



Together, Investing in Municipal Excellence

STILLWATER ECONOMIC DEVELOPMENT AUTHORITY MEETING AGENDA

JULY 1, 2024

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. SEDA will take action on these items collectively with a single vote. The requested SEDA 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 consideration and 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 June 17, 2024 regular and executive session meeting minutes	
b.	Approve Professional Services Agreement with Visit Stillwater for fiscal year 2024-2025	Kimberly Meek

3. Public Comment

4. Items Removed from the 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 removed to this section of the agenda after the requested discussion, revision, or amendment.

5. Questions and Inquiries

6. Reports from Officers and Boards

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

7. Adjourn

On June 27, 2024 at 5:00 p.m., 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 405.742.8243.

- Meetings are televised on AT&T U-verse channel 99 and Optimum 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 JUNE 14, 2024 AT 11:00 A.M. AT THE MUNICIPAL BUILDING,
723 SOUTH LEWIS, STILLWATER, OKLAHOMA

MINUTES
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
COUNCIL HEARING ROOM
723 S. LEWIS
JUNE 17, 2024

PRESENT: CHAIR WILLIAM H. JOYCE, TRUSTEES CHRISTIE HAWKINS,
KEVIN CLARK AND TIM HARDIN

ABSENT: VICE CHAIR AMY DZIALOWSKI

1. CALL MEETING TO ORDER

Chair Joyce called the meeting to order at 5:47 p.m.

2. CONSENT DOCKET

- a. Approve May 8, 2024 special meeting minutes
- b. Approve Economic Development Services Agreement with Stillwater Chamber of Commerce for fiscal year 2024-2025
- c. Approve the TIF#3 Redevelopment Agreement with Progressive Development, LLC for the Empire Slice House Project at 116 W. 10th Ave.

Trustee Clark removed item b. from the consent docket.

MOTION BY TRUSTEE HAWKINS, SECOND BY TRUSTEE CLARK TO APPROVE THE CONSENT DOCKET MINUS ITEM B.

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

- b. Approve Economic Development Services Agreement with Stillwater Chamber of Commerce for fiscal year 2024-2025

Trustee Clark requested that the Chamber contract be corrected to state and make clear what deliverables can be measured by metrics and what is a strategic objective.

MOTION BY TRUSTEE CLARK, SECOND BY TRUSTEE HAWKINS TO APPROVE ITEM B. FROM THE CONSENT DOCKET WITH THE REQUESTED REVISIONS.

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

5. GENERAL ORDERS

- a. Consider the application of Iron Monk Brewing Company for TIF#3 Small Business Enhancement Assistance in the amount of \$15,000 for improvements to include new signage, new glass garage door, new lighting, new stucco and paint at 519 S. Husband Street.

Deputy City Manager Brady Moore presented the improvements that Iron Monk Brewing Company is planning to make to their building. The improvements include new signage and lighting, façade improvements with garage door, and an outdoor seating area. Iron Monk Brewing Company is requesting \$15,000 in reimbursement of expenses that exceed the \$30,000 of exterior improvements at 519 S. Husband Street. The TIF Implementation Policy Committee reviewed the Iron Monk Brewing Company application and found that it met the criteria outlined in the implementation policy guide for assistance. The committee voted 5-0 to recommend this proposal to the SEDA Trustees for approval.

Mr. Moore reported on the budget that is available for small business enhancement assistance.

MOTION BY TRUSTEE HAWKINS, SECOND BY TRUSTEE CLARK TO APPROVE THE APPLICATION FROM IRON MONK BREWING COMPANY FOR SMALL BUSINESS ENHANCEMENT ASSISTANCE IN THE AMOUNT OF \$15,000 FOR EXTERIOR IMPROVEMENTS TO INCLUDE NEW SIGNAGE, NEW GLASS GARAGE DOOR, NEW LIGHTING, NEW STUCCO AND PAINT AT 519 S. HUSBAND STREET.

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

6. RESOLUTIONS

- a. Resolution No. SEDA-2024-2: A resolution of the Stillwater Economic Development Authority adopting an operating budget for the Fiscal Year 2024-25.

MOTION BY TRUSTEE CLARK, SECOND BY TRUSTEE HAWKINS TO ADOPT RESOLUTION NO. SEDA-2024-2 AS PRESENTED.

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

7. QUESTIONS & INQUIRIES

None.

8. REPORTS FROM OFFICERS & BOARDS

- a. Miscellaneous items from General Counsel:
 - i. Request for an Executive Session as authorized under 25 O.S. Sec. 307 (C)(11) for purposes of conferring on matters pertaining to economic development including the transfer of property, financing, or the creation of a proposal to entice a business to remain or to locate within their jurisdiction if public disclosure of the matter discussed would interfere with the development of products or services or if public disclosure would violate the confidentiality of the business.
- b. Miscellaneous items from General Manager: No report.
- c. Miscellaneous items from Trustees: No report.
 - i) Discussion about scheduling items for future meetings

9. EXECUTIVE SESSION

- a. Confidential communication on matters pertaining to economic development including the transfer of property, financing, or the creation of a proposal to entice a business to remain or to locate within their jurisdiction if public disclosure of the matter discussed would interfere with the development of products or services or if public disclosure would violate the confidentiality of the business.

MOTION BY TRUSTEE HARDIN, SECOND BY TRUSTEE CLARK TO ENTER INTO EXECUTIVE SESSION AT 5:57 P.M.

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

The Stillwater Economic Development Authority entered into Executive Session at 5:57 p.m. and returned to open session at 6:56 p.m.

10. RETURN FROM EXECUTIVE SESSION

- a. No action was taken on this item.

MOTION BY TRUSTEE HARDIN, SECOND BY TRUSTEE CLARK TO RECONVENE THE REGULAR MEETING OF THE STILLWATER ECONOMIC DEVELOPMENT AUTHORITY.

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

11. ADJOURN

MOTION BY TRUSTEE CLARK, SECOND BY TRUSTEE HARDIN TO ADJOURN THE JUNE 17, 2024 REGULAR MEETING OF THE STILLWATER ECONOMIC DEVELOPMENT AUTHORITY.

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

The regular meeting of the Stillwater Economic Development Authority adjourned at 6:56 p.m.

WILLIAM H. JOYCE, CHAIR
STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY

TERESA KADAVY, SECRETARY
STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY

IN ACCORDANCE WITH THE OKLAHOMA OPEN MEETING LAW,
THE AGENDA WAS POSTED JUNE 14, 2024 AT 11:00 A.M. AT
THE MUNICIPAL BUILDING, 723 SOUTH LEWIS, STILLWATER, OKLAHOMA

MINUTES
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY
EXECUTIVE SESSION
723 S. LEWIS
JUNE 17, 2024
5:57 P.M.

PRESENT: CHAIR WILLIAM H. JOYCE, TRUSTEES CHRISTIE HAWKINS, KEVIN CLARK
AND TIM HARDIN
ABSENT: VICE CHAIR AMY DZIALOWSKI

- a. Confidential communication on matters pertaining to economic development, including the transfer of property, financing, or the creation of a proposal to entice a business to locate within the City of Stillwater.

Discussion was held on matters pertaining to economic development, including the transfer of property, financing, or the creation of a proposal to entice a business to locate within the City of Stillwater pursuant to 25 O.S. §307 (C)(11).

The Executive Session concluded at 6:56 p.m.

**WILLIAM H. JOYCE, CHAIR
STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY**

**TERESA KADAVY, SECRETARY
STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY**

PROFESSIONAL SERVICES AGREEMENT

THIS PROFESSIONAL SERVICES AGREEMENT is made and entered into on this ____ day of June, 2024 by and between the STILLWATER ECONOMIC DEVELOPMENT AUTHORITY, and VISIT STILLWATER OK, INC.

WITNESSETH:

WHEREAS, the Stillwater Economic Development Authority ("SEDA") is a public trust established under 60 O.S. §176, *et seq.*; and

WHEREAS, Visit Stillwater OK, Inc., ("Visit Stillwater OK") is an Oklahoma not-for-profit corporation organized under the laws of the State of Oklahoma; and

WHEREAS, Stillwater City Code, Chapter 39, Article IV, Visitor Tax, Section 39-272, Use of Funds, provides that funds collected pursuant to the provisions of this article 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

WHEREAS, it is the intention of SEDA to retain Visit Stillwater OK to provide long-range strategic destination marketing and management professional services as set forth in this Professional Services Agreement ("Agreement").

NOW, THEREFORE, IN CONSIDERATION OF THE COVENANTS AND AGREEMENTS HEREINAFTER SET FORTH, IT IS MUTUALLY AGREED BETWEEN SEDA AND VISIT STILLWATER OK AS FOLLOWS:

1. Scope of Services: Visit Stillwater OK shall perform the services identified in Attachment "A" for SEDA during the term of this Agreement.

2. Term: This Agreement shall commence on July 1, 2024 and expire on June 30, 2025, unless extended by written agreement of the parties. This agreement may be extended for four (4) additional one-year terms by mutual agreement of the parties. The parties agree that the decision to extend a term shall be made on or before March 15 of each FY this Agreement is in effect to permit Visit Stillwater OK to address any adjustments to existing agreements regarding facilities or vendors for the upcoming year.

3. Compensation: SEDA shall pay to Visit Stillwater OK the sum of One Million One Hundred Twenty Thousand Dollars (\$1,120,000) for the services described in Section 1 of this Agreement for the period beginning July 1, 2024 and ending June 30, 2025. Said compensation shall be made in four (4) equal payments upon submission of invoice on or before July 1, 2024, September 30, 2024, December 31, 2024 and March 31, 2025. Should the parties agree to extend this Agreement for any additional term, the amount of compensation shall be established in the extension agreement. Visit Stillwater OK acknowledges that the sole source of payment for services rendered under this Agreement shall be the appropriated funds from the Visitor Tax, and no other SEDA revenue source. Accordingly, said payment shall be subject to, and contingent upon, SEDA

receipt of an appropriation of such funds from the City of Stillwater for this express purpose. Compensation shall be reviewed on a semi-annual basis and may be adjusted based on actual visitor tax collections received by the City of Stillwater. Any adjustments made to compensation under this Agreement shall be made in writing and requires approval of SEDA and Visit Stillwater OK.

4. Reporting/Evaluation Criteria: Visit Stillwater OK shall produce deliverables identified on Attachment "B" hereto. It shall produce a semi-annual report by January 31, 2025 and an annual report by July 31, 2025 using the reporting forms included with said Attachment "B."

5. Intellectual Property Ownership: All material created by Visit Stillwater OK for SEDA under this Agreement, regardless of form, including, but not limited to trademarks, logos, tag lines, and marketing slogans identifying the "City of Stillwater," shall be considered the sole and exclusive property of SEDA. In the event that material, which is the subject of this Agreement, is copyrightable subject matter, Visit Stillwater OK and SEDA agree that for the purposes of this Agreement, such material shall be deemed a "work made for hire" as defined in §101 of the Copyright Act (Title 17 United States Code), and shall be owned by SEDA. Visit Stillwater OK shall not use any material created for SEDA under this Agreement for any purpose other than the performance of the services identified in this Agreement.

6. Personnel: Visit Stillwater OK shall provide all personnel necessary to operate, manage, and maintain services in accordance with this Agreement. Said personnel shall be under the exclusive direction of Visit Stillwater OK, and shall not be considered employees or agents of the City of Stillwater or SEDA under any circumstance. Any and all volunteers utilized by Visit Stillwater OK shall likewise be considered under the exclusive direction of Visit Stillwater OK and not employees or agents of the City of Stillwater or SEDA under any circumstance. In this connection, should any liability arise under the Worker's Compensation Act of the State of Oklahoma due to injury of any employee of Visit Stillwater OK, the same shall be considered the sole and exclusive liability of Visit Stillwater OK. Contractor shall maintain Worker's Compensation Insurance at all times that its employees are performing work or providing services for Visit Stillwater OK, or are otherwise subject to and/or are covered by said Worker's Compensation Act.

7. Insurance, Indemnity: Visit Stillwater OK shall maintain a general liability insurance policy in minimum amounts equal to the liability limits for political subdivisions as set forth in the Oklahoma Governmental Tort Claims Act, 51 O.S. 151, et seq., and shall name SEDA, the City of Stillwater, its officers, employees, and agents, as additional insureds in such amounts, during the term of this Agreement. Visit Stillwater OK further agrees to hold harmless and indemnify the City of Stillwater, its officers, employees, and agents or invitees for any liability occasioned by the intentional acts or negligence of Visit Stillwater OK officers, employees or agents while conducting operations authorized herein during the term of this Agreement.

8. Legal Compliance, Permits: Visit Stillwater OK shall comply with all applicable laws, regulations, ordinances and codes of federal, state and local governments in its execution of this Agreement. Visit Stillwater OK shall apply for and secure any and all licenses and permits necessary to complete its responsibilities under this Agreement.

9. Default: In the event SEDA should determine that Visit Stillwater OK is in default in regard to the performance of its obligations as required pursuant to this Agreement, SEDA

agrees to give Visit Stillwater OK fifteen (15) days' notice in writing of such default. Upon receipt of written notice of such default, SEDA and Visit Stillwater OK will work together in good faith to correct any issues that have caused said default and Contractor shall have a period of sixty (60) days to take appropriate corrective action(s). In the event Visit Stillwater OK shall fail to cure any default within the time allowed under this paragraph, SEDA may declare this Agreement null and void and terminate same by giving Visit Stillwater OK written notice of such intention. SEDA shall have, in addition to the remedies herein provided, any other right or remedy available to SEDA on account of any Visit Stillwater OK default, either in law or equity. SEDA shall use reasonable efforts to mitigate its damages. Provided, that SEDA shall remain obligated to honor and remit payment for appropriate invoices submitted under the terms of this Agreement until such time as this Agreement is terminated.

10. Non-Discrimination: Visit Stillwater OK shall manage its operations in accordance with all federal and state anti-discrimination statutes and laws and shall not deny access to any person based on race, ethnicity, national origin, gender, familial status, age, disability or any other protected status.

11. Change of Status: Visit Stillwater OK shall immediately report to SEDA any change in its legal status.

12. Notice: Any notice required or permitted under this Agreement shall be deemed sufficiently given or served if sent by United States certified mail, return receipt requested, addressed as follows:

SEDA: Trust Secretary
Stillwater Economic Development Authority
723 South Lewis/P.O. Box 1449
Stillwater, Oklahoma 74076

Visit Stillwater OK: Visit Stillwater OK
2617 West Sixth Avenue
Stillwater, Oklahoma 74074

13. Waiver: No waiver of any default of SEDA or Visit Stillwater OK hereunder shall be implied from any omission to take any action on account of such default if such default persists or is repeated, and no express waiver shall affect any default other than the default specified in the express waiver and that only for the time and to the extent there in stated. One or more waivers by SEDA or Visit Stillwater OK shall not be construed as a waiver of a subsequent breach of the same covenant, term or condition.

14. Audit: Visit Stillwater OK shall maintain all records of financial transactions conducted pursuant to this Agreement for a period of five (5) years. SEDA shall have the right to audit said financial records at any time during the term of this Agreement upon request, and reasonable notice, irrespective of any reporting requirements as set forth in Section 4.

15. Open Records Act Compliance: Visit Stillwater OK acknowledges that it is subject to the provisions of the Oklahoma Open Records Act, 51 O.S. §24A, *et seq.*, and shall make all records related to the performance of this Agreement available for public inspection and copying in accordance with said Act.

16. Effective Date: This Agreement shall become effective upon final acceptance of and execution by all parties hereto and shall remain in full force and effect during the term thereof.

17. Governing Law: This Agreement is governed by the statutes and laws of the State of Oklahoma and the Charter and Ordinances of the City of Stillwater.

18. Assignment: This Agreement is not assignable.

19. Amendment: Requests for changes may be made jointly or by only one party at any time. Requests for financial changes shall be made during the budget process. This Agreement may be modified only by a writing that is duly executed by both SEDA and Visit Stillwater OK.

20. Entire Agreement: This Agreement constitutes the entire agreement between the parties hereto and terminates and supersedes all prior understandings or agreements on the subject matter hereof.

THIS AGREEMENT is executed the day and year first above written.

STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY, a public trust

William H. Joyce, Chair

ATTEST:

Teresa Kadavy, Trust Secretary

Approved as to form and content this _____ day of _____, 2024.

Kimberly Carnley, General Counsel

VISIT STILLWATER OK, INC.
An Oklahoma Not-for-profit Corporation



Blaire Atkinson, Chairman, Board of Directors

(ATTESTATION OR OTHER VERIFICATION)

Scope of Services

A. Marketing and Communications: Develop and implement a comprehensive marketing and communications plan directed to visitors and residents.

1. Manage a robust and responsive website spotlighting local hospitality industry partners, locally held events, local attractions, and visitor/meeting planner resources.
2. Produce the Annual *Stillwater Guide to the Local Scene (Stillwater Visitors Guide)* in digital and print formats, which shall include City of Stillwater entities and events, including the Stillwater Regional Airport, Lake McMurtry, Downtown Stillwater Cultural District, and Downtown Stillwater.
3. Develop and Coordinate the official Stillwater Comprehensive Calendar of Events.
4. Coordinate Advertising, Social Media, Promotions, and Public Relations including:
 - a. Online/Digital Activities
 - b. Traditional/Print Activities
5. Provide Media Relations and Community Awareness.

B. Meetings and Events Sales: Establish a strong state, regional, and national presence in the meetings and events industry to maximize visitor spending through day and overnight visitors for hotel partners and incremental sales for hospitality industry and business partners.

1. Establish and maintain relationships with meeting and event planners to produce new, and retain existing, business for hotels, meeting and event venues, caterers, and other hospitality industry partners.
2. Participate in local, state, regional, and national industry-related tradeshow and sponsor and attend high-profile events that will enhance meeting and event planner relationships.
3. Coordinate all elements of every event request for proposals including detailed information about the local hospitality industry, availability of facilities and accommodations, local partner options, uniqueness of destination, services provided, and payment of bid fee if required for consideration.
4. Support via sponsorships, grants, and/or on-site services locally held events that attract substantial day or overnight visitors.

5. Establish and maintain relationships with local hospitality industry partners through consistent communication, site visits, hosted events, familiarization tours, and education opportunities.

C. Meetings and Events Client Services: Enhance the meeting and event planner experience through excellent customer service, as a trusted source of community resources as well as reliable and dependable local experts.

1. Build strong relationships with local hospitality industry partners to provide distinct, unique, and extraordinary visitor experiences.
2. Serve as a liaison between meeting and event planners and local hospitality industry partners by providing “one-stop-shop” services.
3. Conduct Pre-Meeting and Event Services:
 - a. Familiarization Tours or Site Inspections
 - b. Hotel Room Block Coordination to determine availability and rates
 - c. Meeting Facility, Event Venue, Catering, and Transportation Options
 - d. Tours, Special Events, Spouse Programs, Family and Youth Activities
 - e. Local Marketing and Public Relations Assistance
4. Provide On-Site Services:
 - a. *Stillwater Guide to the Local Scene*, Visitor Bags, Promotional Items
 - b. Request a “Welcome” from a local representative or official
 - c. Request Registration Table or Volunteer Assistance

D. Visitor Experiences: Support enhancements to the visitor experience.

1. Operate, maintain, and consistently update a Stillwater Visitor Information Center and Visitor Information Stands at the:
 - a. Entrance into Stillwater off of I-35: 2617 West 6th Avenue
 - b. Stillwater Regional Airport – Inbound and Outbound Terminals
2. Manage and coordinate programs focused on generating additional sales tax.
3. Coordinate campaigns spotlighting the importance of shopping locally and utilizing local commercial air service through Stillwater Regional Airport (SWO).

E. Advocacy - Destination and Economic Development Partnerships, Industry Relations, and Community Connector and Collaborator: Advocate destination-enhancing developments and elevate the effectiveness and impact of destination marketing as an integral component of local economic development, while connecting with residents through community involvement and events.

1. Work with local economic development partners to encourage the support of community-wide destination marketing efforts.
 - a. Invest in Destinations International - DestinationNEXT - a diagnostic tool to complete an objective self-assessment that can help determine priorities and strategies for the future.
 - b. Provide data and input and work in partnership with the City Tourism Advisory Committee to improve and increase visitor development and quality of life amenities.
2. Assist local economic development partners as an integral component of business recruitment, site selection, expansion, and relocation.
3. Provide market research, trends, impact analysis, visitor spending estimates, and other data to local partners to utilize within their specialized fields of economic development.
4. Serve as a community asset by focusing on benefits provided to residents through enhancing the local quality of life.
5. Promote Stillwater as an attractive travel destination by enhancing its public image as a dynamic place to live and work.
6. Maintain a local inventory of available meeting and event facilities and venues.
7. Support and market local hospitality industry businesses, museums, events, and attractions.

F. Administration: Provide managerial, administrative, and fiscal services for strategic planning, operation efficiencies, education, and community-based initiatives and partnerships.

1. Coordinate a strategic planning retreat process every 3-5 years.
2. Maintain report tracking and measurements following industry best practices and as identified by contract with Stillwater Economic Development Authority.
3. Maintain Destinations International Destination Marketing Accreditation Program designation by following best practices and completing annual progress reports.
4. Apply for annual RedBud Awards recognition through the Oklahoma Travel Industry Association - the highest honors given in the Oklahoma tourism industry.

VISIT STILLWATER ANNUAL REPORT TRACKING

ATTACHMENT B

A. Marketing & Communications	FY 24-25	Goal	% of Goal
Increase website traffic by 3%			
Increase website page views by 3%			
Increase website sessions originating from Dallas DMA by 2%			
Increase referred traffic from social media to website by 3%			
Publish 365 original social media posts			
Increase social media followers by 5%			
Increase social media reactions by 5%			
Increase Facebook reach by 3%			
Provide 100 sweepstakes giveaways			
Promote 2,000 locally held events at VisitStillwaterOK.org			
Load 50 primary local events on the OK Tourism & Recreation Dept website			
Create 12 videos highlighting Stillwater events, attractions & businesses			
Create 4 :30 second commercials			
Publish 24 blog posts			
Produce 12 display/print ads in partnership publications (i.e.: OK Travel Guide, Green Country Travel Guide, STATE, POSSE, Ovations!, etc.)			
Distribute 100,000 Stillwater Guides to the Local Scene (per calendar year)			
Write 12 News Press columns			
Distribute 12 "Still In the Know" postcards			
Email 12 eNewsletters			
Distribute 10,000 copies of 4 different rack cards			
Display 72 banner placements outside the 24/7 visitor info center and VS office			
Display 200 event flyers inside the 24/7 visitor information center			
Manage 112 360° degree virtual tours for online platforms through Threshold360			
Provide the program, serve as a speaker, or exhibit at trade shows for 12 organizations/classes			
Coordinate guests weekday mornings for Tv-31's "The Morning Edition" - # of guests			
Appear on live local radio weekday mornings to share upcoming event information - # of appearances			
Record podcasts with media partners to promote events and services - # of podcasts			

B. Meetings & Events Sales	FY 24-25	Goal	% of Goal
Number of sales communications with existing client accounts =			
Number of potential new clients for future meetings or events =			
Number of events booked and/or serviced through VS =			
Increase new events booked and/or serviced through VS by 5%			
Provide visitor development incentive grants & sponsorships to future or expanding events:			

(Reflects grants & sponsorships awarded during the year)			
-Total amount of grants & sponsorships awarded = \$			
-Total estimated number of day visitors =			
-Total estimated number of overnight visitors =			
-Total estimated visitor spending (through Event Impact Calculator) = \$			
Post event impact of events receiving visitor development incentive grants & sponsorships during the year:			
(Reflects granted & sponsored events occurring during the year)			
-Total amount of grants & sponsorships awarded = \$			
-Total estimated number of day visitors =			
-Total estimated number of overnight visitors =			
-Total estimated visitor spending (through Event Impact Calculator) = \$			
Host 4 (quarterly) Stillwater Hotel Education Luncheons			
C. Meetings & Events Client Services	FY 24-25	Goal	% of Goal
Number of services communications with existing client accounts =			
Number of groups assisted =			
Conservative estimated value of services provided = \$			
D. Visitor Experiences	FY 24-25	Goal	% of Goal
Number of publications distributed from 24/7 visitor information center =			
Number of publications distributed from 2 visitor information stands at SWO - inbound & outbound terminals =			
405 Day - April 5 - Shop & Fly SWO campaign			
Number of individuals who participated =			
Number of entries =			
Total sales generated =			
National Travel & Tourism Week - May - Shop & Fly SWO campaign			
Number of individuals who participated =			
Number of entries =			
Total sales generated =			
Krazy Daze - July - Shop & Fly SWO campaign			
Number of individuals who participated =			
Number of entries =			
Total sales generated =			
Fly Home for the Holidays - end of Nov. - first of Jan. - Shop & Fly SWO campaign			
Number of individuals who participated =			
Number of entries =			
Total sales generated =			