



Visit Springfield Update

CONVENTION / EVENT CENTER



THE MYSTERY HOUR
TONIGHT





WHAT HAPPENED IN NOVEMBER



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**No Information
No Campaign
No Advocacy**

**Nothing was done to inform the
Springfield Voters**



AS A RESULT

BALLOT FAILED BY 382 Votes

- **Yes: approximately 47.44% (about 3,545 votes)**
- **No: approximately 52.56% (about 3,927 votes)**

Overall turnout was very low, with roughly 7% of registered springfield voters participating



WHAT HAS HAPPENED SINCE

City conducted community wide survey and multiple public listening sessions -

Clear Themes

- More Information**
- Location and Design**
- Funding Package and safeguards**
- Concern for City Services**



AS A RESULT

City Council approved the following ballot language on the April 7th City Election -

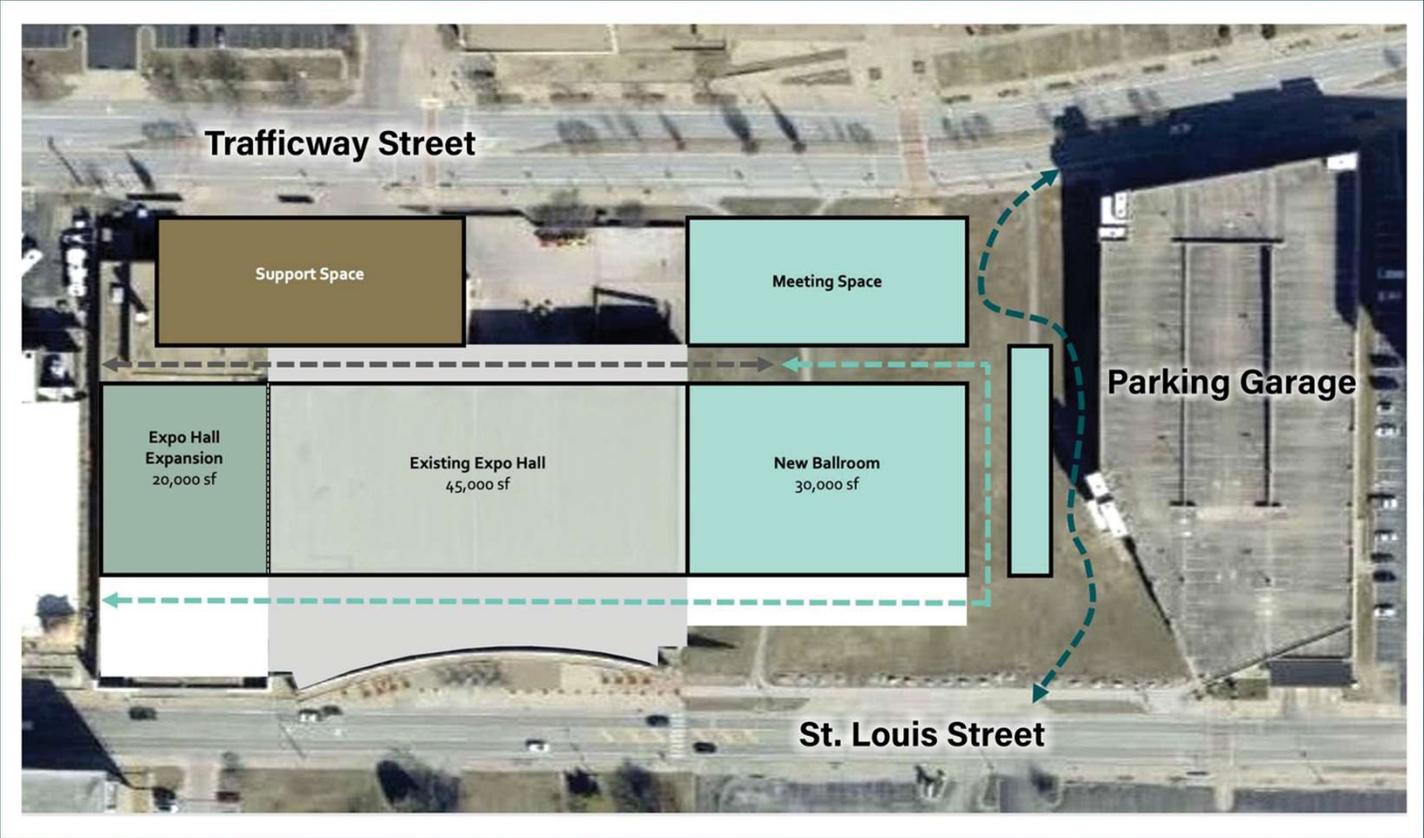
“Shall the City of Springfield, Missouri, impose an additional three percent (3%) license tax on the business of renting, leasing, or letting living quarters, sleeping accommodations, rooms, or a part thereof, in connection with any hotel, motel, tourist court, or short-term rental, derived from or paid by transient guests for sleeping accommodations, for the purpose of attracting travel and tourism, including the construction, operation, and maintenance of a regional convention and events center? The additional three percent (3%) license tax shall automatically expire after a period of thirty-five (35) years.”

CHANGES MADE

- **Added 35-year sunset**
- **Confirmed Renovation / Expansion of EXPO center**
 - **Funding Clarity (no city general funds)**
- **Conduct communitywide information process**



LOCATION



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- **City owned building and land**
- **Walkable to hotels, dining, entertainment**
- **Supports downtown revitalization**
- **Improves visibility, connectivity, and wayfinding**
- **Parking**



DESIGN

- **City hired Populous**
- **Conducted a series of community workshops**
- **Community first design**
- **365 use concept**

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POPULOUS SHPP DESIGN



FUNDING CLARITY

- **Project cost \$175 million**
 - **\$30 million from Springfield Forward SGF**
- **\$145 million debt paid by proposed 3% tourism tax**

- **If \$30 million state appropriation received will be used additional for land acquisition and expansion**



FUNDING CLARITY

- **Operations and Maintenance - Existing Tourism Tax used for Jordan Valley ice Park will be paid off in 2028 will be redirected to the Convention Center.**
- **No General Funds will be used for this project.**



THE FACTS REMAIN THE SAME



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HUNDEN PARTNERS FEASIBILITY STUDY

**The Springfield
market has
STAGNATED**

**Springfield has an
unprecedented
OPPORTUNITY**

**Venue must be
mixed-use and a
COMMUNITY JEWEL**



CONVENTION / EVENT CENTER

Hunden's Recommendations

65,000 sq. ft. Exhibit Hall

30,000 sq. ft. Ballroom

14,000 sq. ft. Junior Ballroom

16,000 sq. ft. Meeting Space

An Outdoor Plaza



CONVENTION / EVENT CENTER

Hunden Partners Impact Forecast

Annually 164 Events, 251 Event Days, 179,546 Attendees

80,000 Room Nights

Direct State Taxes | 30 Year - \$75.8 Million

Estimated spending \$1.37 billion

CONVENTION / EVENT CENTER

We are losing.....

\$125,114
PER DAY

WHAT ARE WE DOING



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INFORMATIONAL CAMPAIGN

City Manager and staff, City Council and Visit Springfield team conducting extensive informational programs to reach every Springfield resident.

- **Informational Resources / website**
 - **Videos / flyers / handouts**
 - **Speaking engagements**
 - **And much more**



ADVOCACY CAMPAIGN - Friends of SGF

Sally Hargis and Marshall Kinne - Co- Chairs

Gordon Elliott - Treasurer

Tracy Kimberlin - Committee Member

And many more



ENDORSEMENTS (to date)

- **Springfield Hotel & Lodging Association**
 - **IBEW Local 453**
 - **Assemblies of God**
 - **Springfield Fire Fighters Association Local 152**
 - **Downtown Springfield Association**
 - **International Federation of the Blind**
 - **Friends of the Zoo**
 - **Springfield Sports Commission**
 - **and many more**
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CORE TALKING POINTS

- **This is paid primarily by visitors, not residents.**
- **It strengthens Springfield's economy and supports local jobs.**
- **The Expo Center is not a Convention Center**
 - **Springfield is losing \$\$ every day**

KEY DATES

April 7th - Vote

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QUESTIONS



GULLIO
THE MYSTERY HOUR
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POPULOUS SHPP DESIGN

