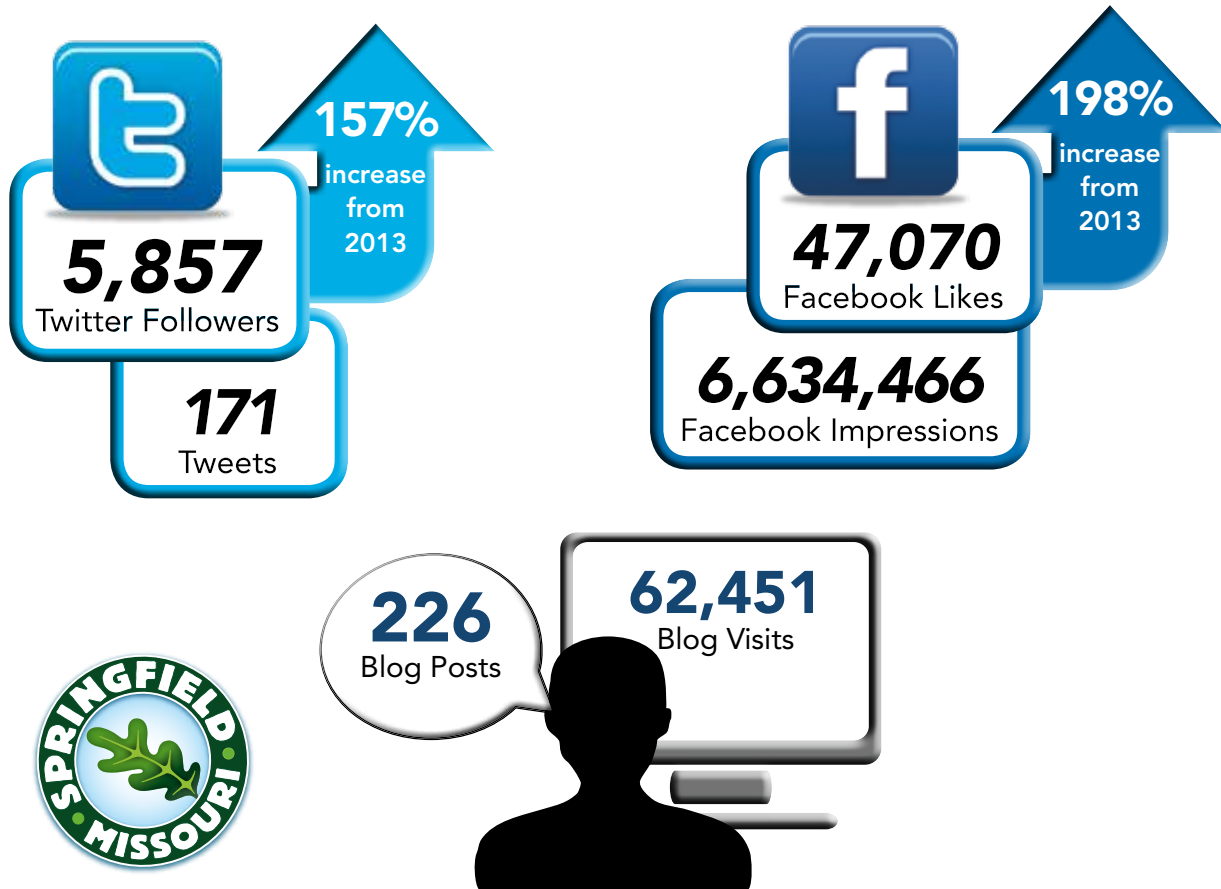
2013 Website Totals



SOCIAL MEDIA & ONLINE BOOKINGS



2013 Totals – ILove.SpringfieldMO.org



JackRabbit Direct Booking Engine 2013 Stats

The CVB partnered with the Springfield Hotel Lodging Association to offer online hotel bookings on the CVB website using the JackRabbit online travel engine..



MARKETING PARTNERSHIP PROGRAM

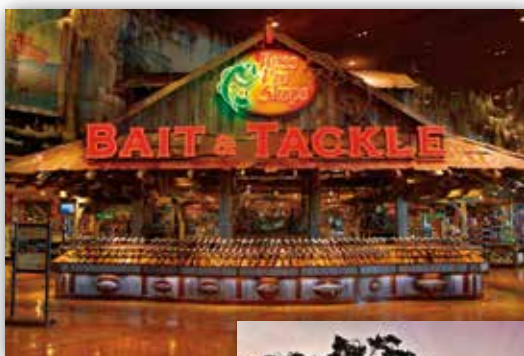


Marketing Partnership and Advertising Program

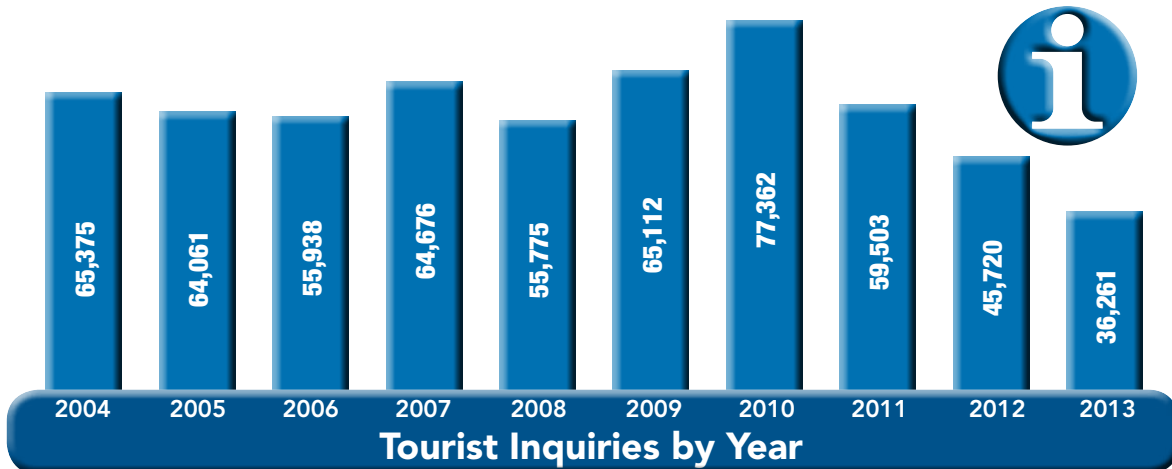
For many years, the CVB has offered a Marketing Partnership and advertising program for area businesses. Opportunities range from advertising in CVB publications and website, to display opportunities in the Route 66 Information Center, Springfield Expo Center and Springfield-Branson National Airport. Businesses outside the city limits of Springfield pay an additional annual Marketing Partnership fee to be included in CVB advertising programs. Businesses inside the city limits of Springfield receive a free partnership and only pay annual advertising fees.

Partnership Program	
Marketing Partners–Springfield	245
Marketing Partners–Area	61
Total Partners	306
Retention	87%
Private Revenues	
Partner Dues	\$15,913
Publication Advertising	\$161,901
Website/Digital Advertising	\$71,285
Display Advertising	\$120,643
Marketing Campaign Partners	\$175,000
Total	\$544,742

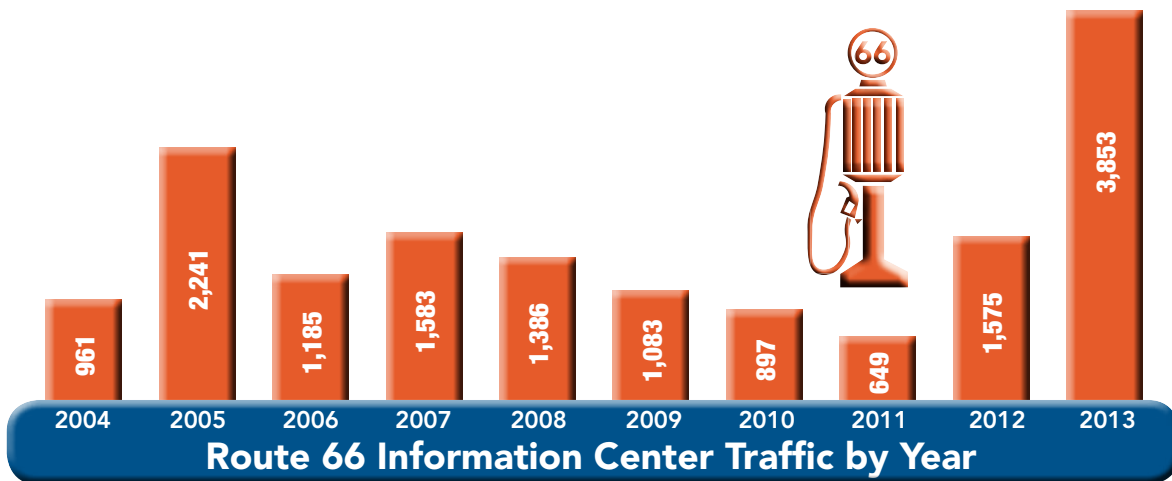
FY13 Marketing Partnership Program



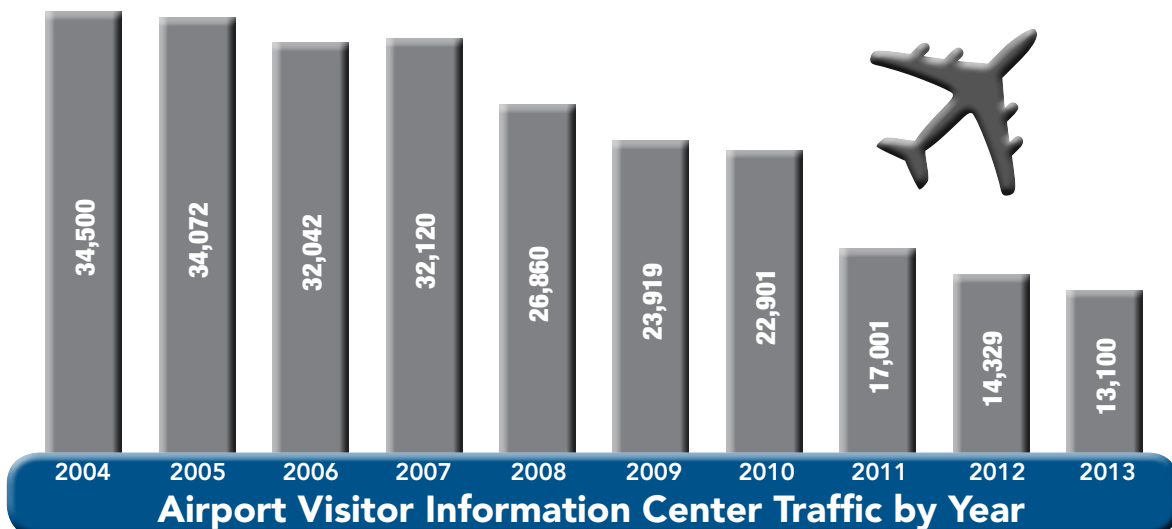
TOURIST INQUIRIES/TRAFFIC



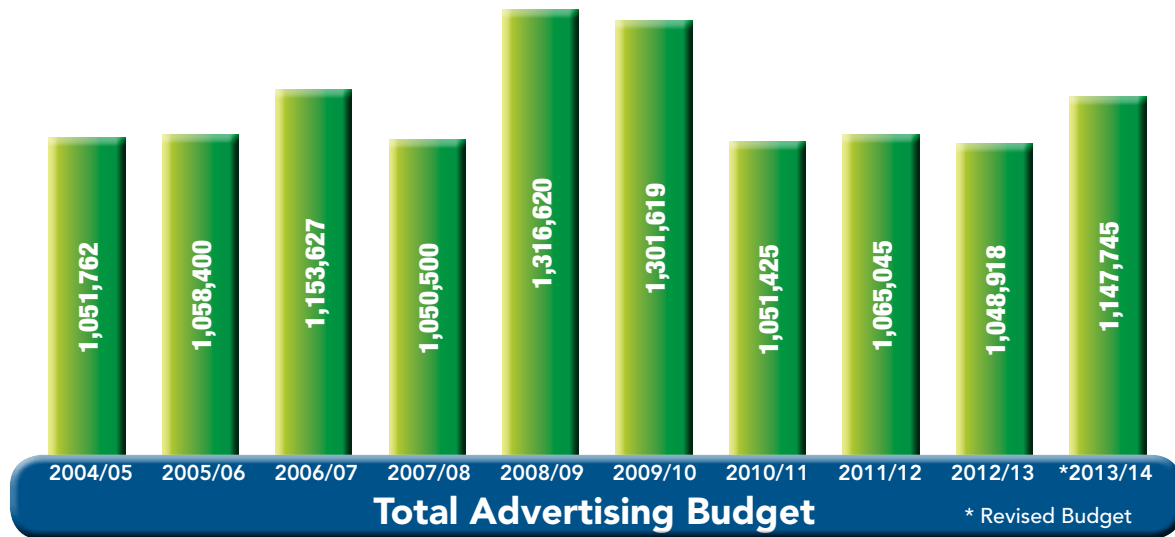
Beginning in 2011, media advertising has focused on digital advertising designed to increase website visitation, causing traditional inquiries to significantly decrease. This downward trend is expected to continue.



In order to increase the investment of limited resources into digital marketing efforts, the CVB closed one of its three Tourist Information Centers (Battlefield and US 65) in October 2012 that was experiencing declining visitor counts. At that same time and in an effort to impact Route 66 product development in the city, the downtown information center was expanded and rebranded as the Route 66 Information Center, featuring improved signage and Route 66 information, souvenirs and memorabilia.



The Springfield-Branson National Airport moved into its new terminal in May 2009. The Information Center is staffed exclusively by volunteers. Although a thorough effort is made to have the center staffed when planes are arriving and departing, volunteer schedules and changing flight schedules can significantly impact the number of visitors served by this information center each year. Brochures and other information are available for pickup 24 hours a day.



FY 2013 Advertising Campaigns

	Leisure	Convention
Media Budget	\$859,359	\$78,810
CVB Investment	\$311,023	\$18,810
Local Media Partner Investment	\$165,000	\$10,000
State of Missouri Investment	\$383,336	\$50,000
Advertising Impressions	97,195,279	1,076,844
ROI Per Media Dollar	\$45	
Traditional Inquiries	33,951	
Estimated Visitor Parties	17,387	
Incremental Direct Spending	\$9,600,000	

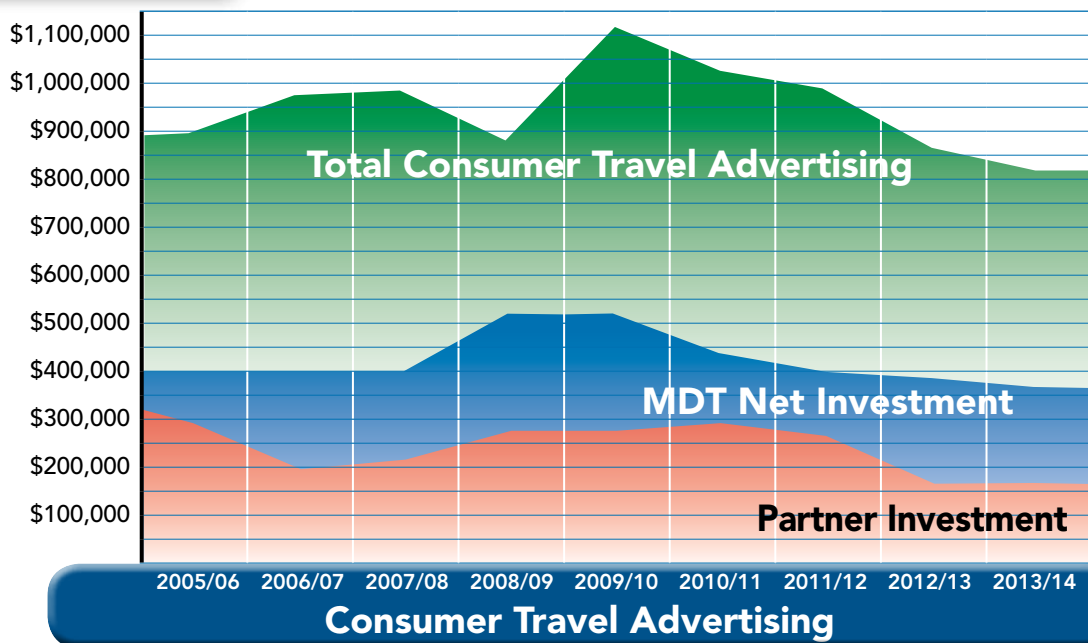
FY13 Marketing Partnership Program

FY13 Conversion Study by H2R Market Research



MMGY Global is the advertising agency of record for the CVB.

CONSUMER TRAVEL ADVERTISING



The CVB received \$383,335 in matching funds from the Missouri Division of Tourism Cooperative Marketing Program for leisure advertising in FY13.

With partners Bass Pro Shops®, Wonders of Wildlife, Fantastic Caverns and the Springfield Cardinals, the CVB executed a more than \$1 million advertising campaign. The campaign utilized paid media including TV, radio, newspaper, magazines, online banners, search engine marketing, digital retargeting, social media and public relations in an effort to generate overnight visitation to Springfield.

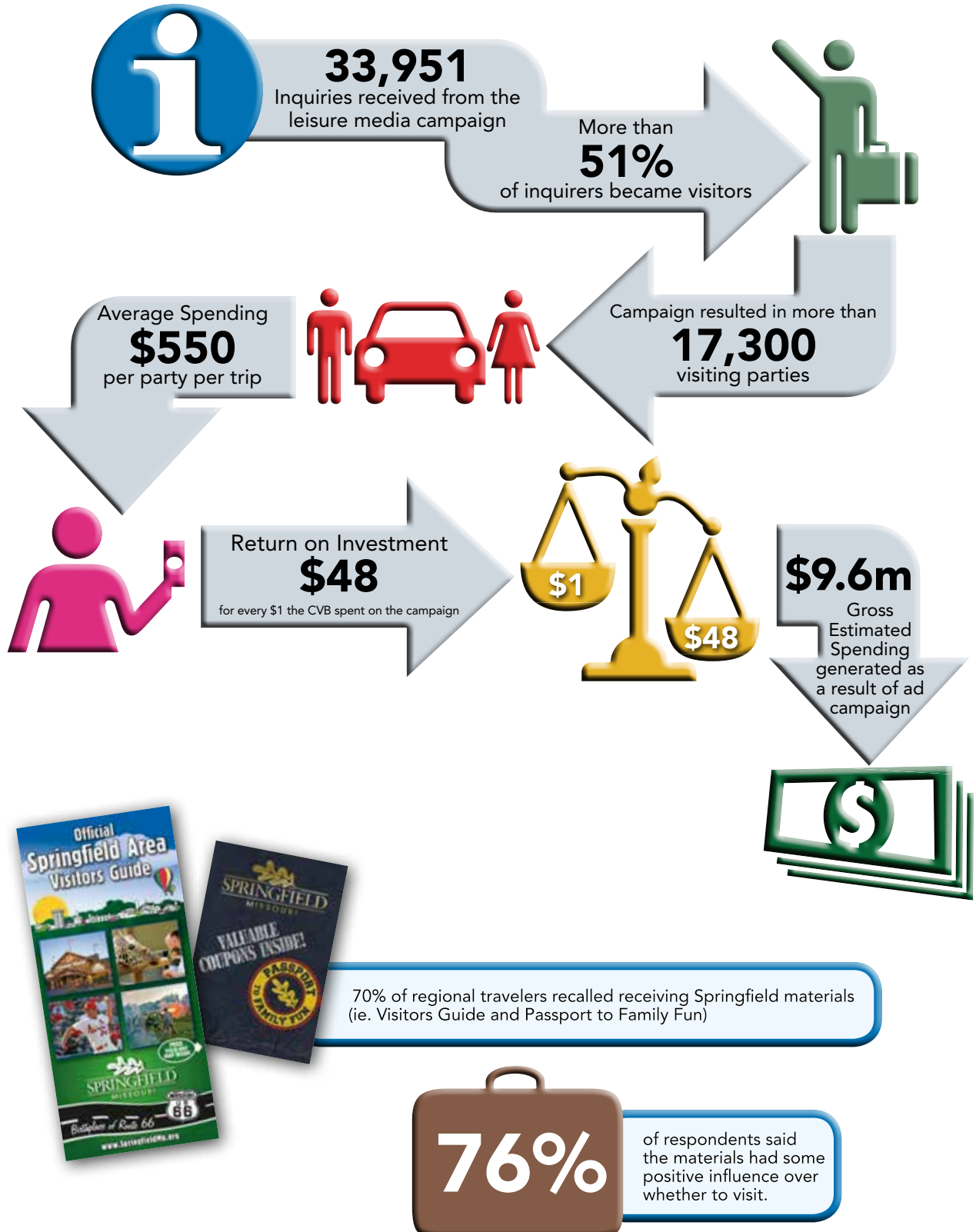
The campaign generated:

- 45,000+ inquiries
- 50,000+ website visitors at www.VacationSpringfield.com, the campaign specific URL
- 55,000+ mobile website downloads

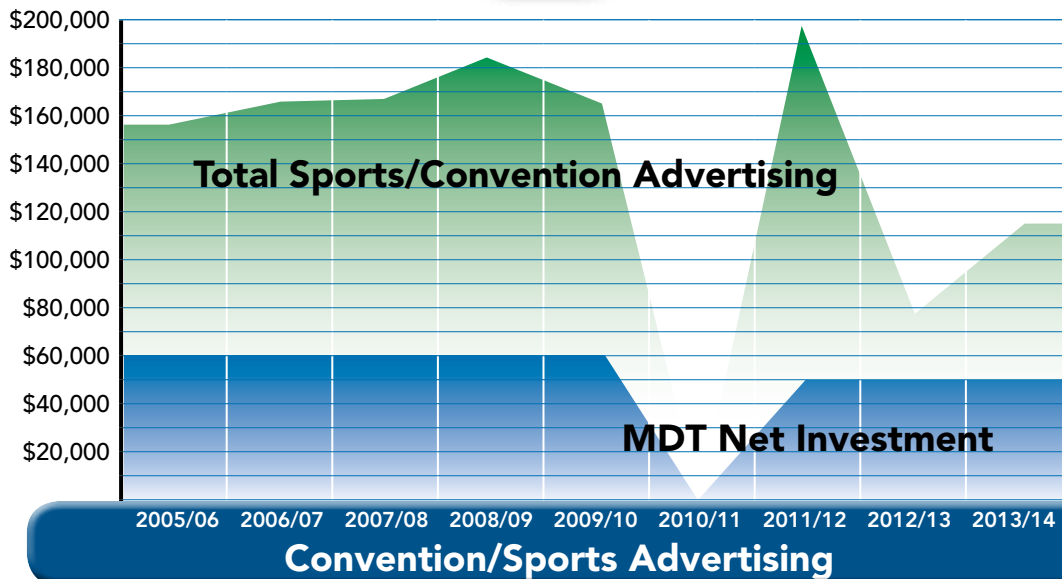
To see the entire campaign visit coop.springfieldmo.org

2013 Conversion Study

A Conversion Study was conducted by H2R Market Research in 2013 revealing the following statistics.



SPORTS/CONVENTION ADVERTISING



The Springfield CVB received \$50,000 in matching funds from the Missouri Division of Tourism Cooperative Marketing Program to conduct a convention/sports marketing campaign in FY13.

The campaign utilized advertising in trade journals and on association websites, e-mail blasts, social media and public relations in an effort to generate awareness of Springfield as a travel destination for meetings, conventions, conferences and sporting events.

Due to budget cuts in the cooperative marketing program, the dollars typically received for convention and sports markets were shifted to the leisure campaign in FY11 only.

SAMMIE SPRINGFIELD CAMPAIGN

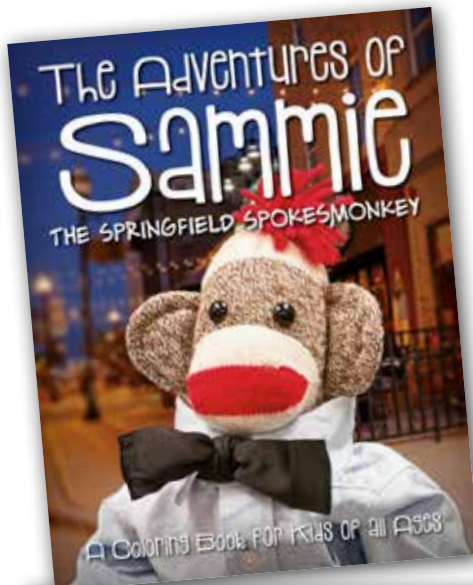


The local convention cooperative marketing program is a partnership between the CVB and the city's largest convention/meeting spaces, the Ramada Plaza Hotel & Oasis Convention Center and the University Plaza Hotel & Convention Center. In 2012, the CVB recognized the need to conduct a campaign that would stand out and get the attention of meeting planners amid the ever-growing regional competition for convention and meeting business. As a result, a direct mail campaign was developed that features a sock monkey called Sammie.

The Sammie Springfield campaign features a sock monkey that is the "Spokesmonkey" for the city and star of three campaign elements: a high-fashion book, a Sammie Springfield sock monkey with Springfield Meeting Planners Guide and a familiarization tour invitation. The direct mail components were mailed to more than 400 highly qualified and targeted meeting planners who have events that are not currently meeting in Springfield but could be accommodated by our facilities.

Campaign Goals:

- Surprise the meeting planner by sending direct mail that is significantly different from the typical postcard or brochure.
- Educate planners about the unique and affordable meeting venues within the city.
- Create a platform to allow CVB sales staff to more easily access meeting planners to schedule follow-up appointments and meetings about hosting events in Springfield.



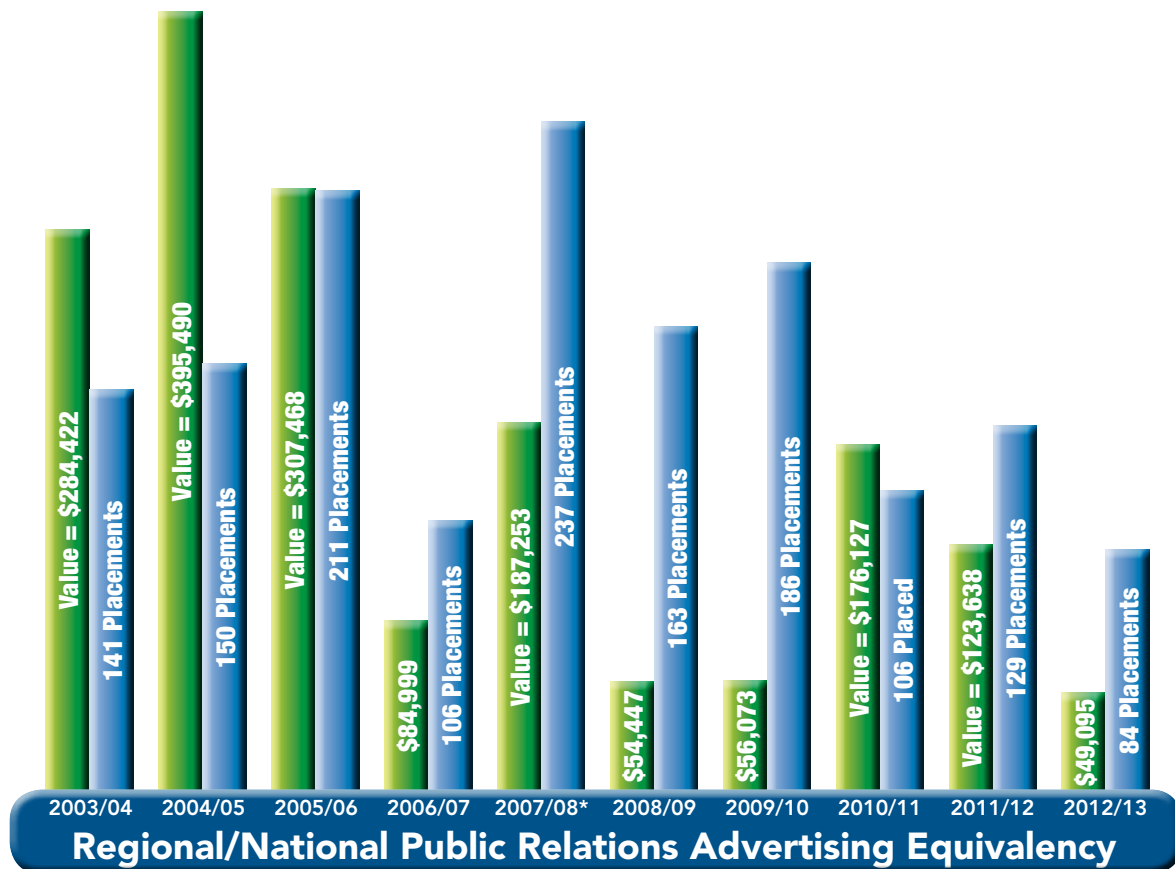
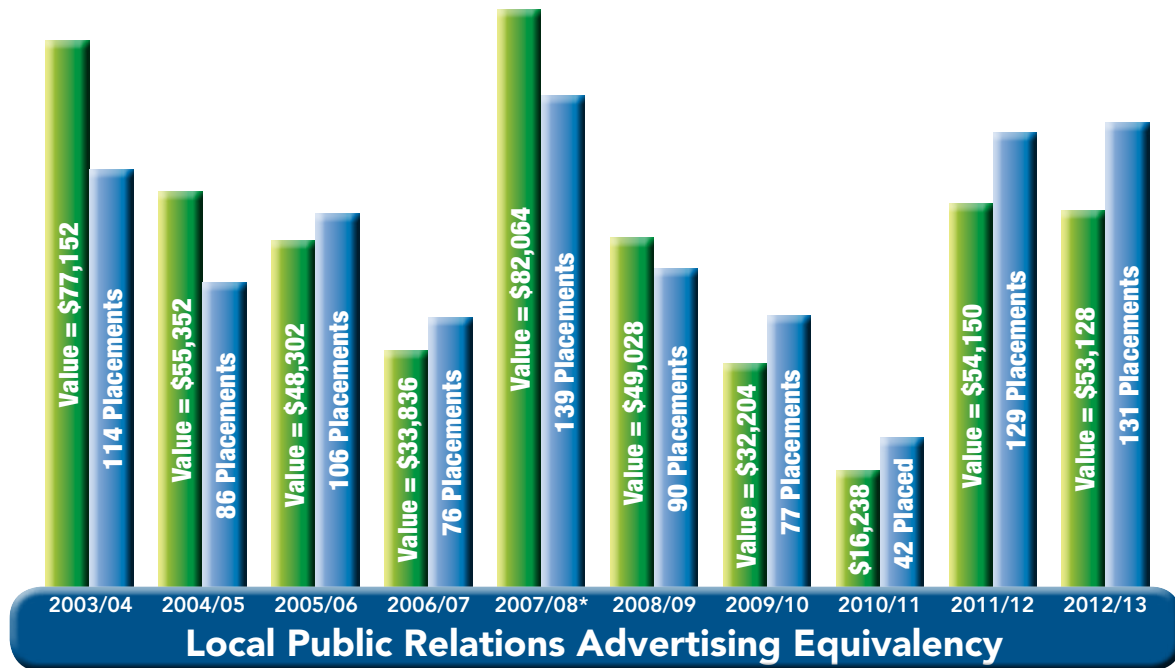
Campaign Results:

Since launching the Sammie promotion, CVB sales staff have booked more than 20 groups representing:

- 46,000+ meeting attendees
- 19,000+ room nights
- \$17,250,000+ gross estimated spending (based on conservative estimate of \$150 per attendee staying an average of 2.5 days per meeting)
- In addition, the campaign has received the following awards and accolades:
 - ★ Platinum Integrated Marketing Adrian Award from the Hospitality Sales and Marketing Association International
 - ★ 2013 Marketing Campaign Award from Missouri Division of Tourism
 - ★ Received Best of Show, Judges' Choice, Best of Kansas City and platinum in Division 3 in the Graphex Awards from the Printing and Imaging Association of MidAmerica



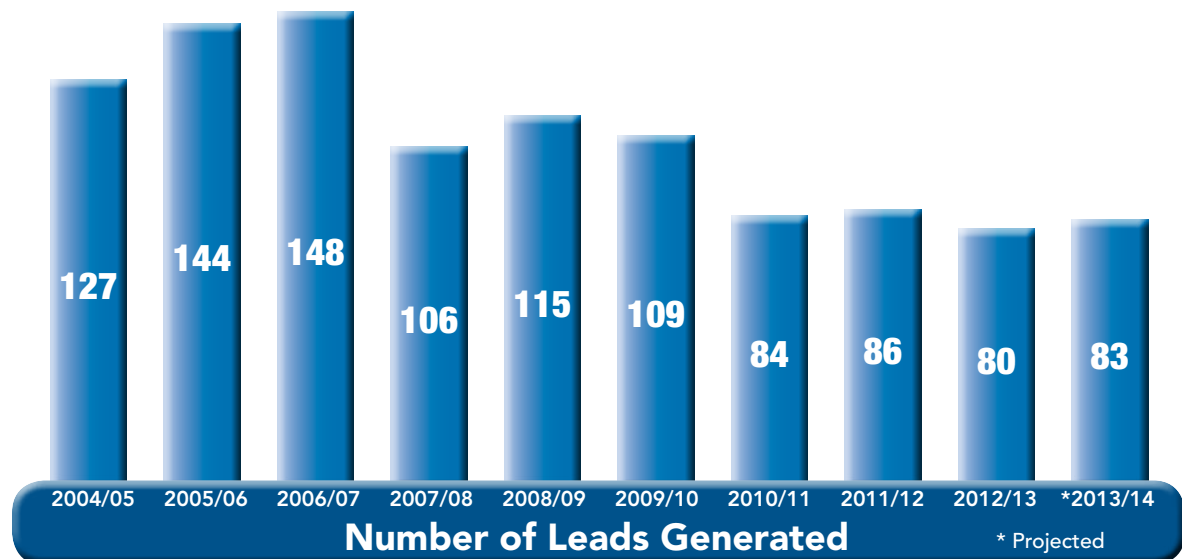
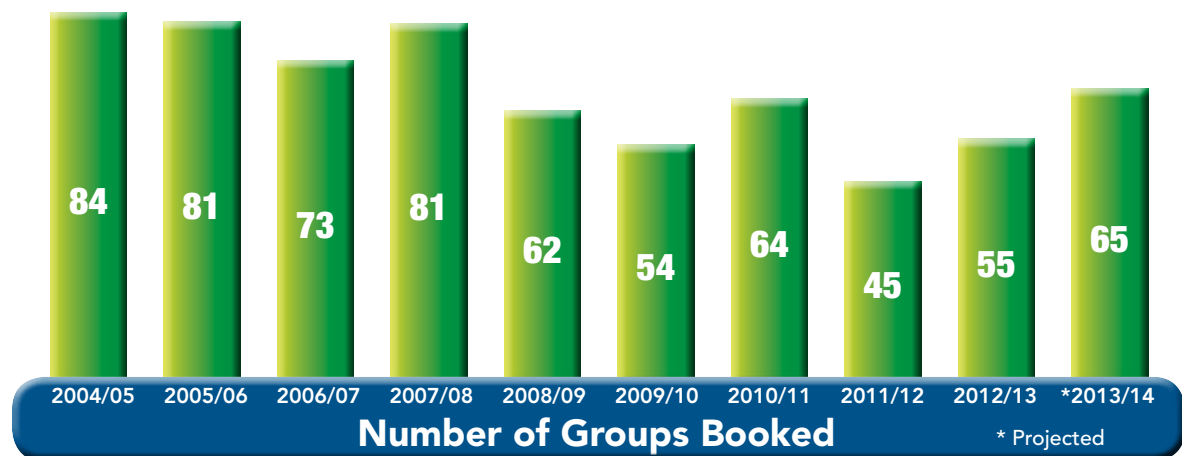
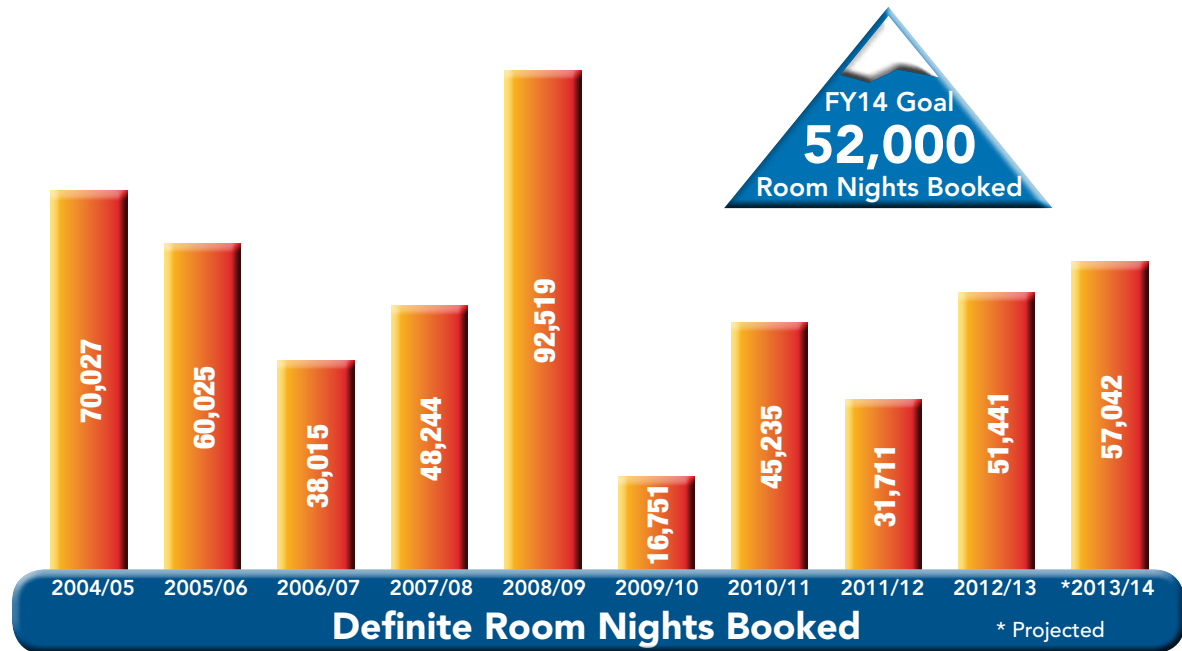
PUBLIC RELATIONS EFFORTS



The Springfield Bureau does not use a multiplier when computing local, regional or national ad value.

*Ad value for 2007-08 was affected by a change in the measuring tool used to compute ad value. Previous ad value rates were computed using a traditional clipping service but in 2007-08, Vocus software was used. Beginning in 2008-09, ad value is computed using a more comprehensive, traditional clipping service.

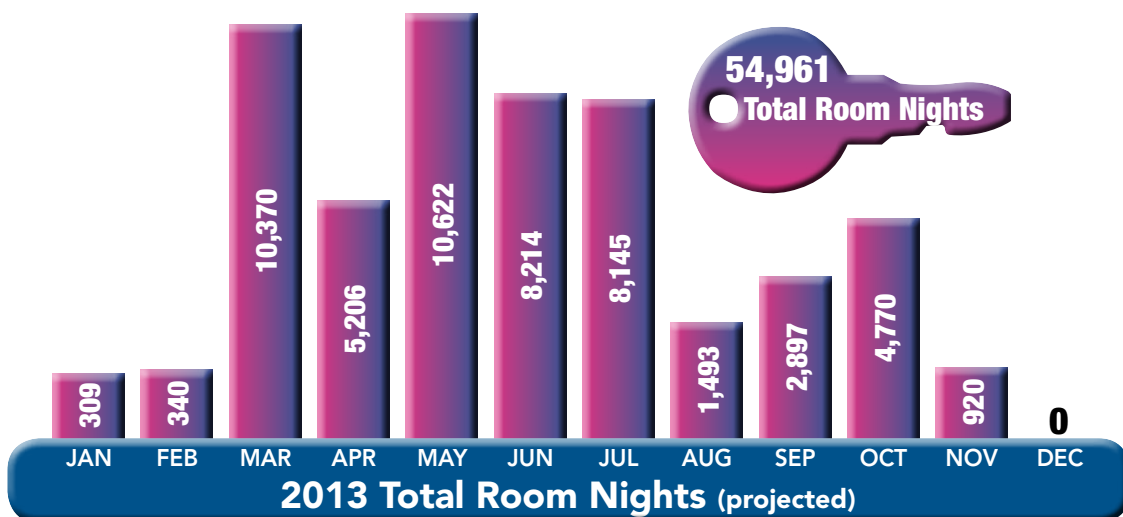
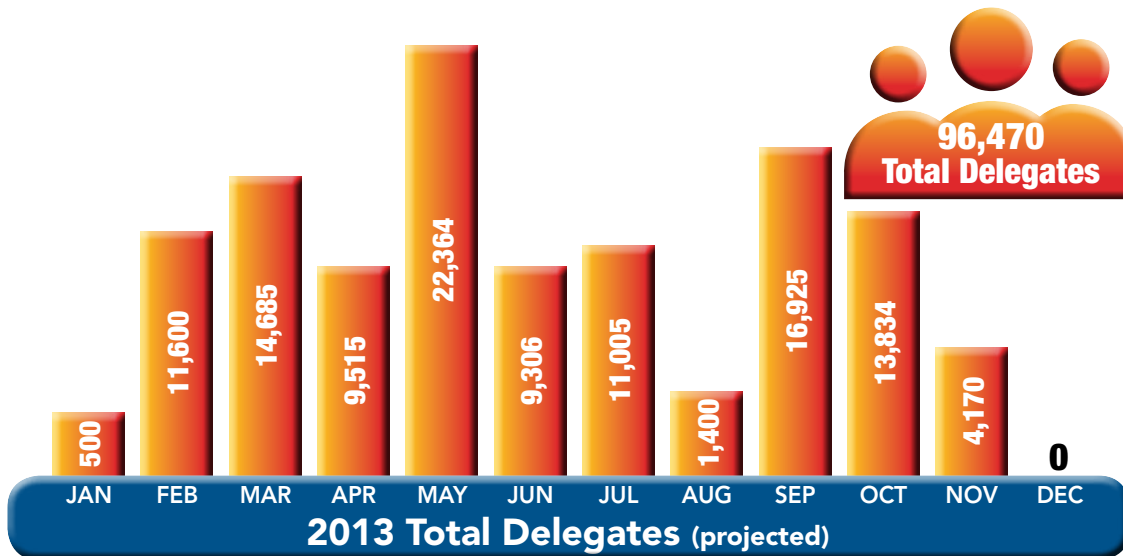
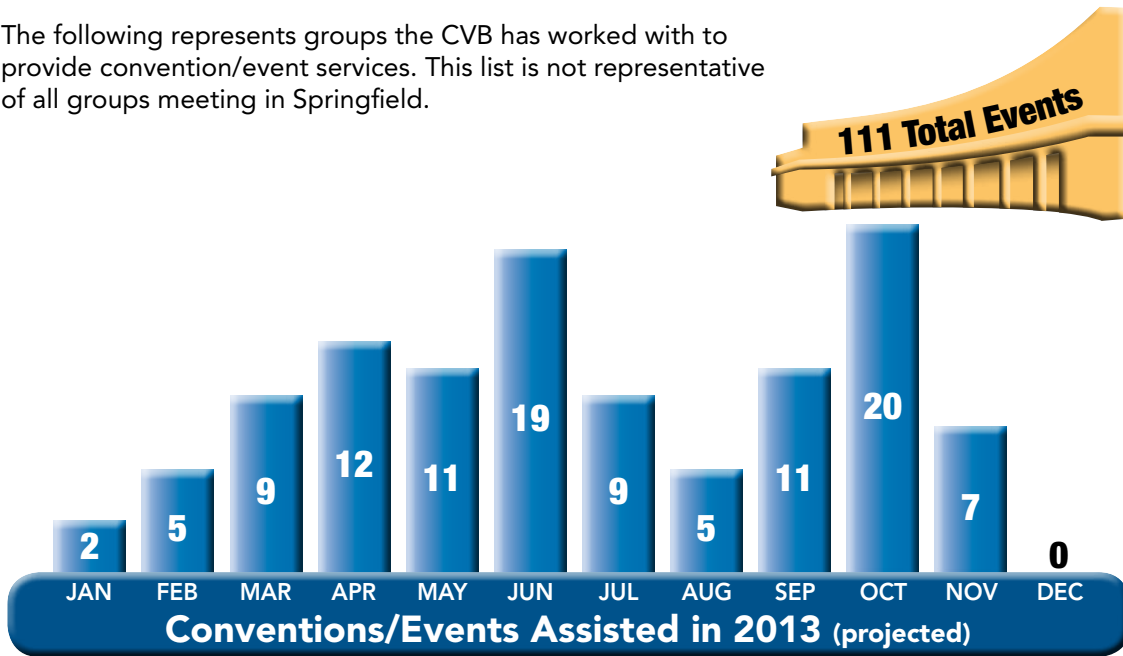
GROUP SALES



CONVENTION/EVENT SERVICES



The following represents groups the CVB has worked with to provide convention/event services. This list is not representative of all groups meeting in Springfield.



GROUP SALES



CVB sales staff conducted the following activities in 2013:



Hosted 17 site visits to Springfield



Represented Springfield at 19 convention and sporting event planner trade shows



Hosted 4 client events



Conducted a sales blitz in Jefferson City and a telemarketing blitz



Hosted a Familiarization (FAM) Tour of Springfield for meeting planners

Booked 50 events that will bring more than 56,500 total room nights and more than 75,000 attendees to the city.



Major Conventions & Events Booked in 2013

Event Name	Date	Attendance	Room Nights
82nd Airborne Division Association	Aug-14	750	1,060
Airflow Club of America	Jun-14	120	200
Assemblies of God Centennial Celebration	Aug-14	10,000	4,700
Association of Electric Cooperatives	Mar-14	150	308
Christian Women's Motorcycle Association	Apr-14	400	454
Classic Thunderbird Car Club, International	Jul-14	800	1,020
Harley Owners Group	Jun-14	700	840
Missouri Department of Transportation	Apr-14	500	1,425
Missouri Department of Transportation	Apr-13	550	1,090
Missouri Department of Social Services	Various	300	965
Missouri Parks & Recreation Association	Mar-14	475	550
Missouri State Women's Bowling Championships	Apr-14	600	1,200
Missouri Youth Soccer Association	Nov-16	500	510
Missouri Youth Soccer Association	Oct-16	2,000	2,070
Missouri Youth Soccer Association	Jun-17	8,000	3,300
Missouri Youth Soccer Association	Jun-17	2,000	900
Missouri Youth Soccer Association	Apr-14	3,000	1,400
National Christian Homeschool Basketball Championships	Mar-16	9,000	7,388
National Christian Homeschool Basketball Championships	Mar-15	9,000	7,388
National Christian Homeschool Basketball Championships	Mar-17	9,000	7,388
National Christian Homeschool Fall Nationals	Oct-14	800	560
National Christian Homeschool Soccer Championships	Oct-13	300	360
National Christian Homeschool Spring Nationals	May-14	1,000	494
National Fishing Lure Collectors Club	Jul-15	2,500	1,450
Premier Baseball Incoming Freshman Championship	Jul-14	1,000	1,500
Premier Baseball Senior Championship	Jul-14	1,000	1,500
Professional Outdoor Media Association	Mar-15	200	525
Show Me State Games Figure Skating	Nov-13	600	365
SpyderFest	Apr-14	3,500	3,220

Major Conventions & Events Hosted in 2013

Event Name	Date	Attendance	Room Nights
Heart of America Dairy Expo	Jan-13	300	250
American Collegiate Hockey Association	Mar-13	1,600	1500
Missouri Winter Games	Feb-13	1,300	500
Missouri Art Education Association	Mar-13	450	380
National Christian Homeschool Basketball Championships	Mar-13	9,000	7,300
Missouri Winter Games	Mar-13	1,300	500
Ozarks Coca-Cola/Dr. Pepper Lake Country Soccer Friendship Cup	Apr-13	2,500	1,200
SpyderFest	Apr-13	9,000	2,000
TOPS Clubs, Inc.	Apr-13	1,200	500
Harley Owners Group	May-13	800	840
Missouri Department of Transportation	Apr-13	500	400
Missouri National Guard Association	Apr-13	400	500
Shallow Exploration Drillers Association	Apr-13	175	305
National Christian Homeschool Spring Championships	May-13	800	400
Missouri Youth Soccer Association	May-13	10,000	5,000
National Street Rod Association	May-13	9,000	3,500
Missouri State High School Activities Association - Boys State Golf Championships	May-13	400	240
Missouri State High School Activities Association - Boys Tennis Championships	May-13	400	225
Amateur Softball Association Girl Fastpitch	Jun-13	450	600
American Dexter Cattle Association	Jun-13	300	200
American Guild of Organists	Jun-13	300	270
United Methodist Church	Jun-13	1,600	2,600
American Simmental Association	Jun-13	300	300
Assemblies of God World Missions	Jun-13	300	300
Jehovah's Witnesses	Jun-13	3,000	2,000
Missouri Youth Soccer Association	Jun-13	2,000	1,000
Missouri Veterans of Foreign Wars	Jun-13	500	340
Premier Baseball	Jun-13	1,800	1,500
Missouri Association for Career & Technical Education	Jul-13	2,000	1,900
Jehovah's Witnesses	Jul-13	6000	3,500
Mid America Youth Basketball Association	Jul-13	1500	500
Premier Baseball	Jul-13	700	900
Missouri Sheriff's Association	Jul-13	300	600
Amateur Softball Association Men's D Slowpitch	Aug-13	700	1,200
Street Machine Nationals	Sep-13	5,000	1,300
Midwest Tool Collectors Association	Sep-13	200	450
Missouri Governor's Conference on Tourism	Oct-13	225	160
Lake Country Soccer Incredible Pizza Fall Classic	Oct-13	2,500	700
Missionary Baptist State Convention	Oct-13	325	330
Missouri State High School Activities Association - Softball Championships	Oct-13	2,900	600
National Christian Homeschool Fall Championships	Oct-13	400	300
National Christian Homeschool Soccer Championships	Oct-13	344	200
National Christian Homeschool Tip Off Tournament	Oct-13	2,000	450
American Chemical Society	Oct-13	700	400
Missouri Dairy Grazing Conference	Oct-13	300	200
Missouri Baptist State Convention	Oct-13	325	322
Cross Fit Games	Nov-13	1,400	500

This list is not representative of all conventions occurring in Springfield. The list includes conventions that have 300+ attendees and worked directly with the Convention & Visitors Bureau to bring the event to the city.



SPRINGFIELD
MISSOURI
Convention & Visitors Bureau



www.SpringfieldMO.org

Offices and Route 66 Information Center:

815 East Saint Louis Street • Springfield, Missouri 65806

417-881-5300 • 800-678-8767

Airport Information Center:

Springfield-Branson National Airport • Springfield, Missouri