Stillwater OKLAHOMA
stillwaterok.gov

Together, Investing in Municipal Excellence

STILLWATER ECONOMIC DEVELOPMENT AUTHORITY MEETING AGENDA
SEPTEMBER 11, 2023

723 S. Lewis Street, Room 1122-B
Stillwater, OK 74074
5:30 PM

Chair Will Joyce, Vice Chair Amy Dzialowski, Trustees Christie Hawkins, Kevin Clark, & Tim Hardin

1. Call Meeting to Order
2. Consent Docket

   Items listed on the consent docket are routine administrative matters that may be approved without discussion. The Trustees will take action on these items collectively with a single vote. The requested Trustees action is indicated for each item listed. Should a Trustee elect to discuss, amend, revise, or table any item listed on the consent docket, the item will be moved to the section of the agenda titled "Items Removed from the Consent Docket" for possible action. Additionally, a Trustee or the General Manager may simply ask the Chair to remove an item from the consent docket prior to action by the Trustees and no action will be taken on the removed item at this meeting.

a.	Approve special meeting minutes of July 24, 2023.	
b.	Approve budget amendment reflecting the transfer-in of the balance of $373,056 in the Visitor Tax Fund (prior to Ordinance 3485) to Stillwater Economic Development Authority to fund the "development and maintenance of visitor amenities."	Christy Cluck
c.	Approve budget amendment reflecting the transfer-in of $805,000, which is 30% of visitor tax collections for FY23 and FY24, from the Visitor Tax Fund to Stillwater Economic Development Authority to fund the "development and maintenance of visitor amenities" as identified in Ordinance 3485.	Christy Cluck

3. Public Comment

Stillwater City Code, Section 2-53(a) & (b), provides that taxpayers or residents of the city, or their authorized legal representatives, may address the Trustees at a regularly scheduled meeting on any item of business listed on the meeting agenda provided they have submitted a written request prior to the meeting either online or via the form found in the lobby outside Council chambers prior to meetings.

4. Items Removed from Consent Docket

   Items removed from the consent docket are placed on this section of the agenda for discussion, revision, amendment and/or tabling prior to action by the Trustees. The Trustees may take action, including a vote or series of votes, on items moved to this section of the agenda after the requested discussion, revision, or amendment.

5. General Orders

   The Trustees will hear a staff presentation and take action, including a vote or series of votes, on each item listed as presented or as amended or revised by Trustees unless the agenda entry specifically states no action will be taken. The requested action is indicated in each agenda entry but may be amended or revised prior to action by the Trustees.

a.	Visit Stillwater annual report	Blaire Atkinson

6. Reports from Officers and Boards

   Announcements and remarks of general interest may be made by the Trustees, the General Manager, or the General Counsel. Items of City business that may require discussion or action, including a vote or series of votes, are listed below.

   a. Miscellaneous items from the General Counsel.

   b. Miscellaneous items from the General Manager.

   c. Miscellaneous items from the Trustees.

      i. Discussion about scheduling items for future meetings.

7. Questions and Inquiries

8. Adjourn

On _____ at _____, a true and correct copy of this agenda was posted on the kiosk outside City Hall, 723 S Lewis Street, Stillwater, OK.

The City of Stillwater encourages participation from all citizens. If participation at any public meeting is not possible due to a disability, please notify the City Manager's office at least 48 hours prior to the meeting by calling 405.742.8209.

- Meetings are televised on AT&T U-verse channel 99 and Suddenlink channel 14.
- Find meeting agendas and minutes online at Agendas and Minutes
- Official minutes are archived in the City Clerk's office.

IN ACCORDANCE WITH THE OKLAHOMA OPEN MEETING LAW, THE AGENDA WAS POSTED JULY 19, 2023 AT 3:15 P.M. AT THE MUNICIPAL BUILDING, 723 SOUTH LEWIS, STILLWATER, OKLAHOMA

MINUTES
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY
SPECIAL MEETING
COUNCIL HEARING ROOM
723 S. LEWIS
JULY 24, 2023

PRESENT: **CHAIR WILLIAM H. JOYCE, VICE CHAIR AMY DZIALOWSKI, TRUSTEES CHRISTIE HAWKINS, KEVIN CLARK AND TIM HARDIN**
ABSENT: **NONE**

1. CALL MEETING TO ORDER

Chair Joyce called the meeting to order at 6:40 p.m.

2. CONSENT DOCKET

a. Approve regular meeting minutes of July 10, 2023
b. Approve Block 34 Supplemental Donation Agreement
c. Approve budget amendments reflecting transfer of $12,000 from General Fund to Stillwater Economic Development Authority, and expenditure of $12,000 for payment of interest on Tax Increment Financing District #5 loan

MOTION BY VICE CHAIR DZIALOWSKI, SECOND BY TRUSTEE HAWKINS TO APPROVE THE CONSENT DOCKET AS PRESENTED.

ROLL CALL VOTE: JOYCE-YEA, DZIALOWSKI-YEA, HAWKINS-YEA, CLARK-YEA, HARDIN-YEA. NAY-NONE. MOTION CARRIED WITH FIVE YEA VOTES.

3. PUBLIC COMMENT ON AGENDA ITEMS NOT SCHEDULED FOR PUBLIC HEARING

There were no requests to speak on agenda items not scheduled for public hearing.

4. ITEMS REMOVED FROM CONSENT DOCKET

None.

5. GENERAL ORDERS

a. Chamber of Commerce quarterly economic development report

Chamber of Commerce Economic Development Coordinator Reagan Mitchell presented the third quarter economic development report. She presented and discussed the big highlights of economic development at the State level. Ms. Mitchell discussed The Hub coming to Stillwater and the status of that development. She stated that the Chamber is excited for new businesses coming to town but are also concerned with the affect this will have on existing businesses so they have contacted those businesses to let them know the that the Chamber is to committed to them as well. Ms. Mitchell presented and discussed the new economic development website Grow Stillwater.

Councilor Hawkins thanked the Chamber for reaching out to the existing businesses and letting them know they are an important part of the City.

Mayor Joyce thanked Ms. Mitchell for the detailed information that was provided in the quarterly report and the Chamber for the work they are doing.

No action was taken on this item.

6. REPORTS FROM OFFICERS & BOARDS

a. Miscellaneous items from General Counsel: No report.
b. Miscellaneous items from General Manager: No report.
c. Miscellaneous items from Trustees: No report.
   i) Discussion about scheduling items for future meetings

7. QUESTIONS & INQUIRIES

None.

8. ADJOURN

MOTION BY TRUSTEE CLARK, SECOND BY TRUSTEE HAWKINS TO ADJOURN THE JULY 24, 2023 SPECIAL MEETING OF THE STILLWATER ECONOMIC DEVELOPMENT AUTHORITY.

ROLL CALL VOTE: JOYCE-YEA, DZIALOWSKI-YEA, HAWKINS-YEA, CLARK-YEA, HARDIN-YEA. NAY-NONE. MOTION CARRIED WITH FIVE YEA VOTES.

The special meeting of the Stillwater Economic Development Authority adjourned at 6:57 p.m.

WILLIAM H. JOYCE, CHAIR
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY

TERESA KADAVY, SECRETARY
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY

DRAFT

The City of Stillwater OKLAHOMA

Budget Amendment Request

For Budget Year 2024

Department of Finance
723 S. Lewis Street/P.O. Box 1449
Stillwater, OK 74076-1449

Office: 405.372.0025
Web: stillwater.org

Date: 08/28/2023

Department: Finance **Requested by:** Christy Cluck SEDA

Explanation:

Revenues:
Increase the transfer-in from the Visitor Tax Fund to SEDA. The Visitor Tax Fund had a balance of $373,056 upon implementation of Ordinance 3485 on July 1, 2022. Staff recommends this amendment to transfer this balance to SEDA to fund the "development and maintenance of visitor amenities" which is the same purpose as defined in Ordinance 3485 for 30% of current visitor tax collections.

	Account Name	Account Number (xxxxxxx-xxxxx)	Project Number	Current Budget Amount	Amount of Change	New Budget Amount
Increase:	Transfer-in	8580000 - 61000		$ 0	$ 373,056	$ 373,056
		-				$ 0
		-				$ 0
		-				$ 0
		-				$ 0
Decrease:		-				$ 0
		-				$ 0
		-				$ 0
		-				$ 0
		-				$ 0

Net Change: (will usually result in a total increase or decrease) $ 373,056

Reviewed by Department Manager: _____ **Date:** _____

Reviewed by Finance: _____ **Date:** _____

Approved by CMO: _____ **Date:** _____

Approved by City Council: ☐ Yes ☐ No **Date:** _____

Processed by Finance: _____ **Date:** _____

Set ID: _____ **Date Sent to SA&I:** _____

--Print on Yellow Paper--

KS F:\Finance\HUB Forms\Budget Amendment Form Last Updated: 04/05/2019

VISIT STILLWATER

Annual Report FY22-23

EXPERIENCE AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOARD OF **DIRECTORS**

July 2022 - June 2023

As Stillwater's destination marketing and management organization, our mission is to enhance Stillwater's economy, image, and quality of life through the promotion, marketing, and development of the region's visitor economy.

Our focus is to build exceptional relationships with meeting and event planners, hospitality industry and economic development partners, media, travel influencers, leisure travelers, and residents.

We represent hotels, restaurants, meeting facilities, event venues, museums, attractions, hospitality professionals, and business partners serving the traveling public. We invest visitor tax dollars to strategically market and promote over 250 local businesses and organizations and over two-thousand events a year.

Guided by our mission, our dedicated staff, a dutiful board of directors, and a constant commitment to our stakeholders and clients, Visit Stillwater looks forward to unwavering and full engagement with the City of Stillwater to continue the impact and growth of the area's powerful tourism industry.

Sincerely,

Chris Norris, Chairman of the Board

Visit Stillwater Board of Directors and Staff

Chairman of the Board - Chris Norris - CJN Properties, LLC
Vice Chairman of the Board - Blaire Atkinson - OSU Foundation
Treasurer - Chad Weiberg - OSU Athletic Department
Secretary - Ival Gregory - Retired

Directors:

- Colin Campbell - Payne County Expo Center
- Dustin MacDonald - Chris' University Spirit
- Rob McClendon - Retired
- Tommy Shreffler - OnCue Marketing
- Lee Roy Smith - National Wrestling Hall of Fame & Museum
- Cory Williams - Look Properties / Attorney
- Constance Williamson - Meditations Banquet Facility & Zannotti's Wine Bar

Staff:

- Cristy Morrison, President & CEO
- Nicole Horn, Director of Sales
- Avery Kinzie, Director of Marketing
- Jordyn Walker, Director of Communications

CPA - Mark Gunkel, CPA PC

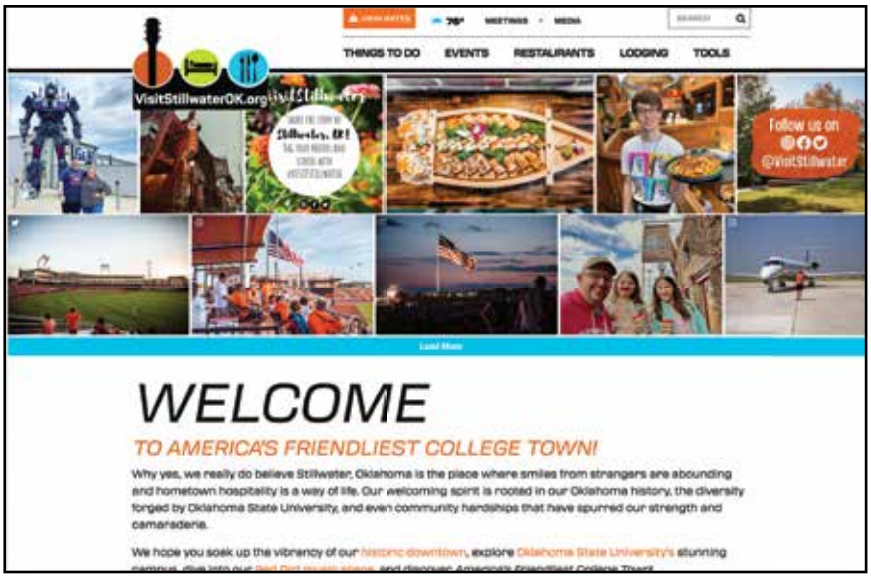
ANNUAL **HIGHLIGHTS**

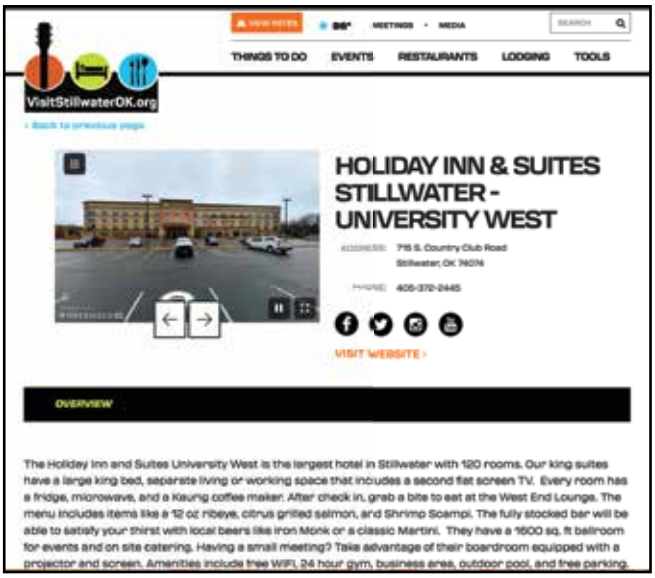
July 2022 - June 2023

The Visit Stillwater team maximized the impact of an evolving comprehensive business plan where flexibility and local partnerships contributed significantly toward the ability to attract visitors to our community.

Website - VisitStillwater.org

We continue to customize and upgrade VisitStillwater.org to best assist our local business partners and increase website users. We feature user-generated images throughout our site by utilizing visual content marketing software. We also include virtual tours, including 360° images, to our business partner's listings to give visitors a more interactive experience.





Calendar of Events

Visit Stillwater coordinates the most extensive local calendar of events to support organizations and businesses and to provide motivation for individuals to decide to visit Stillwater and residents to take advantage of events in their own backyard. The calendar is user-friendly to enable event coordinators to submit their events and graphics. It also enables individuals to search by date, date range, or area of interest - such as live music, athletics, or a specific event.

ANNUAL **HIGHLIGHTS**

July 2022 - June 2023

Microsites

In July 2022, a **Crazy Days** landing page was featured on VisitStillwater.org. It served as a one-stop page to find a list of participating retailers and restaurants, along with their discounts and hours of operation. Our team reached out to local businesses to populate the page.

Visit Stillwater created a new microsite this year to spotlight the **OSU home game day experience**. It included OSU links to each game, game themes, ticket information, parking, park and ride, RV options, Boone Pickens Stadium policies, tailgating, Orange Glow, Hall of Fame Block Party, The Walk, street closures, postgame traffic, how to avoid parking violations, game day activities around town, and more.

We also continued to coordinate a **Holidays 2022** microsite that featured information on holiday events, a holiday light displays map, shop locally for the holidays, Stillwater Holiday Parade of Lights, Merry Main Street, and Where is Santa Claus?

Our microsite for the annual **Calf Fry Festival** once again proved to be our top landing page for Spring 2023, showcasing the full concert lineup of musicians, places to stay in Stillwater, and suggested attractions and dining options.

Visit Stillwater also created a microsite for the inaugural **Dancing Turtle Interactive Celebration of the Arts** in June 2023. This page served as a community resource with an event itinerary and included a sign up link for volunteers.

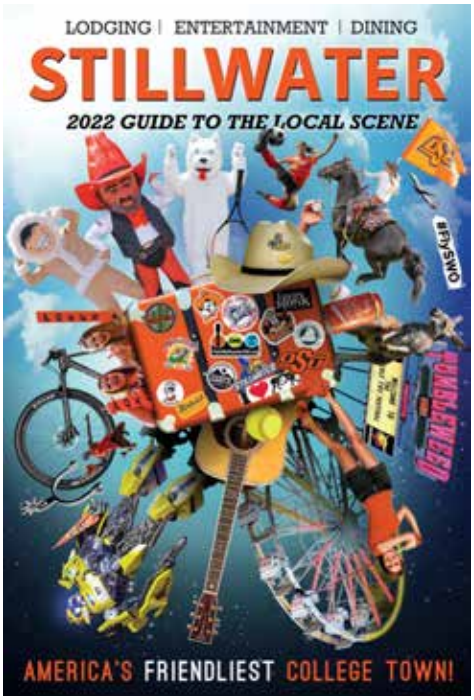
Additional microsites included 405 Day, National Travel and Tourism Week, and the 1x100SWO Project.

ANNUAL **HIGHLIGHTS**

July 2022 - June 2023

Stillwater Guide to the Local Scene

The *Stillwater Guide to the Local Scene* is designed to provide visitors and residents a quick reference to easily plan activities in Stillwater. It is offered as a traditional print publication with a digital version available at VisitStillwater.org. 100,000 copies of the 44-page annual publication are printed annually. Digital and online marketing efforts consistently increase Guide requests.

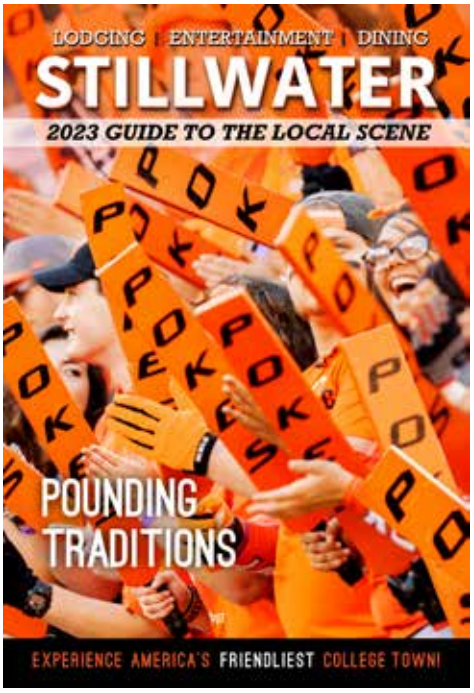


2022 *Guide to the Local Scene*

24/7 Visitor Information Center

Information Stand at City Hall

Information Stand at Stillwater Regional Airport (SWO)



2023 *Guide to the Local Scene*

ANNUAL HIGHLIGHTS

July 2022 - June 2023

Social Media - @visitstillwater

Visit Stillwater utilizes social media platforms to post daily reminders of the events occurring in our community, the variety of hotel and dining options, and the unique attractions and retail shops available to visitors and locals. We optimize our content through ads and boosted posts, listen to our audience, and connect with them through tagging, commenting, and interacting. Social media is also a very quick avenue in which to update residents and visitors of event postponements and/or cancellations. We exceeded 27,000 Facebook followers in June 2023 and continue to grow interaction across each platform.

Digital Marketing

Our digital marketing efforts were served primarily to markets within an approximate 300-mile radius, including the Dallas-Fort Worth metroplex, for the drive-in market and those who can choose to fly American Airlines directly into the Stillwater Regional Airport (SWO).

Video

Video continues to serve as one of the most popular methods in which to connect with visitors and residents. We produce monthly 60-second videos spotlighting 6 to 8 events, attractions, or businesses. We added closed-captioned messaging to better connect with the majority of viewers who watch videos on their phones while on silent.

ANNUAL HIGHLIGHTS

July 2022 - June 2023

Annual Dine, Shop, and Play Rack Card Design

July - September 2022 Rack Card Design

Rack Cards

Upon request by our hotel partners, we continue to produce quarterly rack cards to distribute from their front desks and within their lobbies. They are also available in the 24/7 Visitor Information Center, the airport visitor information stands, OnCue convenience stores, local business partners, as well as all hotels located in Perry, Guthrie, and Cushing.

- A "**Dine, Shop, and Play**" card was produced to appeal year-round and spotlight FlySWO, the Stillwater Savings Pass, and the Visit Stillwater GeoTour.
- **July-September** featured the OSU football schedule, Park & Ride, and Fall atheltics.
- **October-December** spotlighted Holidays 2022 events, Merry Main Street, the Stillwater Savings Pass, and Winter athletics.
- **January-May** card highlighted major Spring 2023 events and local live music venues including the Tumbleweed and the Salty Bronc.
- **April-June** featured the Stillwater Savings Pass and GeoTour.

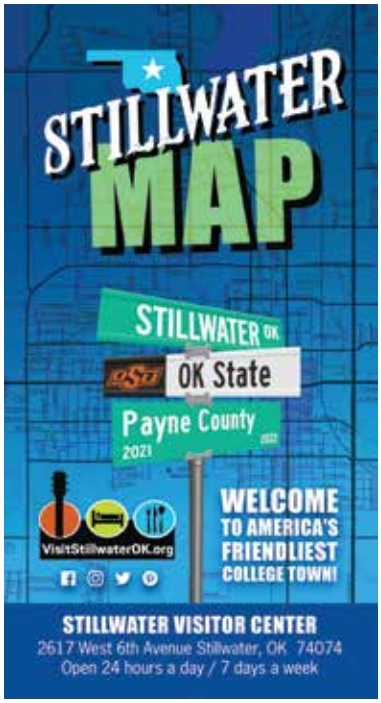
October - December 2022 Rack Card Design

January - May 2023 Rack Card Design

April - June 2023 Rack Card Design

ANNUAL HIGHLIGHTS

July 2022 - June 2023



Stillwater, OSU, and Payne County Map

Stillwater maps continue to be one of the most requested items in the 24/7 Visitor Information Center across all age groups and by both locals and visitors. We listened to suggestions and feedback to produce a map that would align with those utilizing it. It is a manageable size, includes Stillwater with a street index, Payne County, and through a partnership with OSU, their new campus map. We worked with a local cartographer and designer to produce our first map. We printed 12,500 copies and anticipate producing a map every two years to keep up with demand and our ever-changing community.

24/7 Visitor Information Center

To our knowledge, Stillwater is home to the only comprehensive visitor information center that is open 24 hours a day, 7 days a week. Therefore, information is readily available to visitors at any time they arrive in our community or require more information while here. The extensive amount of information is also easily available to residents while family and/or friends are visiting or local businesses when putting together relocation or recruitment packets.

Stillwater Information Stands at SWO

Visit Stillwater maintains visitor information stands within the inbound and outbound terminals at the Stillwater Regional Airport. “FlySWO” is a consistent message within virtually all digital and printed marketing materials.

In November, Visit Stillwater partnered with the Stillwater Regional Airport to also provide a complimentary coffee station in the outbound terminal. Our messaging is, “Thanks a Latte for flying SWO,” and we look forward to enhanced use of our local American Airlines service.

ANNUAL **HIGHLIGHTS**

July 2022 - June 2023

Stillwater Savings Pass

To further encourage residents to shop locally and visitors to make the trip to Stillwater to shop, the Stillwater Savings Pass was launched in November 2020. The Savings Pass combines tickets, purchases, and special offers into a fully branded experience available instantly on mobile phones. By establishing a one-to-one communication channel with each visitor or resident, we can fluidly enhance the on-site experience. Local businesses will see more customers, and visitors and locals will explore and experience the best of our community.

Stillwater GeoTour

Through a partnership with Groundspeak, Inc, we coordinated Oklahoma's only GeoTour to engage and visitors in location-based, experiential walking tours, interactive challenges, and treasure hunts.

Geocaching is predominately an outdoor recreation activity that utilizes Global Positioning System (GPS) navigation to hide and seek containers called "geocaches". Outdoor family-friendly activities have continued to increase in popularity. In May 2023, Visit Stillwater launched a new "Walking on the Wild Side" trail of 10 animal-themed geocaches to encourage new and repeat geocachers to explore Stillwater.

SWO Icons

We incorporated the "SWO" icons into our marketing campaign to align with the marketing and promotion of activities conducted by the City of Stillwater and other local organizations throughout the year. One will find the icons throughout the Visit Stillwater webpage – VisitStillwater.org, the *Stillwater Guide to the Local Scene*, social media posts, blogs, *News Press* columns, and rack cards.

ANNUAL HIGHLIGHTS

July 2022 - June 2023

405 Day

In April 2023, Visit Stillwater created a one-day event, on the day symbolized by our area code, 405 - April 5, 2023 - to remind visitors and residents to include #VisitStillwater in their social media posts while out and about in Stillwater.

Stillwater residents and visitors were invited to take photos when visiting local hotels, restaurants, attractions, retailers, convenience stores, lakes and other unique-to-Stillwater locations and share them with Visit Stillwater on social media.

Individuals were eligible to enter their photos to win one $40 gift card to the Stillwater business of their choice. A landing page was created along with social media posts to increase awareness of the promotion and 5 winners were drawn. ($40 + 5 = 405)

National Travel and Tourism Week

Established by the U.S. Travel Association in 1983, National Travel and Tourism Week (NTTW) is an annual tradition to celebrate the U.S. travel community and travel's essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses, and elevating the quality of life for Americans every day.

To celebrate NTTW, Visit Stillwater featured the inaugural Ring Registers Promotion. Residents and visitors who spent $100 or more could turn in their shopping receipts from May 7-13, 2023 to be eligible to win 1 of 9 gift cards to a Stillwater hospitality business of their choice.

The purpose of this promotion was to spotlight the importance of visitor dollars on the local economy, to remind residents of the importance of shopping locally, and to ring registers around town.

ANNUAL HIGHLIGHTS

July 2022 - June 2023

#1x100SWO Project Challenge

The 100-Day Project Challenge was a Stillwater community support initiative. Local organizations offered support, direction, and opportunities for five different categories of projects: making, reading, health and fitness, volunteering, and local exploration.

Visit Stillwater participated in this project by featuring 100 unique-to-Stillwater businesses and attractions on social media for 100 days. Photos were taken by team members, printed, and compiled into a book. A landing page was created at VisitStillwater.org to promote and provide guidance for the event.

Oklahoma RedBud Tourism Awards

The Oklahoma Travel Industry Association held its annual RedBud Awards Ceremony at the Oklahoma History Center on June 13, 2023. Open to all Oklahoma tourism entities, such as destination marketing organizations, museums, and attractions, the RedBud Awards represent the highest honor given in the Oklahoma tourism industry for outstanding efforts to serve and promote Oklahoma's tourism industry.

All entries were evaluated by a slate of tourism professionals on specific criteria including customer service and experience, marketing effectiveness, media relations, variety of audiences reached, value, unique marketing strategies, and overall creativity. Visit Stillwater was honored to be recognized with one of the top two Social Media Campaigns in the state.

Accreditation

The globally recognized Destination Marketing Accreditation Program (DMAP) serves as a visible industry distinction that defines quality and performance standards in destination marketing and management. To become accredited, a destination organization must demonstrate compliance with more than 100 performance standards.

Accreditation standards are set by an independent panel of industry veterans representing a diverse selection of destination organizations. Standards are regularly revisited and revised to reflect the evolution of best practices in our industry. Visit Stillwater completed the DMAP process and is now recognized as one of the smallest destination organizations to earn the recognition.

VISITOR **TAX**

July 2022 - June 2023

In 1985, a referendum establishing a 4% hotel room tax (visitor tax) was approved. Then recently, on February 8, 2022, Visit Stillwater was successful in passing a referendum by 70% that changed the ordinance from “hotel room tax” to “visitor tax,” modernized the term “hotel” to “lodging,” and increased the tax from 4% to 7% effective July 1, 2022.

The ballot language now states, “Funds collected shall be set aside and used exclusively for the purpose of encouraging, promoting, and fostering conventions, conferences, and tourism development through the use of long-range strategic destination marketing and management professional services and development and maintenance of visitor development amenities for the city, and shall be allocated as follows:

- 70% - To Visit Stillwater: “Shall be used for long-range strategic destination marketing and management professional services to enhance Stillwater’s economy, image, and quality of life through the promotion, marketing, and development of the visitor economy.”

- 30% - To the City of Stillwater: “Shall be administered by the Stillwater Economic Development Authority as recommended by the Tourism Advisory Committee (Resolution No. SEDA-2019-2) and used for the development and maintenance of visitor development amenities for the city.”

The professional services agreement between the Stillwater Economic Development Authority (SEDA) and Visit Stillwater specified the sum of $975,000 of the visitor tax would be utilized by Visit Stillwater to carry out the services outlined within the Visit Stillwater business plan and scope of work.

VISITOR **TAX**

July 2022 - June 2023

Stillwater is currently home to 19 hotel properties with an inventory of 1,546 total rooms. The University Inn and Suites reopened as a Baymont by Wyndham in the first quarter of 2023 with an inventory of 140 rooms. The total available listings for short-term rentals ranged from 132 to 267 from July 1, 2022 – June 30, 2023.

Hotel Data:

	June 21 | June 22 | June 23	June 21 | June 22 | June 23	June 21 | June 22 | June 23
	Occ %	**ADR**	**RevPAR**
Stillwater	40.0% | 45.8% | **48.8%**	$82.55 | $101.84 | **$108.92**	$33.03 | $46.60 | **$53.12**
Oklahoma	52.6% | 54.4% | **54.7%**	$76.52 | $88.90 | **$92.96**	$40.27 | $48.33 | **$50.86**

According to STR (subscribed source for hotel data benchmarking, analytics, and marketplace insights), the running 12 months report ending June 2023, reflected Stillwater hotel properties had a 48.8% occupancy rate, $108.92 ADR (Average Daily Rate), and $53.12 RevPAR (Revenue Per Available Room). The figures were up from 45.8% occupancy, $101.84 ADR, and $46.60 RevPAR for the running 12 months ending June 30, 2022. 14 of 19 properties reported their data to STR during the fiscal year.

Through our membership in the Oklahoma Hotel and Lodging Association, we receive the STR report for the state of Oklahoma to provide data points for our state. The Oklahoma data includes all reporting hotel properties including economy, upper midscale, upscale, and luxury class properties, and communities of all sizes, including urban and rural.

VISITOR TAX

July 2022 - June 2023

July 1, 2019, the Oklahoma Tax Commission (OTC) began collecting the Stillwater visitor tax. There is now a difference in timing of the tax revenue receipts by 2 months, rather than 1 month when the City of Stillwater collected the tax. As a result, there were only 11 months of visitor taxes remitted during FY 2020 (See page 15). Total visitor tax collections for fiscal year 2023 refleced an 83% increase, a substantial improvement over the previous years.

Airbnb and Vrbo Data:

	June 21 | June 22 | June 23	June 21 | June 22 | June 23	June 21 | June 22 | June 23
	Occ %	**ADR**	**RevPAR**
Stillwater	59.4% | 55.7% | **45.3%**	$163.12 | $190.93 | **$173.36**	$96.82 | $106.33 | **$78.61**

Beginning July 1, 2019, visitor tax was also collected from short-term rental properties through Airbnb and individuals with a sales tax permit and remitted directly to the OTC. Additionally, Vrbo started collecting taxes and remitting them to the OTC on January 1, 2023.

According to AirDNA (Vacation/Short-term rental market data), on June 30, 2023, there were 254 total available listings in Stillwater - an increase from 127 on June 30, 2022.

Stillwater's short-term rental properties ended the month of June 2023 reflecting a 45.3% occupancy rate, $173.36 ADR (Average Daily Rate), and $78.61 RevPAR (Revenue Per Available Room).

Visitor Tax:

	FY '20 Month	FY '20 Year	FY '21 Month	FY '21 Year	FY '22 Month	FY '22 Year	FY ' 23 Year	FY ' 23 Year	
July	$91, 155.80	$91, 155.80	$27,429.06	$27,429.06	$72,799.35	$72,799.35	$76,900.39	$76,900.39	OTC- May Collections
Aug.	$0	$0	$36,058.80	$63,487.86	$81,375.36	$154,174.71	$98,157.84	$175,058.23	OTC - June Collections
Sept.	$57,331.62	$148,487.42	$43,482.86	$106,970.72	$47,180.19	$201,354.90	$123,489.24	$298,547.47	OTC - July Collections
Oct.	$74,731.27	$223,218.69	$48,410.64	$155,381.36	$77,272.71	$278,627.71	$121,879.40	$420,426.87	OTC- August Collections
Nov.	$78,398.65	$301,617.34	$40,604.78	$195,986.14	$82,116.82	$360,744,53	$187,512.30	$607,939.17	OTC- September Collections
Dec.	$92,887.31	$394,504.65	$59,928.52	$255,914.66	$91,780.61	$452,525.14	$198,504.27	$806,443.44	OTC-October Collections
Jan.	$77,277.40	$471,782.05	$45,691.28	$301,605.94	$84,059.67	$536,584.81	$165,293.62	$971,737.06	OTC-November Collections
Feb.	$56,037.87	$527,409.40	$30,321.35	$331,927.29	$54,009.28	$590,594.09	$89,331.65	$1,061,068.71	OTC - December Collections
March	$44,589.48	$572,409.40	$33,127.63	$365,054.92	$36,310.43	$626,904.52	$85,858.59	$1,146,927.30	OTC - January Collections
April	$54,001.73	$626,441.13	$35,852.72	$400,907.64	$52,675.88	$679,580.40	$95,679.60	$1,242,606.90	OTC - February Collections
May	$28,766.95	$655,178.08	$67,094.29	$468,001.93	$77,592.62	$757,173.02	$176,634.56	$1,419,241.46	OTC - March Collections
June	$18,032.97	$673,211.05	$68,724.45	$536,726.38	$100,499.57	$857.672.59	$147,476.94	$1,566,718.40	OTC - April Collections
		14% decrease		**20% decrease**		**60% increase**		**83% increase**	
City's Budgeted Amount		**$800,000**		**$500,000**		**$500,000**		**$1,300,000**	

- FY 2020 - Oklahoma Tax Commission began collecting visitor tax.
- 2 month delay - i.e.: May collections reflected in July.
- July 2019 also reflects past due collections.

VISIT STILLWATER **DELIVERABLES**

July 2022 - June 2023

The fiscal year 2023 contract includes a more streamlined scope of services and an expanded report tracking spreadsheet. The updated format will better illustrate the wide variety of destination marketing and management professional services provided by Visit Stillwater in the areas of marketing and communications, meetings and events sales and services, visitor experiences, advocacy, destination and economic development partnerships, industry relations, and administration.

The Visit Stillwater team worked diligently with CRM (customer relationship management), CMS (content management system), and digital marketing experts at Simpleview to document activities managed through the web-based platform. Simpleview is the worldwide leading provider of CRM, CMS, website design, and digital marketing technologies for destination marketing and management organizations. The Simpleview platform also integrates with virtually all of our industry partner services that enhance our efforts throughout the year.

Enhanced capabilities enable us to track efforts that were not documented through Simpleview in previous years. And, while the system was recently further customized to better document daily activities, it is a conservative reflection of all of the calls, requests, and wide variety of assistance provided to both visitors and residents daily.

A. Marketing & Communications	FY 20-21	FY 21-22	FY 22-23	Goal	% of Goal
Increase website traffic by 7.5%	297,711	390,412	523,082	419,693	125%
Increase website pageviews by 10%	462,329	623,303	800,296	685,633	117%
Increase website sessions originating from Dallas DMA by 5%	58,685	69,843	107,859	73,335	147%
Increase referred traffic from social media to website by 7.5 %	23,702	28,741	36,889	30,897	119%
Publish 365 original social media posts	---	---	430	365	118%
Increase social media followers by 7.5%	25,889	30,719	34,648	33,023	105%
Increase social media reactions by 5%	---	---	72,644	64,458	113%
Increase Facebook reach by 7.5%	---	---	3,022,802	2,901,323	104%
Provide 125 sweepstakes giveaways	89	125	171	125	136%
Promote 2,000 locally held events at VisitStillwaterOK.org	1,185	1,830	2,006	2,000	101%
Load 24 primary local events on the OK Tourism and Recreation Department website	---	---	85	24	354%

VISIT STILLWATER **DELIVERABLES**

July 2022 - June 2023

A. Marketing & Communications	FY 20-21	FY 21-22	FY 22-23	Goal	% of Goal
Share 125 news releases for industry partners	148	238	362	125	290%
Create 12 videos highlighting Stillwater events, attractions, and businesses	12	12	12	12	100%
Publish 24 blog posts	29	25	24	24	100%
Produce 12 display/print ads in partnership publications (i.e. OK Travel Guide, STATE, POSSE, Green Country Travel Guide, and Ovations)	---	---	15	12	125%
Distribute 100,000 Stillwater Guides to the Local Scene (per calendar year)	2021 Guide 100,000	2022 Guide 100,000	54,933	100,000 per edition	100% per edition
Write 12 News Press columns	---	---	12	12	100%
Distribute 12 “Still in the Know” postcards	---	---	12	12	100%
Email 12 eNewsletters	---	---	12	12	100%
Distribute 10,000 copies of 4 different rack cards (also hand-delivered regionally) (1)	---	---	44,780	40,000	119%
Display 72 banner placements outside the 24/7 visitor information center	---	---	73	72	101%

(1) We produced an extra rack card for use throughout the year.

VISIT STILLWATER **DELIVERABLES**

July 2022 - June 2023

A. Marketing & Communications	FY 20-21	FY 21-22	FY 22-23	Goal	% of Goal
Display 200 event flyers inside the 24/7 visitor information center	---	---	231	200	116%
Manage 112 360° degree virtual tours for online platforms through Threshold 360 (1)	---	---	112	112	100%
Gain rights to 100 additional assets (social media pictures) through Crowdriff (2)	---	---	181	100	181%
Coordinate 235 guests for TV-31's "The Morning Edition"	---	---	242	235	103%
Appear on live local radio 140 mornings to share upcoming event information	---	---	150	140	107%
Record 35 podcasts with media partners to promote events and services	---	---	51	35	145%
Provide the program or serve as a speaker for 12 organizations/classes	---	---	12	12	100%

(1) Threshold 360 provides the leading platform for 360° virtual tour creation and publishing in the hospitality and tourism industry. They enable Visit Stillwater to significantly increase digital engagement and conversion by bringing locations to life online.

(2) CrowdRiff is visual content marketing software for travel and hospitality brands and offers the leading visual storytelling solutions for destination marketers.

VISIT STILLWATER **DELIVERABLES**

July 2022 - June 2023

B. Meeting & Event Sales	FY 20-21	FY 21-22	FY 22-23	Goal	% of Goal
Number of sales communications with existing client accounts (1)	---	---	4,860		
Contact 40 potential new clients for future meetings or events	---	---	41	40	103%
Retain 40 events booked and/or serviced through Visit Stillwater (2)	---	---	43	40	108%
Increase new events booked and/or serviced through Visit Stillwater by 5%	43	65	70	68	103%

(1) Sales communications are defined as phone calls (both office and cell phone), emails, text messages, Messenger messages, meetings, and dropping by the office with new business and confirming repeat business.

(2) **Booked** is defined as confirmation an upcoming meeting will be hosted in Stillwater and a hotel room block and/or meeting space has been booked. **Servicing** new and returning groups includes coordinating hotel room blocks, meeting space, event venue, caterers, and site visits/familiarization tours.

B. Meeting & Event Sales	FY 20-21	FY 21-22	FY 22-23	Goal	% of Goal
Visitor development incentive grants to future or expanding events (reflects grants awarded during FY 2023) (1)					
- Total amount of grants awarded	---	---	$40,100		
- Total estimated number of day visitor	---	---	10,280		
- Total estimated number of overnight visitors	---	---	10,950		
- Total estimated visitor spending (through Event Impact Calculator) (2)	---	---	$1,372,479		

(1) Visit Stillwater Visitor Development Incentive Grants are designed to assist events in their infancy stages or when growing from a one- to multi-day event. A maximum of $5,000 is available to a group/event their first year with the potential of up to 2 subsequent grants at decreasing amounts for 2 years.

(2) The Event Impact Calculator is an annual opt-in service investment through Destinations International that measures the economic value of an event and calculates its return on investment to local taxes. The calculator draws on 10 different data sources to provide an industry-wide standard using local tax rates and cost of living estimates.

VISIT STILLWATER **DELIVERABLES**

July 2022 - June 2023

B. Meeting & Event Sales	FY 20-21	FY 21-22	FY 22-23	Goal	% of Goal
Post event impact of events receiving visitor development incentive grants during FY23:					
- Total amount of grants awarded	---	---	$28,380		
- Total estimated number of day visitors	---	---	7,680		
- Total estimated number of overnight visitors	---	---	13,523		
Total estimated visitor spending (through Event Impact Calculator)	---	---	$1,180,764		
Host 4 (quarterly) Stillwater Hotel Education Luncheons	---	---	4	4	100%
Email 12 VS and market updates to hotel partners (1)	---	---	36	12	300%
Email 12 VS and market updates to short-term rental partners collecting tax (2)	---	---	4		

(1) Industry information, particularly from the Oklahoma Hotel and Lodging Association, is shared with Stillwater hotel partners as it is made available.

(2) January 1, 2023, Vrbo joined Airbnb remitting sales and visitor tax to the Oklahoma Tax Commission enabling streamlined communications to over 200 local short-term rentals. However, due to new anti-spam laws (i.e. CASL, GDPR, CLPA), we are limited to sending a periodic email to short-term rental partners to encourage and enable them to opt-in to email updates. Therefore, there is predominately one-on-one email conversations and assistance provided.

VISIT STILLWATER **DELIVERABLES**

July 2022 - June 2023

C. Meeting & Event Client Services (Client and Partner Services)	FY 20-21	FY 21-22	FY 22-23	Goal	% of Goal
Number of services communications with existing client accounts (1)	1,131	1,503	6,196		
Coordinate 24 site inspections or familiarization (FAM) tours for VS and/or clients (2)	8	12	24	24	100%
Estimated value of 0-balance invoices provided for services received (3)	---	---	$1,849,526		
Number of groups assisted	---	---	882		
Email 4 (quarterly) meeting/event planner eNewsletters (4)					

(1) Service activities are defined as phone calls (both office and cell phone), emails, text messages, Social media messages, meetings, dropping by the office, and all marketing and communications efforts. Additional data points are now collected to more accurately reflect services provided for both sales (396) and partner (905) accounts.

(2) Many clients interested in hosting an event in Stillwater have never been to our community. We will schedule a site inspection or FAM tour, often including multiple hotels and event venues, back-to-back depending upon their knowledge of Stillwater.

(3) The **value of services** received includes *Stillwater Guides to the Local Scene*, bags for use at registration, registration assistance, event "Welcome", securing local media exposure, and a wide range of marketing assistance.

(4) New anti-spam laws (i.e. CASL, GDPR, CLPA) have restricted the legality of this platform.

VISIT STILLWATER **DELIVERABLES**

July 2022 - June 2023

D. Visitor Experiences	FY 20-21	FY 21-22	FY 22-23	Goal	% of Goal
Number of publications distributed from 24/7 visitor information center	---	---	3,650		
Number of publications distributed from 2 visitor information stands at SWO - inbound and outbound terminals	---	---	1,189		
Manage and coordinate 50 businesses on the Stillwater Savings Pass	---	---	51	50	102%
- Number of individuals who downloaded the Pass this year	---	---	1,071		
- Total number of individuals with the Pass (since September 2020)	---	---	2,281		
- Number of redemptions this year	---	---	247		
- Total number of redemptions (since September 2020)	---	---	554		
Increase the number of individuals to earn a Stillwater GeoCoin by 50	---	50	51	50	102%
- Number of states/countries represented this year	---	10	12		
- Estimated local spending this year	---	$12,420	$3,669		
- Total number of individuals completing the tour (since Aug. 2021)	---	50	101		
- Total number of states/countries represented (since Aug. 2021)	---	10	17		
- Total estimated local spending (since Aug. 2021)	---	$12,420	$16,089		

VISIT STILLWATER **DELIVERABLES**

July 2022 - June 2023

E. Advocacy - Destination and Economic Development Partnerships & Industry Relations	
Invest in DestinationNEXT diagnostic tool to strategize for the future	Visit Stillwater conducts research, collects data, distributes relocation and recruitment information, and provides support as one of Stillwater's primary economic development organizations.
Provide data and input to the City Tourism Advisory Committee	
Assist local economic development partners with business recruitment, site selection, expansion, and relocation	
Provide research, trends, impact analysis, visitor spending estimates, and other data to local partners to utilize within their specialized fields	
Keep 24/7 visitor information stocked as primary location for relocation and recruitment packet information	

VISIT STILLWATER **DELIVERABLES**

July 2022 - June 2023

E. Advocacy - Destination and Economic Development Partnerships & Industry Relations	
Attend weekly Stillwater Communications Team meetings	Attend City of Stillwater Marketing Team meetings
Attend weekly Stillwater News Press Editorial Board meetings	Attend Stillwater Regional Airport Executive Marketing Team meetings
Attend weekly Stillwater Frontier Rotary Meetings	Attend City of Stillwater T.I.M.E. Action Committee meetings
Coordinate and host monthly Market Stillwater meetings	Attend Vibrant Stillwater meetings upon request
Attend monthly Downtown Stillwater Association meetings	Attend/Host Merry Main Street/Holidays planning committee meetings
Attend monthly Downtown Stillwater Cultural District meetings	Attend Special Olympics Oklahoma Summer Games Committee meetings
Work closely with Modella Art Gallery, OSU Museum of Art, Prairie Arts Center, Community Center, History Museum, and Public Library	Attend Bob Childers' Gypsy Café / Red Dirt Relief Fund meetings
Attend monthly Stillwater Community United meetings	Attend 3rd Friday Downtown Art Walk planning committee meetings
Attend quarterly Oklahoma Travel Industry Association Board meetings	

Visit Stillwater team members attend a multitude of various types of industry and community meetings and events to provide the most effective assistance possible. Additional committees and events will also be attended as the year progresses.

VISIT STILLWATER **DELIVERABLES**

July 2022 - June 2023

E. Advocacy - Destination and Economic Development Partnerships & Industry Relations	
Work closely with the staff of American Airline/Envoy at SWO	
Work closely with the staff and board of the Payne County Expo Center	
Work closely with Lake McMurtry Friends	
Work closely with Stillwater Community Center Friends	
Work closely with the Stillwater Arts & Humanities Council	
Work closely with the Stillwater Area Sports Association	
Work closely with various departments of the City of Stillwater	
Work closely with the Stillwater Public Library	
Work closely with the Stillwater Chamber of Commerce	
Work closely with Oklahoma State University	
Work closely with the Oklahoma State University Alumni Association	
Work closely with the Oklahoma State University Foundation	

Partnerships with local businesses and organizations enhance an open line of communication enabling the Visit Stillwater team to serve as a one-stop-shop for visitors, event planners, and also residents, and local business owners.

VISIT STILLWATER **DELIVERABLES**

July 2022 - June 2023

F. Administration	
Schedule a strategic planning retreat every 3-5 years	Visit Stillwater board of directors and staff allocate resources to accomplish desired goals and objectives efficiently and effectively throughout the year and to ensure our DMO embraces innovative marketing and sales techniques while operating within industry best practices.
Compile research and data for semi-annual and annual reports to the City/SEDA	
Maintain Destinations Marketing Accreditation Program designation	
Apply for annual Red Bud Awards through Oklahoma Travel Industry Association	