

Springfield

A man and a woman are canoeing on a river at sunset. The man is on the left, wearing a dark shirt and a life vest, holding a yellow paddle. The woman is on the right, wearing a white shirt and a life vest, also holding a yellow paddle. The sun is low on the horizon, creating a warm, golden glow and reflecting on the water. The background is filled with lush green trees. The word "Springfield" is written in a large, elegant, cursive font across the top of the image, with a blue outline of the state of Missouri behind it.

2014 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

The Springfield CVB is in the process of a comprehensive rebranding effort. This research-based project is critical to the future success of the organization's marketing and promotional efforts to attract visitors to our community. The results of this initiative will streamline the brand messaging that will be carried through advertising creative, public relations, group sales, visitor services and other marketing efforts conducted by the CVB. I am excited to continue this effort into 2015 and be part of the successful implementation of the new brand.

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!



Brad Danzak
Board of Directors Chair



The "Great Recession" is finally in the rearview mirror for Springfield's travel industry. Room demand (the number of rooms occupied) increased to record levels in 2014. Increased demand, coupled with a significant improvement in Springfield's hotel inventory, caused healthy increases in average daily rate and room sales.

We expect Springfield's travel industry to continue the upward march in 2015. Economic conditions and the job market continue to improve, corporate sales and profits are up, the stock market is at record levels and gas prices are low. Assuming current trends continue, and most expect they will, business and leisure travel should be strong next year.

Another boost to leisure travel should come as a result of the reopening of Wonders of Wildlife. Once open, Wonders of Wildlife will be a major attraction and with ongoing improvements at Bass Pro Shops Outdoor World, leisure travel will increase as a result.

Group travel (meetings/conventions and sporting events) will be a mixed bag in 2015. The bigger of the two, meetings and conventions, will likely continue its slow decline. In 2000, group rooms accounted for 22.7 percent of all occupied rooms in Springfield. In 2014, group rooms had decreased considerably and accounted for only 13.9 percent of total occupied rooms.

More and better competitive facilities in other communities (especially the Branson Convention Center) and the lack of a convention complex here present challenges for increasing business as a result of meetings and conventions in Springfield. The White River Conference Center and additional meeting space at the Ramada Plaza Hotel & Oasis Convention Center have helped, but the addition of meeting space in Springfield has lagged behind competing cities, who aren't sitting still. In addition to the private development of hotels with meeting facilities, several Missouri cities have plans to build municipally-owned convention centers.

Springfield's hotel inventory has decreased slightly but the quality of the inventory has improved significantly the past several years. Several older hotels have been closed, others have been sold and upgraded, and new hotels have opened. This has caused hotel occupancy and average daily rate to increase, improving the profitability of the hotel industry here.

All in all, 2014 was a great year for Springfield's travel industry. We look forward to working together to make 2015 even better.



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 19, part-time staff of two and more than 40 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 the Route 66 Springfield Visitor 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



ABOUT THE CVB



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.



Brand Promise

As the heart and soul of the Ozarks, our nature is to help people celebrate friends, family and all of life's simple pleasures.





Brad Danzak
Chair
Rolling Oaks Hospitality



Paul Sundy
Vice Chair
English Restaurant & Event Management



Phill Burgess
Treasurer
John Q. Hammons Hotels & Resorts



Stephanie Hein
Assistant Treasurer
Missouri State University



Randall Blackwood
Past Chair
Missouri State University



John Acosta
Bass Pro Shops® Outdoor World®



Gordon Elliott
Elliott Lodging



Lyle Foster
Vision Group Partners



Dee King
DoubleTree by Hilton Springfield



Matt Morrow
Springfield Area Chamber of Commerce



Collin Quigley
City of Springfield



Dan Reiter
Springfield Cardinals



Krystal Russell
Payroll Vault



Debbie Shantz-Hart
Housing Plus, LLC



Cara Walker Whiteley
Walker Hospitality Group

Administration



Tracy Kimberlin, CDME
President/CEO



Karen Smith
*Human Resources and
Finance Manager*



Jennifer Holt
*Finance and Administration
Assistant*

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*



Abby Terhark
Advertising Sales Assistant



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, CVB & Executive
Director, Springfield Sports Commission*



Whitney White
*Assistant Director/Membership Development,
Springfield Sports Commission*



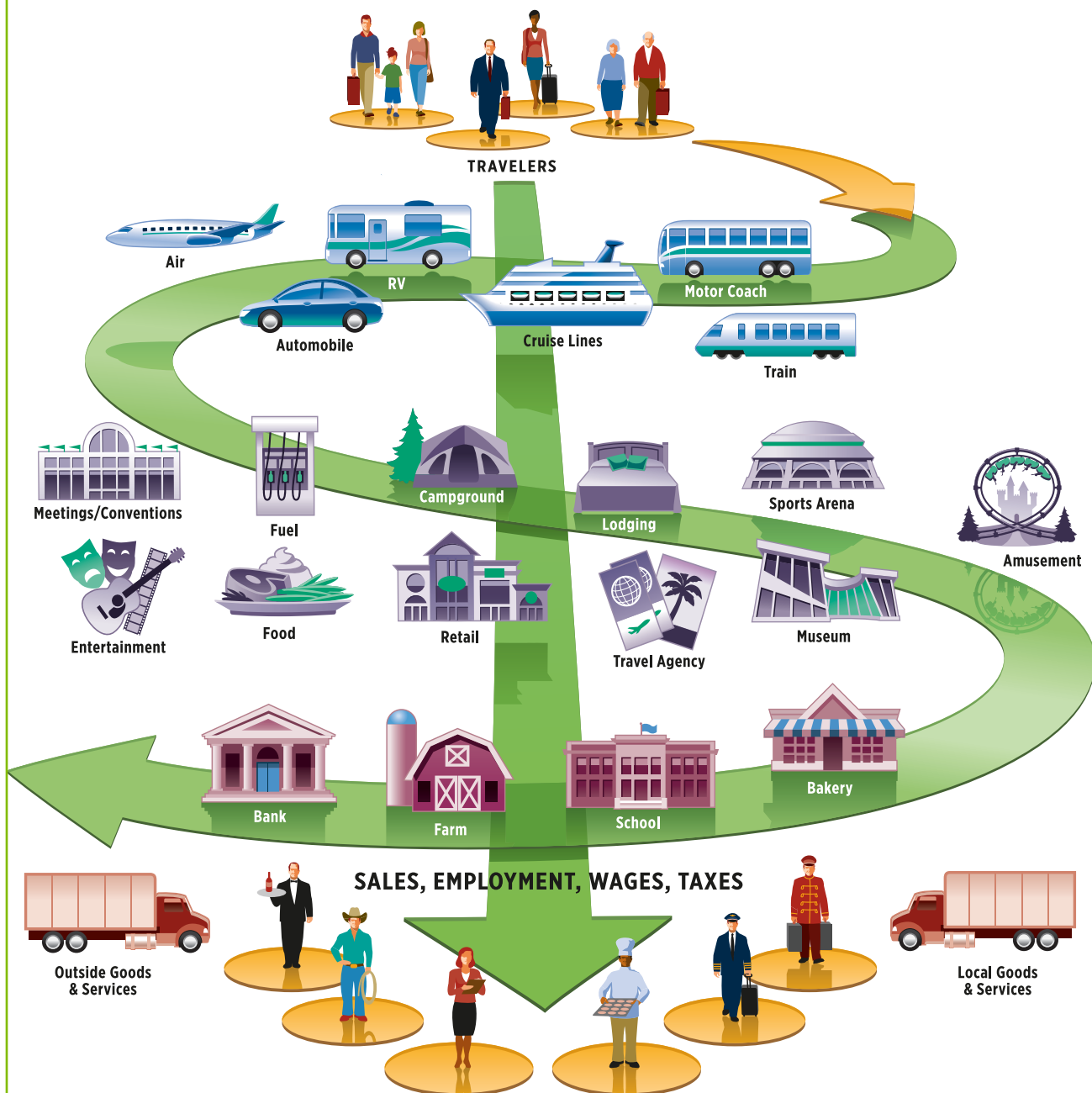
The Springfield CVB has been
accredited through Destination
Marketing Association
International since 2009.

Other Staff

Pat Gray and Cindy Wasman, Part-time Hospitality Hosts and more than
40 Volunteers from the Retired Senior Volunteer Program

THE POWER OF TRAVEL

How Travel Dollars Support America



U.S. TRAVEL
ASSOCIATION

THE IMPACT OF TRAVEL



More than 19,000 people are employed in hospitality and leisure positions in Springfield.

Source: Bureau of Labor Statistics



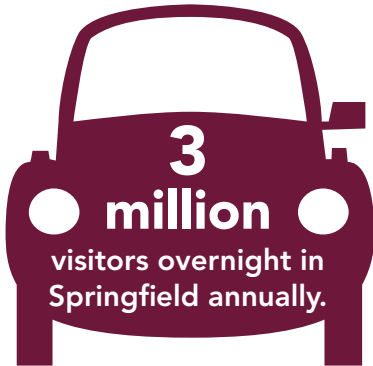
Travel is among the top 10 industries in 49 states and D.C. in terms of employment.

Source: US Travel Association



Tourism is an \$11.6 billion industry in Missouri and generated \$1.3 billion in state and local tax revenue in FY13.

Source: TNS Travels America and MO Departments of Labor and Revenue



Every U.S. household would pay an additional \$1,093 more in taxes without the revenue generated by travel and tourism.

Source: US Travel Association

TRAVEL PROMOTION'S VIRTUOUS CYCLE



Source: US Travel Association

The objectives that follow illustrate planned or completed marketing activities for the 2014/2015 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 FY15 Marketing Plan or any additional statistics not included in this report, please contact the CVB at 417-881-5300.

Administration

- The CVB will 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 continue to operate a Visitor Information Kiosk at the Springfield-Branson National Airport and the Route 66 Springfield Visitor 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. A new exterior sign will be created to make the center more visible to visitors interested in learning more about Springfield and Route 66.
- 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 staff and board will undergo a Strategic Plan Update, including staff and constituent surveys and a board retreat facilitated by Jerry Henry with H2R Market Research.
- Staff will enroll in the City of Springfield's LifeSave Program by purchasing an AED unit and ensuring that at least half of the staff is CPR/AED certified.
- Staff will develop a Standard Operating Procedures manual to be used for new employee and ongoing training and to streamline organizational processes.
- The CVB will maintain accreditation through the Destination Marketing Association International Accreditation Program. In addition, all staff will be encouraged or even required to obtain certification in their field of expertise.
- The CVB will continue to invest in technology by completing a data transition from Destination 3000 to Simpleview. The Simpleview system will be used to the fullest extent and will be integrated with many other vendor software programs.
- In order to stay current with emerging digital trends and to reflect current and future staffing needs, an interactive content coordinator, advertising sales assistant and finance/administration assistant will be hired and additional staff restructuring will be investigated.
- The CVB's Annual Salute to Travel & Tourism Awards Banquet will be continued in early 2015 with a focus on the travel industry and CVB marketing efforts.
- The CVB will utilize Destination Marketing Association International's ARENA Destination Benchmarking System to streamline reporting practices and compare to other destinations of similar staff and budget size.



SGF Airport Visitor Information Center



Route 66 Springfield Visitor Center

Marketing

- The CVB will partner with advertising agency MMGY Global to undergo a rebranding effort to identify brand standards for all creative elements, including print, digital and broadcast advertising and all collateral materials, including the website.
- Staff will continue to pursue advertising sales and sponsorships to increase private revenue funding its marketing programs. Advertising opportunities will include CVB print publications, website 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 \$400,000 in funding, down from \$580,000 in FY11. Total advertising placed by the CVB and its partners will be more than \$1 million and account for approximately 30 percent of the CVB's total budget.
- Consumer advertising campaigns will utilize new creative developed in FY15. Advertising partners include the CVB, Bass Pro Shops Outdoor World/Wonders of Wildlife, Springfield Cardinals and the Missouri Division of Tourism. The campaign will be supported by an integrated social media and public relations effort.
- The CVB will take advantage of partnership opportunities with Brand USA and the Missouri Division of Tourism to participate in a cooperative marketing effort targeting international leisure visitors. The program includes development of a short video highlighting local attractions, participation in a marketing campaign targeting visitors from Canada, advertising in Brand USA's "Discover America" visitors guide and representation on Brand USA's website at DiscoverAmerica.com.
- The use of online advertising, social networking sites, user-generated blogs and other websites such as Trip Advisor will be utilized to enhance the CVB's online presence and increase awareness of Springfield as a travel destination. The CVB will launch a new crowdsourced blog at www.LoveSpringfield.co designed to curate some of the best photos of the Springfield area shared by Instagram users and communicate the stories behind the photos.
- The CVB was accepted for the Google Maps Street View Trekker Project, making it among the first destinations participating in the program and the first Missouri destination to be featured in this way on Google Maps. CVB staff will be trained to use special Google cameras to capture these unique images of Springfield.
- The CVB will launch a fully-responsive website utilizing the newly developed brand standards.
- Creating custom videos targeting the leisure, convention and sports markets will be an important part of the CVB marketing strategy in FY15. In addition, the "Discover SGF" program will be expanded as an online, video-based training program for hospitality frontline workers, available 24/7 on any device with an internet connection.
- 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 and a familiarization tour will be planned for travel bloggers to experience Springfield first-hand.
- Other public relations efforts will include utilizing local PR professionals on a public relations advisory committee, conducting press conferences to announce the booking of major conventions and events and expanding usage of Vocus software to include press release distribution, maintaining media contacts, tracking PR tasks and monitoring article clippings.
- Market research efforts have increased over the past several years and will continue to guide the CVB's marketing efforts. Most research is conducted online by obtaining email addresses of visitors and of those who call the CVB for travel information. However, in person focus groups will also be utilized. An annual Advertising Effectiveness Study will be completed and staff will utilize meeting planner surveys to better reach the leisure, meetings/conventions and sports markets.
- Partnerships with organizations like the Branson/Lakes Area Convention & Visitors Bureau and Springfield Area Chamber of Commerce will be encouraged to share costs of research, photo/video assets and information that is valuable to each organization.

Group Sales

- In addition to ongoing convention sales efforts to attract conventions of all sizes, SMERF (social, military, educational, religious and fraternal) and association markets will be targeted.
- Other convention sales efforts include providing financial incentives for major groups to influence their decisions to convene in Springfield, continuing an incentive plan for new convention and sports bookings, increasing trade journal advertising to promote Springfield, subscribing to online meeting and sporting event planner databases and attending and sponsoring meeting and convention industry trade shows.
- The Sammie Springfield Local Convention Cooperative Marketing Campaign will be continued in partnership with the CVB, DoubleTree by Hilton, Ramada Plaza Hotel & Oasis Convention Center, University Plaza Hotel & Convention Center and Andy's Frozen Custard.
- Continued emphasis will be placed on attracting amateur sporting events to the city. The CVB will manage and work closely with the Greater 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.
- Focus additional efforts on the group tour market by attending American Bus Association in St. Louis and Travel South Showcase in Shreveport and hosting familiarization tours for bus tour operators.
- The Destination Marketing Association International's Economic Impact Calculator will be used to track and estimate economic impact of meetings, conventions and sporting events occurring in the city.
- Conduct a series of focus groups with meeting planners and city leaders to determine the need of a convention complex and to obtain feedback on the CVB's website as a resource for meeting planners seeking information about hosting an event in Springfield.



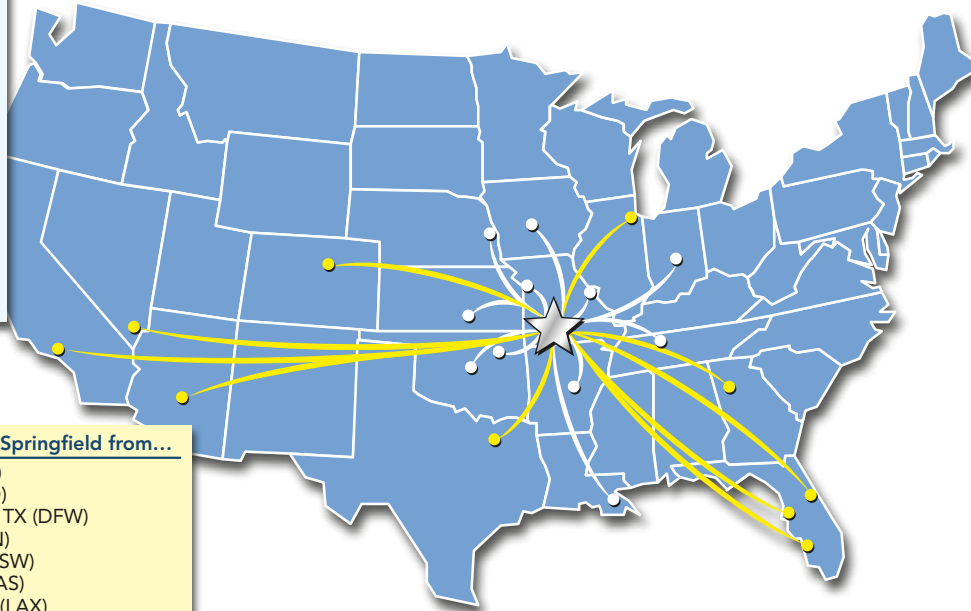
Springfield, Missouri is conveniently located in the middle of the US and near the country's population center.

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)
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.

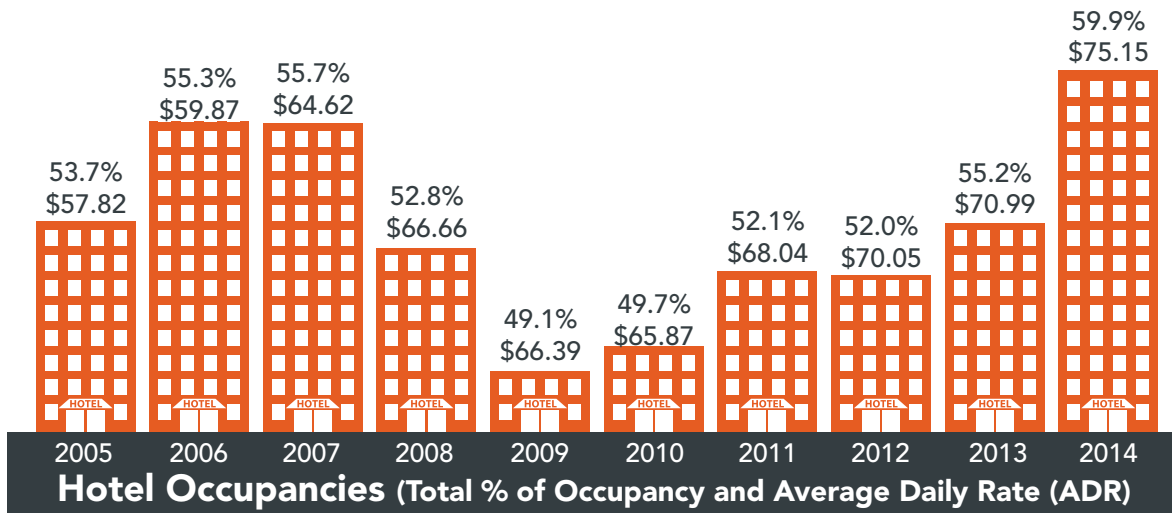


The Springfield-Branson National Airport offers more than 40 daily arrivals and departures with nonstop service to Atlanta, Chicago, Dallas/Ft. Worth, Denver, Fort Myers/Punta Gorda, Las Vegas, Los Angeles, Orlando, Phoenix and Tampa. Four airlines serve the airport: Allegiant, American, Delta and United.

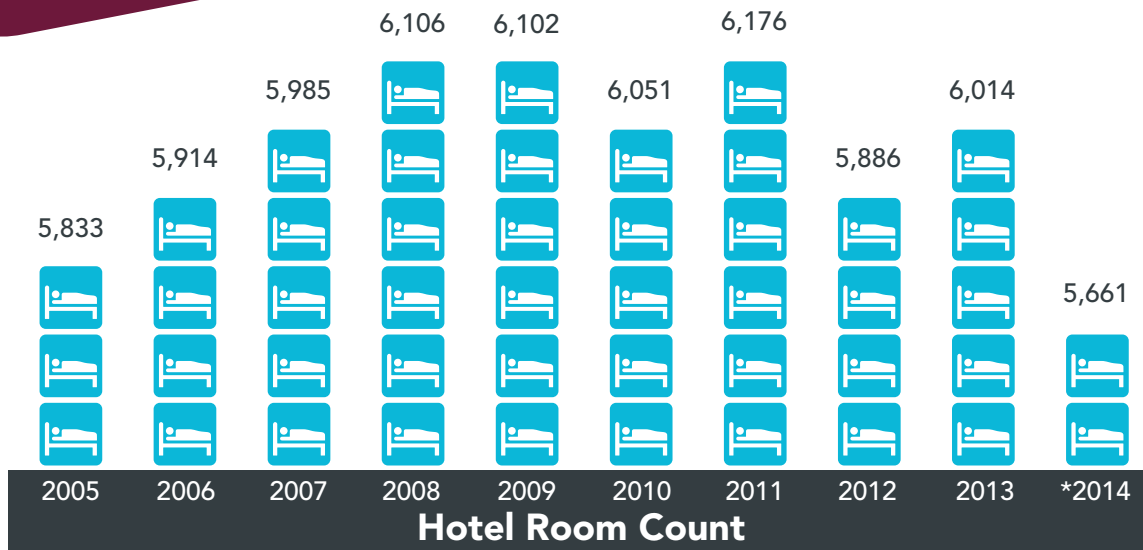
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Total Boardings	888,738	864,999	882,904	779,995	811,771	796,251	731,395	752,214	756,641	846,324
% Change	23.14%	-2.67%	2.07%	-11.66%	4.07%	-1.91%	-8.15%	2.85%	1.00%	11.85%

HOTEL STATS

Hotel 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.

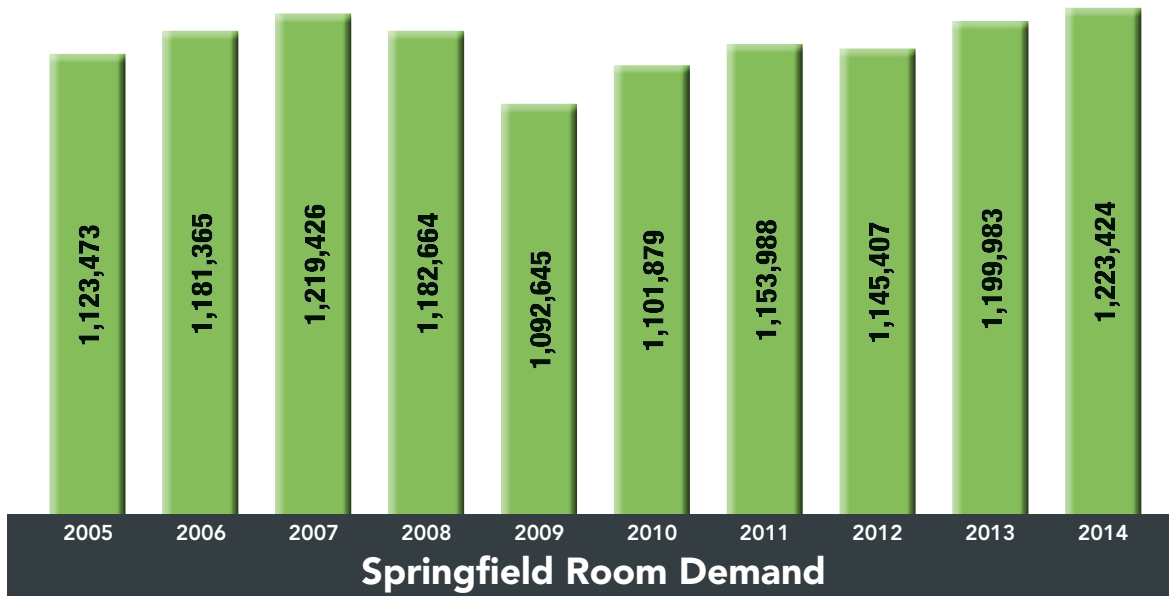


2014 Average Length of Stay
1.66 Nights



**The closure of several properties has impacted the total number of available rooms in Springfield.*

HOTEL STATS

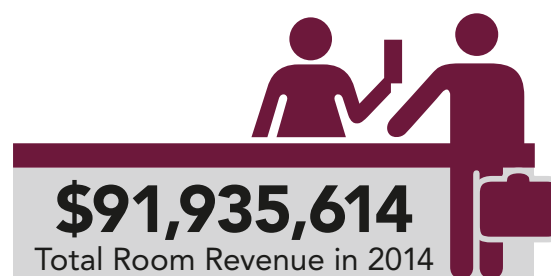


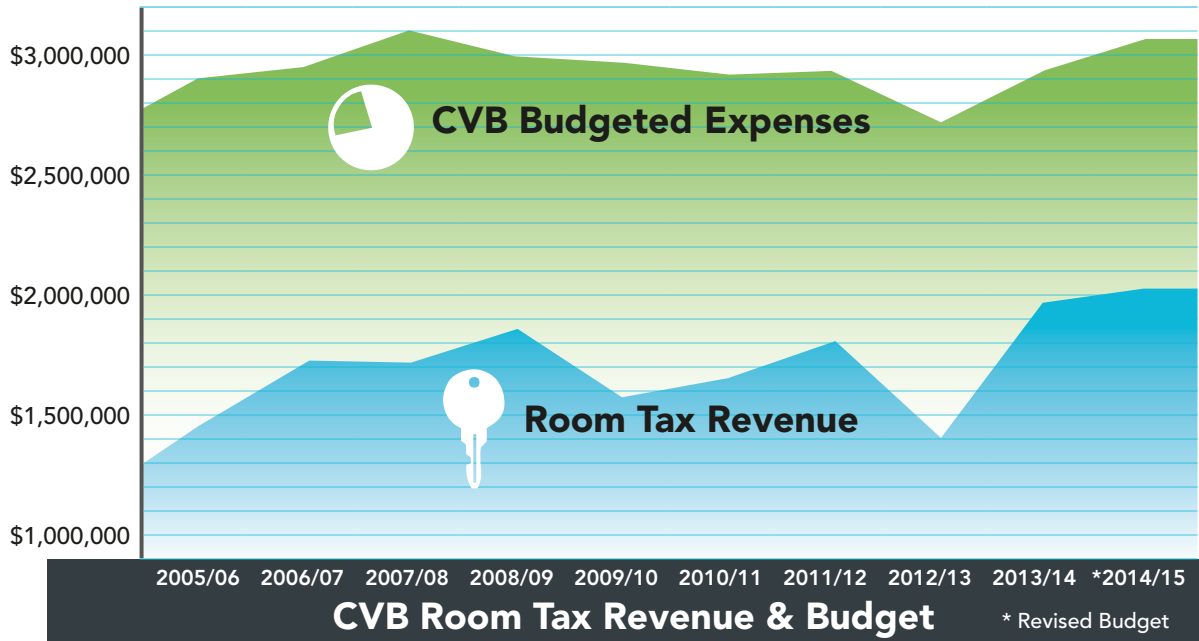
The original 2% hotel/motel tax was passed by Springfield City Council in 1979. On February 3, 1998, Springfield voters approved a hotel/motel tax increase of 2.5 cents. The increase went into effect on April 1, 1998. On February 3, 2004, voters again approved an increase of 1/2 cent in the hotel/motel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



\$4.23 million

was generated by
Springfield's lodging
tax in FY 2014





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%	36.3%	\$1,157,556
Sales & Marketing	49.6%	48.3%	51.4%	\$1,639,571
Admin. & General	11.5%	12.3%	12.4%***	\$394,489
Total Expenses	100%	100%	100%	\$3,191,616
Media Advertising**	21.0%	19.7%	33.6%	\$1,072,409
Revenue From Public Sources	85.7%	84.5%	79.4%	\$2,533,769
Lodging Tax	N/A	N/A	66.5%	\$2,120,880
MDT Co-Op Marketing	N/A	N/A	12.9%	\$412,889
Revenue From Private Sources	14.3%	15.5%	20.6%	\$627,847
Total Revenue			100.0%	\$ 3,191,616

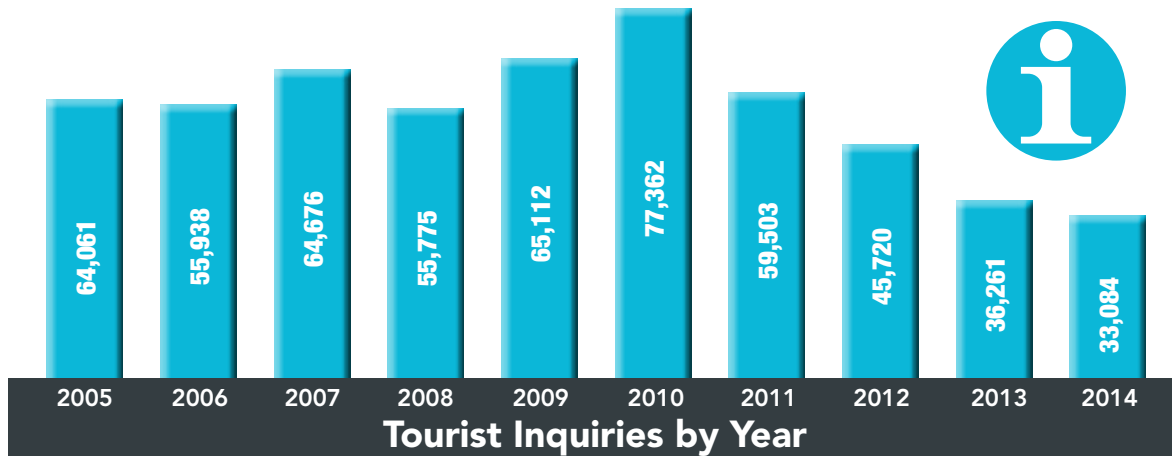
FY14 Comparison of Expenses by Major Categories

* All DMAI figures are taken from the DMAI 2013 DMO Organizational & Financial Profile Report (latest available). Springfield CVB figures are from the revised 2014/2015 budget.

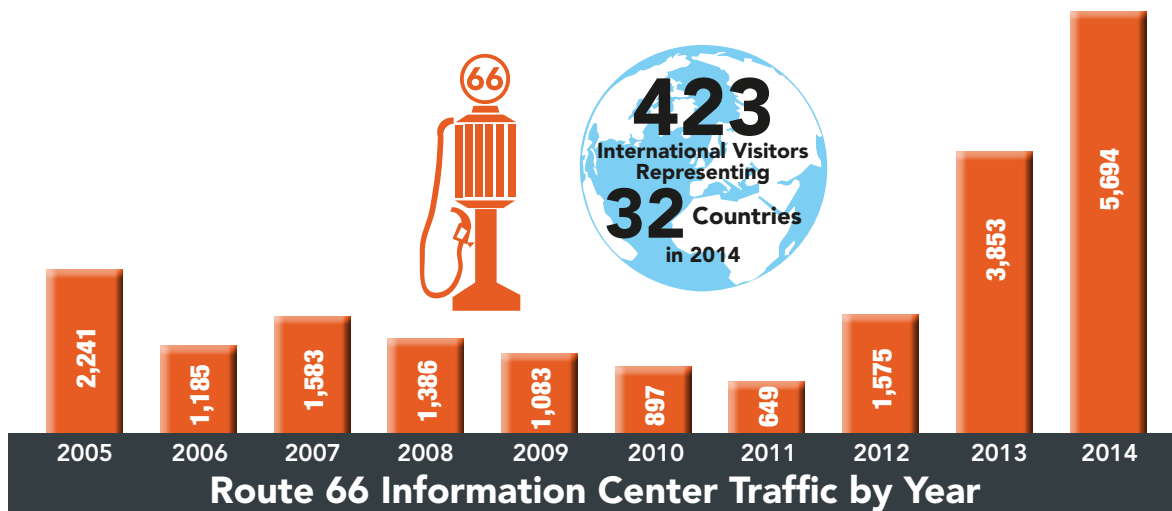
** Media Advertising is included in Sales & Marketing Expenses.

*** 2014/15 Administrative & General Expenses include more than \$135,000 in non-reoccurring capital expenses. Typically, Administrative & General Expenses run below 10% of total expenses.

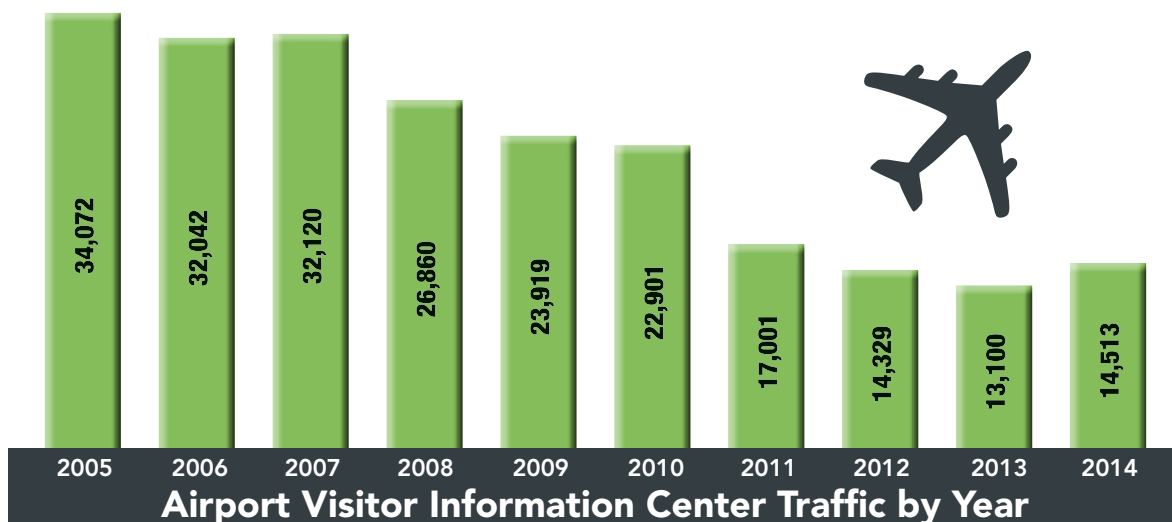
TOURIST INQUIRIES/TRAFFIC



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.



Website Visitor Sessions by Year

2014 Website Statistics

919,744
Unique Visitors

3,034,221
Total Page Views
3.3 Pages Viewed
Per Avg. Visit

2:43
Average
Visit Time

52%
from Mobile
Devices/Tablets

72%
of visits were new
to the site

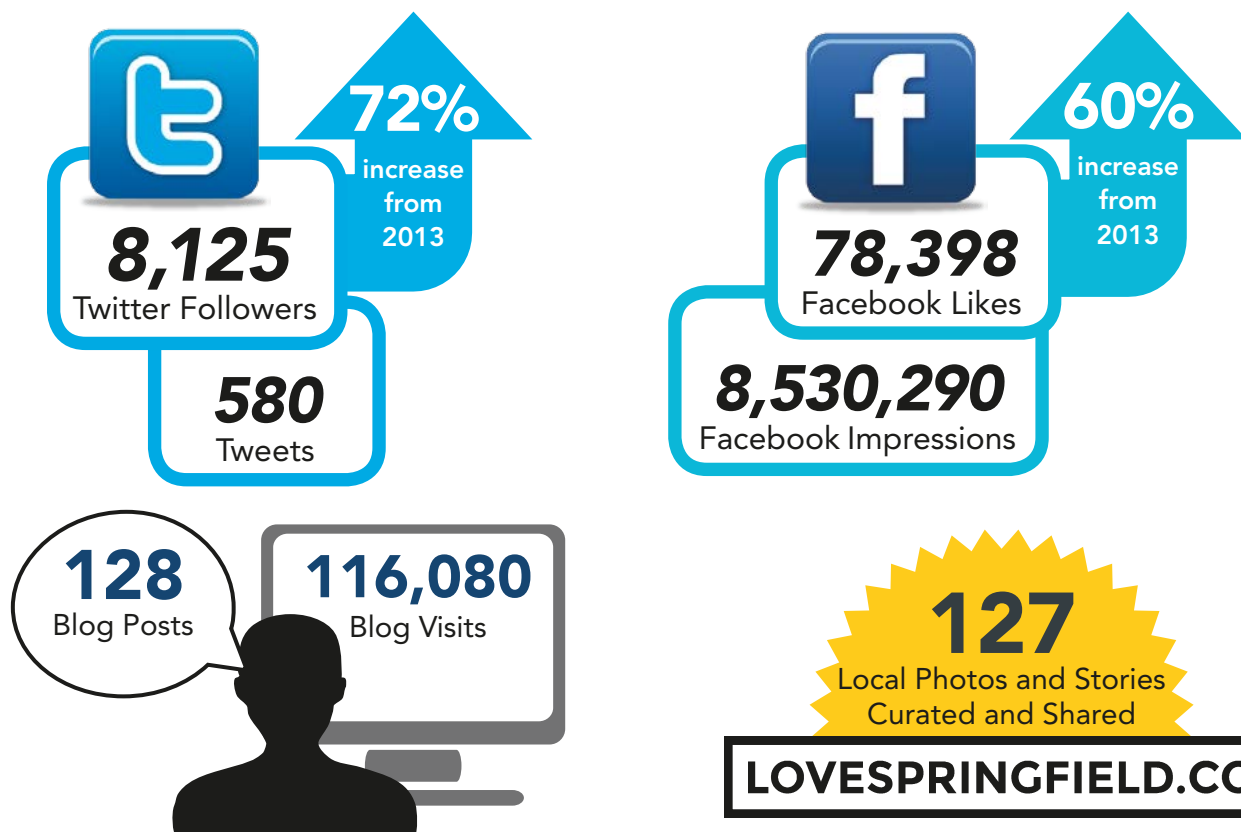
147,546
ePromotions Sent to
prospective visitors

48,529
Opened
32.9%

SOCIAL MEDIA & ONLINE BOOKINGS



2014 Totals - Social Media



JackRabbit Direct Booking Engine 2014 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..



7,913

referrals to Springfield Hotel Lodging Association member properties on CVB website and Facebook page

Google Trekker

Trekking more than 30 miles across a dozen locations for Google Maps.



MARKETING PARTNERSHIP 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.

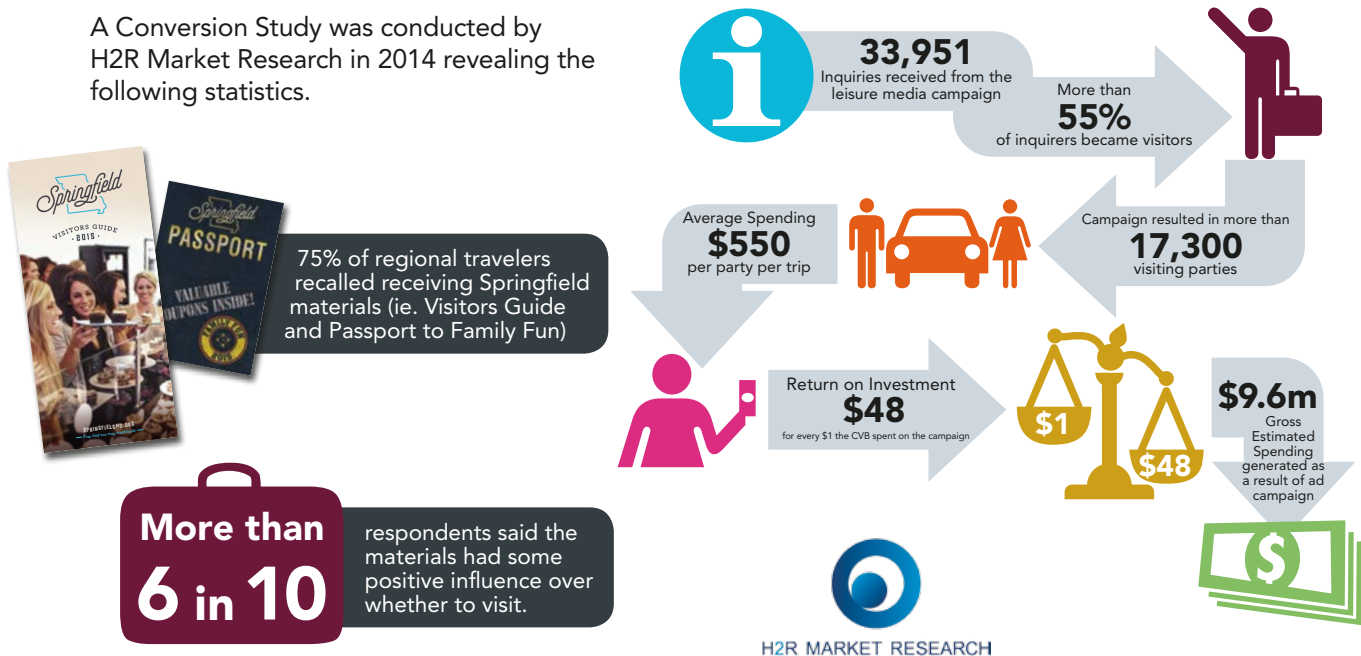
Partnership Program	
Marketing Partners–Springfield	307
Marketing Partners–Area	57
Total Partners	364
Retention	93%
Private Revenues	
Partner Dues	\$19,666
Publication Advertising	\$168,730
Website/Digital Advertising	\$73,123
Display Advertising	\$129,170
Marketing Campaign Partners	\$175,000
Total	\$565,689

FY14 Marketing Partnership Program



2014 Conversion Study

A Conversion Study was conducted by H2R Market Research in 2014 revealing the following statistics.



Springfield-Branson Cooperative Research Studies

Springfield and Branson CVBs partnered on two research projects in 2014. The partnership allowed each organization to reduce individual costs of the studies and gain insights into the competitive landscape and partnership opportunities between both communities. Additional similar partnerships are being considered for 2015.

Springfield-Branson Website Focus Groups



Springfield and Branson partnered with Strategic Marketing and Research Insights (SMARI) to conduct three WebLab focus groups with leisure visitors in St. Louis, Dallas and Oklahoma City. The WebLabs monitored participants utilizing the Branson, Springfield and other destination websites in a live setting. Key takeaways from the groups included:

- Why participants use destination websites;
- What they expect from the sites;
- Which features are the most important;
- Which site(s) evaluated are the most/least impressive and why; and
- Ease of navigation.

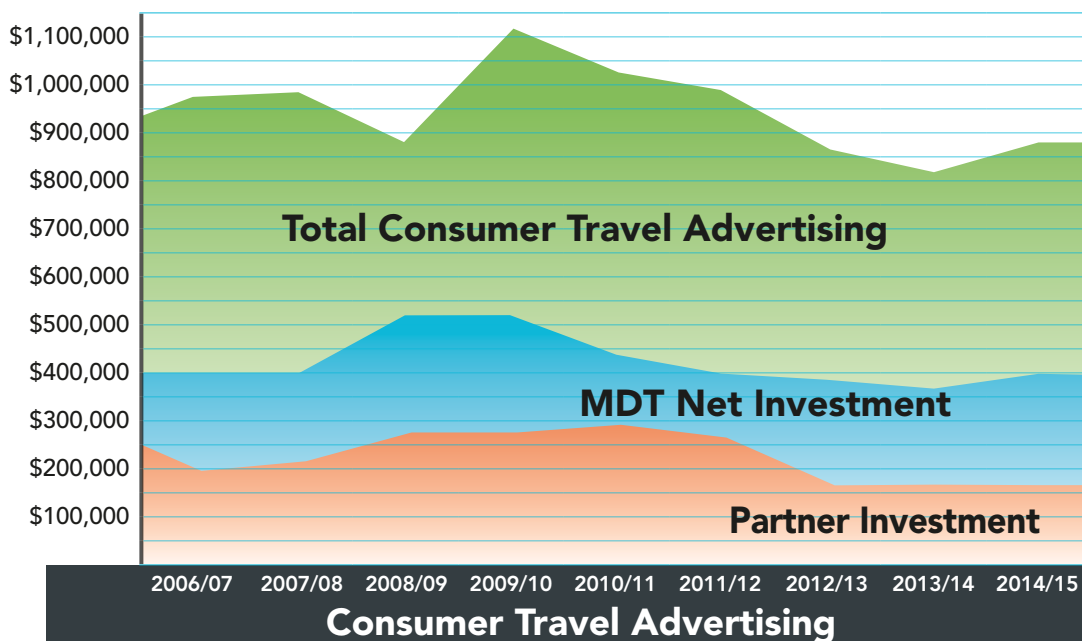
The findings from this research have and will continue to guide updates and design standards for the CVB website.

Springfield-Branson Meeting Planner Survey



Springfield and Branson partnered with H2R Market Research to complete an online quantitative research study for meeting and event planners. The survey targeted meeting planners who had either booked or inquired about booking an event in either Springfield or Branson. The survey gained insights about the perceptions of each community and obstacles to openness to book in both locations.

Survey results indicated that in addition to the safety of a destination, convenience aspects such as proximity and connected hotels are critical to considering a destination for meetings and conventions. In addition, effectively reaching these meeting planners requires multiple channels, but it is people and personal relationships that are most responsible for influencing the decision makers.



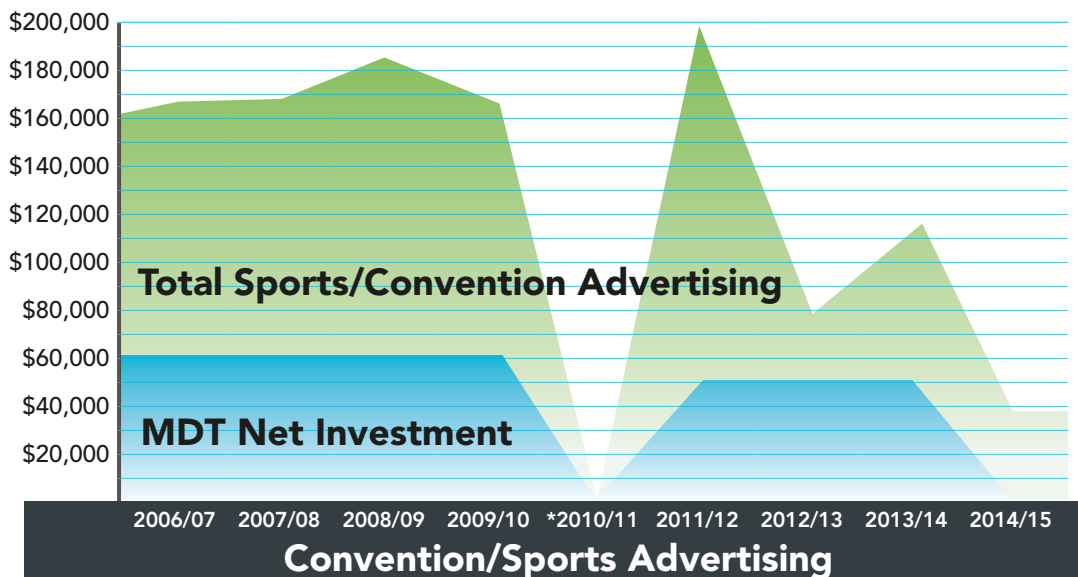
The CVB received \$368,000 in matching funds from the Missouri Division of Tourism Cooperative Marketing Program for leisure advertising in FY14.

With partners Bass Pro Shops®, Wonders of Wildlife and the Springfield Cardinals, the CVB executed a nearly \$800,000 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:

- 36,000+ inquiries
- 95,000+ website visitors at www.VacationSpringfield.com, the campaign specific URL
- 58% advertising awareness of households surveyed

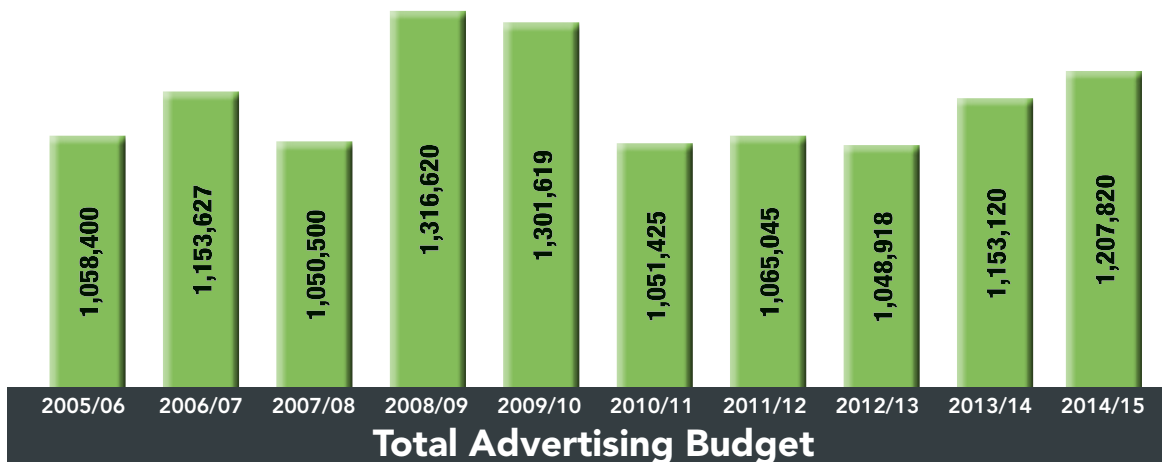
SPORTS/CONVENTION ADVERTISING



The Missouri Division of Tourism Cooperative Marketing Program was changed significantly in FY14. The program for convention and sports advertising was eliminated, causing the CVB's FY15 budget for convention and sports advertising to drop to less than \$40,000.

The limited 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.



	Leisure	Convention
Media Budget	\$739,434	\$57,912*
CVB Investment	\$206,434	\$47,912*
Local Media Partner Investment	\$165,000	\$10,000
State of Missouri Investment	\$368,000	\$0
Total Media Impressions	65,892,980	1,722,321

FY14 Advertising Campaigns

* Includes \$20,000 for Sammie Springfield Local Convention Cooperative Marketing Campaign

Key Performance Indicator	FY 2014	FY 2013	FY 2012	SCVB Historical Average
Inquiries	36.2k	33.9k	48.2k	50.5k
Conversion Rate	55%	51%	41%	53%
Visitor Parties	19.9k	17.4k	19.9k	27.4k
CVB Investment	\$206k	\$201k	\$275k	\$236k
Spending/Party	\$512	\$550	\$616	\$580
Gross Revenue	\$10.2M	\$9.6M	\$12.3M	\$16.1M
Return on Investment	\$50	\$48	\$45	\$47

FY14 Leisure Marketing Campaign Key Performance Indicators (KPI) Summary

Springfield's FY 2014 Marketing Campaign generated an ROI of \$50, an increase over 2013 and topping the historical average for the Springfield area.

The 2014 Marketing Campaign generated more than 36k inquiries to the CVB and produced more than \$10 million in gross revenue for tourism in the area.



Primary Objective:

To craft a compelling new identity for the city of Springfield that establishes a distinctive and relevant brand personality, articulates a compelling and sustainable value proposition for visitors and serves as a powerful filter for all investment, operational and marketing decisions for the CVB for years to come.

Research Conducted:

- 50+ stakeholder interviews (tourism officials, hoteliers, attractions, city leaders, airport officials, academic leaders, etc.)
- Qualitative Focus Groups in St. Louis and Kansas City
- Quantitative Survey to past visitors, prospective visitors and local residents

Key Insights

- Instead of focusing on attracting visitors from major metropolitan markets (ex. St. Louis or Kansas City), our destination appeals most to travelers from smaller, regional markets within a 3-4 hour drive radius.
- Route 66 is clearly an important part of Springfield's history and heritage, however, its drawing power may decline as the audience to which it remains relevant ages.
- While Springfield is a relatively small city, it serves as a regional hub of commerce, arts and culture, education, healthcare and technology for the surrounding communities of southwest Missouri.
- While Springfield is clearly a city, its identity has strong roots in the environment and the great outdoors.
- "The Ozarks" can be a polarizing identifier, but it has a substantially positive connotation for the audience to whom we are talking.

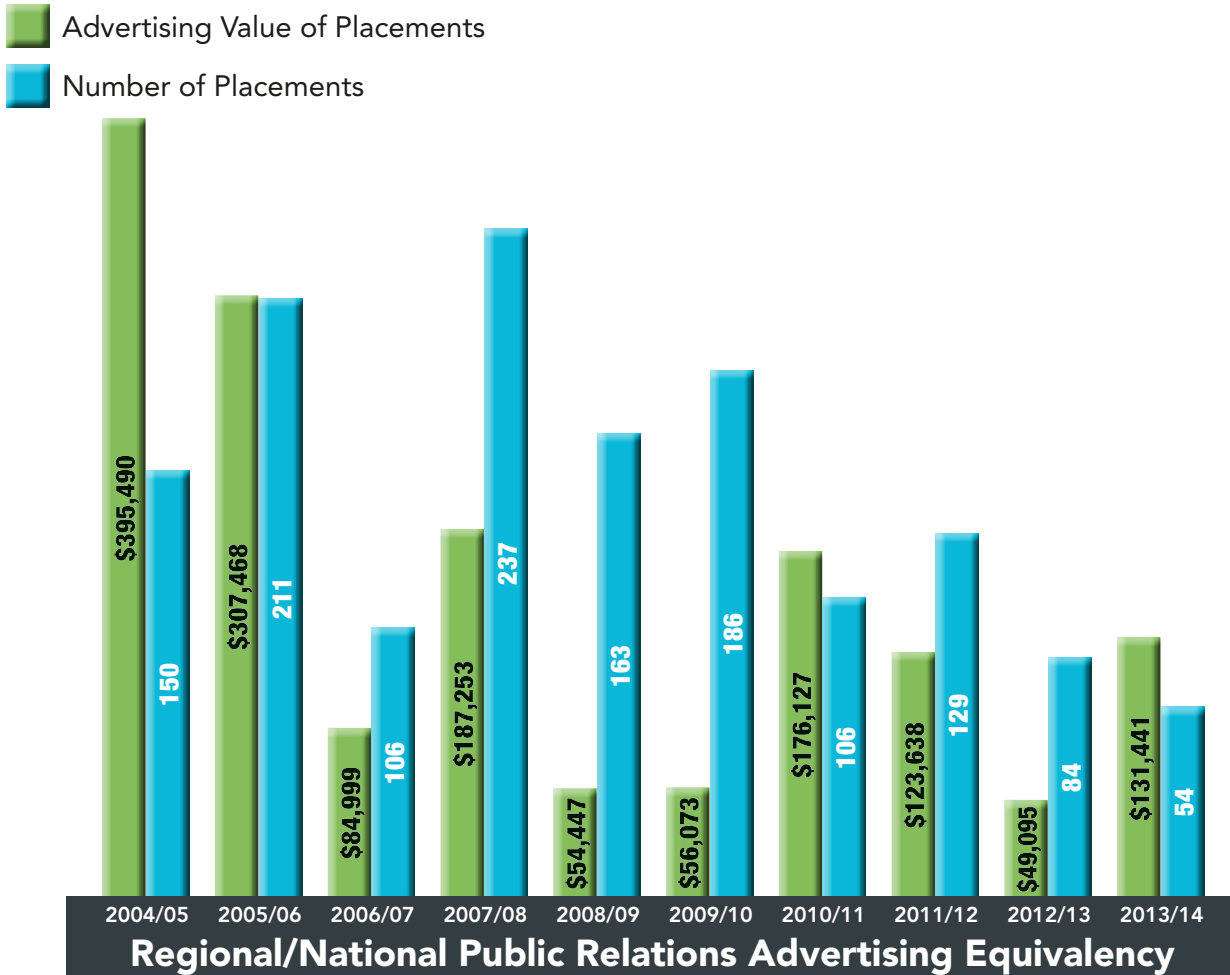
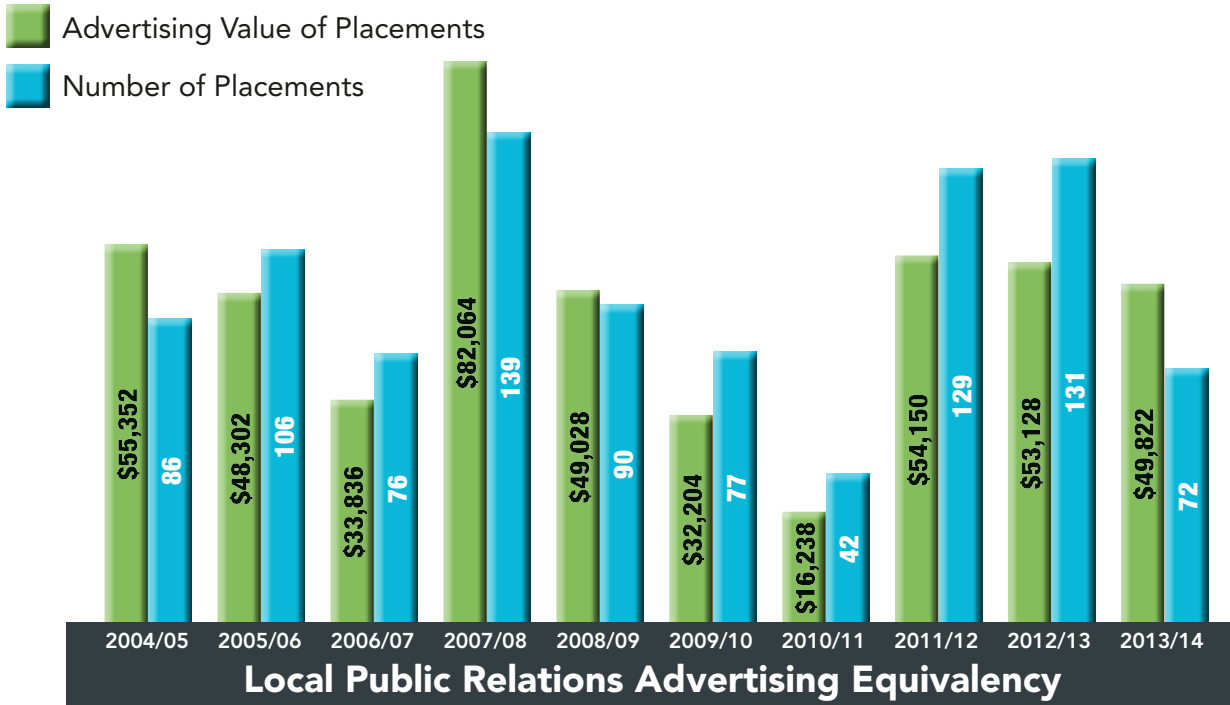
Deliverables

- New Logo and Visual Identity
- New Print/Digital/Radio/Television advertising campaign
- New Email template
- New Website Front-end
- New Photography/Video Assets
- Social Channel Updates



MMGY Global is the advertising agency of record for the CVB and is leading the rebranding effort for the Convention & Visitors Bureau.

PUBLIC RELATIONS EFFORTS



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

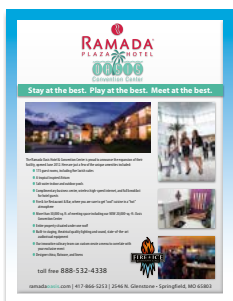
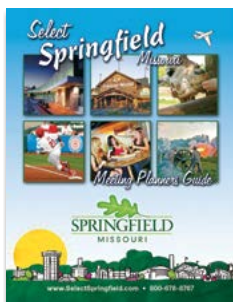
SAMMIE SPRINGFIELD CAMPAIGN



Sammie Springfield is the city's suave, debonair and award-winning spokesmonkey, a sock monkey who entices meeting and event planners to consider Springfield for their events.

His first foray into marketing began with a campaign organized by the Convention & Visitors Bureau and local hotel partners with the goal of generating interest in Springfield as a location for meetings and conventions. About 400 meeting planners were sent a book featuring Sammie enjoying the sites, hotels and meeting facilities in the city. A couple weeks later, the same planners received their very own sock monkey with a Springfield logo on its chest. A website (www.SammieSpringfield.com), kids coloring book and advertising campaign targeting meeting planners also were part of the campaign.

Sammie continued his spokesmonkey career this year by helping deliver Andy's Frozen Custard to meeting planners during sales blitzes organized by the CVB. Along with custard, a custom box, ice cream scoop, spoons and napkins, Sammie and staff from the CVB, University Plaza, Ramada Plaza and DoubleTree hotels delivered information about Springfield's meeting venues and amenities. The custard box also comes with an invitation for meeting planners to visit Springfield for a free tour of the city to showcase the venues and facilities available for hosting meetings and events.



Campaign Goals:

- Surprise meeting planners by delivering delicious frozen custard and opening up lines of communication between meeting planners and CVB sales managers to discuss Springfield as a destination for meetings and conventions.
- Educate planners about the unique and affordable meetings venues within the city.
- Create a platform to invite planners to experience Springfield by attending a familiarization tour.

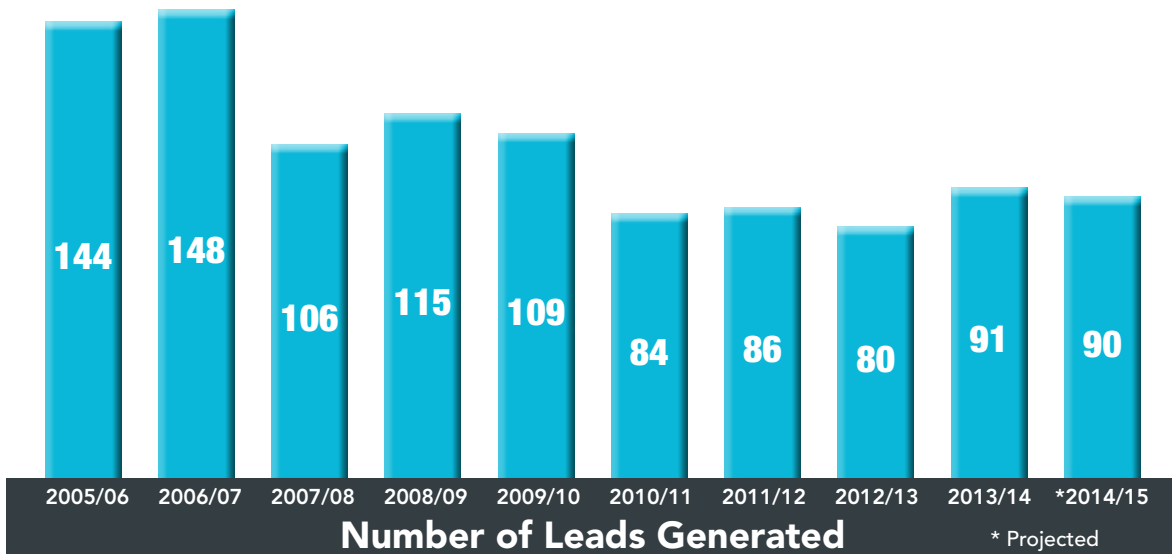
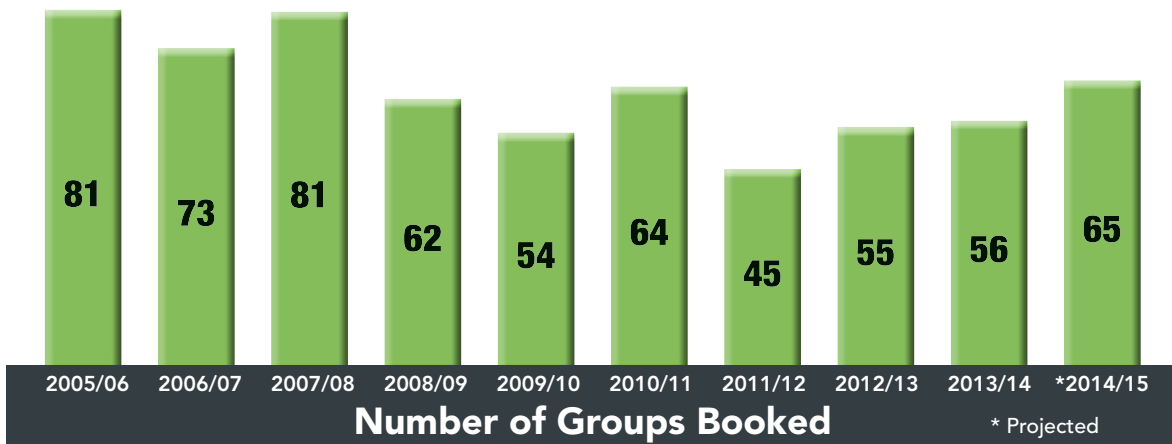
Accolades:

Besides successfully helping bring events to the city, Sammie has racked up awards. His accolades include:

- Platinum Integrated Marketing Adrian Award - Hospitality Sales & Marketing Association International
- Gold Addy Award - American Advertising Federation
- Award for Communication Excellence (ACE Award) - American Chamber of Commerce Executives
- Marketing Campaign of the Year (2013) - Missouri Division of Tourism
- Best of Show, Judges' Choice, Best of KC and Platinum in Division 3 Graphex Award - Printing and Imaging Association of MidAmerica



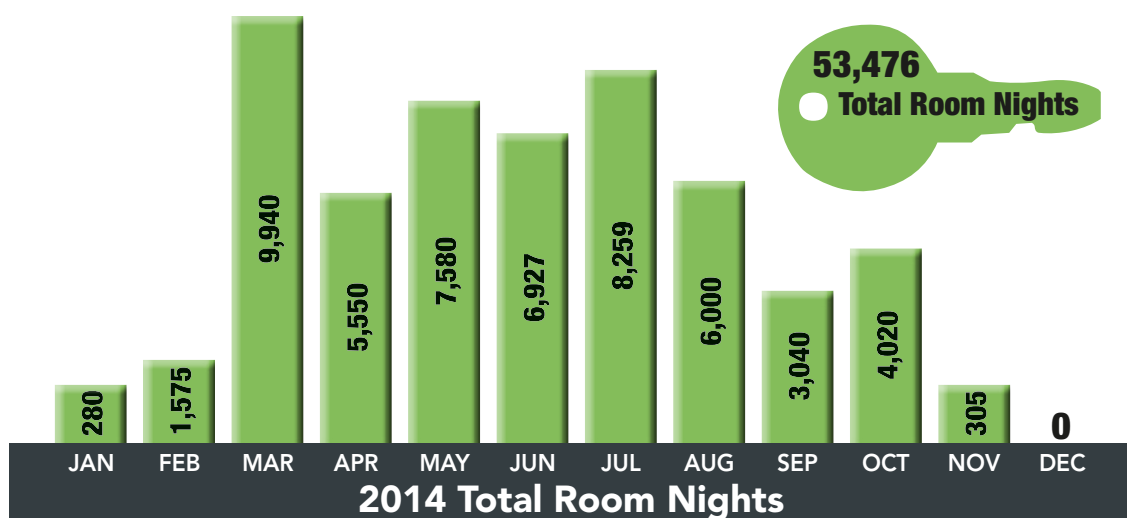
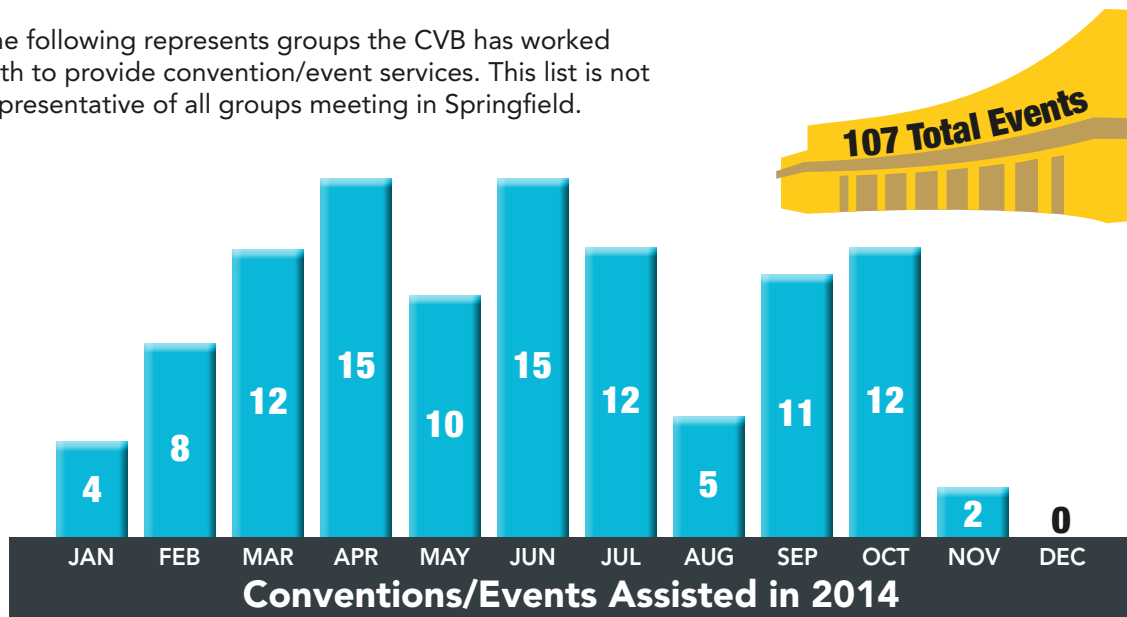
GROUP SALES



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.



CVB sales staff conducted the following activities in 2014:



Hosted 31 site visits to Springfield



Represented Springfield at 16 convention and sporting event planner trade shows



Hosted 4 client events



Conducted a telemarketing blitz and Sammie Springfield campaign



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

Booked 73 events that will bring more than 55,255 total room nights and more than 93,115 attendees to the city.



GROUP SALES



MAJOR GROUPS BOOKED IN 2014

Group Name	Date	Attendance	Room Nights
Boone & Crockett Club of America	Jul-16	1,200	700
Future Business Leaders of America	Apr-15	4,000	1,600
Harley Owners Group	Jun-15	800	840
Jehovah's Witnesses Regional Convention	Jun-15	8,000	6,000
Jehovah's Witnesses Regional Convention	Jul-15	3,000	2,250
Mid America Street Rod Nationals	May-15	7,000	3,600
Mid America Street Rod Nationals	May-16	7,000	3,600
Mid America Street Rod Nationals	May-17	7,000	3,600
Missouri Juvenile Detention Association	Jun-15	300	530
Missouri Association for Career & Technical Education	Jul-15	1,400	1,805
Missouri Department of Transportation	Apr-15	600	950
MSHSAA Speech, Debate and Theatre Championships	Apr-15	1,800	650
MSHSAA Speech, Debate and Theatre Championships	Apr-16	1,800	650
MSHSAA Speech, Debate and Theatre Championships	Apr-17	1,800	650
MSHSAA Speech, Debate and Theatre Championships	Apr-18	1,800	650
MSHSAA Speech, Debate and Theatre Championships	Apr-19	1,800	650
MSHSAA State Softball Championships	Oct-16	3,000	510
MSHSAA State Softball Championships	Oct-17	3,000	510
MSHSAA State Softball Championships	Oct-18	3,000	510
MSHSAA State Softball Championships	Oct-19	3,000	510
National Christian Homeschool Fall Nationals	Oct-14	800	560
National Christian Homeschool Soccer Championships	Oct-15	300	360
National Christian Homeschool Spring Nationals	May-15	800	430
North American Manure Expo	Jul-14	1,200	800
Premier Baseball Incoming Freshman Championships	Jul-15	1,000	2,000
Premier Baseball Senior Championships	Jul-15	800	1,500
SpyderFest	Apr-15	3,500	3,000
The World Taxidermy & Fish Carving Championships	May-15	2,000	1,045
United Methodist Church	Jun-17	2,000	2,465
United Methodist Church	Jun-18	2,000	2,465
United Pentecostal Women's Conference	Apr-15	1,200	635

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.

CONVENTIONS & EVENTS HOSTED IN 2014

Group Name	Date	Attendance	Room Nights
Heart of America Dairy Expo	January	300	250
Missouri Winter Games	February	1,300	500
Lake Country Soccer Champions Challenge	March	600	800
Missouri State Women's Bowling Championship	March	600	1,200
National Christian Homeschool Basketball Nationals	March	9,000	7,300
NCAA Men's Basketball DII Regional Championship	March	2,000	586
NCAA Women's Basketball DII Regional Championship	March	2,000	586
Christian Motorcyclist Association	April	400	454
Lake Country Soccer Ozark Coca-Cola Dr. Pepper Cup	April	3,000	2,000
Missouri Department of Transportation	April	500	1,400
Ozarks Coca-Cola/Dr. Pepper Lake Country Soccer Friendship Cup	April	2,500	1,200
SpyderFest	April	9,000	2,000
American Truck Historic Society	May	4,500	2,200
MSHSAA - Boys State Golf Championship	May	400	150
MSHSAA - Boys Tennis Championship	May	400	225
National Christian Homeschool Spring Championships	May	800	400
Mid America Street Rod Nationals	May	9,000	3,500
Amateur Softball Association Girl Fastpitch	June	500	400
Harley Owners Group	June	800	840
The Missouri Conference of the United Methodist Church	June	2,000	2,465
Classic Thunderbird Car Club, International	July	800	1,020
Franciscan University of Steubenville	July	5,000	400
Missouri Association for Career & Technical Education	July	2,000	1,900
North American Manure Expo	July	1,200	800
Premier Baseball Incoming Freshman Championships	July	1,000	1,500
Premier Baseball Senior Championships	July	850	1,000
82nd Airborne Division Association	August	400	520
Assemblies of God - The Centennial	August	8,000	4,000
American Hereford Association	September	300	340
Street Machine Nationals	September	5,000	1,300
MSHSAA - Girls State Golf Championship	October	400	150
MSHSAA - Girls Tennis Championship	October	300	200
MSHSAA - Girls Softball Championship	October	3,000	500
National Christian Homeschool Fall Championships	October	2,300	850
Lake Country Soccer Incredible Pizza Fall Classic	October	2,500	700
Total		82,650	43,636

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.



www.SpringfieldMO.org

Offices & 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