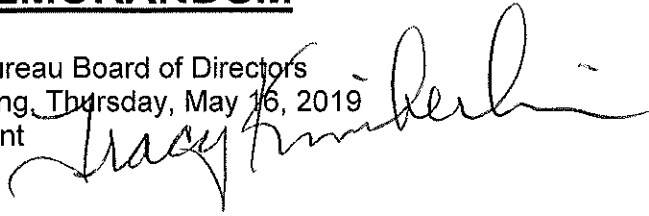


MEMORANDUM

TO: Convention & Visitors Bureau Board of Directors
SUBJECT: Board of Directors Meeting, Thursday, May 16, 2019
FROM: Tracy Kimberlin, President
DATE: May 9, 2019



The CVB board of directors meeting will be held **Thursday, May 16 at 8:00 a.m. at the CVB offices in the Car Park, 815 E. St. Louis Street.** Enclosed (or attached if you are receiving this by email) you will find the agenda for the meeting, minutes from our last meeting, staff reports, and other handouts and information. To ensure a quorum, **PLEASE CALL JENNIFER OR ME IF YOU WILL NOT BE ABLE TO ATTEND.**

Stephanie Hein will start the meeting by asking for approval of the April meeting minutes followed by the Chair's Report. The Executive Committee met May 10 and reviewed the board meeting agenda. They also discussed the "State of the Industry" presentation, the process for the annual review of the president/CEO, the board of director's retreat and 2020 officers. Stephanie will fill you in on the discussions and also report on any other business that may come up prior to the board meeting.

Gordon Elliott will review the April financial statement, the Executive Summary and the Aging Report. All are enclosed or attached for your review.

I hope to have an update on the status of our annual contract with the City of Springfield. If all goes as planned, our contract and the Sports Commission's contract will be before City Council in the June 3 and 17 council meetings. Our budget and marketing plan are attachments to the contract.

The budget for the Missouri Division of Tourism must be finalized by May 10 and is currently in the Joint Conference Committee to work out the differences in the House and Senate versions of the budget. The budget increase for the Division of Tourism will be between \$1.5 million and \$5 million.

The CVB, Chamber and City of Springfield will meet on May 13 to discuss next steps in efforts to develop a convention center. I will fill you in on the discussions.

There has been lots of activity regarding the enabling legislation to increase the hotel tax from 5 cents to up to 7 ½ cents. An increase in the hotel tax is needed to provide at least part of a funding mechanism for a convention center and/or sports facility. CVB staff and four board members went to Jefferson City April 24 to lobby in favor of the legislation and the meetings with legislators was very encouraging. Matt Morrow and I will fill you in on the status of the legislation.

Following Laura Whisler's lead, a written status report on the Strategic Plan is enclosed. I will discuss the report and provide future Strategic Plan updates.

Collin Quigley will then give the City of Springfield report. Staff reports and old or new business will conclude the CVB board meeting and there will be a brief Destination Springfield board meeting immediately following the CVB board meeting.

Should you have any questions regarding the board meeting agenda and attachments, please do not hesitate to call. I look forward to seeing you on May 16.

SPRINGFIELD CONVENTION & VISITORS BUREAU, INC.
BOARD OF DIRECTORS MEETING

TIME: 8:00 a.m.
DATE: April 19, 2019
PLACE: Route 66 Visitor Information Center
815 E. St. Louis St.

BOARD PRESENT: Amy Austin, Gordon Elliott, Brad Gebhard, Diane Heatherly, Stephanie Hein, Brent Parker, Collin Quigley, Dan Reiter, Robin Robeson, Martina Sally, Paul Sundy, Joe Wadkins

STAFF PRESENT: Sean Dixon, Jennifer Holt, Lance Kettering, Tracy Kimberlin, Dana Maugans

GUESTS PRESENT: Leslie Forrester, Todd Brage

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

1. Stephanie Hein asked for a motion to approve the March minutes. Dan Reiter made the motion to approve the March minutes. The motion was seconded by Brent Parker and carried unanimously.
2. Ms. Hein and Mr. Kimberlin recognized the service of Ms. Diane Heatherly, who is resigning her position on the board effective April 18, 2019. Mr. Todd Brage, Marketing Director at Wonders of Wildlife, will replace Ms. Heatherly on the CVB board.
3. Ms. Hein introduced Leslie Forrester, Springfield Regional Arts Council. Ms. Forrester reviewed the First Quarter Report and reported on upcoming events. Robin Robeson made a motion to approve the Quarterly Report and to authorize the City to release appropriate funds from the lodging tax to SRAC. Dan Reiter seconded the motion which carried unanimously.
4. Stephanie Hein gave the Chair's Report:
 - A. Ms. Hein updated the board on the recent Executive Committee Meeting held April 10, 2019.
 - B. Ms. Hein informed the board the committee discussed how to address the resignation of Laura Whisler. It was decided the position will not be filled at this time and Ms. Whisler's responsibilities will be reassigned to other staff members.
 - C. Ms. Hein gave the board the time and location for the June 20 board retreat which will be held at Lake Springfield Boat House. The retreat will start at 7:30 a.m. and run through lunch.
5. Gordon Elliott reviewed the March financial report. Ms. Robin Robeson made a motion to approve the March financial reports. The motion was seconded by Paul Sundy and carried unanimously.
6. Mr. Sean Dixon reviewed the proposed FY20 Action Plans and informed the board the Marketing Committee has reviewed and approved the Action Plans. Dan Reiter made a motion to approve the FY20 Action Plans. Gordon Elliott seconded the motion which carried unanimously.

7. Mr. Kimberlin updated the board on the latest regarding the Division of Tourism's budget. After initially cutting the governor's recommended \$5 million increase to zero, the House Budget Committee settled on a \$1.5 million increase. The Senate Appropriations Committee voted to reinstate the Governor's recommended increase and it will now go to the Senate floor. Any differences in the House and Senate versions of the budget will be resolved in a Joint Conference Committee.
8. Mr. Kimberlin told the board the City, Chamber and CVB will meet May 13, 2019 to determine next steps regarding a possible convention center at the Bass Pro complex.
9. Tracy Kimberlin informed the board Senator Lincoln Hough introduced SB 387 and Representative John Black introduced a companion bill in the house (HB 1073) that would allow Springfield (subject to voter approval) to increase the hotel tax from its current level at 5 cents to up to 7 ½ cents. The increase in the hotel tax is needed to provide part of a funding mechanism for a convention center and/or sports facility. It is not certain whether the bill will pass prior to the May 17, 2019 end of session. Senator Hough will attempt to add the bill as an amendment to another bill that is moving through the Senate.

The Board instructed the staff to arrange a legislative visit to Jefferson City regarding the enabling legislation within the next two weeks.

10. Mr. Kimberlin reviewed Ms. Whisler's last status report on the Strategic Plan.
11. Collin Quigley gave the City of Springfield report:
 - The City of Springfield's April sales tax is up 8.6 percent compared to April 2018. Year to date revenues are up 3.3 percent compared to same time frame in 2018.
 - Voters approved the quarter cent sales tax in April elections and Mr. Abe McGull was elected to represent Zone 2, replacing Dr. Thomas Prater.
12. Convention and Visitors Bureau staff reported on activities occurring within their departments.
 - Sean Dixon, Marketing Director, gave the Marketing Report.
 - Dana Maugans gave the Director of Sales Report for the month of March.
 - Lance Kettering reviewed the Sports Commission Report.
 - Tracy Kimberlin reviewed the President's Report for March.
11. With no further business, Brad Gebhard moved to adjourn the meeting. Amy Austin seconded the motion which carried unanimously.

**SPRINGFIELD CONVENTION & VISITORS BUREAU
FINANCIAL STATEMENT EXECUTIVE SUMMARY**

April 2019

Line Item	This Month			Year-to-Date		
	Actual	Budget	Variance	Actual	Budget	Variance
REVENUE						
TOTAL REVENUE	\$312,867	\$281,698	11.1%	\$2,687,220	\$2,695,017	-0.3%
Total Revenue	Unless indicated, variances are due to timing.					
Room Tax	April Room Tax over budget.					
EXPENSES						
TOTAL EXPENSES	\$269,743	\$327,448	17.6%	\$2,454,263	\$2,585,080	5.1%
Total Expenses	Unless indicated, variances are due to timing.					
Unemployment Insurance	Original budget was for quarterly payments, but actually paying monthly.					
Training Expense	Simpleview registration-budgeted in January.					
Market Research	H2R invoice, budgeted in March and paid in April, \$1000 more than anticipated.					
Digital Marketing	Domain name acquisition not budgeted.					
Public Relations	Carr Strategies expense budgeted in May.					
PROFIT/LOSS	\$43,124	(\$45,750)	-194.3%	\$232,957	\$109,937	111.9%
Beginning Fund Balance	\$ 1,111,129.19	Other Comments: Advertising monthly variances due to timing.				
YTD Revenue	2,687,219.86					
YTD Expenses	2,454,262.82					
CURRENT FUND BALANCE	\$ 1,344,086.23					

SPRINGFIELD, MISSOURI CONVENTION & VISITORS BUREAU

FISCAL YEAR ELAPSED 83.33%

MONTH ENDING

April 2019

Expense/Revenue Summary
2018/2019 FISCAL YEAR

ACCOUNT NAME	ACCT CODE	APRIL 2019	APRIL BUDGET	MONTHLY VARIANCE	YEAR-TO-DATE THIS YEAR 2018/2019	YEAR-TO-DATE BUDGET 2018/2019	YEAR-TO-DATE VARIANCE FROM BUDGET	TOTAL 2018/2019 BUDGET	% OF BUDGET EXPENDED
PAYROLL EXPENSES									
Salaries & Wages	500110	\$83,200.68	\$83,732.00	\$531.32	\$804,788.57	\$805,425.00	\$636.43	\$961,650.00	83.69%
Temporary/ Part-Time Wages	500130	1,619.39	1,600.00	(\$19.39)	14,848.88	\$15,098.00	249.12	18,300.00	81.14%
Retirement Contributions	500210	8,326.06	8,912.00	\$585.94	83,741.73	\$80,620.00	(3,121.73)	96,300.00	86.96%
FICA	500250	6,177.58	6,405.00	\$227.42	102,855.17	\$101,302.00	(1,553.17)	113,300.00	90.78%
Health Insurance	500260.01	12,646.35	13,102.00	\$455.65	121,672.86	\$122,342.00	669.14	147,850.00	82.29%
Unemployment Insurance	500260.02	154.66	1,314.00	\$1,159.34	2,689.39	\$1,601.00	(1,088.39)	1,800.00	149.41%
Workers Compensation	500280	0.00	0.00	\$0.00	3,095.51	\$3,130.00	34.49	3,100.00	99.86%
TOTAL PAYROLL		\$112,124.72	\$115,065.00	\$2,940.28	\$1,133,692.11	\$1,129,518.00	(\$4,174.11)	\$1,342,300.00	84.46%
ADMINISTRATIVE & GENERAL EXP									
Auditing & Accounting	504510	\$341.03	\$460.00	\$118.97	\$5,283.09	\$6,619.00	\$1,335.91	\$7,500.00	70.44%
Automobiles	502040	600.00	610.00	\$10.00	6,000.00	\$6,040.00	40.00	7,400.00	81.08%
Building Rental	505820.01	8,458.33	8,858.00	\$399.67	93,824.10	\$94,536.00	711.90	103,800.00	90.39%
Utilities	505820.02	875.45	775.00	(\$100.45)	7,133.12	\$7,392.00	258.88	9,100.00	78.39%
Bldg. Supplies/Repairs	505820.03	610.75	907.00	\$296.25	4,113.10	\$4,322.00	208.90	5,000.00	82.26%
Office Cleaning	505820.04	687.84	793.00	\$105.16	7,180.04	\$7,784.00	603.96	9,300.00	77.20%
Credit Card Fees	502070	30.00	430.00	\$400.00	1,988.92	\$3,308.00	1,319.08	4,200.00	47.36%
Data Processing	502140	158.47	224.00	\$65.53	1,426.92	\$1,714.00	287.08	2,200.00	64.86%
Dues & Subscriptions	502290	249.00	150.00	(\$99.00)	21,882.43	\$26,313.00	4,430.57	34,550.00	63.34%
Equipment Repair	502750	1,064.00	1,267.00	\$203.00	11,712.00	\$12,136.00	424.00	14,700.00	79.67%
Insurance Premiums	502230	(119.20)	442.00	\$561.20	8,400.25	\$9,513.00	1,112.75	9,600.00	87.50%
Minor Office Furn/Supplies	501190	0.00	50.00	\$50.00	534.39	\$544.00	9.61	600.00	89.07%
Misc. A & G	501260	980.59	925.00	(\$55.59)	18,298.73	\$16,721.00	(1,577.73)	19,750.00	92.65%
Office Supplies	501240	416.74	650.00	\$233.26	6,870.73	\$6,506.00	(364.73)	7,800.00	88.09%
Other Professional Svcs	504580	440.00	150.00	(\$290.00)	10,155.11	\$8,117.00	(2,038.11)	8,500.00	119.47%
Postage & Freight	502220	311.00	513.00	\$202.00	4,043.26	\$4,997.00	953.74	6,300.00	64.18%
Printing & Binding	502380	0.00	75.00	\$75.00	198.26	\$443.00	244.74	600.00	33.04%
Telephone	505550	2,275.65	2,010.00	(\$265.65)	9,050.17	\$9,903.00	852.83	11,400.00	79.39%
Training Expense	504590	4,779.81	3,200.00	(\$1,579.81)	19,312.80	\$21,783.00	2,470.20	33,300.00	58.00%
TOTAL A & G		\$22,159.46	\$22,489.00	\$329.54	\$237,407.42	\$248,691.00	\$11,283.58	\$295,600.00	80.31%
MARKETING EXP - ADVERTISING									
Ad Production	505010	\$11,375.00	\$6,050.00	(\$5,325.00)	\$76,429.11	\$76,618.00	\$188.89	\$111,900.00	68.30%
Brochures & Printed Mat.	505030	0.00	7,150.00	\$7,150.00	109,549.34	\$121,518.00	11,968.66	121,800.00	89.94%
Direct Mail	505050	5,809.43	6,487.00	\$677.57	32,757.93	\$34,624.00	1,866.07	45,650.00	71.76%
Digital Advertising	505060.01	38,496.02	65,975.00	\$27,478.98	375,496.78	\$425,736.00	50,239.22	555,600.00	67.58%
Other Advertising	505060.02	12,500.00	10,250.00	(\$2,250.00)	46,476.60	\$57,378.00	10,901.40	117,900.00	39.42%
Print Advertising	505070	32,150.00	41,000.00	\$8,850.00	108,985.21	\$113,493.00	4,507.79	212,800.00	51.21%
Radio & TV Advertising	505080	19,000.00	19,000.00	\$0.00	19,000.00	\$19,000.00	0.00	283,000.00	6.71%
TOTAL ADVERTISING		\$119,330.45	\$155,912.00	\$36,581.55	\$768,694.97	\$848,367.00	\$79,672.03	\$1,448,650.00	53.06%
TRAVEL EXPENSES									
	505690	\$3,097.99	\$5,100.00	\$2,002.01	\$31,374.34	\$38,729.00	\$7,354.66	\$42,950.00	73.05%
OTHER MARKETING EXPENSES									
Market Research	502470	\$3,108.33	\$100.00	(\$3,008.33)	\$33,546.83	\$34,160.00	\$613.17	\$39,650.00	84.61%
Group Incentives	502120	8,442.40	9,200.00	\$757.60	29,118.08	\$31,850.00	2,731.92	73,000.00	39.89%
Entertainment	502200	26.17	1,200.00	\$1,173.83	1,559.93	\$3,492.00	1,932.07	4,900.00	31.84%
Exhibition Fees	504640	1,177.00	1,025.00	(\$152.00)	28,335.21	\$43,768.00	15,432.79	49,250.00	57.53%
FAM Tour Expense	504650	203.24	2,800.00	\$2,596.76	15,547.74	\$18,773.00	3,225.26	24,650.00	63.07%
Misc. Marketing Expenses	502280.01	774.62	1,250.00	\$475.38	8,626.27	\$9,600.00	973.73	19,600.00	44.01%
Misc. Convention Marketing	502280.02	60.00	1,200.00	\$1,140.00	19,717.48	\$16,234.00	(3,483.48)	23,200.00	84.99%
Digital Marketing	502280.03	9,277.87	1,540.00	(\$7,737.87)	46,315.10	\$36,132.00	(10,183.10)	49,200.00	94.14%
Airport/Expo Concession Fees	502280.04	155.00	1,975.00	\$1,820.00	25,662.45	\$22,057.00	(3,605.45)	23,750.00	108.05%
Photo Processing	502360	0.00	0.00	\$0.00	0.00	\$0.00	0.00	0.00	N/A
Public Relations	502400.01	1,283.02	300.00	(\$983.02)	5,862.35	\$7,136.00	1,273.65	9,300.00	63.04%
Event Public Relations	502400.02	388.21	87.00	(\$301.21)	6,919.60	\$6,560.00	(359.60)	8,100.00	85.43%
Annual Banquet Expenses	502400.03	210.10	0.00	(\$210.10)	8,121.35	\$10,000.00	1,878.65	10,000.00	81.21%
Specialty Items	504620	1,590.88	2,925.00	\$1,334.12	12,437.17	\$18,646.00	6,208.83	19,600.00	63.45%
Receptions	504660	0.00	50.00	\$50.00	1,228.20	\$1,478.00	249.80	3,300.00	37.22%
TOTAL OTHER MARKETING		\$26,696.84	\$23,652.00	(\$3,044.84)	\$242,997.76	\$259,886.00	\$16,888.24	\$357,500.00	67.97%
TOTAL MARKETING		\$149,125.28	\$184,664.00	\$35,538.72	\$1,043,067.07	\$1,146,982.00	\$103,914.93	\$1,849,100.00	56.41%
CONVENTION SERVICES									
Miscellaneous C.S. Exp.	504540.01	\$253.64	\$300.00	\$46.36	\$1,072.51	\$866.00	(\$206.51)	\$1,600.00	67.03%
Convention Housing Expenses	504540.02	0.00	0.00	\$0.00	1,996.00	\$1,996.00	0.00	6,400.00	31.19%
Shuttle Service	504610	0.00	0.00	\$0.00	200.00	\$200.00	0.00	3,200.00	6.25%
TOTAL CONVENTION SERVICES		\$253.64	\$300.00	\$46.36	\$3,268.51	\$3,062.00	(\$206.51)	\$11,200.00	29.18%
CONTINGENCY									
	502780	(\$15,000.00)	\$3,800.00	\$18,800.00	\$23,479.96	\$20,480.00	(\$2,999.96)	\$50,700.00	46.31%
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	744.10	\$2,644.00	1,899.90	\$2,700.00	27.56%
Computer Software	501230	1,079.88	1,030.00	(\$49.88)	5,822.00	\$8,142.00	2,320.00	\$9,000.00	64.69%
Other Equipment	508170	0.00	0.00	\$0.00	570.40	\$550.00	(20.40)	\$550.00	103.71%
Destination Springfield	508220	0.00	0.00	\$0.00	6,211.25	\$6,211.00	(0.25)	\$6,250.00	99.38%
TOTAL CAPITAL EXPENSES		\$1,079.88	\$1,130.00	\$50.12	\$13,347.75	\$17,547.00	\$4,199.25	\$18,500.00	72.15%
TOTAL CVB EXPENSES		\$269,742.98	\$327,448.00	\$57,705.02	\$2,454,262.82	\$2,566,280.00	\$112,017.18	\$3,567,400.00	68.80%
REVENUE - ACCOUNT NAME									
ROOM TAXES	401540	\$277,013.34	\$243,500.00	\$33,513.34	\$1,964,652.37	\$1,904,063.00	\$60,589.37	\$2,675,000.00	73.44%
INTEREST EARNINGS/CHANGE IN FMV	410010	0.00	0.00	\$0.00	9,706.51	\$7,600.00	2,106.51	\$9,400.00	103.26%
ADVERTISING REVENUES	413010	27,485.14	27,942.00	(\$456.86)	349,619.74	\$368,534.00	(18,914.26)	\$410,200.00	85.23%
CO-OP ADVERTISING REVENUES	416020	5,416.66	6,666.00	(\$1,249.34)	305,130.04	\$348,047.00	(42,916.96)	\$399,000.00	76.47%
MEMBERSHIP REVENUES	414110	350.00	1,000.00	(\$650.00)	5,250.00	\$6,400.00	(1,150.00)	\$7,400.00	70.95%
MISC. REVENUES	414100	2,351.95	2,590.00	(\$238.05)	38,061.20	\$45,373.00	(7,311.80)	\$51,400.00	74.05%
HOLDING ACCOUNT	414100.04	0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00	N/A
ANNUAL MEETING REVENUE FROM FUND BALANCE	414100.07	250.00	0.00	\$250.00	14,800.00	\$15,000.00	(200.00)	\$15,000.00	98.67%
TOTAL CVB REVENUE		\$312,867.09	\$281,698.00	\$31,169.09	\$2,687,219.86	\$2,695,017.00	(\$7,797.14)	\$3,567,400.00	75.33%
FUND BALANCE STATUS:									
		Fund Balance from Prior Year:			\$1,111,129.19				
		YTD 2018/2019 Expenditures:			(2,454,262.82)				
		YTD 2018/2019 Revenue:			2,687,219.86				
		Fund Balance as of 04/30/2019			<u>\$1,344,086.23</u>				



CVB Invoice Aging Report

Created By: Tonia Castaneda
 Created On: 05/10/2019
 Account Status: All Statuses
 Invoice Type: CVB

Account ID	Company	Invoice ID	Current	1 - 30 Days	31 - 60 Days	61 - 90 Days	90+ Days
65662	7C's Winery & Meadery	6418	-	-	\$258.00	-	-
65662	7C's Winery & Meadery	6469	-	\$258.00	-	-	-
65662	7C's Winery & Meadery	6571	\$258.00	-	-	-	-
65667	Acrobats of China featuring the New Shanghai Circus	6090	-	-	-	-	\$500.00
65667	Acrobats of China featuring the New Shanghai Circus	6179	-	-	-	-	\$500.00
65667	Acrobats of China featuring the New Shanghai Circus	6313	-	-	-	\$500.00	-
65667	Acrobats of China featuring the New Shanghai Circus	6393	-	-	\$500.00	-	-
65674	America's Incredible Pizza Company	6559	\$193.75	-	-	-	-
72531	Back Home Brewing Company	6488	-	\$250.00	-	-	-
72531	Back Home Brewing Company	6569	\$250.00	-	-	-	-
71283	Buckingham Smokehouse Bar-B-Q	6420	-	-	\$200.00	-	-
71283	Buckingham Smokehouse Bar-B-Q	6471	-	\$200.00	-	-	-
71283	Buckingham Smokehouse Bar-B-Q	6544	\$200.00	-	-	-	-
71340	Cellar + Plate	6517	-	\$250.00	-	-	-
72554	Craft Axe Throwing	6370	-	-	\$350.00	-	-
69634	Culver's - N. Glenstone Ave.	6520	-	\$750.00	-	-	-
65802	DoubleTree by Hilton Springfield	6558	\$2,500.00	-	-	-	-
65814	Elliott Lodging, Ltd.	6560	\$300.00	-	-	-	-
72643	Elm Street Eatery	6550	\$400.00	-	-	-	-
70242	Eurasia Coffee & Tea	6299	-	-	-	\$350.00	-
71234	Farmers Park	6497	-	\$350.00	-	-	-
72651	Gettin' Basted	6573	\$500.00	-	-	-	-
65846	Gillioz Theatre	6394	-	-	\$704.58	-	-
65846	Gillioz Theatre	6461	-	\$704.58	-	-	-
65846	Gillioz Theatre	6530	\$704.58	-	-	-	-
65877	Heather Hill Farms	6207	-	-	-	-	\$320.00
65877	Heather Hill Farms	6462	-	\$320.00	-	-	-
65877	Heather Hill Farms	6531	\$340.00	-	-	-	-
65884	History Museum on the Square	6561	\$300.00	-	-	-	-
71241	Home Brewery, The	6567	\$166.67	-	-	-	-
72353	Home2 Suites By Hilton	6267	-	-	-	\$1,000.00	-
66377	Huskey Trailways	6564	\$175.00	-	-	-	-
67539	KRAVE Seafood & Oyster Bar	6516	-	\$400.00	-	-	-
67539	KRAVE Seafood & Oyster Bar	6576	\$400.00	-	-	-	-
66290	Leong's Asian Diner	6532	\$300.00	-	-	-	-
69740	Lindberg's Tavern	6294	-	-	-	\$350.00	-
71214	MO Future Business Leaders of America	6575	\$4,520.00	-	-	-	-
70310	Ms. Gilmore's Tea Room & Vintage Suitcase	6455	-	\$0.22	-	-	-
70310	Ms. Gilmore's Tea Room & Vintage Suitcase	6526	\$222.22	-	-	-	-
70310	Ms. Gilmore's Tea Room & Vintage Suitcase	6581	\$222.22	-	-	-	-
71154	Polish Pottery Shoppe, The	6537	\$307.50	-	-	-	-
72511	Spring Branch Kombucha	6518	-	\$250.00	-	-	-
72511	Spring Branch Kombucha	6568	\$250.00	-	-	-	-
66129	Springfield Area Chamber of Commerce	6391	-	-	\$120.00	-	-
66129	Springfield Area Chamber of Commerce	6399	-	-	\$60.00	-	-
66129	Springfield Area Chamber of Commerce	6549	\$126.00	-	-	-	-
66130	Springfield Area Sports Commission	6554	\$1,500.00	-	-	-	-
66130	Springfield Area Sports Commission	6578	\$4,090.68	-	-	-	-
66130	Springfield Area Sports Commission	6579	\$3,679.61	-	-	-	-
66130	Springfield Area Sports Commission	6582	\$539.22	-	-	-	-
66134	Springfield Brewing Company	6463	-	\$500.00	-	-	-
72602	The Wildseed Restaurant & Bar	6551	\$150.00	-	-	-	-
71083	Tropical Liqueurs	6533	\$250.00	-	-	-	-
66227	University Plaza Hotel & Convention Center	6483	-	\$800.00	-	-	-
66227	University Plaza Hotel & Convention Center	6522	-	\$2,500.00	-	-	-
66227	University Plaza Hotel & Convention Center	6538	\$1,666.68	-	-	-	-
66227	University Plaza Hotel & Convention Center	6562	\$800.00	-	-	-	-
66233	Veterans Memorial Museum	6368	-	-	\$350.00	-	-
71263	Webb City Area Chamber of Commerce	6580	\$50.00	-	-	-	-
69790	Welk Resort Theatre	5933	-	-	-	-	\$450.00
70393	White River Brewing Company	6447	-	-	\$500.00	-	-
70393	White River Brewing Company	6486	-	\$166.66	-	-	-
66257	Wonders of Wildlife National Museum & Aquarium	6563	\$400.00	-	-	-	-
Totals:			\$25,762.13	\$7,699.46	\$3,042.58	\$2,200.00	\$1,770.00

Strategic Plan Board Report

May 2019

Strategic Plan Update

GOAL 1: Advocate for enhanced convention, event, and sports facilities.

- Conversations are ongoing with the CVB, city and chamber regarding next steps in the convention complex discussions.
- The Sports Commission and CVB have commissioned a study to develop a strategic plan for the Sports Commission that will include a sports facility assessment to identify the need for updates to existing sports facilities and construction of new facilities to remain competitive in the amateur sports market. Stakeholder interviews have begun.

GOAL 2: Support efforts to increase the magnetism of the destination.

- Staff continues to monitor the progress of the city's community visioning process and will remain an active participant in the completion of that process.

GOAL 3: Enhance the awareness, appreciation, and support of the CVB and the visitor economy in the region.

- The president/CEO was a participant in a SBJ CEO Roundtable discussion with Rick Huffman, developer of Branson Landing, Ed Akers, mayor of Branson and April McDonough with Wilson's Creek National Battlefield Foundation on the state of the travel industry. The president/CEO has also written an Industry Trends article for SBJ that will appear in a May travel and tourism issue.
- Staff is working to formalize its legislative process, including development of a comprehensive legislative calendar and reengaging the governmental relations committee of the board to identify needs and processes for the 2020 legislative session.
- Staff is scheduling orientations for local attractions, new hotel managers and other key industry personnel to engage these valuable constituents in the purpose and impact of the CVB.

GOAL 4: Increase investment in destination development and marketing.

- The CVB has been monitoring the progress of legislation to increase the cap on the hotel/motel tax (HB1073/SB387). Sen. Lincoln Hough is sponsoring the bill in the Senate and Rep. John Black is sponsoring the bill in the house. If passed by the legislature, any increase to the hotel tax in Springfield would still require a local vote of Springfield residents. CVB staff and four board members made a successful trip to Jefferson City to lobby legislators for passage of the bill, which is moving through the legislature and may pass this session if time permits.
- In addition to the possibility of an increased hotel tax, the coalition is looking at other potential funding mechanisms for a convention complex and to increase the CVB budget.



May 2019 Marketing Report

Sean Dixon, Marketing Director

Advertising Campaigns

Leisure Marketing

- The FY19 radio, television, print and digital advertisements placements ran throughout April.
- Promotion of the Ozarks Tap and Pour Craft Beverage Tour is ongoing with digital promotion running throughout the spring. 94 inquiries were made in the month of April.
- A cooperative campaign with the Springfield-Branson National Airport targeting areas with direct flights to Springfield has generated 6,343,796 ad impressions and 3,094 clicks to SpringfieldMO.org through the end of April. This campaign will run through June.
- Planning for the FY20 campaign has begun. Video and other asset production will occur throughout the 4th quarter.

Convention Marketing

- Advertising campaigns with Connect and Smart Meetings have been placed for the spring campaign.

CVB Publications, Website and Display Advertising

- The 2019 Springfield Area Visitors Guide has arrived and has been formally released to locations around Springfield and the state.
- The Spring/Summer Event Guide has arrived. 10,000 copies were directly mailed to our fall/winter inquiry list as part of a retargeting campaign. 5,000 additional copies will be distributed locally.
- Partnership development for the 2019 Ozarks Tap & Pour and 2019 Route 66 map is underway. These publications will be released in June.
- New partners:
 - Spring Branch Kombucha

Public Relations

Media

- Five members of the Association of Great Lakes Outdoor Writers were in Springfield May 1-4 for an outdoors press tour.
- Freelance writer Elaine Warner was in Springfield for a press tour April 6-8.
- Susan is representing the city at:
 - Midwest Travel Journalists Association May 8-12
 - North American Travel Journalists Association May 15-18
 - Outdoor Writers Association of America June 22-25
- CVB staff continues making regular appearances on Mediacom Newsleaders and seeking additional local media opportunities.

Legislative

- CVB staff and board members traveled to Jefferson City for a day of lobbying on April 24.

Other

- Susan will attend the Public Relations Society of America Travel & Tourism section conference June 16-19.

Interactive Media

- In April, SpringfieldMO.org logged 107,805 (-17,213) sessions by 87,138 (-13,653) visitors.
- 2,945 Visitor Inquiries were collected through SpringfieldMO.org with a value of \$1,016,025 in potential visitor spending.
- Five newsletters were sent a total of 81,824 times. They were opened 20,812 times and generated 3,572 clicks.
- On Twitter, @springfieldcvb generated 119,718 impressions and 2,263 engagements.
- I Love Springfield MO! Generated 277,905 total impressions on Facebook.

Partner Services

- Discover SGF - www.SpringfieldMO.org/DiscoverSGF
 - See the dashboard for details on enrolled participants and businesses.



May 2019 Group Sales & Services Report

Dana Maugans, Director of Sales

Significant Groups

- Leads, bookings, assists, lost business, and event services for April are available on the dashboard.
- The Missouri Governor's Conference on Economic Development booked for August 2020 - 437 room nights.
- The National Association of County Agricultural Agents requested a proposal for July 2023 - 3,140 room nights.
- Missouri Choral Directors Association conducted a site visit - conference is July 2021 and 2022 - 750 room nights each year.
- Church of God of Holiness requested a proposal for July 2021 - 1,500 room nights.
- National Street Rod Association - Mid American Street Rod Nationals is booking for 2020 and 2021 - 3,000 room nights each year.
- National Christian Homeschool Basketball Championships has verbally committed to another seven year which will go through 2029.

Group Sales Activities

- April Booking Production
 - **Definite Bookings** - 2 Groups - 497 room nights;
 - \$151,200 economic impact
 - **Assist Bookings** - 5 Groups - 320 room nights;
 - **Leads** - 6 Groups - 11,277 room nights;
 - \$1,816,000 economic impact
 - **Lost** - 6 Groups - 4,110 room nights
 - \$1,325,100 economic impact
- A sales blitz was conducted targeting local universities.
- A convention planner Familiarization Tour is planned for May 30 - 31.
- The local convention coop project continues for FY19. The project is a mix of digital, print and social media advertising with Smart Meetings and Connect. Coop partners are DoubleTree Hotel, Oasis Hotel, and University Plaza Hotel.

Trade Shows and Other Travel

- Lori Casey will attend the American Baptist Association Convention in Knoxville to promote Springfield as host city next year.
- National Association of Sports Commissions in Knoxville was attended by Lance Kettering in May.
- Kansas City Chapter of Meeting Planner's International was attended by Dana Maugans in April.

Miscellaneous

- Missouri Association of Convention & Visitor Bureaus Annual Conference will be in Springfield June 3 - 4 at the Oasis Hotel. Please let Dana know if you are interested in attending.
- MeetingMax housing software launch for the Missouri Conference of the United Methodist Church.
- Staff attended the Collaborative Diversity Conference at Missouri State University, Society of Government Meeting Professionals, Missouri Society of Association Executives, Springfield Hotel Lodging Association, Women in Communications, Good Morning Springfield, Rotary Club, Simpleview training webinars, and other industry related events.

PRESIDENT'S REPORT

May 16, 2019

Travel Statistics

- **Dashboard Travel Statistics** – <http://dashboard.simpleviewinc.com> is the dashboard link. You will need your user name and password. You can also access a static version of the dashboard on our website, www.springfieldmo.org, by clicking the “Public Reporting Dashboard” link at the bottom of the landing page. You will not be able to change the reporting dates of the dashboard shown on the website.
- **Smith Travel Research STR Reports** – After accessing the dashboard and clicking on the Springfield Hotel Statistics in the dashboard, you will see that March was up compared to last year and was the best March on record and the second best month ever. March rooms sold (or room demand) was up 1.5 percent compared to last year. March occupancy increased 0.4 percent to 70.5 percent after a 1.1 percent increase in room supply. ADR increased 4.8 percent to \$89.91, revenue per available room increased 5.2 percent to \$63.40 and March room sales increased 6.4 percent to \$11,938,388.

We don't have final reports yet, but room demand in April will be down five to six percent compared to 2018 but 2018 was a record April and up 8.4 percent above 2017. We are still bumping up against some very big increases from last year and although we are down year-to-date from last year, we are well ahead of any other year.

Statewide/Legislative Travel Issues

- **Missouri Division of Tourism** – After the House cut Governor Parson's recommended \$5 million increase for the Division of Tourism budget to \$1.5 million, the Senate Appropriations Committee reinstated the governor's recommendation which was then approved by the full Senate. The budget went to the Joint Conference Committee and they settled on an increase of \$4.265 million. The budget now has to be approved by both the full House and Senate. This will be discussed as a board meeting agenda item.

The amount the CVB can apply for through the Division of Tourism's Cooperative Marketing Program is tied to the Division of Tourism's budget. Each \$1 million increase in the Division's budget increases the amount we can apply for by about \$5,000 and the maximum is currently \$325,000.

- **Enabling Legislation for Hotel Tax Increase** – Our legislative visits on April 24 went very well. Staff was joined by Stephanie Hein, Gordon Elliott, Amy Austin and Brad Gebhard. There has been movement on SB 387, sponsored by Senator Lincoln Hough and HB 1073 sponsored by Representative John Black. This will be discussed as a board meeting agenda item and we may know whether it will pass or die this session.
- **Division of Tourism Strategic Plan** – Interviews have been conducted and a meeting was held May 7 to discuss the development of a strategic plan for the Division of Tourism. The plan should be complete by the end of June.

Convention/Sports Facilities

- **Convention Complex/Bass Pro Shops Convention Center** – There is a meeting scheduled for May 13 to discuss the project. I will report on the meeting as a board meeting agenda item.

- **Sports Facility Assessment** – The Sports Commission and CVB are partnering on a study to develop a strategic plan for the Sports Commission. The plan will include a sports facility assessment to determine if opportunities exist to improve existing facilities to tournament-grade quality and/or construct tournament-grade sports facilities. Interviews with local stakeholders have begun.

Board Committees/Activities

- **Executive Committee Meeting** – The Executive Committee met Friday, May 10 and Stephanie Hein will report on the meeting as a board meeting agenda item. The next Executive Committee meeting is scheduled for Wednesday, April 12.
- **Past Chairperson's Luncheon** – The next luncheon is scheduled for July 1. Current board members are welcome and if interested, please let Jennifer know.

Other Activities/Information

- **Training** – CVB management and staff has started working with People Centric to increase teambuilding and explore operational efficiencies. People Centric staff will work with staff regularly to identify areas for improvement. People Centric staff will also conduct the board retreat in June and the staff retreat in the fall.
- **MSU Collaborative Diversity Conference and Facing Racism Institute** – As part of the Collaborative Diversity Conference, we sent several staff members to a one-day Facing Racism Institute seminar on April 24. On April 25, the Chamber and CVB sponsored a reception from 5:00 – 7:00 p.m. for the Plenary Speaker for the conference, Ms. Irshad Manji, executive producer of “Moral Courage TV” on YouTube. Staff also attended various sessions during the conference on April 25 and 26.
- **CVB Orientation** – We are scheduling an orientation of the CVB for our new board members and Councilman Elect Abe McGull. Current board members are encouraged to attend and if interested, please ask Jennifer to let you know when the orientation is scheduled.
- **Quarterly Report** – The Quarterly Report was finished and has been distributed.
- **Chamber/CVB Staff Mixer** – The Chamber hosted a staff mixer at Mother's Brewing Company on May 2. Representatives from our sister city in Tlaquepaque, Mexico joined us.
- **Polk County** – I have a meeting scheduled with Gail Noggle, the economic development director for Bolivar, regarding our status as the Designated Marketing Organization (DMO) for Polk County. As the Polk County DMO, we promote Polk County on our website and in the Visitor's Guide as part of a partnership that increases our points in the Division of Tourism's Cooperative Marketing Program. The number of points a DMO has determines the amount of money they can apply for through the Cooperative Marketing Program. It is likely that Bolivar will want to become the official DMO for Polk County.
- **SBJ CEO Roundtable** – I participated in a roundtable discussion with Rick Huffman (developer of Branson Landing), Mayor Ed Akers of Branson and April McDonough of Wilson's Creek National Battlefield on May 7. The discussion will be a feature article in SBJ later in May. I have also written an Industry Trends article for an SBJ issue in May featuring travel and tourism.
- **MACVB Annual Conference** – The conference will be at the Oasis Hotel and Convention Center June 3 – 5. A Tourism Commission meeting (the governing body of the Division of Tourism) will also meet at the Oasis at 2:30 on June 4. We will have copies of the agenda at the board meeting should you be interested in attending any or all sessions and activities.