

# WELCOMING VISITORS – THE SPRINGFIELD CVB STAFF

## ADMINISTRATION



**Tracy Kimberlin, CDME**  
President/CEO



**Shelly Grauberger**  
Finance/Administration Manager



**Jennifer Holt**  
Finance/Administration Assistant

## MARKETING



**Sean Dixon**  
Marketing Director



**Steve Ross**  
Assistant Marketing Director



**Susan Wade**  
Public Relations Manager



**Adam McMullin**  
Community Manager



**Jane Rips**  
Partner Development Manager



**Céline Roberts**  
Advertising Sales Assistant



**Tonia Castaneda**  
Marketing Assistant

## GROUP SALES



**Dana Maugans, CDME**  
Director of Sales



**Melissa Evans, CHSE**  
Sales Manager



**Lisa Perez, CMP**  
Sales Manager



**Carrie Chavez**  
Event Services Manager

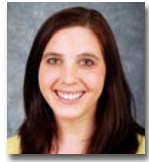


**Lori Casey**  
Group Sales Coordinator

## SPORTS COMMISSION



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



**Katie Johnson**  
Assistant Director  
Springfield Sports Commission



**Barbara Bartel**  
Visitor Center Associate



**Gae Griffin**  
Visitor Center Associate



**Cindy Wasman**  
Airport Center Associate

Plus nearly 40 Volunteers



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

**SPRINGFIELDMO.ORG**



Convention & Visitors Bureau

**SPRINGFIELDMO.ORG**

**Offices & Route 66 Springfield Visitor Center:**

815 East Saint Louis Street • Springfield, Missouri 65806

417-881-5300 • 800-678-8767

**Airport Visitor Center:**

Springfield-Branson National Airport • Springfield, Missouri



Convention & Visitors Bureau



PROMOTING THE HEART & SOUL OF THE OZARKS  
TO HELP PEOPLE CELEBRATE FRIENDS, FAMILY AND ALL OF  
**LIFE'S SIMPLE PLEASURES.**

# WHO IS THE CVB?

The Springfield Convention & Visitors Bureau, LLC (CVB) 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.

## — STRUCTURE —

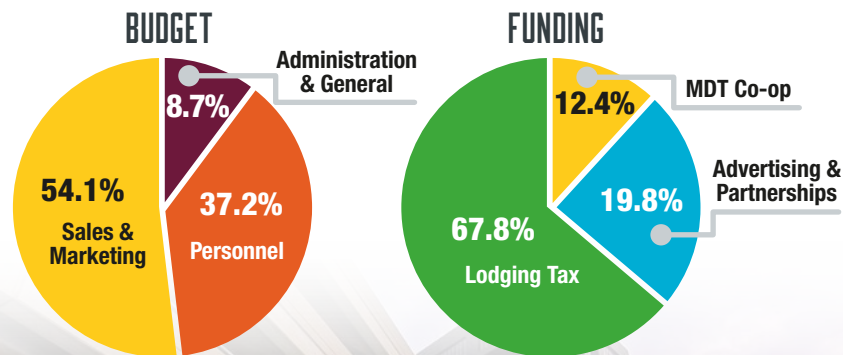
The Springfield CVB is a nonprofit, 501(c)6 marketing organization contracted by the City of Springfield, Missouri. The organization was founded in 1979 as the hospitality arm of the Springfield Area Chamber of Commerce. The CVB was incorporated independently as a nonprofit 501(c)6 organization in 1989. In 2004, the CVB began managing the Springfield Area Sports Commission.

## — PEOPLE —

The Springfield CVB is supported by a full-time staff of 19 and directed by a board of 15 civic and business leaders. The organization is comprised of three teams in the areas of group sales, marketing and finance/administration.

## — BUDGET & FUNDING —

The Springfield CVB has an annual operating budget of nearly \$3.5 million. Funding for the organization comes from a combination of the Springfield lodging tax, Missouri Division of Tourism (MDT) Cooperative Marketing Program and private revenue from advertising partnerships.



800-678-8767

# WHAT DOES THE CVB DO?

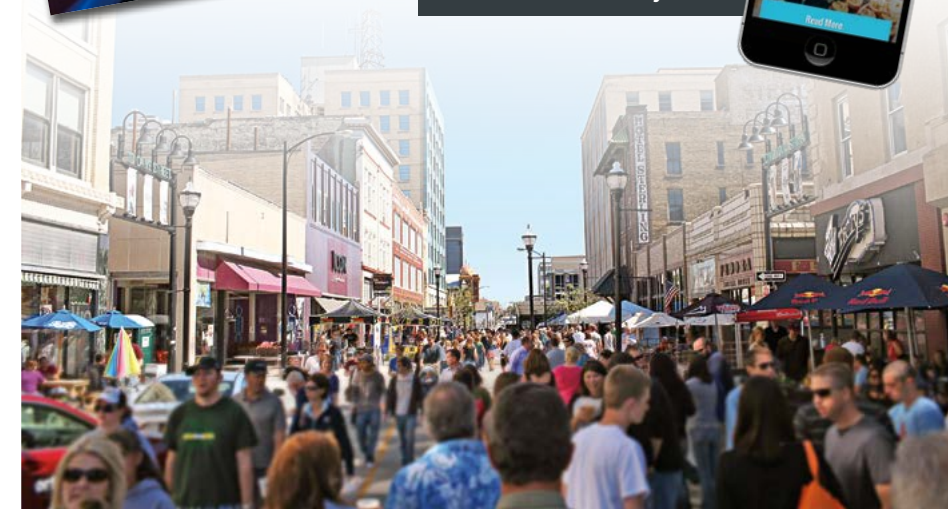
The CVB improves the economic vitality and livability of the community by encouraging the development and growth of the region's visitor industry through marketing, advocacy and conservation.

Marketing programs the CVB conducts to encourage travel to Springfield include:

- Developing Multi-Media Advertising Campaigns
- Public Relations Programs
- Social Media Campaigns
- Bringing Travel Journalists to the City
- Attracting Conventions, Sports Events and Other Group Events to the City
- Publishing an annual Visitors Guide
- Maintaining a Comprehensive, Responsive Website
- Attending Meeting/Event Planner Trade Shows
- Operating Two Visitor Information Centers

**More than 3 million overnight travelers come to Springfield annually along with countless day trip visitors.**

- Distributes 150,000 copies of printed materials each year
- www.SpringfieldMo.org generates more than 1 million visitor sessions each year



TRUE TO LIFE. TRUE TO US.

# HOW DOES THE CVB HELP SPRINGFIELD?

The CVB's efforts improve the economic vitality of our community by encouraging others to visit, explore and experience the many things we enjoy daily. As the heart and soul of the Ozarks, our nature is to help people celebrate friends, family and all of life's simple pleasures.

- More than 17,500 people are employed in hospitality and leisure positions in Greene County. 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 FY15. 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
- Greene County generates more than \$699 million in direct tourism-related expenditures each year. Source: Missouri Division of Tourism FY15 Annual Report

## Travel Promotion's Virtuous Cycle



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