

# Convention & Events Center

## TOURISM TAX

### THE BALLOT

On the **April 7, 2026 ballot**, Springfield voters will consider a **3% tourism (lodging) tax increase**. If approved, the additional revenue would be used for the purpose of attracting travel and tourism, including the construction, operation, and maintenance of a **regional convention and events center** at the current Expo Center site (635 E. St. Louis St.).

### THE HIGHLIGHTS



A **tourism (lodging) tax paid by guests** staying in hotels, motels, and short-term rentals in Springfield, MO.



The tax would fund the construction, operation, and maintenance of a regional **convention and events center**.



The tax includes a **35-year sunset** and would expire automatically.



The project is currently planned to be supported through the tourism (lodging) tax increase, state matching funds, and a portion of the Spring Forward SGF tax, at an **estimated cost of \$175 million**.



The proposal is to **renovate and expand the current Expo Center** site in downtown Springfield, MO.



Scan for more information.

### PROJECTED IMPACTS TO *Springfield*



#### PROJECTED ECONOMIC ACTIVITY

Projected to generate \$1.3 billion in new visitor spending and \$68.7 million in tax revenue over the next 30 years. (Hunden Partners Study, 2025)



#### POTENTIAL DESTINATION POSITIONING

Investing in tourism infrastructure, like a convention and events center, could help position Springfield as a competitive destination for travel. (Hunden Partners Study, 2025)



#### HOW VISITOR SPENDING MIGHT AFFECT LOCAL BUSINESS

Increased visitor traffic can mean more spending at restaurants, shops, hotels, and attractions, and could help create jobs.

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# A PROPOSAL FOR A *New Convention & Events Center*

## WHAT IS THE PROPOSED PLAN?

To renovate and expand the existing Expo Center in Downtown Springfield.

## WHY IS THE EXPO CENTER NOT A CONVENTION CENTER?

Due to its limited size, accommodations, and lack of essential infrastructure and adaptability, the Expo Center is unsuitable to host certain types of scalable events.



## THE RECOMMENDATION

Based on the Hunden Feasibility Study, here are the recommendations for an expanded facility.

- 65,000 square foot exhibit hall
- 30,000 square foot ballroom
- 14,000 square foot junior ballroom
- 16,000 square foot meeting space
- Multiple event types can run simultaneously
- Fully modern technology, kitchen, guest circulation, and amenities

## PROJECTED BENEFITS OF A *Convention & Events Center*

The Hunden Feasibility Study estimates that a new convention and events center could have several positive benefits, including:



**ESTIMATED \$1.3 BILLION IN VISITOR SPENDING\***



**216 ONGOING FULL-TIME EQUIVALENT JOBS\***



**80,000 HOTEL ROOM NIGHTS BOOKED ANNUALLY\***

\*Estimates based on the Hunden Partners Market Demand, Financial Feasibility & Impact Study, 2025



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