Stillwater OKLAHOMA
stillwaterok.gov

Together, Investing in Municipal Excellence

STILLWATER ECONOMIC DEVELOPMENT AUTHORITY MEETING AGENDA
SEPTEMBER 9, 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 August 5, 2024 regular meeting minutes.	

3. Public Comment on Items not Scheduled for Public Hearings

   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 at Request to speak form or via the form found in the lobby outside Council chambers.

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. General Orders

   SEDA 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 members of the Authority 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 Authority.

a.	Visit Stillwater Annual Report	Blaire Atkinson

6. Questions and Inquiries
7. 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
8. Adjourn

On September 6, 2024 at 9:00 a.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 AUGUST 1, 2024 AT 4:30 P.M. AT THE MUNICIPAL BUILDING, 723 SOUTH LEWIS, STILLWATER, OKLAHOMA

MINUTES
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
COUNCIL HEARING ROOM
723 S. LEWIS
AUGUST 5, 2024

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 6:35 p.m.

2. CONSENT DOCKET

a. Approve July 15, 2024 regular meeting minutes

MOTION BY VICE CHAIR DZIALOWSKI, SECOND BY TRUSTEE CLARK 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 Economic Development Quarterly Report

Chamber of Commerce Economic Development Coordinator Kari Moore presented the positive outcomes the Chamber of Commerce have accomplished with being the first point of contact for companies having interest in Stillwater. She discussed the marketing materials the Chamber is using to market Stillwater and these include recruitment videos, Grow Stillwater website and printed materials. Ms. Moore discussed the business retention and expansion process, as well as the business recruitment process the Chamber has implemented. Ms. Moore answered Trustee's questions.

No action was taken on this item.

6. QUESTIONS & INQUIRIES

None.

7. 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

8. ADJOURN

MOTION BY TRUSTEE CLARK, SECOND BY VICE CHAIR DZIALOWSKI TO ADJOURN THE AUGUST 5, 2024 REGULAR 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 regular meeting of the Stillwater Economic Development Authority adjourned at 6:46 p.m.

WILLIAM H. JOYCE, CHAIR
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY

TERESA KADAVY, SECRETARY
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY

DRAFT

VISIT STILLWATER

FY24 Annual Report

AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOARD OF **DIRECTORS**

July 2023 - June 2024

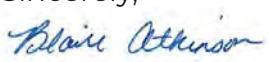
As Stillwater's destination marketing and management organization, our mission is to enhance Stillwater's economy, image, and quality of life through the promotion, marketing, and development of the region's visitor economy.

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,



Blaire Atkinson, Visit Stillwater Board Chair

Visit Stillwater Board of Directors and Staff

Chair - Blaire Atkinson - OSU Foundation
Vice Chair - Ival Gregory - Retired
Treasurer - Chad Weiberg - OSU Athletic Department
At Large - Tommy Shreffler - OnCue Marketing

Directors:

- Melissa Hubbard - Hampton Inn West & Residence Inn
- Dustin MacDonald - Chris' University Spirit
- Michal Shaw - Stillwater Medical Foundation
- Daren Shrum - Oklahoma State University
- 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, Vice President & Director of Sales
- Sara Carrigan, Visitor Relations & Office Manager

CPA - Mark Gunkel, CPA PC

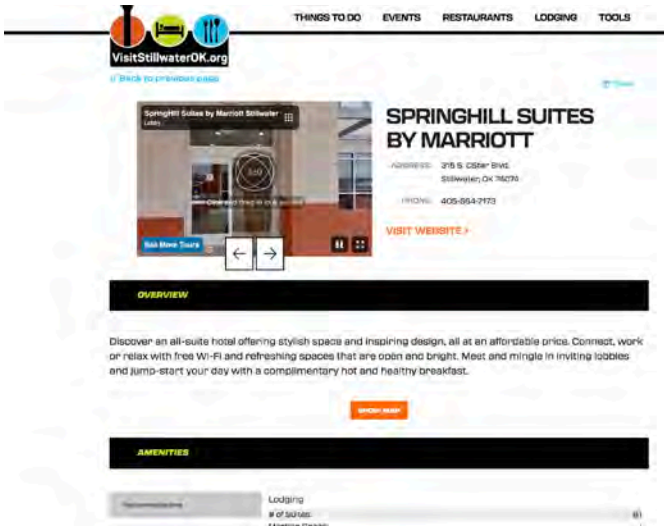
ANNUAL **HIGHLIGHTS**

July 2023 - June 2024

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 & VisitStillwaterOK.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.

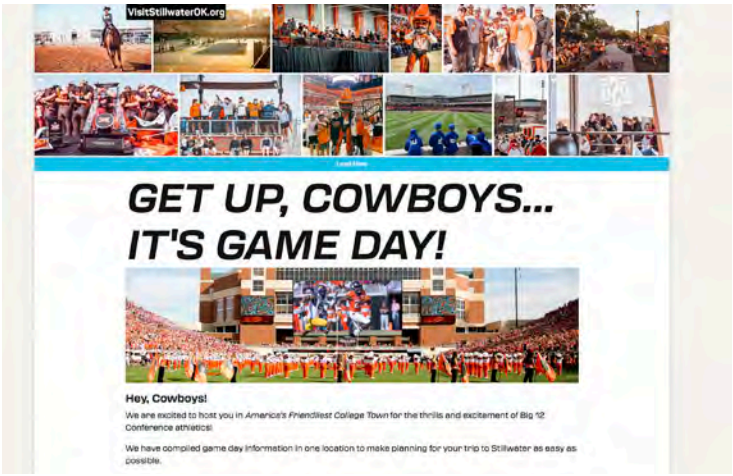
ANNUAL **HIGHLIGHTS**

July 2023 - June 2024

Microsites

In July 2023, a **Krazy Daze** 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 enhanced a new microsite 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.



Enter for a chance to win 1 of 3 $500 American Airlines Gift Cards!

We continued to coordinate a **Holidays 2023** 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?

Visit Stillwater coordinated a community-wide holiday promotion – "**Fly Home for the Holidays**" – to enhance exposure for the Stillwater Regional Airport and service on American Airlines while emphasizing the importance of shopping locally. We designed a microsite to outline the 52-day shop local and FlySWO campaign to outline how individuals could enter to win 1 of 3 $500 American Airlines gift cards. The campaign generated over $75,000 in local sales. We also provided 5 $100 American Airlines gift cards for the City's **SWO Home for the Holidays** event with Santa Claus.

ANNUAL HIGHLIGHTS

July 2023 - June 2024

Our microsite for the annual **Calf Fry Festival** once again proved to be our top landing page for Spring 2024, showcasing the full concert lineup of musicians, places to stay in Stillwater and suggested attractions and dining options.

CALF FRY 2024

We recently added a new microsite, **Tidbits of *America's Friendliest College Town***, to highlight Stillwater's history with stories such as, "Christmas Day: 1890", "Pistol Pete Embodies the Cowboy Spirit", "Home to the Second Pizzeria in Oklahoma", "World Famous Cheese Fries", and "An Iconic Oklahoma Honky-Tonk and Festival". This microsite also provides a starting point from which our social media followers will learn more about our community.

Additional microsites included **405 Day** and **National Travel and Tourism Week** where we encouraged residents and visitors to ring registers throughout the community and enter to win American Airlines gift cards. These promotions were two of four Visit Stillwater coordinates annually (in addition to Krazy Daze and Fly Home for the Holidays) to support our local business partners and serve as a reminder to FlySWO – Stillwater Regional Airport.

We have hosted a microsite for the **Downtown Stillwater Cultural District** since its inception. We encourage residents and visitors to browse through the listings to learn about the different organizations that make up the Cultural District – Modella Art Gallery, OSU Museum of Art, Prairie Arts Center, Stillwater Community Center, Stillwater History Museum, and the Stillwater Public Library – and stay in the know on all events and activities happening in Downtown Stillwater.

As active members of the **Stillwater Community United Committee**, Visit Stillwater created a microsite to promote the activities surrounding the Dr. Martin Luther King Junior Celebration and March. The page served as a community resource with event itineraries, and MLK march maps, – both throughout the community and on the OSU campus – and the Middle School poster contest. We even added an online voting option for the contest to enable more people to participate.

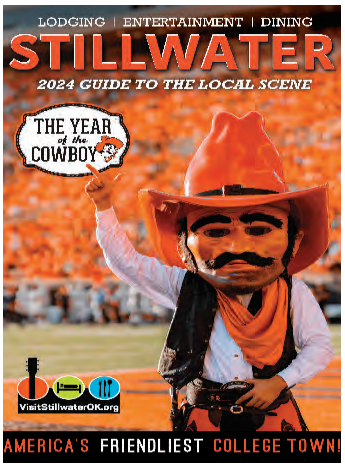
STILLWATER COMMUNITY UNITED

The mission of Stillwater Community United is to cultivate relationships, diversity, and understanding within Stillwater, Oklahoma, and surrounding communities through education, advocacy, and community.

ANNUAL **HIGHLIGHTS**

July 2023 - June 2024

Stillwater Guide to the Local Scene



2024 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.

The annual publication is distributed through our 24-7 Visitor Information Center, our visitor information stands at the Stillwater Regional Airport, all Oklahoma Welcome Centers, Big 12 Conference visitor centers, Stillwater/Perry/Guthrie/Cushing hotels, media press kits, conference and event attendees, through Certified Folder and the Oklahoma Tourism Department fulfillment program, mailed directly to visitors who request a copy, and are available at more than 200 Stillwater locations.

Certified Folder

Certified Folder Display Service distributes travel brochures, guides, and promotional material in over 20,000 rack locations and digital displays throughout North America.

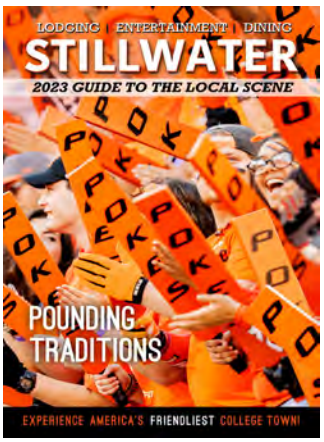
Thanks to our long-time partnership and the size of our guide we have excellent placement in the top right-hand corner in their stands throughout Oklahoma, southern Kansas, and northwest Arkansas.

Certified Folder - Best Western Plus in Elk City Oklahoma

Information Stand Located at City Hall

Information Stands at Stillwater Regional Airport (SWO)

24/7 Visitor Information Center



2023 *Guide to the Local Scene*

ANNUAL HIGHLIGHTS

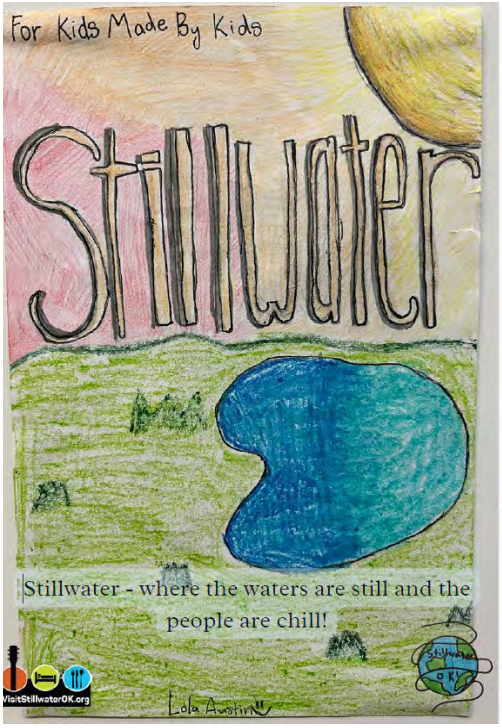
July 2023 - June 2024

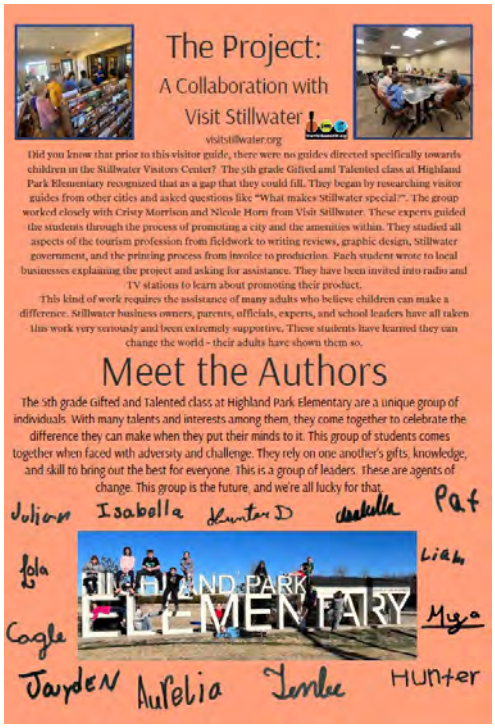
Stillwater Visitor Guide for Kids

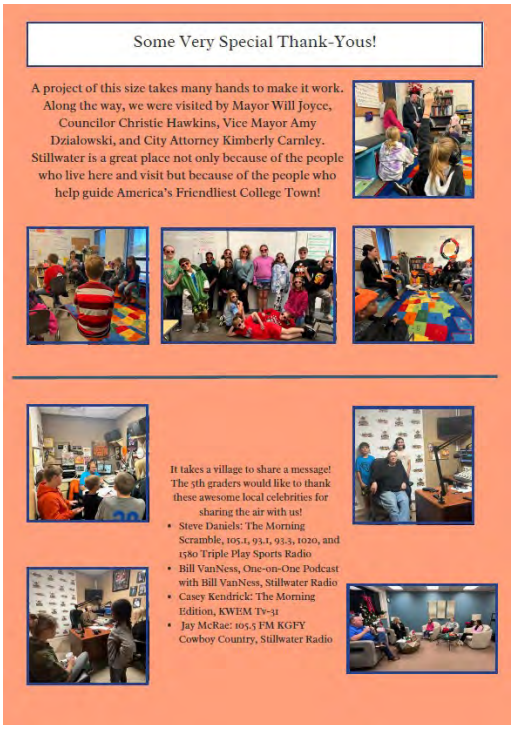
We were honored to partner with Stillwater Middle School students to produce and financially support the inaugural Stillwater Visitor Guide for Kids for distribution through our 24/7 Visitor Information Center. We printed 1,000 copies of the 20-page full-color guide through Career Tech Printing Services to make it a 100% locally produced publication.

In July, Tracy Pendred, 5th Grade Gifted and Talented teacher, came to us with her concept to produce a visitor guide for kids through her class. We were honored to visit with the class on multiple occasions and include them through every step of the process – overall concept, layout and design, decisions on publication size as it relates to pricing, decisions on featured site locations, content style, photographs, meeting with the printer, proofreading, etc.

As part of the project, we also scheduled each student for a guest appearance on Tv-31's The Morning Edition, The Morning Scramble on Triple Play Sports Radio, or on the One-on-One Podcast or Cowboy Country at Stillwater Radio to outline and promote their publication.





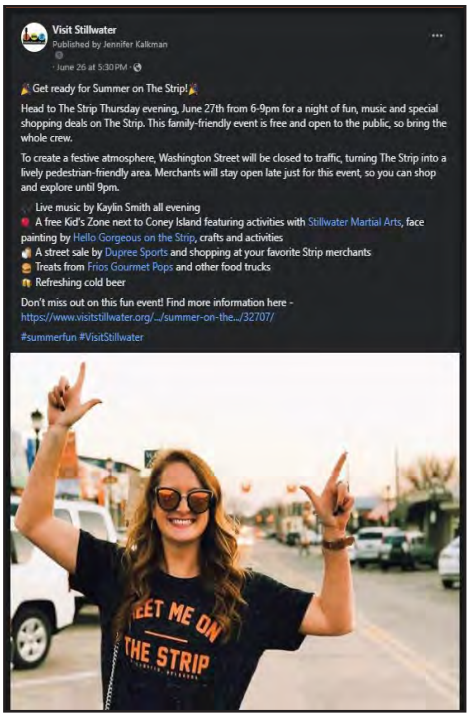


ANNUAL **HIGHLIGHTS**

July 2023 - June 2024

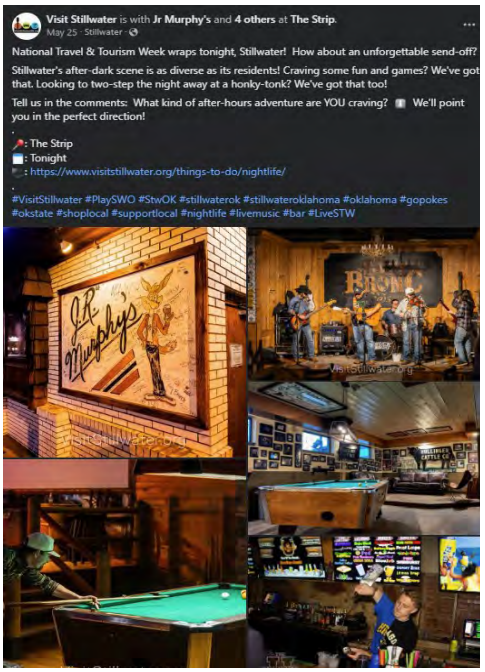
Social Media - @VisitStillwater

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 had 30,809 Facebook followers at the end of June 2024 and continue to grow interaction across each platform.



During fiscal year 2024, we set a new record by reaching 3,877,937 people on Facebook, up from 3,022,802 the previous year. We also broke our record for an individual month, reaching 1,178,121 people on Facebook in June. This success was largely due to renewing our partnership with Digital Generator, experts in data-driven marketing specializing in SEO, SEM, digital content, and social media marketing.

This year, we faced the challenge of understanding why we were on track to exceed several of our digital goals, but our overall website sessions, particularly from the Dallas DMA, were consistently underperforming. We identified two main reasons for the lower-than-expected number of website sessions, even though other metrics, such as page views, exceeded goals.



ANNUAL **HIGHLIGHTS**

July 2023 - June 2024

On July 1, 2023, Google Analytics transitioned from Universal Analytics to Google Analytics 4 (GA4). GA4 altered how some metrics were tracked, especially website sessions. In Universal Analytics, a new session was registered at midnight even if the user was continuing the same session, and a new session was counted each time a UTM parameter was encountered. GA4 does not increase session counts in these ways.

Our efforts were further complicated when the local company we employed for much of the year mistakenly calculated the goals, underestimating them by a large margin. They applied the needed percentage increases to the previous year's goal instead of our actual performance figures, which exceeded the goals. Consequently, during the first nine months of the year, it appeared that we were exceeding our digital goals when, in fact, we were far behind on most of them.

By the time we discovered the error, we had little time to repair the damage. While we were able to achieve most of our goals, user sessions continued to lag. Furthermore, our review uncovered that the local company had been using fairly untargeted boosts on Facebook did not specifically target a portion of the budget to the Dallas DMA as has been done year-round for the past few years. After much analysis, it appears that the introduction of GA4 this fiscal year, with its differences in measuring sessions, and the failure to target the Dallas DMA caused the lower session count on two of our goals.

ANNUAL **HIGHLIGHTS**

July 2023 - June 2024

Digital Marketing

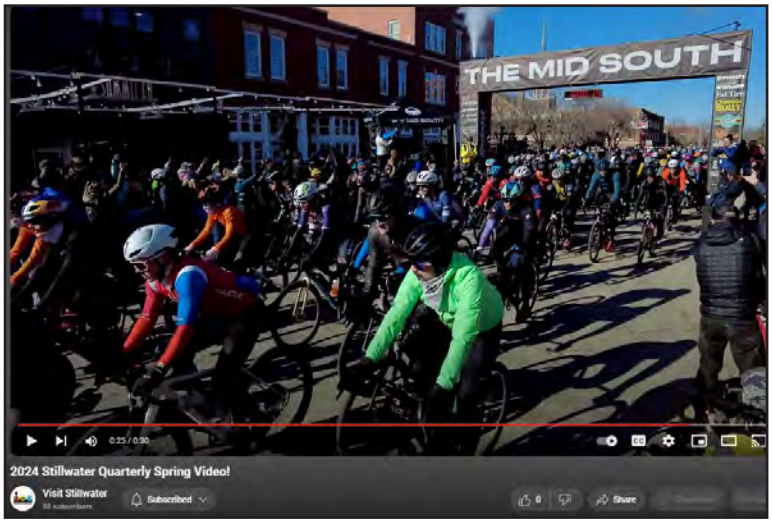
Our digital marketing efforts were served primarily to markets within an approximate 300-mile radius, including the Dallas-Fort Worth metroplex, for the drive-in market and those who can choose to fly American Airlines directly into the Stillwater Regional Airport (SWO).

Promotional Videos

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.

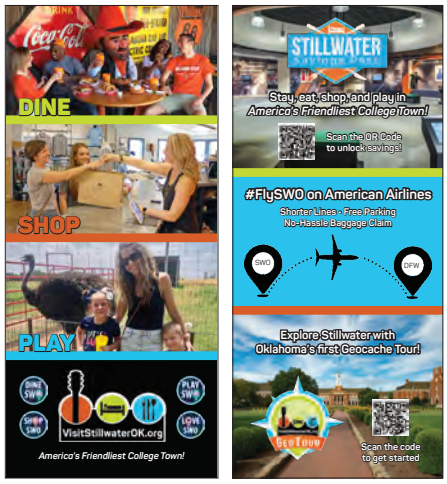
Quarterly 30-Second Commericals

The City of Stillwater and Visit Stillwater discussed the value of a series of co-branded 30-second commercials to have available for TV, website, video boards, and more. The Chamber of Commerce has since joined our partnership to produce one 30-second commercial a quarter. We coordinate the production of the commercials with our videographer and get footage for our monthly promotional videos and quarterly commercials simultaneously.



ANNUAL HIGHLIGHTS

July 2023 - June 2024



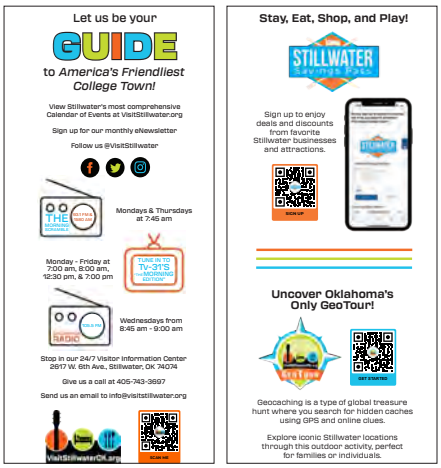
Annual Dine, Shop, and Play Rack Card Design

July - September 2023 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.
- **Let Us Be Your Guide** card serves as an overview of ways to learn of events, the savings pass, and GeoTour.
- **July-September** featured the OSU football schedule, Park & Ride, and Fall atheltics.
- **October-December** spotlighted Holidays 2023 events, Where is Santa?, the Stillwater Savings Pass, and Winter athletics.
- **January-June** card highlighted major Spring 2024 events and local live music venues including the Tumbleweed and the Salty Bronc.



Let us be your Guide

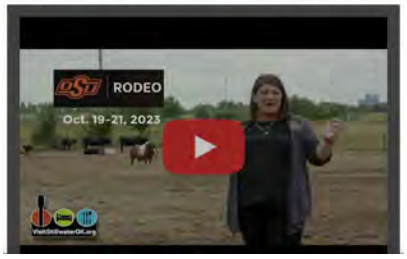
October - December 2023 Rack Card Design

January - June 2024 Rack Card Design

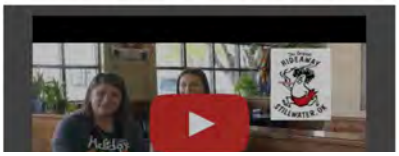
ANNUAL HIGHLIGHTS

July 2023 - June 2024

October Events in Stillwater, Oklahoma!



November Events in Stillwater, Oklahoma!



eNewsletter

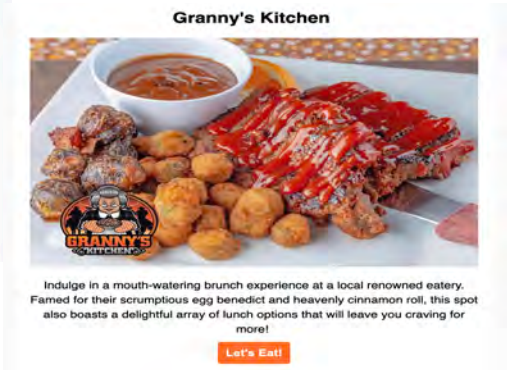
Our monthly eNewsletter is sent on the 1st of each month to over 9,000 subscribers. It features our monthly promo video and includes details about each of the events and businesses contained within it. There is also always a reminder to FlySWO, to enter our Sweepstakes Giveaways, and a calendar of events for the month with a link to each event for details.

September Calendar of Events

1-3 Payne County Fair | Payne County Expo Center
1 OSU Cross Country Cowboy Preview Meet | OSU Cross Country & Track
1 Stillwater Pioneers vs. BYE | Stillwater Pioneer Football Stadium
2 Cowboy Football vs. Central Arkansas | Boone Pickens Stadium
3 Cowgirl Soccer vs. Central Arkansas | Neal Patterson Stadium
8 Cam Allen Live | Tumbleweed Dancehall & Concert Venue
9 Fall into the Holidays Craft Show | Payne County Expo Center
15-17 Fall Family Weekend | Oklahoma State University
15 Scotty McCreery Performance | The McKnight Center for the Performing Arts
15 3rd Friday Downtown Art & Wine Walk | Downtown Stillwater
16 Cowboy Football vs. South Alabama | Boone Pickens Stadium
16 Payne County Flea Market | Payne County Expo Center
17 Cowgirl Soccer vs. Abilene Christian | Neal Patterson Stadium
19-21 Fall OSU Career Fairs | Gallagher-Iba Arena
21 Cowgirl Soccer vs. Kansas | Neal Patterson Stadium
23 Chase Matthews Live | Tumbleweed Dancehall & Concert Venue
23 Chuck Wagons 4 Heroes | Payne County Expo Center
23 OSU Men's and Women's Cross Country Cowboy Jamboree | OSU Cross Country Course
23 - Oct 31 9th Annual Pumpkin Patch | Highland Park United Methodist Church
24 Cowgirl Soccer vs. Kansas State| Neal Patterson Stadium
24 New York Philharmonic Gala Concert | The McKnight Center for the Performing Arts
28 Cowgirl Soccer vs. UCF | Neal Patterson Stadium
29 Dylan Wheeler Live | Tumbleweed Dancehall & Concert Venue
29 Stillwater Pioneers vs. Booker T. Washington | Stillwater Pioneer Football Stadium

Payne County Free Fair Events

31-September 2 "Power of the Past" Antique Tractor Parade
September 1 Lawn and Garden Tractor Pull
September 2 Cattle Dog Event



SITK Postcard

In response to requests from our dining, nightlife, and retail partners, we began producing the Still In the Know postcard to spotlight the events that will attract visitors for the upcoming month and their expected attendance. Almost 400 businesses and individuals receive the monthly publication which enables our hospitality industry partners to staff appropriately on high-volume days.

ANNUAL HIGHLIGHTS

July 2023 - June 2024

Television

Since 2003, the Visit Stillwater President and CEO has kept the Stillwater and surrounding communities up-to-date on local events, organizations, businesses, awards, recognitions, and more while co-hosting Tv-31s, "The Morning Edition", live weekday mornings.

Visit Stillwater coordinates and schedules all of the guests for each show and can offer meeting and event planner clients an extra incentive to host their event in Stillwater by offering them the opportunity to appear on live, local television to boost attendance at their event.

Radio

Since 1998, Visit Stillwater team members have shared upcoming event information on live, local radio stations once a week, and this grew to three mornings a week in 2003. Our radio calendar is exported directly from the Visit Stillwater website calendar of events to enable us to share detailed information about events occurring throughout the community. The calendars are left each week with radio personalities to refer to on-air.

- Monday & Thursday: Team Radio's Triple Play Sports "Morning Scramble" with Steve Daniels from about 7:45-8:15 am concurrently on 93.1 FM, 105.1 FM, 1020 AM, and 1580 AM.
- Wednesday: Stillwater Radio's 105.5 FM Cowboy Country with Jay McRae from about 8:45-9:00 am.

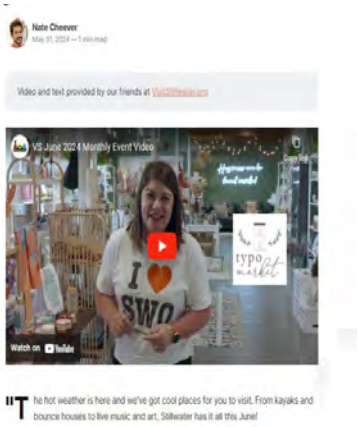
Podcast

Visit Stillwater team members record a weekly podcast, "One-on-One" with long-time Stillwater Radio news director, Bill VanNess, from about 8:30-8:45 am Wednesday mornings.

Newspaper

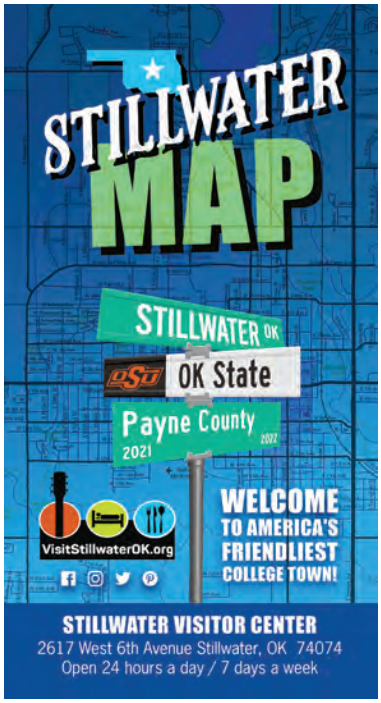
Visit Stillwater has written a monthly column for the *Stillwater News Press* for almost a decade. The column appears on the last weekend of the month and spotlights destination marketing as an integral component of local economic development efforts. Visit Stillwater also provides the *News Press* with a list of upcoming events for each issue of their *Stillwater magazine.*

Stillwater Lokal Life, a new independent, locally-owned monthly newspaper, and Visit Stillwater have partnered to spotlight upcoming Stillwater events in each issue. The *Stillwater Lokal Life* website also features the monthly Visit Stillwater promotional videos and a link to our comprehensive community calendar of events.



ANNUAL HIGHLIGHTS

July 2023 - June 2024



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 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 to three 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 and realtors when putting together relocation or recruitment packets.

Stillwater Information Stands & Coffee Station at SWO

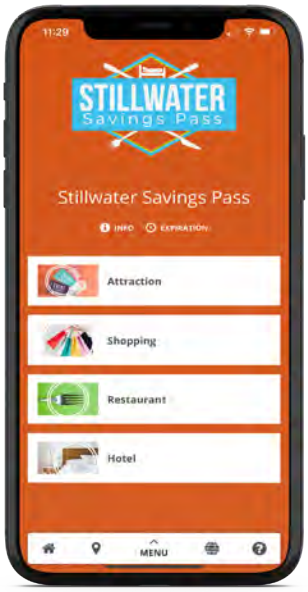
Visit Stillwater maintains visitor information stands within the inbound and outbound terminals at the Stillwater Regional Airport (SWO). “FlySWO” is a consistent message within virtually all digital and printed marketing materials.

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 2023 - June 2024

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 official GeoTour to engage residents 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 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 2023 - June 2024

Krazy Daze

In the months leading up to July, Visit Stillwater created a landing page to assist local businesses in their efforts to market their sales and promotions at VisitStillwater.org/events/krazy-daze/.
Visit Stillwater also coordinated a Ring Registers promotion for residents and visitors who saved their receipts and submitted them online or in-person to win gift cards to the Stillwater business of their choice. There were four drawings for a $50 gift card for individuals spending over $100, three drawings for a $100 gift card for individuals spending over $250, and two drawings for a $250 gift card for individuals spending over $500.

Fly Home for the Holidays

Starting in November, Visit Stillwater kicked off the Fly Home for the Holidays campaign. From November 17, 2023, to January 7, 2024 residents and visitors were encouraged to shop, dine, and stay in Stillwater. Anyone who spent $50 or more could be entered to win 1 of 3 $500 American Airlines Gift Cards.

The Visit Stillwater Team recorded a :15 radio commercial that flooded the Team Radio and Stillwater Radio markets. Consistent front-page ads and 2 full page ads ran in the News Press over 7 weeks. We wrote our monthly column on the campaign as well as a Q5. Flyers and tabletop signs were delivered to retailers, restaurants, and hotels to put by their registers, at the front desk, and on windows along with buttons for front desk clerks, those at registers, and others to wear.

Live 22-Foot Christmas Tree

Visit Stillwater was honored to sponsor the live 22-foot Christmas tree that was on display in Downtown Stillwater. It was a great gathering place for holiday photo ops after the Holiday Parade of Lights and throughout the holiday season.

ANNUAL HIGHLIGHTS

July 2023 - June 2024

Holiday Parade of Lights

The annual Holiday Parade of Lights was once again emceed by Visit Stillwater President and CEO on Tv-31. Visit Stillwater also partnered with the City of Stillwater and Chamber of Commerce to purchase candy, and coordinated with the Grace Presbyterian Church to assist in handing it out on a city block before the parade.

Lights on the Lake

This year, Lake McMurtry's Lights on the Lake was powered by Visit Stillwater. The investment supported the Friday-Sunday, 5-7 pm event that took place December 1-17. The event featured both walk-through and drive-through displays this year with an estimated 1,500 attending the holiday event.

405 Day

In April 2023, Visit Stillwater created a one-day event on the day symbolized by our area code, 405 – April 5. This fiscal year, we continued the event to remind visitors and residents to shop Stillwater and that flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze.

Anyone who shopped in one of our retail stores or boutiques, dined in one of our many restaurants, grabbed a coffee, filled up with gas, or spent the night during the 24 hours of April 5, 2024, spending $50 or more, could be entered to win one of five $100 American Airlines gift cards.

ANNUAL HIGHLIGHTS

July 2023 - June 2024

National Travel and Tourism Week

National Travel and Tourism Week (NTTW) is an annual celebration that underscores travel's essential role in driving our nation's economy, cultivating vibrant communities, and forging connections.

Established by the U.S. Travel Association in 1983, NTTW has become a cherished tradition, celebrating the U.S. travel community and highlighting how travel stimulates economic growth, creates quality jobs, inspires new businesses, and elevates the quality of life for Americans.

This year, Visit Stillwater coordinated the 2nd Annual NTTW Ring Registers Promotion to continue to spotlight the importance of visitor dollars on the local economy, to remind resident of the importance of shopping locally, and to further increase the number of passengers flying through the Stillwater Regional Airport (SWO).

Visitors and residents simply needed to spend a minimum of $50 and keep their receipts for any hospitality-related purchases from Sunday, May 19, 2024, to Saturday, May 25, 2024, to be eligible to win one of three $500 American Airlines gift cards.

Committee Coordination & Involvement

Visit Stillwater team members are able to enhance marketing and promotion coordinated on behalf of local businesses and even planners through consistent committee attendance throughout the year, such as the Stillwater Communications Team, Downtown Stillwater Cultural District, Downtown Merchants Association, Stillwater Art Integration, Stillwater Arts Council, Payce County Expo Center, and Special Olympics Summer Games Committee.

Additionally, Visit Stillwater team members coordinate and host committees such as Quarterly Hotel Education Luncheons, Market Stillwater (City of Stillwater, OSU Athletics, OSU Brand Management, Visit Stillwater), Core Commercial Districts (Downtown, Campus Corner, The Strip), Stillwater Community Untied (coordinates the MLK Jr and Juneteenth events), and bi-monthly with the Stillwater Chamber of Commerce.

ANNUAL HIGHLIGHTS

July 2023 - June 2024

Oklahoma RedBud Tourism Awards

The Oklahoma Travel Industry Association and Oklahoma Tourism and Recreation Department held the annual RedBud Awards Ceremony at the Edmond Hilton Garden Inn Conference Center on June 11, 2024.

Open to all Oklahoma tourism entities, such as destination marketing organizations, museums, attractions, events, and journalists, 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 recognized with the top honor as the **2024 Tourism Organization of the Year** and also received the merit award for **Best Brochure or Publication for the 2023 Stillwater Guide to the Local Scene.**

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 2023 - June 2024

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 $1,120,000 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 2023 - June 2024

Stillwater is currently home to 18 hotel properties with an inventory of 1,404 total rooms. Baymont by Wyndham had an inventory of 140 rooms and closed in July of 2023. The total available listings for short-term rentals ranged from 249 to 349 from July 1, 2023 – June 30, 2024.

Hotel Data:	June 22 | June 23 | June 24	June 22 | June 23 | June 24	June 22 | June 23 | June 24
	Occupancy %	**ADR**	**RevPAR**
Stillwater	45.8% | 48.8% | **46.4%**	$101.84| $108.92| **$112.93**	$46.60 | $53.12 | **$50.00**
Oklahoma	54.4% | 54.7% | **52.5%**	$88.90 | $92.96 | **$94.76**	$48.33 | $50.86 | **$49.77**

According to STR (subscribed source for hotel data benchmarking, analytics, and marketplace insights), the running 12 months report ending June 2024, reflected Stillwater hotel properties had a 46.4% occupancy rate, $112.93 ADR (Average Daily Rate), and $50.00 RevPAR (Revenue Per Available Room). The figures were down for occupancy from 48.8% and up from, $108.92 ADR and $53.12 RevPAR for the running 12 months ending June 30, 2023. 14 of 18 properties self-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 2023 - June 2024

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 (See page 23). Total visitor tax collections at year end for fiscal year 2024 refleced a 5% increase.

Airbnb and Vrbo Data:

	June 22 | June 23 | June 24	June 22 | June 23 | June 24	June 22 | June 23 | June 24
	Occupancy %	**ADR**	**RevPAR**
Stillwater	55.7% | 45.3% | **44%**	$190.93| $173.36 | **$179.00**	$106.33 | $78.61 | **$79.00**

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, 2024, there were 349 total available listings in Stillwater - an increase from 256 on June 30, 2023.

Stillwater's short-term rental properties ended the month of June 2024, reflecting a 44% occupancy rate, $179.00 ADR (Average Daily Rate), and $79.00 RevPAR (Revenue Per Available Room).

Visitor Tax:

	FY '21 Month	FY '21 Year	FY '22 Month	FY '22 Year	FY '23 Month	FY '23 Year	FY ' 24 Month	FY ' 24 Year	
July	$27,429.06	$27,429.06	$72,799.35	$72,799.35	$76,900.39	$76,900.39	$163,782.84	$163,782.84	OTC - May Collections
Aug.	$36,058.80	$63,487.86	$81,375.36	$154,174.71	$98,157.84	$175,058.23	$173,599.77	$337,382.61	OTC - June Collections
Sept.	$43,482.86	$106,970.72	$47,180.19	$201,354.90	$123,489.24	$298,547.47	$104,269.68	$441,652.29	OTC - July Collections
Oct.	$48,410.64	$155,381.36	$77,272.71	$278,627.71	$121,879.40	$420,426.87	$128,528.82	$570,181.11	OTC - August Collections
Nov.	$40,604.78	$195,986.14	$82,116.82	$360,744,53	$187,512.30	$607,939.17	$164,678.85	$734,859.96	OTC - September Collections
Dec.	$59,928.52	$255,914.66	$91,780.61	$452,525.14	$198,504.27	$806,443.44	$183.887.00	$918,746.96	OTC - October Collections
Jan.	$45,691.28	$301,605.94	$84,059.67	$536,584.81	$165,293.62	$971,737.06	$142,854.05	$1,061,601.01	OTC - November Collections
Feb.	$30,321.35	$331,927.29	$54,009.28	$590,594.09	$89,331.65	$1,061,068.71	$98,479.86	$1,160,080.87	OTC - December Collections
March	$33,127.63	$365,054.92	$36,310.43	$626,904.52	$85,858.59	$1,146,927.30	$84,870.55	$1,244,951.42	OTC - January Collections
April	$35,852.72	$400,907.64	$52,675.88	$679,580.40	$95,679.60	$1,242,606.90	$92,800.84	$1,337,752.26	OTC - February Collections
May	$67,094.29	$468,001.93	$77,592.62	$757,173.02	$176,634.56	$1,419,241.46	$129,978.01	$1,467,730.27	OTC - March Collections
June	$68,724.45	$536,726.38	$100,499.57	$857.672.59	$147,476.94	$1,566,718.40	$179,507.70	$1,647,237.97	OTC - April Collections
		20% decrease		**60% decrease**		**83% increase**		**5% increase**	
City's Budgeted Amount		**$500,000**		**$500,000**		**$1,300,000**		**$1,300,000**	

- 4% Visitor Tax
- 4% Visitor Tax
- 4% July & August
- 7% September - June
- 7% Visitor Tax

VISIT STILLWATER **DELIVERABLES**

July 2023 - June 2024

The fiscal year 2024 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 21-22	FY 22-23	FY 23-24	Goal	% of Goal
Increase website traffic by 7.5% (1)	390,412	523,082	483,437	562,313	86%
Increase website pageviews by 10%	623,303	800,296	904,007	880,326	103%
Increase website sessions originating from Dallas DMA by 5% (1)	69,843	107,859	82,230	113,252	73%
Increase referred traffic from social media to website by 7.5 %	28,741	36,889	44,858	39,656	113%
Publish 365 original social media posts	---	430	501	365	137%
Increase social media followers by 7.5%	30,719	34,648	40,235	39,034	103%
Increase social media reactions by 5%	---	72,644	107,059	76,276	140%
Increase Facebook reach by 7.5%	---	3,022,802	3,877,937	3,249,512	119%
Provide 125 sweepstakes giveaways	125	171	130	125	104%
Promote 2,000 locally held events at VisitStillwaterOK.org	1,830	2,006	2,002	2,000	100%
Load 24 primary local events on the OK Tourism and Recreation Department website	---	85	53	24	221%

(1) See pages 8 & 9 for changes from Google Analytics to Google Analytics 4 (GA4).

VISIT STILLWATER **DELIVERABLES**

July 2023 - June 2024

A. Marketing & Communications	FY 21-22	FY 22-23	FY 23-24	Goal	% of Goal
Share 125 news releases for industry partners	238	362	225	125	180%
Create 12 videos highlighting Stillwater events, attractions, and businesses	12	12	12	12	100%
Publish 24 blog posts	25	24	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	16	12	133%
Distribute 100,000 Stillwater Guides to the Local Scene (per calendar year)	2022 Guide 100,000	2023 Guide 100,000	2024 Guide 63,068	100,000 per edition	100% per edition
Write 12 News Press columns	---	12	12	12	100%
Distribute 12 “Still in the Know” postcards	---	12	12	12	100%
Email 12 eNewsletters	---	12	12	12	100%
Distribute 10,000 copies of 4 different rack cards (also hand-delivered regionally) (1)	---	44,780	44,887	40,000	112%
Display 72 banner placements outside the 24/7 visitor information center	---	73	101	72	140%

(1) We produced 2 extra rack cards for use throughout the year.

VISIT STILLWATER **DELIVERABLES**

July 2023 - June 2024

A. Marketing & Communications	FY 21-22	FY 22-23	FY 23-24	Goal	% of Goal
Display 200 event flyers inside the 24/7 visitor information center	---	231	363	200	182%
Manage 112 360° degree virtual tours for online platforms through Threshold 360 (1)	---	112	115	112	103%
Gain rights to 100 additional assets (social media pictures) through Crowdriff (2)	---	181	101	100	101%
Coordinate 235 guests for TV-31's "The Morning Edition"	---	242	238	235	101%
Appear on live local radio 140 mornings to share upcoming event information	---	150	153	140	109%
Record 35 podcasts with media partners to promote events and services	---	51	50	35	143%
Provide the program or serve as a speaker for 12 organizations/classes	---	12	19	12	158%

(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 2023 - June 2024

B. Meeting & Event Sales	FY 21-22	FY 22-23	FY 23-24	Goal	% of Goal
Number of sales communications with existing client accounts (1)	---	4,860	5,124		
Contact 40 potential new clients for future meetings or events	---	41	43	40	108%
Retain 40 events booked and/or serviced through Visit Stillwater (2)	---	43	42	40	105%
Increase new events booked and/or serviced through Visit Stillwater by 5%	65	70	71	68	104%

(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 21-22	FY 22-23	FY 23-24	Goal	% of Goal
Visitor development incentive grants to future or expanding events (reflects grants awarded during FY 2023) (1)					
- Total amount of grants & sponsorships awarded (2)	---	$40,100	$135,644		
- Total estimated number of day visitor (3)	---	10,280	59,310		
- Total estimated number of overnight visitors (3)	---	10,950	17,350		
- Total estimated visitor spending (through Event Impact Calculator) (4)	---	$1,372,479	$6,573,530		

(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) Added Sponsorships in FY24 to better track our investments into locally held events.

(3) There were grant and sponsorship investments that are not reflected in the day or overnight visitors, or visitor spending: $5,000 Christmas Tree, $1,062 Parade Candy, $3,500 Lake McMurtry Lights on the Lake, $5,000 Downtown Stillwater Association, $425 membership for the Association of Children's Museums.

(4) 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 2023 - June 2024

B. Meeting & Event Sales	FY 21-22	FY 22-23	FY 23-24	Goal	% of Goal
Post event impact of events receiving visitor development incentive grants during FY23:					
- Total amount of grants & sponsorships awarded (1)	---	$28,380	$102,143		
- Total estimated number of day visitors (2)	---	7,680	55,840		
- Total estimated number of overnight visitors (2)	---	13,523	16,436		
Total estimated visitor spending (through Event Impact Calculator)	---	$1,180,764	$8,220,659		
Host 4 (quarterly) Stillwater Hotel Education Luncheons	---	4	4	4	100%
Email 12 VS and market updates to hotel partners (3)	---	36	22	12	183%
Email 12 VS and market updates to short-term rental partners collecting tax (4)	---	4			

(1) Added sponsorships in FY24 to better track our investments into localy held events.

(2) There were grant and sponsorship investments that are not reflected in the day or overnight visitors, or visitor spending: $5,000 Christmas Tree, $1,062 Parade Candy, $3,500 Lake McMurtry Lights on the Lake, $5,000 Downtown Stillwater Association, $425 membership for the Association of Children's Museums.

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

(4) 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 2023 - June 2024

C. Meeting & Event Client Services (Client and Partner Services)	FY 21-22	FY 22-23	FY 23-24	Goal	% of Goal
Number of services communications with existing client accounts (1)	1,503	6,196	6,343		
Coordinate 24 site inspections or familiarization (FAM) tours for VS and/or clients (2)	12	24	26	24	108%
Estimated value of 0-balance invoices provided for services received (3)	---	$1,849,526	$1,917,419		
Number of groups assisted	---	882	905		
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.

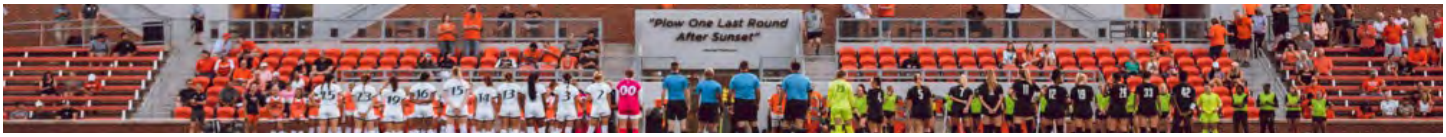
(4) New anti-spam laws (i.e. CASL, GDPR, CLPA) have restricted the legality of this platform.

VISIT STILLWATER **DELIVERABLES**

July 2023 - June 2024

D. Visitor Experiences	FY 21-22	FY 22-23	FY 23-34	Goal	% of Goal
Number of publications distributed from 24/7 visitor information center (1)	---	3,650	2,267		
Number of publications distributed from 2 visitor information stands at SWO - inbound and outbound terminals	---	1,189	1,777		
Manage and coordinate 50 businesses on the Stillwater Savings Pass	---	51	51	50	102%
- Number of individuals who downloaded the Pass this year	---	1,071	548		
- Total number of individuals with the Pass (since September 2020)	---	2,281	3,349		
- Number of redemptions this year	---	247	108		
- Total number of redemptions (since September 2020)	---	554	708		
Increase the number of individuals to earn a Stillwater GeoCoin by 50	50	51	57	50	114%
- Number of states/countries represented this year	10	12	9		
- Estimated local spending this year	$12,420	$3,669	$1,042		
- Total number of individuals completing the tour (since Aug. 2021)	50	101	172		
- Total number of states/countries represented (since Aug. 2021)	10	17	23		
- Total estimated local spending (since Aug. 2021)	$12,420	$16,089	$17,850		

(1) The Oklahoma Tourism & Recreation Department no longer produces numerous publications that were available for distribution in the past.



VISIT STILLWATER **DELIVERABLES**

July 2023 - June 2024

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**

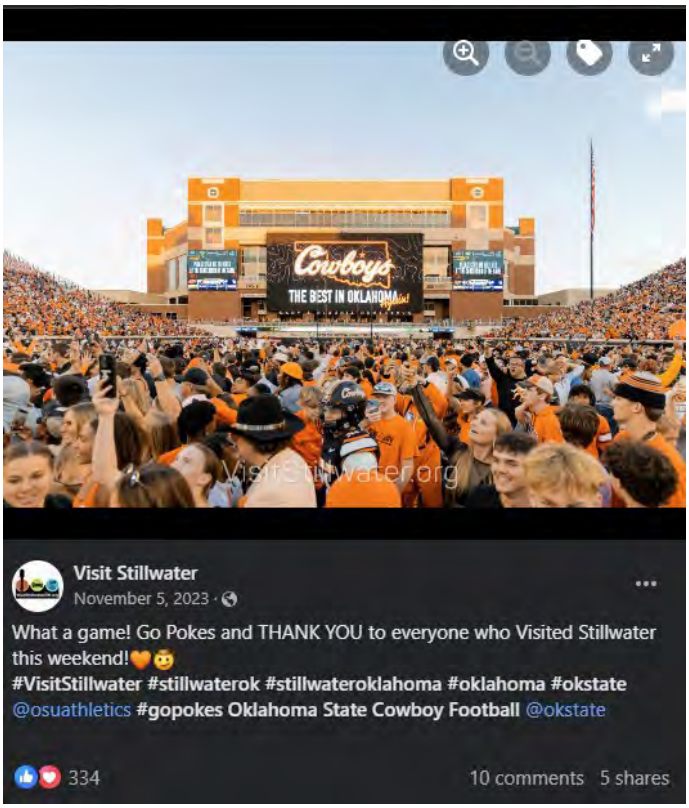
July 2023 - June 2024

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 (No longer meets)	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 2023 - June 2024

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 2023 - June 2024

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	