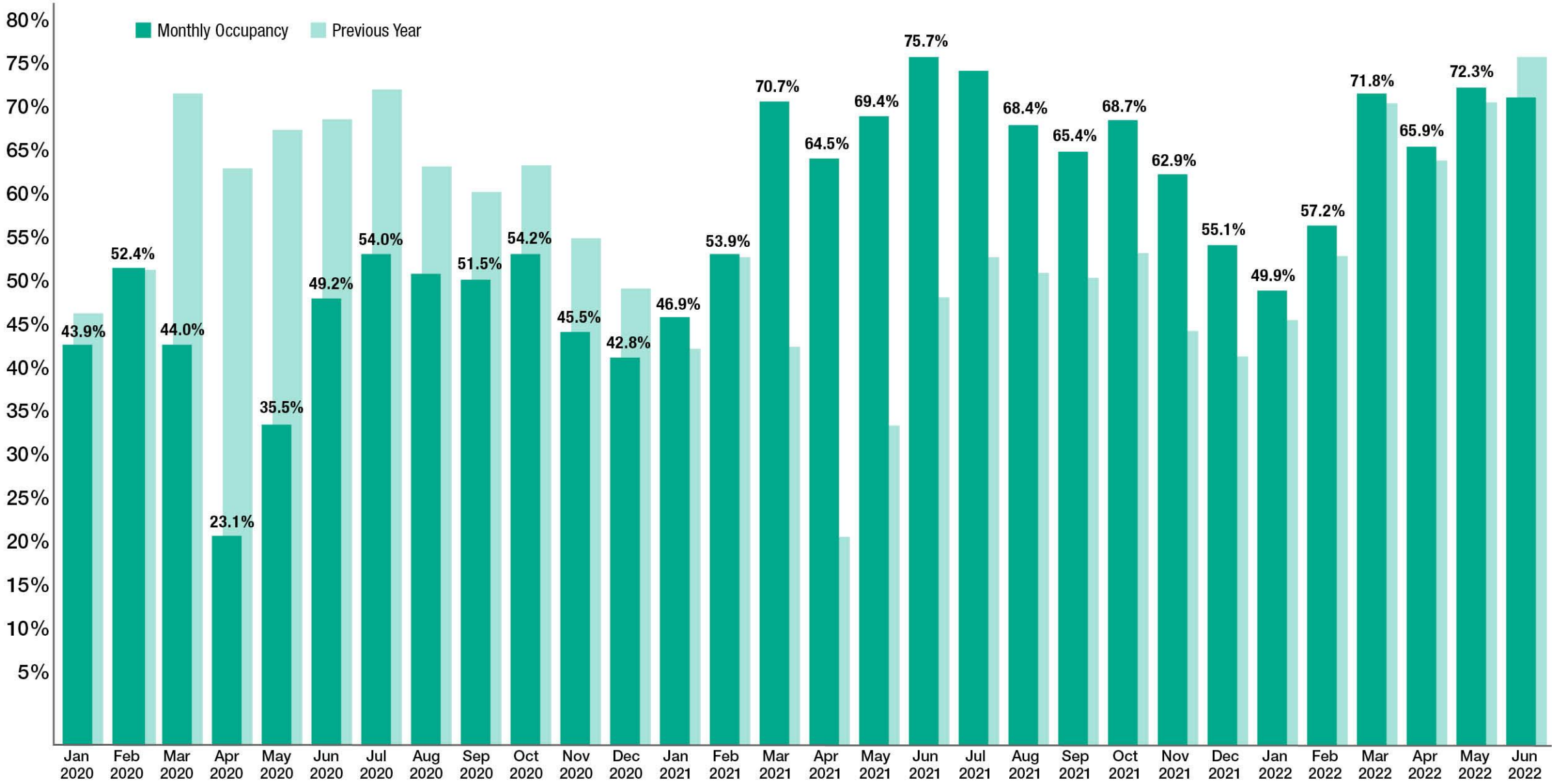
Springfield

Ozark Mountain Partnership

- Investment - $150K per partner per year (for now)
- Digital Billboard Campaign in:
  - Kansas City
  - Tulsa
  - Oklahoma City
- $300K Spring campaign - March through June
- $300K Fall campaign - September through mid-December
- Currently in the works:
  - ThisIsTheOzarks.com: a landing page featuring all partners
  - A 2023 digital campaign directing visitors to ThisIsTheOzarks.com

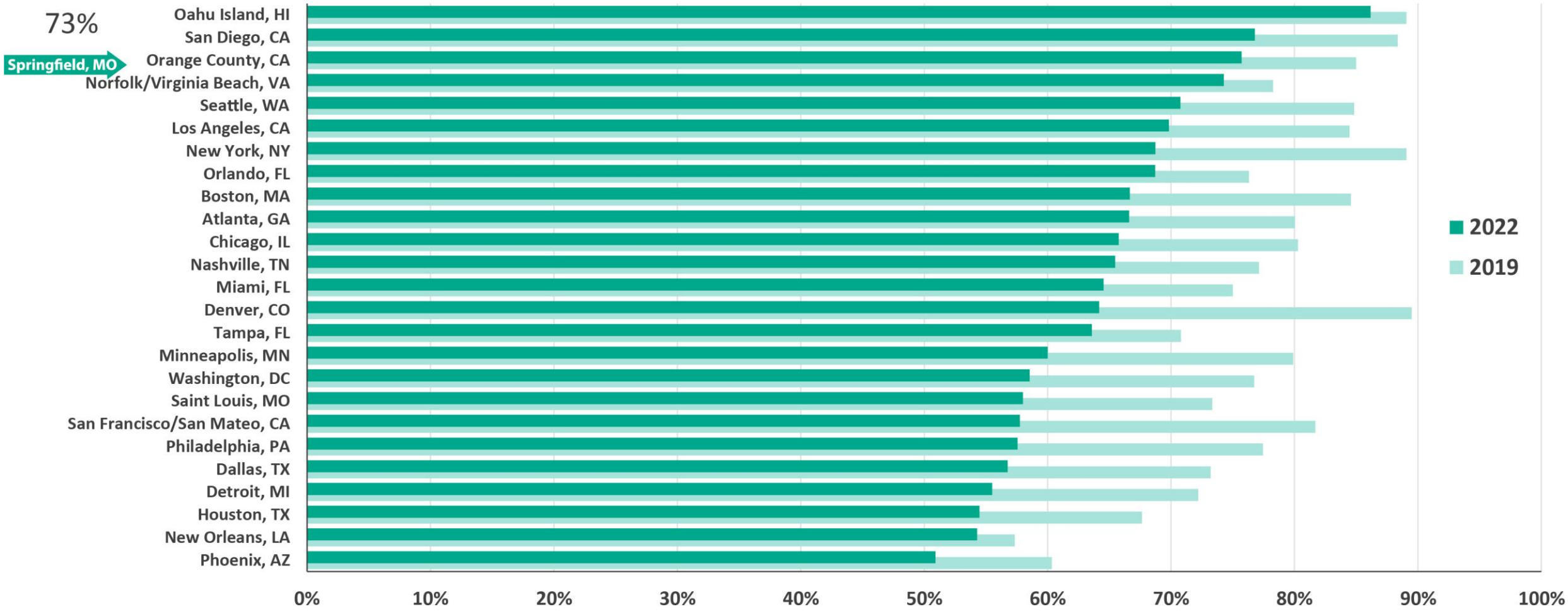
Ozark Mountain Partnership

Springfield MO, Monthly Occupancy, Jan 2020 through June 2022



Source: STR. 2021 © CoStar Realty Information, Inc.

U.S. Top 25 Weekly Occupancy, 9 Jul 2022



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