

Fact Sheet About the Birthplace of Route 66 Festival and Economic Redevelopment of Downtown SGF

Since the Birthplace of Route 66 Festival started six years ago:

- Dalmark renovated the Heer's Building for 80 lofts and a new health care IT company bringing dozens of good paying jobs to the Square
- Vecino Group invested \$35M to restore four buildings on Park Central East, housing over 200 new residents
- Hotel Vandivort opened last summer as Springfield's first boutique hotel and has become the first four-diamond property in the Queen City
- The History Museum on the Square will open the first phase of its \$20M project this summer.
- Aspen Heights is scheduled to open its \$38M project on St. Louis Street this summer, which will include 564 student housing beds.
- Brewery District Flats will complete its 25 lofts and will join Missouri Spirits as part of an exciting expansion of Springfield Brewing Company's pioneering presence for Downtown.
- Mother's Brewing has become one of the fastest growing craft beers in the country.
- Lost Signal Brewery is scheduled to open this fall in the former KICK radio station.
- Rail Haven Motel added its historic neon Springfield arrow sign and continued its investments in Rt. 66 memorabilia
- Springfield Convention & Visitors Bureau renovated its offices to feature the Birthplace theme.
- And last, but certainly not least, will be City Utilities new \$5M bus transfer station which will open in early May.
- These projects represent over \$130M in new investment)

In the College Street corridor and the West Central Neighborhood:

- The City of Springfield opened the Birthplace of Route 66 Roadside Park.
- Route 66 banners have been added on College and St. Louis Streets.
- West Meadows completed its brownfields remediation.
- The Broadway and College intersection will begin work later this year, with plans for a new clock tower that will be partially supported by a donation from WCNA from the Festival proceeds.
- Two new Route 66 businesses have opened – Mother Road Antiques and Papa Wes' Collectibles
- West Central participated in the Zone 1 Blitz and will continue to look for ways to highlight its Route 66 roots in attracting families to increase home ownership.
- Over the past six years, with the assistance of the great community partners featured today, Springfield has significantly enhanced its stature across the country for its important role both in the history and future of Route 66. Examples include:
 - Attended the Road Ahead Strategic Roundtable in 2013 hosted by the World Monuments Fund in Anaheim, California.
 - Hosted the public input session for The Road Ahead Project for the state of Missouri.
 - Nominated for the America's Main Street program – online voting will continue through April 24 and we encourage everyone to help Springfield compete for the \$25K prize at <http://www.mainstreetcontest.com/profile.php?id=59?>