



Dear Community Partner/Chamber Member:

As you may know, we have increased our efforts in sports tourism marketing and have seen some positive results while also seeing an increase in local demand. One of the goals of the CVB Sports Department for 2017 is to finalize and begin the implementation of a master plan for developing sports facilities to support both local and tourism demand as promised to City Council and the Sports Task Force.

With this in mind, I'm excited to share that we have engaged the services of the Phoenix-based [Huddle Up Group](#) to develop a Sports Tourism & Venue Development Strategic Plan which will include defining funding sources, management/community engagement models and ROI for each opportunity identified.

The Huddle Up Group is a sports tourism, marketing, venue and event consulting company comprised of experienced award-winning executives. Their team has a successful track record of leading non-profit sports tourism organizations through strategic growth and increased community collaboration. The Huddle Up Group was selected as the winner of the 2017 NASC Superior Service Award, the highest honor a consulting firm can earn from the National Association of Sports Commissions. Additional information about the Huddle Up Group is available for your review at [www.HuddleUpGroup.com](http://www.HuddleUpGroup.com).

As part of this process, we invite you to join us Wednesday, August 9 at 9:00 am in the Old Glory Room at the Hilton Promenade at Branson Landing for an informal 90-minute meeting to learn more about this project and to ask questions.

Thank you in advance for your time and input into this effort.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Seifried". The signature is fluid and cursive.

Jeff Seifried  
President/Chief Executive Officer