

PLACEMAKING
&
TOURISM

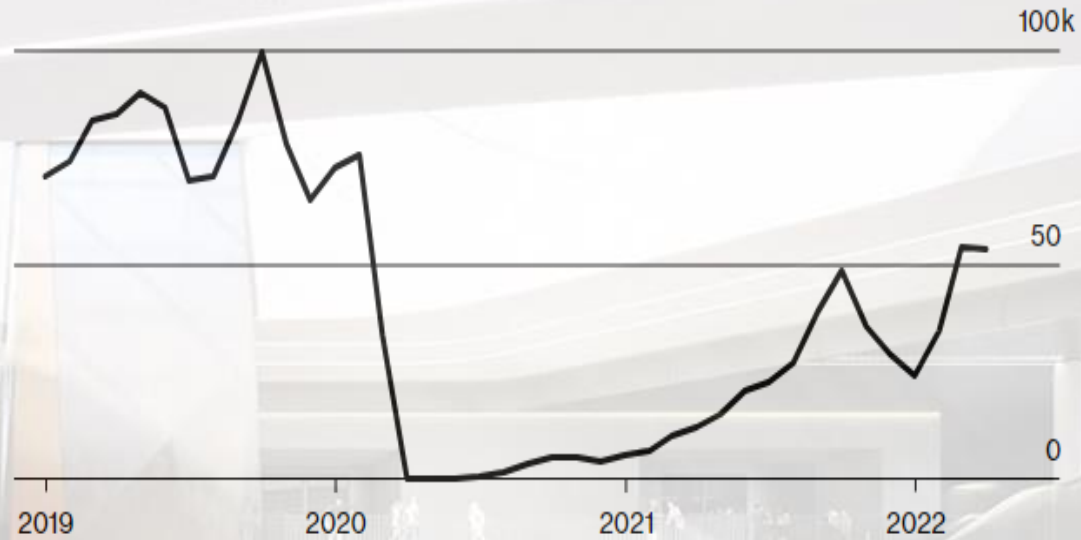
Richard Ollis, CEO

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Meetings at Selected US Venues



As we emerge from the Pandemic, business travel and convention business has changed:

2019 – \$35 Million

2020 – \$7 Million

2021 – \$11 Million





Springfield's largest convention facility is aging and in disrepair (University Plaza).

The current owner J.D. Holdings (Atrium Group) has done little re-investment in its properties (University Plaza, Expo Center, Hammons Tower).

Our #1 (in size) convention facility is becoming undesirable.



Sports Tourism is strong and growing.



2020 – 46% Decrease (\$96M)

2021 – 82% Increase (\$170M)

– 66.5M Room Nights

Economic Impact – \$91.8B

Jobs – 635,000





Elizabethtown (E-Town)

2012 – \$30M Investment

- 150 Acre Complex
- 12 Turfed Ball Diamonds
- 12 Multi-Use Fields
- 2 Championship Fields
- Pavilions, Events, Locker Rooms, Playgrounds

Passed Restaurant Tax (2%) to fund bonding of facility.





Results of Effort

- 1,717 jobs in tourism (Hardin County)
- \$300M in tourism spending (Hardin County)
- 70.5M visitors (KY)
- \$808M state & local taxes (KY)



Huddle Up Report Findings

Facility Type	Anchor	Tournament Friendly
Flat Fields	Minimum 16 fields	8-15 fields
Pool	50m/8-10 lanes with diving well	25m with diving well
Diamonds	Minimum 12 fields	8-11 fields
Hardwood Courts	Minimum 8 Basketball/16 Volleyball	4 Basketball/8 Volleyball
Indoor Track	200 meter/6 lanes/banked	200 meter/6 lanes

Threats

- Aging Facilities
- Community Alignment
- Regional Competition





Springfield's Efforts

Betty and Bobby Allison Sports Town

\$20M(+) Total Private Investment

- 12 Sports Fields (4 turf)
- 94,000 sqft Indoor Facility

\$2M Community Investment in Infrastructure

- Sewer, Water, Roads, etc.





Killian/Cooper

5 Baseball Fields (Cooper)

14 Soccer Fields
(1 Turf Stadium Field)

6 Softball Fields (1 Stadium Field)

\$20M Investment (City and State) in expansion and renovation of complexes. A master plan is being initiated.





The Fieldhouse Sportscenter

- 2021 Purchase (Park Board) - \$6M
- 46,000 sqft – Built in 2013
 - 4 Basketball Courts
 - 4 Volleyball Courts





DRURY UNIVERSITY

DRAKE POTH
SOPHOMORE
ARKANSAS STATE UNIVERSITY
TRANSFER



Springfield Sports Tourism

- Betty and Bobby Allison Sports Town - \$20M
 - Cooper/Killian Upgrades - \$20M
 - Fieldhouse Purchase - \$6M
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- 3 Facilities; 140 sqft indoor space; 12 turf fields; 37 total fields
 - Add MSU, R-12, Drury, Evangel, etc.



Looking Forward

- No sustainable funding for operations, maintenance and improvements
- Big leap from Recreational to Tournament Grade
- Lack of Operational Plan for improvement
- Lack of Community Alignment and Collaboration: Private/Public/Institutional

Placemaking Efforts

Grant Ave Parkway - \$26M

- Parkway from Bass Pro to Downtown
- Pedestrian, Bike Paths and Public Art
- Development and Redevelopment along Parkway





Art Museum

Master Plan - \$20M

- Naturalization of Creek (Stormwater)
- Expansion & Renovation of Facilities
- Event Space (Indoor/Outdoor Venue)
- Greenway from Art Museum to Grant Ave
- Park Space – Phelps Grove Park to Gardens





Jordan Creek Daylighting

- Removal of Box Culvert (hiding creek)
- Creation of Park around Creek
- Improvement with storm water
- Main Street to JVIC
- Development Opportunities
- Downtown Amenity





Fellows Lake

- Marina
- Dirt 66 Trail Development

Lake Springfield

- James River Power Plant Decommissioned
- IM Master Plan – Recreation, economic development, transportation

Chadwick Flyer Trail

- Ozark to Springfield



Opportunity



- Springfield is poised to become a regional Sports Tourism Destination.
- Quality of Place is emerging as a priority for attraction/retention of workforce.
- We must continue to obtain sustainable funding and promote economic development.



Any Questions?



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