



Together, Investing in Municipal Excellence

STILLWATER ECONOMIC DEVELOPMENT AUTHORITY MEETING AGENDA
MAY 5, 2025

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 April 7, 2025 meeting minutes.	
b.	Approve Professional Services Agreement with Visit Stillwater for long-range strategic destination marketing and management professional services in the amount of \$1,260,000	Brady Moore

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. Questions and Inquiries

6. Appointments

a.	Tourism Advisory Committee	SEDA-25-02	Christy Driskel
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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 May 2, 2025 at 11:00 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 APRIL 4, 2025 AT 11: 25 A.M. AT THE MUNICIPAL BUILDING,
723 SOUTH LEWIS, STILLWATER, OKLAHOMA

MINUTES
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
COUNCIL HEARING ROOM
723 S. LEWIS
APRIL 7, 2025

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 6:01 p.m.

2. CONSENT DOCKET

- a. Approve February 24, 2025 meeting minutes.

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

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

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

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

4. ITEMS REMOVED FROM CONSENT DOCKET

None.

5. GENERAL ORDERS

- a. Stillwater Chamber of Commerce Quarterly Report

Chamber of Commerce Economic Development Director Kari Moore stated the mission of the Stillwater Chamber of Commerce Economic Development Division. She presented the highlights of the Economic Development report and she explained the impact the contract has had on the Stillwater businesses and the community. Ms. Moore presented and discussed what to expect from the partnership with the Chamber and the City of Stillwater in the future.

Ms. Moore answered Trustee's questions.

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 APRIL 7, 2025 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 6:10 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 5th day of May, 2025 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, 2025 and expire on June 30, 2026, 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 Two Hundred Sixty Thousand Dollars (\$1,260,000) for the services described in Section 1 of this Agreement for the period beginning July 1, 2025 and ending June 30, 2026. Said compensation shall be made in four (4) equal payments upon submission of invoice on or before July 1, 2025, September 30, 2025, December 31, 2025 and March 31, 2026. 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: The following reporting requirements shall apply:

- i. Semi-Annual Report. Visit Stillwater OK shall produce deliverables identified on Attachment "B" hereto. It shall produce a semi-annual report by January 31, 2026 and an annual report by July 31, 2026 using the reporting forms included with said Attachment "B."
- ii. Annual Financial Report. This Agreement is funded solely by public funds. To ensure the protection of public funds, and adequate transparency in the expenditure of those funds 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 as approved by the voters and set forth in City Code § 39-272 (1), Visit Stillwater OK shall submit an Annual Financial Report to SEDA each year during the term of this Agreement. The Annual Financial Report shall be presented during a regular SEDA meeting each year within 60 days of the end of Visit Stillwater OK's fiscal year. Said annual report shall be submitted on a form mutually agreed to by the parties and may contain a balance sheet, income statement, and cash flow statement or other such information as may be necessary to review revenues and expenditures as it relates to the performance of this Agreement.

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 SEDA is subject to the Oklahoma Open Records Act and all records related to the performance of this Agreement may be subject to disclosure. Visit Stillwater OK understands and agrees that there should be no expectation of confidentiality in any contract terms or records related to its performance of this Agreement.

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 _____, 2025.

Kimberly Carnley, General Counsel

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

Blair 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. The guide shall include City of Stillwater entities and events, including the Stillwater Regional Airport, Lake McMurry, Downtown Stillwater Cultural District, and Core Commercial Districts.
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 generate new business 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 locally held events that attract substantial day or overnight visitors via sponsorships, grants, and/or on-site services.

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 the 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. Stillwater Regional Airport: Serve as the primary marketing and communications professional services provider for the Stillwater Regional Airport (SWO).

1. Develop and implement a comprehensive marketing and communications plan (see Attachment C) directed to residents, the SWO catchment area, and inbound visitors.

2. Work with City of Stillwater Communications Department to enhance the SWO website to contain user-friendly information that is easily navigable to motivate the use of American Airlines through SWO.
3. Coordinate a strategic social media calendar to include boosted posts and targeted advertising campaigns to enhance the daily posts by SWO staff.
4. Develop and distribute printed publications to promote service through SWO.
5. Enhance paid and unpaid presence with local, state, and regional TV, radio, and print media.
6. Secure speaking opportunities in the surrounding communities that are within the catchment area.
7. Travel to aviation and industry events to enhance marketing and services provided through SWO.
8. Coordinate quarterly meetings to include staff from Visit Stillwater OK, City of Stillwater, Oklahoma State University and Stillwater Chamber of Commerce for the purpose of reviewing and collaborating on SWO marketing efforts.

F. 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.

G. Administration: Provide managerial, administrative, and fiscal services for strategic planning, operational 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 25-26	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 25-26	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 25-26	Goal	% of Goal
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Number of services communications with existing client accounts =			
Number of groups assisted =			
Conservative estimated value of services provided = \$			

D. Visitor Experiences	FY 25-26	Goal	% of Goal
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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 =			

E. Stillwater Regional Airport (SWO)	FY 25-26		
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*Separate report outlining the Comprehensive Marketing Plan, including Advertising, Promotions, Public Relations, Social Media, Website, etc.			
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FY 2026 Marketing Plan via Visit Stillwater

Brand Awareness, Logo & Style Guide:

- Coordinate through City Chief Public Affairs Officer & Director of Communications
- Logo & Style Guide
 - Provide on websites
 - SWO
 - City
 - Visit Stillwater (SWO page)
 - Provide to local media partners – in particular, printed media
 - *Stillwater News Press, The Journal, Stillwater Lokal Life, Stillwegian*
 - Provide to primary partners – OSU, OSU Athletics, OSU Alumni Association, OSU Foundation, Stillwater Medical, Stillwater Industry, etc.

Elevator Speech:

- Why fly SWO?
 - *Flying American Airlines through SWO makes travel a breeze. No long security lines, quick baggage claim, and free parking are all part of the hassle-free experience.*

Website:

- Enhance and populate a robust, user-friendly SWO website – in partnership with the City Communications Department – that is easily navigable to motivate the use of American Airlines through SWO.
- Invest in SEO (Search Engine Optimization) – keywords and phrases within social and website content
- Include the most up-to-date images and progress of the new terminal
- Link to promotional videos and 30-second commercials
- Include 360° images and virtual tours
- Provide links to relevant Stillwater business and organizational partners
- All marketing will direct individuals back to the SWO and Visit Stillwater websites

Social Media:

- Coordinate a monthly strategic social media calendar (Facebook and Instagram) to enhance the daily posts by the City Communications Department and SWO staff.
 - Boosted posts
 - Targeted advertising campaigns
 - Confirm a plan that will outline the responsibilities of each entity

SWO Trifold Brochure and/or Rack Cards:

- Distribution:
 - 2 Visit Stillwater Information Stands at SWO
 - Visit Stillwater 24/7 Information Center
 - Info Stands inside the doors at the City of Stillwater
- Visit Stillwater will help distribute to the:
 - Stillwater Hotels
 - Core Commercial Districts
 - Downtown
 - Campus Corner
 - The Strip
 - Downtown Stillwater Cultural Districts
 - Downtown Stillwater Association
 - Surrounding communities
 - Apply for distribution through the OK Tourism & Recreation Department for their Tourism Information Centers

Visitor Information Stands:

- Departure and Arrival terminals

Commercials:

- Produce a quarterly 30-second television commercial
 - Provide the commercial for use in both paid and unpaid manners
 - For use on television and social media
 - Provide within a library on the SWO website
- Produce a monthly 15- or 30-second radio commercial

Video:

- Regularly included within Visit Stillwater monthly promo videos

Video Boards at SWO:

- Regularly update and enhance content for those who frequently travel
 - Content specific for the departure lounge
 - Content specific for the arrival/baggage claim area
- Testimonials are always well received

Marketing/Ad Campaigns:

- Cowboy Sports Properties/Learfield
 - Video Board at all home athletics events
 - Weekly eNewsletters
 - Digital marketing promotion
- PPM Marketing
 - Texas Travel Guide
 - Dallas Cowboys Program
 - Texas Rangers Program
 - Dallas Mavericks Program

- Local Television – Tv-31
 - Produce a quarterly 30-second television commercial.
 - Ads on various daily/weekly/seasonal shows
 - Contact Collett Campbell to put together an advertising package.
- Local Radio
 - Produce a monthly 15- or 30-second radio commercial.
 - Ads on various radio shows
 - Tv-31@1 – 1-3 pm on Triple Play Sports Radio
 - Contact Collect Campbell to put together an advertising package
 - Triple Play Sports Radio
 - “The Morning Scramble”/Sports Profile with Steve Daniels
 - Contact Steve for Sports Profile
 - Contact ad rep in Ponca City to cover all of their regional stations
 - Stillwater Radio –
 - Work with Jay McRae to put together an advertising package.
- Local Print
 - *Stillwater News Press*
 - Work with ad rep to put together an advertising package
 - *The Journal*
 - Contact ad rep to put together an advertising package.
 - *Stillwater Lokal Life*
 - Contact Nate Cheever to put together an advertising package.
 - *Stillwegian*
 - Contact Chris Peters to put together an advertising package.
- Regional/Catchment Area
 - Monitor and coordinate ad packages
 - Radio
 - Printed Publications

Banners:

- Produce 3’ x 8’ banners to display on City of Stillwater and Visit Stillwater banner stands
- Have banners already produced by Visit Stillwater that are displayed regularly

Visit Stillwater eNewsletter:

- Regularly included within the Visit Stillwater monthly eNewseltter distributed to over 9,000 businesses/individuals

Still in the Know Postcard:

- Regularly included within the Visit Stillwater monthly postcard to over 400 businesses/individuals

SWO SWAG:

- Invest in T-shirts, luggage tags, luggage wraps, stickers, and other promotional items

Complimentary Coffee Bar:

- Provided by Visit Stillwater (Visit Stillwater can cover 100% of the cost)

FlySWO & Ring Register Campaigns:

- Ring Register Campaigns to promote #FlySWO and Shopping Locally
- 4 annual Fly SWO & sales tax generating promotions each year
 - **405-Day Promotion – Friday, April 5**
 - Entered 1x for every \$50 spent during the 24 hours
 - Winners = 5 x \$100 American Airlines Gift Card
 - **National Travel & Tourism Week – May 4-10, 2025 & May 3-9, 2026**
 - Entered 1x for every \$50 spent during the week
 - Winners = 3 x \$500 American Airlines Gift Card
 - **Krazy Daze – Month of July**
 - Entered 1x for every \$50 spent during the month
 - Entered 2x for every \$50 spent during Krazy Daze
 - Winners = 5 x \$500 American Airlines Gift Card
 - **Fly Home for the Holidays – Weekend before Thanksgiving - first week of January**
 - Entered 1x for every \$50 spent during the promotion
 - Winners = 5 x \$500 American Airlines Gift Card
- **SWO Home for the Holidays – SWO staff coordinated event with Santa & hot cocoa**
 - Adults (over 18) can enter 1x for attending the event
 - Winners = 5 x \$100 American Airlines Gift Card

Billboards:

- Monitor the placement, availability, and cost of billboards within the catchment area.

Regional Chambers of Commerce memberships:

- Monitor the return on investment in chamber memberships within the catchment area.
 - Opportunity to speak to committees.
 - Advertising in publications.
 - Social media boosted posts and/or ad campaigns.
 - Publications distributed from the office and at meetings.

Visit Stillwater Marketing Plan:

- Permanent placement on the VisitStillwater.org home page
- News releases – Posted to the news release page
- Blogs – Posted to the blogs page
- Event information – Posted to the community calendar
- A primary partner in social media content:
 - Create unique content for posts
 - Tags @StillwaterRegionalAirport

- #FlySWO in conversations
- Monthly Visit Stillwater Promo Videos
 - Regularly feature SWO in videos throughout the year
- Visit Stillwater Quarterly Rack Cards
 - Consistent “FlySWO” messaging on all rack cards
 - Distributed from:
 - 24/7 visitor information center
 - 2 visitor information stands at SWO
 - City of Stillwater
 - Chamber of Commerce
 - Downtown Stillwater Main Street
 - Perry, Guthrie, and Cushing hotels
 - All Stillwater/Perkins OnCue convenience stores
 - Through Certified Folder – Information stands throughout South Kansas, Northwest Arkansas, and Oklahoma
- Visit Stillwater Monthly Still In-the-Know postcard
 - Consistent “FlySWO” messaging on most SITK postcards
 - Distributed to over 400/month
- Monthly eNewsletter
 - Consistent “FlySWO” messaging on all eNewsletters
 - Feature stories throughout the year
 - All events will be included on the community calendar
 - Distributed to over 9,000/month
- Monthly Visit Stillwater Column for the News Press –
 - Column promoting SWO and encouraging individuals to #FlySWO
- Utilize #VisitStillwater
 - The use of #VisitStillwater will enable VS to access and curate user-generated images for current and future promotions
- Banner placement
 - VS designed 3’ x 8’ banners that are displayed consistently throughout the year

Public Relations/Communications – Earned coverage:

Local Media:

- Television
 - Schedule appearances on Tv-31’s “The Morning Edition” weekdays @ 7:00 a.m.
- Radio
 - Triple Play Sports Radio – “The Morning Scramble” with Steve Daniels
 - Request days/times to join Steve’s morning show to promote SWO
 - Stillwater Radio –
 - Cultivate a relationship with Bill VanNess – News Director
 - Provide him with news releases, event information, updates, etc.
 - “One-on-One” Podcast with Bill VanNess
 - Request days/times to join Bill to record a podcast
 - Request days/times to join Jay McRae on his morning show on Cowboy Country 105.1FM

- Print
 - *Stillwater News Press*
 - Cultivate a relationship with news reporter(s) to cover SWO
 - Provide him/her with news releases, event information, updates, etc.
 - Provide updated photographs consistently throughout the year
 - Offer to write a quarterly column
 - Offer to write a quarterly Q-5
 - Offer to write the questions and answers
 - *The Journal*
 - Cultivate a relationship with news reporter(s) to cover SWO
 - Provide him/her with news releases, event information, updates, etc.
 - Provide updated photographs consistently throughout the year
 - *Stillwater Lokal Life*
 - Cultivate a relationship with Nate Cheever, Founder & Publisher
 - Provide him with news releases, event information, updates, etc.
 - Provide updated photographs consistently throughout the year
 - *Stillwegian*
 - Enhance relationship with Chris Peters, Founder & Publisher
 - Provide him with news releases, event information, updates, etc.
 - Provide updated photographs consistently throughout the year

Surrounding Media:

- Provide news department with news releases, event information, updates, etc.

Local/Regional Public Speaking Trail:

- Rotary
- Lions
- Kiwanis
- VS Board of Directors
- Hotel Quarterly Luncheons
- Chamber Board of Directors & Committees
- Core Commercial Districts Quarterly Meeting
- Downtown Stillwater Merchants
- PTAs
- Church Groups

Agenda Item:	6.a. SEDA-25-02
Previous/Related Action:	
Background/Issue:	The Tourism Advisory Committee consists of seven members. The TAC is empowered by Resolution No. SEDA-2019-2 to advise the SEDA Board of Trustees regarding best practices for tourism development and retention in the City of Stillwater, to advise regarding the use and expenditure of hotel room tax revenues, to review the performance of persons or entities contracting for tourism development and related services and to assist with the development of a long-range plan for tourism development and related services. The TAC has not met recently and therefore requires appointment and re-appointment of the members. Board members shall consist of: • Member of the SEDA Board of Trustees, who shall also serve as chair, • The City Manager, • Representative of Visit Stillwater, • Representative of Oklahoma State University, • Three citizens at large, one of whom must be affiliated with the Stillwater hotel/motel industry.
Proposal/Solution:	Staff recommends appointment/re-appointment of the following: Recommend continuation/appointment of Vice Mayor Amy Dzialowski as Chair, Recommend appointment of Chris Norris as representative of Visit Stillwater, Recommend appointment of Kyle Wray as representative of Oklahoma State University, Recommend appointment of Behfar Jahanshahi to three-year term. Term expires June 30, 2028. Recommend re-appointment of Kristine Waits to a new three-year term. Term expires June 30, 2028. Recommend re-appointment of Jay Martin to a new three-year term. Term expires June 30, 2028. Mr. Martin fills the hotel/motel affiliated spot.

Financial Source/Impact:	n/a
Related Strategic Priority:	#1 EFFECTIVE SERVICES & ACCOUNTABLE GOVERNMENT #6 ENGAGED & INVESTED RESIDENTS
Recommended Action/Motion:	Recommend continuation/appointment of Vice Mayor Amy Dzialowski as Chair, Recommend appointment of Chris Norris as representative of Visit Stillwater, Recommend appointment of Kyle Wray as representative of Oklahoma State University, Recommend appointment of Behfar Jahanshahi to three-year term. Term expires June 30, 2028. Recommend re-appointment of Kristine Waits to a new three-year term. Term expires June 30, 2028. Recommend re-appointment of Jay Martin to a new three-year term. Term expires June 30, 2028. Mr. Martin fills the hotel/motel affiliated spot.
Prepared By:	Christy Driskel, Deputy City Manager
Reviewed By:	Teresa Kadavy
Submitted By:	Brady Moore, General Manager

Attachments

None