



Convention & Visitors Bureau

2017-2019 STRATEGIC PLAN

Facilitated by

ZEITGEIST CONSULTING

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SPRINGFIELD CVB

2017-2019 STRATEGIC PLAN

EXECUTIVE SUMMARY



GOAL

ENHANCE THE AWARENESS, APPRECIATION AND SUPPORT OF THE CVB AND THE VISITOR ECONOMY IN THE REGION

Be the voice of the visitor and a trusted source of information for community leadership.

OBJECTIVE A

Build a compelling set of talking points on the importance of tourism to the economy and quality of life.

OBJECTIVE B

Work with area media outlets to tell the broader story of the connection between the visitor economy, economic vitality and quality of life.

OBJECTIVE C

Utilize the board of directors and staff as brand and bureau ambassadors to communicate the importance of visitors.

OBJECTIVE D

Continue to build collaboration with other community development agencies throughout the region.



GOAL

ADVOCATE FOR ENHANCED MEETING FACILITIES AND SPORTS VENUES

Whether she knows it or not, Springfield is forfeiting hundreds of millions of dollars in lost business by sitting on its hands while other communities build convention and sports facilities.

OBJECTIVE A

Urge the community to come together to develop a state-of-the-art convention center campus.

OBJECTIVE B

Analyze opportunities to build additional tournament-grade sports facilities in and around Springfield.

GOAL

INCREASE INVESTMENT IN DESTINATION DEVELOPMENT AND MARKETING

The Springfield CVB needs to increase its reach and programming so that the community becomes more attractive to visitors and potential investors, thus enhancing the economy and the region's quality of life.

OBJECTIVE A

Analyze the new funding streams being utilized around the country to power destination marketing.

OBJECTIVE B

Consider building coalitions with state hospitality organizations and other destination marketing organizations to investigate legislative options.

