

ORDINANCE NO. 15-56
AUTHORIZING EXPENDITURE OF TIF FUNDS
(Gateway Center, 1 Gateway Drive)

BE IT ORDAINED BY THE CITY COUNCIL OF COLLINSVILLE, ILLINOIS, that it authorizes the expenditure of Tax Increment Financing funds in the amount of \$170,764.55 for the reimbursement of costs relative to the replacement of three heating and cooling rooftop units and the removal and replacement of Ballroom AB roof membrane at their facility located at 1 Gateway Drive.

The application requesting T.I.F. funds is attached hereto and made a part hereof by reference. Reimbursement to be made in one lump sum upon completion of the work and proof of payment.

PASSED by the City Council and Approved by the Mayor on August 24, 2015.

Ayes: Stehman, Brombolich, Moss, Kypta, Miller

Nays: None


Absent: None

Approved: August 24, 2015



John Miller, Mayor

ATTEST:



Kimberly Wasser, City Clerk

AGENDA ITEM REPORT

✓
#15-56
K/m
5-0

DATE OF MEETING:

August 24, 2015

ITEM:

Ordinance Authorizing Expenditure of TIF Funds
(Gateway Center, 1 Gateway Drive)

BACKGROUND:

Gateway Center is requesting TIF funding for two projects which total \$175,096. The requested reimbursement is \$170,764.55.

Project #1 includes the replacement of three heating and cooling rooftop units. These units are between 16 to 22 years old and allow large areas of the facility that are available to rent to remain fully operational for functions. In 2012 the Gateway Center received a TIF reimbursement to remove and replace 15 heating and cooling units. Gateway Center is seeking reimbursement for five projects. In 2014 the Gateway Center received a TIF reimbursement to remove and replace nine heating and cooling units.

Project #2 is for the removal and replacement of Ballroom AB roof. The existing roof membrane is overdue for replacement and has eight leaks that cannot be located by professional contractors. The project would entail removing the current EPDM (ethylene propylene diene terpolymere) membrane, replacing any damaged insulation, provide a new ½" High Density Cover-board, and attach a new EDPM membrane.

Three bids were submitted for each project.

Project #1: Removal and Replacement of (3) Rooftop Units (\$98,800)

Project #2: Removal and Replacement of Ballroom AB roof membrane (\$76,296)

ITEM SUBMITTED BY:

Economic Development Director, Erika Kennett

ATTACHMENTS:

TIF Application ✓

Project #1, Bid Package, Bids, Invoice, Cancelled
Check, Wage Certification Form

Project #2 Bid Package, Bids, Wage Certification
Form

Application

Date: March 11, 2015

Business Name: Gateway Center

Contact Name: Melissa Trower

Title: Director of Operations

Address: 1 Gateway Dr, Collinsville, IL 62234

Phone: 614-345-8998 x108

Email: mtrower@gatewaycenter.com

Building Owner: Gateway Center

Amount of sales tax paid last year: Not Applicable. Gateway Center is exempt from paying both sales and real estate taxes.

Amount of real estate tax paid last year: Not Applicable. Gateway Center is exempt from paying both sales and real estate taxes.

Number of total commercial units affected by project: 1

Total square footage affected by project: 13,677

Number of residences affected by project: 0

Number of employees employed on an annual basis: 47 (Full Time) 30 (Part Time)

If a major project, number of construction employees anticipated to be employed: 10

If a major project, estimated time period of construction: 11 days

Are you willing to comply with recommendations established in the Collinsville Historic Architectural Standards guidelines as advised by the Collinsville Historic Preservation Commission and Uptown Development Commission, if applicable?
Not Applicable.

1. Address how the proposed project will constitute an economic benefit to the City and justifies the expenditure of TIF funds:

Gateway Center was created with the intention of bringing business to the city of Collinsville. With our flexible event space, competitive pricing, and prime location just 10 minutes from downtown St Louis, Gateway Center is an ideal place to hold meetings, conventions, trade shows, banquets, weddings, and other gatherings. The events being held at Gateway Center then create other opportunities for the surrounding businesses, such as hotels, restaurants, retail stores, entertainment facilities, and other specialty services. This is a list of some of the local businesses that benefit directly from Gateway Center's operation:

A & H Mechanical	The Doubletree Hotel	Arby's White Castle
Johnstone Supply	TheBank of Edwardsville	McDonald's
Frost Electric	Regions Bank	Porter's Steakhouse
Connors	Home Depot	Ravanelli's Restaurant
Village Locksmith	Swing City Music FedEx	Bandana's Barbecue
Petroff Trucking	Collinsville Ice & Fuel	Dairy Queen
Wal-Mart	Metro Glass	Culver's
Suburban Journals	Mike's Automotive	Burger King
A-1 Rental		A&W
Rural King	Starbucks	Qdoba

Zapata's	St Louis Bread Co	Americas Best Value Inn
Ruby Tuesday	Subway	Super 8 Motel
Applebee's	Steak 'N Shake	Days Inn
Waffle House	Drury Inn	Fairfield Inn
Denny's	Comfort Inn	Splash City
Bob Evans	Hampton Inn	Gateway Fun Park
Golden Corral	Days Inn	Fairmount Race Track
Pizza Hut	Wendy's	
Ponderosa	MotoMart	Cahokia Mounds
Penn Station		

In addition to supporting the local businesses, Gateway Center supports our fire and police personnel, generating an extra \$18,670 in supplementary earnings for these departments between February 2013 and February 2014. Since opening our doors, Gateway Center has created opportunities for the fire and police personnel totaling \$205,146 in additional income due to working our events.

Another noteworthy economic benefit is the \$326,383, which represents the city portion of the 1% food and beverage tax, generated from events held at Gateway Center between 1990 and 2013.

Lastly, it is important to note that the City of Collinsville receives 2% of the local hotel/motel tax revenue. Gateway Center plays a significant role in generating overnight stays within the local Hospitality District, which ultimately generates income for the City of Collinsville.

In addition to the economic benefits Gateway Center generates, it is also important to take into account that the convention center creates visibility and urban appeal for local businesses, development and redevelopment projects.

Gateway Center has hosted the annual Festival of Trees event for the past 21 years, which has evolved into one of Collinsville's largest, most well attended charitable events that benefits the entire local community. The festival has generated \$547,289 in proceeds that have funded several dozen projects that have improved the quality of life for local citizens. Gateway Center is also an event sponsor for the annual Business Retention and Attraction Reception. The Center has contributed approximately \$13,296.49 to support this annual economic development networking function. Representatives of Gateway Center also took the initiative to leverage its relationship with its exclusive audio/visual company to support the Business Retention and Attraction event, which has resulted in excess of \$17,500 in audio/visual equipment that has been utilized to showcase Collinsville's assets.

2. Please state which of the following issues will be eradicated by this project and provide details for each:

- a. Dilapidation;
 - b. Obsolescence;
 - c. Deterioration;**
 - d. Illegal use of individual structures;
 - e. Presence of structures below minimum Code standards;
 - f. Abandonment;
 - g. Excessive vacancies;**
 - h. Overcrowding of structures and community facilities;
 - i. Lack of ventilation, light or sanitary facilities;
 - j. Inadequate utilities;
 - k. Excessive land coverage;
 - l. Deleterious land use or layout;
 - m. Depreciation of physical maintenance;**
 - n. Lack of community planning
-

The improvements described would assist in the alleviation of the following:
Deterioration; depreciation of physical maintenance; and word toward preventing excessive vacancies.

In response to Question No. 2, in order to address the expenses related to aging buildings, Illinois State Statutes provides for the creation of TIF Districts as a way to promote reinvestment and prevent further decline of building/properties. Because this proposed improvement constitutes a substantial investment of Gateway Center, there is a compelling public need to protect its viability and that of the underlying TIF District Are #1. In doing so, it will protect the image of the Eastport Plaza Area as a regional commercial hub, assist Gateway Center in promoting convention business, and facilitate the transition of the building to a more productive state for the benefit of all the parties involved, including the City and other taxing districts. Furthermore, the proposed reinvestment will allow Gateway Center to continue to function as the major anchor of the Eastport Plaza Area, attracting and retaining business.

In further response to Question No. 2, the following are descriptions of all proposed projects in the application:

Project #1, Removal and Replacement of a Total of Three (3) Heating and Cooling Rooftop Units:

Project #1 entails the removal and replacement of a total of three heating and cooling rooftop units that range in size from 12 to 17 ½ tons. The replacement units affected three out of the four Conference Wing rooms, which are typically used for meetings, break out rooms, and dressing rooms that support larger events. Each room has one dedicated HVAC unit, and a unit that is not fully functional would result in an inability to rent that space.

As a result of the investment in new HVAC Rooftop Units, Gateway Center is now able to be in a position to continue to offer attractive and competitive meeting facilities. It also enables the convention center to continue to stimulate a significant amount of tax revenue within the local economy and for the hospitality supporting businesses that largely rely on Gateway Center's event traffic for income.

Representatives of Gateway Center feel it is important for the city officials to be well informed of the magnitude of order the convention center's heating and cooling units play in terms of capital replacement costs. Presently, there are a total of 48 existing rooftop units that supply climate control to the 105,000 square foot facility. The average life expectancy of rooftop units ranges between 15 and 20 years. Today, the average replacement cost of each of our rooftop units is \$28,433. If Gateway Center were to replace all of its existing units at today's market cost, the approximate financial outlay would total \$1,364,800.

Project Labor Details:

Number of Construction Employees:	4
Total Cost of Construction Employment:	\$1,183.44

Project #2, Removal and Replacement of the Ballroom AB Roof

Ballroom AB is located in the center of the main event space and is utilized quite often, especially with bigger events. The roof membrane is overdue for replacement and has eight current leaks that cannot be located by professional roofing contractors. During the rainy season the leaks affect gaming conventions, weddings, and repeat trade shows that notice the same problem in subsequent years. Our inability to provide dry event space in such a prime location greatly impacts our reputation as an outstanding facility.

The project would entail removing the current EPDM (ethylene propylene diene terpolymere) membrane, replacing any damaged insulation, provide a new ½" High Density Cover-board, and attach a new EPDM membrane.

Due to multiple expansions over the lifetime of the Center, there are several tiers of roofs that have been added at different times. The replacement projects are necessary to keep the building in operation. These roofs are being systematically replaced over time to keep up with the demands of the building.

The Center has provided "Alternates" in the bidding process to request prices on a thicker membrane, a longer warranty, and a recycling credit as options for this project.

Project Labor Details:

Number of Construction Employees:	6
Total Cost of Construction Employment:	\$36,400

3. Describe any environmental/EPA issues related to the site.

There are currently no environmental/EPA issues at Gateway Center.

Summary of Project Costs:

Project #1: Removal and Replacement of 3 Rooftop Units \$98,800

Project #2: Removal and Replacement of Ballroom AB Roof \$76,296

Total Cost Associated with Projects \$175,096

T.I.F. Funding Application Request \$170,764.55

Difference \$4,331.45

Cynthia Warke

A black rectangular box redacting the signature of the applicant.

March 16, 2015

PRINTED NAME OF APPLICANT SIGNATURE

DATE

Economic Benefits of Conventions (Room Nights and Meal Purchases)

Between 2011 and 2014, Gateway Center held a total of 1,451 events and of these events, 49 were conventions. Below are merely examples that illustrate the economic benefits reaped by the community from this particular type of event.

Name & Year of Event	Number of Delegates	Direct Economic Economic Impact	Direct, Indirect & Induced Economic Impact
CKC Scrapbooking Convention:			
2012	3,195	\$500,040	\$1,000,080
2013	3,830	\$597,160	\$1,194,320
2014	3,496	\$545,190	\$1,090,380
Total:	10,521	\$1,642,390	\$3,284,780
Anime Convention:			
2012	2,995	\$479,280	\$ 958,560
2013	3,400	\$537,500	\$1,075,000
2014	5,000	\$800,631	\$1,601,262
Total:	11,395	\$1,817,411	\$3,634,822
Archon Convention:			
2012	2,200	\$418,000	\$836,000
2013	2,550	\$475,780	\$951,560
2014	2,300	\$414,711	\$829,422
Total:	7,050	\$1,308,491	\$2,616,982

The number of overnight stays accounted for in the economic impact figures reflected above are inclusive of the quantity of overnight stays arranged through a "room block" that were reported to Gateway Center by either a hotel or convention organizer. These figures do not include overnight reservations made by individual delegates.

It should be noted, that representatives of Comfort Inn, Drury Inn, Fairfield Inn, and Days Inn all reported that their properties were sold out, while Archon and the Anime conventions were held but could not verify how many rooms were utilized by delegates, due to delegates making their own sleeping accommodations, and not arranging through a "room block".

The economic impact figures reflected above do not account for any discretionary spending by convention delegates such as retail purchases, recreation, local transportation (taxi-limo), gasoline purchases, entertainment, etc.

Direct effects - Direct effects are the changes in sales, income and jobs in those businesses that directly receive the visitor spending.

Indirect effects - As a result of the recirculation of money spent by the visitor; changes in sales, income and jobs from industries that supply goods and services to the business that sell directly to the visitors. For example, linen suppliers benefit from visitor spending at lodging establishments.

Induced effects - As a result of the recirculation of money spent by the visitor; changes in economic activity in the region resulting from household spending of income earned through a direct or indirect effect of the visitor spending. For example, motel and linen supply employees live in the region and spend the income earned on housing, groceries, education, clothing and other goods and services.

**GATEWAY CENTER
FACILITY USERS FY'14**

Event Name	Nature of Event
VIP Dance	Athletic Event
ASC Express Nationals	Athletic Event
Revolution Talent	Athletic Event
Masquerade Dance	Athletic Event
Total # of Athletic Events	4

Collinsville Area	banquet
FRIENDS	banquet
The Gideons	banquet
Long Term Care Directors	banquet
Appellate Lawyers	banquet
Tierra's Sweet 16	banquet
OsteoArthritis Centers	banquet
Collinsville Area	banquet
FRIENDS	banquet
Long Term Care Directors	banquet
Collinsville Area	banquet
FRIENDS	banquet
Swepson Bridal Shower	banquet
Long Term Care Directors	banquet
Tier 4 Final	banquet
Collinsville Area	banquet
FRIENDS	banquet
Long Term Care Directors	banquet
Canty Graduation Party	banquet
REALTOR Association of	banquet
Collinsville Area	banquet
FRIENDS	banquet
East St. Louis Sr High	banquet
Long Term Care Directors	banquet
Chamber of Commerce	banquet
Lucille Cooper 70th	banquet
Collinsville Area	banquet
FRIENDS	banquet
Long Term Care Directors	banquet
Madison County	banquet
Collinsville Area	banquet
FRIENDS	banquet
Long Term Care Directors	banquet
Kiwanis Mayor's Prayer	banquet
Edward Jones Client	banquet
Black and White Affair	banquet
Anderson Hospital	banquet
Collinsville Area	banquet
FRIENDS	banquet

Long Term Care Directors	banquet
Greater Gateway	banquet
Madrigal Dinner Theater	banquet
Collinsville Area	banquet
FRIENDS	banquet
Jackie Milton Bridal	banquet
Long Term Care Directors	banquet
Greater Gateway	banquet
CARD Daddy Daughter Dance	banquet
Collinsville Area	banquet
FRIENDS	banquet
TheBANK of Edwardsville	banquet
Enjoy Church's The Cupid	banquet
Long Term Care Directors	banquet
Collinsville Area	banquet
FRIENDS	banquet
EDC Business Retention	banquet
Mosaic Pregnancy and	banquet
Long Term Care Directors	banquet
Dawn Powell's Bridal	banquet
Edward Jones Client	banquet
Congressional Prayer	banquet
RP Lumber Co.	banquet
Collinsville Area	banquet
FRIENDS	banquet
Dental Society Meeting	banquet
Long Term Care Directors	banquet
City of Collinsville	banquet
70th Birthday Celebration	banquet
IL High School	banquet / auction
Collinsville Faith in	banquet / auction
Greater Gateway	banquet / auction
Collinsville HS Reunion	banquet / auction
Collinsville Chamber	banquet / auction
Lessie Bates	banquet / auction
Annual Troy Maryville	banquet / auction
Edwardsville High School	banquet / auction
SWIL Principals	banquet / auction
Total # of Banquets	77

Anderson Hospital Baby	consumer show
Belleville News Democrat	consumer show
Pegasus Productions	consumer show
Ceramic Show	consumer show
Gateway Rubber Stamp	consumer show
First Day Family Fun	consumer show

Gateway Bridal Show	consumer show
DIY Retirement Showcase	consumer show
Gateway Fall Home & Hot	consumer show
International Gem &	consumer show
Mothers of Multiples	consumer show
Pegasus Productions	consumer show
Great Train Expo	consumer show
Fall Into Scrapbooking	consumer show
St. Louis Regional Gun &	consumer show
GUN PICK UP	consumer show
Lets Go Fishing Show	consumer show
ACS Spring Home Show	consumer show
Midwest Bicycle Expo	consumer show
Gateway Bridal Show	consumer show
St. Louis Woodworking	consumer show
St. Louis Regional Gun &	consumer show
Illinois Archaeological	consumer show
American Indian &	consumer show
International Gem &	consumer show
Pegasus Productions	consumer show
Mothers of Multiples	consumer show
Total # of Consumer Shows	27

IAR Annual Spring	convention
It Works! Global Boot	convention
NatsuCon Anime Convention	convention
Archon 37	convention
SICAP Construction	convention
Gateway Challenge	convention
Whitetail Sales & Service	convention
On-site Wastewater	convention
Belleville Diocesan	convention
Creating Keepsakes	convention
Anime St. Louis 2014	convention
Total # of Conventions	11

Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
ActOnEnergy Business	meeting
Illinois Municipal	meeting
Premier Designs Jewelry	meeting
COCA	meeting
Supreme Court of Ill	meeting

Ameren Illinois	meeting
Ameren Illinois	meeting
Valvoline Instant Oil	meeting
Medical Weight Loss	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Illinois Association of	meeting
DieCon 2013	meeting
Computer Services, Inc.	meeting
TaxSeminars.com	meeting
Madison County Bar	meeting
Valvoline Instant Oil	meeting
Phillips 66	meeting
Ameren	meeting
Monsanto	meeting
Ameren Illinois	meeting
Collinsville Chamber of	meeting
Illinois Municipal	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Ameren Illinois	meeting
Monsanto	meeting
Monsanto	meeting
Premier Designs Jewelry	meeting
Railroad Prototype	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Mike Hobbs Auction	meeting
Ameren Illinois	meeting
Illinois Cheerleading	meeting
Transportation for	meeting
Riverbend Headstart	meeting
Free Marketing Series	meeting
IL State Board of	meeting
Valvoline Instant Oil	meeting
Customs & Border	meeting
Olin Brass	meeting
Rent A Center	meeting
Premier Designs Jewelry	meeting
Computer Services, Inc.	meeting
COCA	meeting
Enjoy Church	meeting

Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Winchester Ammunition	meeting
Anderson Pest Solutions	meeting
IL State Bar Association	meeting
Free Marketing Series	meeting
Greater Gateway	meeting
Customs & Border	meeting
Olin Brass	meeting
Rent A Center	meeting
Ameren Illinois	meeting
ISBA Mutual Risk	meeting
Nicol Investors	meeting
Illinois Municipal	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Olin Brass Annual Safety	meeting
Riverbend Headstart	meeting
Free Seminar #3: Grow	meeting
International Dairy Queen	meeting
The Ultimate Pageant	meeting
Developmental Disability	meeting
Valvoline Instant Oil	meeting
Olin Brass	meeting
Olin Brass	meeting
Leadership Council	meeting
Alco Holiday Meeting	meeting
Olin Brass	meeting
Sanford Brown	meeting
Premier Designs Jewelry	meeting
Computer Services, Inc.	meeting
TaxSeminars.com	meeting
IDOT - Division of	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
BACS Seminar and	meeting
Midwest Truckers	meeting
Land of Lincoln	meeting
Home Federal Savings &	meeting
Dr. Robert Melillo	meeting
Circle of Remembrance	meeting
Customs & Border	meeting
Physical Medicine Clinic	meeting

Greater Gateway	meeting
Valvoline Instant Oil	meeting
Vail Seminars	meeting
Breakfast with Rick	meeting
Prairie Farms	meeting
U of I Tax School	meeting
U of I Tax School	meeting
TaxSeminars.com	meeting
TaxSeminars.com	meeting
TaxSeminars.com	meeting
TaxSeminars.com	meeting
U of I Tax School	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
IL-DHS Employee and	meeting
IL-DHS Employee and	meeting
Life Leadership	meeting
Heartland Health Outreach	meeting
Riverbend Head Start	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Presley Tours	meeting
Post Holdings, Inc.	meeting
Greater Gateway	meeting
Valvoline Instant Oil	meeting
Midwest Equipment &	meeting
Metro East School	meeting
Ameren	meeting
Phillips 66	meeting
Menasha Packaging Job	meeting
Scheffel Boyle	meeting
Genesis Pure	meeting
Triad Model UN	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
U of I Pesticide	meeting
Briggs & Stratton	meeting
Valvoline Instant Oil	meeting
Teva Neuroscience	meeting
American Red Cross	meeting
Phillips 66	meeting
ABC Supply Co	meeting
ABC Supply Co	meeting

Delve a Focus Pointe	meeting
Annual Heart Queen	meeting
NutriChef	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Gun & Knife Pick Up	meeting
Midwest Costume Academy	meeting
SIUE	meeting
Computer Services, Inc.	meeting
Illinois Municipal	meeting
Greater Gateway	meeting
The Ultimate Pageant	meeting
Continuing Education	meeting
Midwest Summit Academy	meeting
ABC Supply Co.	meeting
ABC Supply Co	meeting
Townhall Meeting	meeting
Valvoline Instant Oil	meeting
Enjoy Church	meeting
Enjoy Church	meeting
Enjoy Church	meeting
University of Illinois-	meeting
Mike Hobbs Auction	meeting
Valvoline Instant Oil	meeting
Illinois Municipal	meeting
Greater Gateway	meeting
Illinois Chamber of	meeting
Madison County Bar	meeting
Baker Excavation Safety	meeting
Revival Waves of Glory	meeting
Total # of Meetings	181

Jack Schmidt Ford Lincoln	public show
Confluence Crush Roller	public show
Star City Games.Com 10K	public show
Confluence Crush Roller	public show
Elvis Tribute Artist	public show
Alter Reality Games	public show
StarCityGames.com Open	public show
Total # of Public Shows	7

Siemer Distributors	trade show
Jobs Plus 2013	trade show
Switzer Foods	trade show

SLSRC	trade show
Gateway Green Industry	trade show
Belleville News Democrat	trade show
Haag Foods & Poultry	trade show
Total # of Trade Shows	7

Carich/Bone Wedding	Wedding Reception
Turner/Jones Wedding	Wedding Reception
Sutton/Sedlacek Wedding	Wedding Reception
Cantrall/Clark Wedding	Wedding Reception
Fritz/Esarey Wedding	Wedding Reception
Zumwalt/Schrumpf Wedding	Wedding Reception
Downen/Belfield Wedding	Wedding Reception
Giger/Troxell Wedding	Wedding Reception
Pinto/Hock Wedding	Wedding Reception
Crawford/Hibbs Wedding	Wedding Reception
Halpin/Hicks Wedding	Wedding Reception
Roberts/Karim Wedding	Wedding Reception
Ivy Reception	Wedding Reception
Williams Wedding	Wedding Reception
Fleshren/Andrews Wedding	Wedding Reception
Mueller/Corzine Wedding	Wedding Reception
Scherschel/Noeth Wedding	Wedding Reception
Frey/Mills Wedding	Wedding Reception
Schaefer/Walthall	Wedding Reception
Chitwood/Bruce Wedding	Wedding Reception
Becker/Kueper Wedding	Wedding Reception
Williams/Doty Wedding	Wedding Reception
Henderson/Means Wedding	Wedding Reception
Wilburn/Hollingsworth	Wedding Reception
Dailey/Sloan Wedding	Wedding Reception
Jones/Ward Wedding	Wedding Reception
Craig/Long Wedding	Wedding Reception
Setser-Rath Wedding	Wedding Reception
Rodeffer/Krumwiede	Wedding Reception
Wiesemeyer/Marks Wedding	Wedding Reception
Vinyard/Bastin Wedding	Wedding Reception
Frost/Owens Wedding	Wedding Reception
Rotter-Wilke Wedding	Wedding Reception
Ward-Burns Wedding	Wedding Reception
Pope/Dillard Wedding	Wedding Reception
Dugger/Faulkner Wedding	Wedding Reception
Borgard Wedding Reception	Wedding Reception
Hunter/Milyard Wedding	Wedding Reception
Sauls/Touchette Wedding	Wedding Reception
Total # of Wedding Receptions	39

Total # of Athletic Events	4
Total # of Banquets	77
Total # of Consumer Shows	27
Total # of Conventions	11
Total # of Meetings	181
Total # of Public Shows	7
Total # of Trade Shows	7
Total # of Wedding Receptions	39
TOTAL	353

3,000 Attendees and \$1.6 Million Impact Expected in St. Louis Area from It Works! Global Company hosts quarterly conference in Greater St. Louis area

ST. LOUIS (July 25, 2013) – A consumer lifestyle, health and skincare products company, It Works! Global, will host its quarterly “Boot Camp” this weekend. Industry experts project the event will have an estimated \$1,596,000 in direct economic impact to the Greater St. Louis area.

Event organizers say the July 26 and 27 sold-out conference will have 3,000 independent distributor attendees in addition to guests attending the conference at Gateway Center, 1 Gateway Drive in Collinsville, Ill.

The conference will feature business-building strategies from the direct sales company’s top performers, important announcements about the It Works! brand and presentations from It Works! CEO Mark B. Pentecost, among others.

“A big part of the It Works! mission is to bring economic freedom to our distributors,” Pentecost said of the economic impact. “We want to extend that same financial freedom to the communities we host events in and are glad to be making a positive impact in the communities that surround us.”

Based on the Destination Marketing Association International’s Convention Expenditure Impact Study and input from the Tourism Bureau Southwestern Illinois, the Gateway Center’s Collinsville economic calculator suggests that the total economic impact will average \$266 per person per day. Event attendees may bring family and friends as well as stay in the area prior to and after the conference.

About It Works! Global

Founded in 2001, It Works! Global is one of the fastest-growing consumer lifestyle, health and skincare direct sales companies. According to Inc.’s 2012 500 | 5000 list, the Florida-based company is enjoying 436-percent growth over the previous three years, and it ranks No. 50 on its “Top 100 Consumer Products & Services Companies” list and No. 56 on its “Top 100 Florida Companies” list. It Works! debuted at No. 56 on the Direct Selling News Global 100, the annual industry ranking produced by Direct Selling News magazine, and was its inaugural recipient of the DSN Bravo Momentum Award, created to recognize a previously unranked company that has demonstrated significant growth. It Works! earned the most significant first-time ranking on the DSN Global 100. It Works! offers a variety of daily-use, instant-results products including its signature and unique It Works! Wrap, a contouring product that can tighten, tone and firm any area of the body in just 45 minutes. The company currently pays commissions to more than 50,000 independent distributors worldwide. Visit www.itworksglobal.com for additional information.

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For additional information, interview, image and product sample requests, contact Axia, the public relations firm, at 888-PR-FIRM-8, ext. 700.

Marjorie Comer
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