



STILLWATER ECONOMIC DEVELOPMENT AUTHORITY AGENDA

June 13, 2022
723 S Lewis Street
Room 1122B
Stillwater, OK 74074

5:30 P.M. or immediately following the City Council meeting

Chair Will Joyce, Vice Chair Alane Zannotti, Trustees Amy Dzialowski, Christie Hawkins & Kevin Clark

1. Call Meeting to Order

2. Consent Docket

Items listed on the consent docket are routine administrative matters that may be approved without discussion. The Trustees will take action on these items collectively with a single vote. The requested Trustees action is indicated for each item listed. Should a Trustee elect to discuss, amend, revise, or table any item listed on the consent docket, the item will be moved to the section of the agenda titled "Items Removed from the Consent Docket" for 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 minutes of June 6, 2022		
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3. Public Comment

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

4. Items Removed from Consent

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

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

a.	Consider FY22-23 Professional Services Agreement with Visit Stillwater		
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6. Reports from Officers and Boards

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

- a. Miscellaneous items from the General Counsel
- b. Miscellaneous items from the General Manager
- c. Miscellaneous items from the Trustees
 - i. Discussion about scheduling items for future meetings.

7. Questions and Inquiries

8. Adjourn

On 06.09.22 at 4:15, a true and correct copy of this agenda was posted on the kiosk outside City Hall, 723 S Lewis Street, Stillwater, OK.



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

- Meetings are televised on AT&T U-verse channel 99 and Suddenlink channel 14.
- Find meeting agendas and minutes online at [Agendas and Minutes](#)
- Official minutes are archived in the City Clerk's office.
- Go to [eNotifications](#) for email notices when an agenda is posted. Select each elected or appointed board or committee for which you would like to receive notices.

IN ACCORDANCE WITH THE OKLAHOMA OPEN MEETING LAW, THE AGENDA
WAS POSTED JUNE 3, 2022 AT 8:00 A.M. AT THE MUNICIPAL BUILDING,
723 SOUTH LEWIS, STILLWATER, OKLAHOMA

MINUTES
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
COUNCIL HEARING ROOM
723 S. LEWIS
JUNE 6, 2022

PRESENT: CHAIR WILLIAM H. JOYCE AND VICE CHAIR ALANE ZANNOTTI,
TRUSTEES AMY DZIALOWSKI, CHRISTIE HAWKINS AND KEVIN CLARK
ABSENT: NONE

1. CALL MEETING TO ORDER

Chair Joyce called the meeting to order at 6:50 p.m.

2. CONSENT DOCKET

- a. Approve regular meeting minutes of May 16, 2022

MOTION BY TRUSTEE CLARK, SECOND BY VICE CHAIR ZANNOTTI TO APPROVE THE
CONSENT DOCKET AS PRESENTED.

ROLL CALL VOTE: JOYCE-YEA, ZANNOTTI-YEA, DZIALOWSKI-YEA, HAWKINS-YEA, CLARK-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. RESOLUTIONS

- a. Resolution No. SEDA-2022-2: A resolution approving a Redevelopment Agreement, Covenant Agreement, and Escrow Agreement (Assistance In Development Financing Disbursement Agreement), between the Stillwater Economic Development Authority, and USA Rare Earth Magnets, LLC, And USA Rare Earth Real Estate, LLC.

Deputy City Manager Melissa Reames stated it was her great pleasure to be presenting to the Trustees a Redevelopment Agreement between SEDA, the City and USA Rare Earth Magnets, LLC. The building being purchased by USA Rare Earth, LLC is the old Total Energy Building at 100 W. Airport Road. Ms. Reames presented the guidelines, financials and the responsibilities of all parties of the Redevelopment Agreement, Covenant Agreement and Escrow Agreement with USA Rare Earth, LLC.

Vice Chair Zannotti stated she is appreciative of the money that the City is putting forward for this project and the local impact it will have.

Ms. Reames introduced David Kronenfeld, General Counsel for USA Rare Earth, LLC. Mr. Kronenfeld gave an overview of the building improvements, employee numbers and the timeline for Rare Earth, LLC and answered Council's questions.

Trustee Clark stated that Trustees recognize the fact that some risks are being taken, but that he is comfortable with the risk level and he felt it was important to acknowledge this publicly.

Mr. Kronenfeld stated USA Rare Earth, LLC chose Stillwater over many locations across the country because of the steps being taken tonight, how the staff and City has welcomed them and a large number of other things that made Stillwater very attractive to USA Rare Earth, LLC.

MOTION BY TRUSTEE DZIALOWSKI, SECOND BY TRUSTEE HAWKINS TO ADOPT RESOLUTION NO. SEDA-2022-2 AS PRESENTED.

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

- b. Resolution No. SEDA-2022-1: A resolution authorizing the borrowing of funds in an aggregate principal amount not to exceed \$7,000,000.00; authorizing the issuance of tax apportionment obligations; waiving competitive bidding on the issuance of the notes issued in connection with the tax apportionment obligations; authorizing assistance in development financing; approving and authorizing the chairman or vice chairman of the Stillwater Economic Development Authority to approve, finalize, execute, modify and/or deliver the necessary or appropriate transactional documents; all authorizations hereunder being in accordance with authorizations of the City Council

Deputy City Manager Melissa Reames reported that this resolution gives staff the ability to move forward with finalizing borrowing between the City and the local bank. She stated that agreements being finalized and the loan term sheet should be on the June 13th agenda for approval.

MOTION BY TRUSTEE HAWKINS, SECOND BY TRUSTEE CLARK TO ADOPT RESOLUTION NO. SEDA-2022-1 AS PRESENTED.

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

6. REPORTS FROM OFFICERS & BOARDS

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

7. QUESTIONS & INQUIRIES

None.

8. ADJOURN

MOTION BY TRUSTEE DZIALOWSKI, SECOND BY TRUSTEE CLARK TO ADJOURN THE JUNE 6, 2022 REGULAR MEETING OF THE STILLWATER ECONOMIC DEVELOPMENT AUTHORITY.

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

The regular meeting of the Stillwater Economic Development Authority adjourned at 7:23 p.m.

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

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

DRAFT

PROFESSIONAL SERVICES AGREEMENT

THIS PROFESSIONAL SERVICES AGREEMENT is made and entered into on this ____ day of June, 2022 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, 2022 and expire on June 30, 2023, 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 Nine Hundred Seventy Five Thousand Dollars (\$975,000) for the services described in Section 1 of this Agreement for the period beginning July 1, 2022 and ending June 30, 2023. Said compensation shall be made in four (4) equal payments upon submission of invoice on or before July 1, 2022, September 30, 2022, December 31, 2022 and March 31, 2023. Should the parties agree to extend this Agreement for any additional term, the amount of compensation shall be established in the extension agreement. Visit Stillwater OK acknowledges that the sole source of payment for services rendered under this Agreement shall be the appropriated funds from the Visitor Tax, and no other SEDA revenue source. Accordingly, said payment shall be subject to, and contingent upon, SEDA

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

4. Reporting/Evaluation Criteria: Visit Stillwater OK shall produce deliverables identified on Attachment "B" hereto. It shall produce a semi-annual report by January 30, 2023 and an annual report by July 30, 2023 using the reporting forms included with said Attachment "B."

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

18. Assignment: This Agreement is not assignable.

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

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

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

STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY, a public trust

William H. Joyce, Chair

ATTEST:

Teresa Kadavy, Trust Secretary

Approved as to form and content this ____ day of _____, 2022.

Kimberly Carnley, General Counsel

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

Chris Norris, Chairman, Board of Directors

(ATTESTATION OR OTHER VERIFICATION)

Scope of Services

A. Marketing and Communications: Develop and implement a comprehensive marketing and communications plan.

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

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

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

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

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

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

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

1. Operate, maintain, and consistently update a Stillwater Visitor Information Center and Visitor Information Stands at the:
 - a. Entrance into Stillwater off of I-35: 2617 West 6th Avenue
 - b. Stillwater Regional Airport – Inbound and Outbound Terminals
2. Manage and coordinate programs focused on generating additional sales tax.

E. Advocacy - Destination and Economic Development Partnerships and Industry Relations: Advocate destination enhancing developments and elevate the effectiveness and impact of destination marketing as an integral component of local economic development

1. Work with local economic development partners to encourage the formalization of a community-wide strategic master plan that will enhance 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 museums, events, and attractions.

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

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

VISIT STILLWATER ANNUAL REPORT TRACKING

ATTACHMENT B

A. Marketing & Communications	FY 22-23	Goal	% of Goal
Increase website traffic by 7.5%			
Increase website page views by 10%			
Increase website sessions originating from Dallas DMA by 5%			
Increase referred traffic from social media to website by 7.5%			
Publish 365 original social media posts			
Increase social media followers by 7.5%			
Increase social media reactions by 5%			
Increase Facebook reach by 7.5%			
Provide 125 sweepstakes giveaways			
Promote 2,000 locally held events at VisitStillwaterOK.org			
Load 24 primary local events on the OK Tourism & Recreation Dept website			
Share 125 news releases for industry partners			
Create 12 videos highlighting Stillwater events, attractions & businesses			
Publish 24 blog posts			
Produce 12 display/print ads in partnership publications (i.e.: OK Travel Guide, Green Country Travel Guide, STATE, POSSE, and Ovations)			
Distribute 100,000 Stillwater Guides to the Local Scene (per calendar year)			
-Number mailed upon request through VisitStillwater.org: ---			
Distribute 12,000 Stillwater/OSU Campus/Payne County Maps (every 2 years)			
Write 12 News Press columns			
Distribute 12 "Still In the Know" postcards			
Email 12 e-Newsletters			
Distribute 10,000 copies of 4 different rack cards (also hand delivered regionally)			
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			
Gain rights to 100 additional assets (social media pictures) through CrowdRiff			
Coordinate 235 guests for Tv-31's "The Morning Edition"			
Appear on live local radio 140 mornings to share upcoming event information			
Record 35 podcasts with media partners to promote events and services			
Provide the program or serve as a speaker for 12 organizations/classes			
B. Meetings & Events Sales	FY 22-23	Goal	% of Goal
Number of sales communications with existing client accounts: ---			
Contact 40 potential new clients for future meetings or events			
Retain 40 events booked and/or serviced through VS			
Increase new events booked and/or serviced through VS by 5%			
Provide visitor development incentive grants to future or expanding events: (Reflects grants awarded during FY 2023)			
-Total amount of grants 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 FY23:			
(Reflects granted events occurring during FY 2023)			
-Total amount of grants 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			
Email 12 VS and market updates to hotel partners			
Email 12 VS and market updates to short-term rental partners collecting tax			
C. Meetings & Events Client Services	FY 22-23	Goal	% of Goal
Number of services communications with existing client accounts: ---			
Coordinate 24 site inspections or familiarization (FAM) tours for VS and/or clients			
Estimated value of 0-balance invoices provided for services received = \$ -----			
Number of groups assisted =			
Email 4 (quarterly) meeting/event planner e-Newsletters			
D. Visitor Experiences	FY 22-23	Goal	% of Goal
Number of publications distributed from 24/7 visitor information center =			
Number of publications distributed from 2 visitor information stands at SWO - inbound & outbound terminals =			
Manage and coordinate 50 businesses on the Stillwater Savings Pass			
-Number of individuals who downloaded the Pass this year =			
-Total number of individuals with the Pass (since Sept 2020) =			
-Number of redemptions this year =			
-Total number of redemptions (since Sept 2020) =			
Increase the number of individuals to earn a Stillwater GeoCoin by 50			
-Number of states/countries represented this year =			
-Estimated local spending this year = \$			
-Total number of individuals completing the tour (since Aug. 2021) =			
-Total number of states/countries represented (since Aug. 2021) =			
-Total estimated local spending (since Aug. 2021) = \$			
E. Advocacy - Destination and Economic Development Partnerships & Industry Relations	FY 22-23	Goal	% of Goal
Invest in DestinationNEXT diagnostic tool to strategize for the future			
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			

Attend weekly Stillwater Communications Team meetings			
Attend weekly Stillwater News Press Editorial Board meetings			
Attend weekly Stillwater Frontier Rotary Meetings			
Coordinate and host monthly Market Stillwater meetings			
Attend monthly Downtown Stillwater Association meetings			
Attend monthly Downtown Stillwater Cultural District meetings			
Work closely with Modella Art Gallery, OSU Museum of Art, Prairie Arts Center, Community Center, History Museum, and Public Library			
Attend monthly Stillwater United meetings			
Attend quarterly Oklahoma Travel Industry Association Board meetings			
Attend City of Stillwater Marketing Team meetings			
Attend Stillwater Regional Airport Executive Marketing Team meetings			
Attend City of Stillwater T.I.M.E. Action Committee meetings			
Attend Vibrant Stillwater meetings upon request			
Attend/Host Merry Main Street/Holidays planning committee meetings			
Attend Special Olympics Oklahoma Summer Games Committee meetings			
Attend Bob Childers' Gypsy Café / Red Dirt Relief Fund meetings			
Attend 3rd Friday Downtown Art Walk planning committee meetings			
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 Athletic Department			
Work closely with the Oklahoma State University Alumni Association			
Work closely with the Oklahoma State University Foundation			
G Administration	FY 22-23	Goal	% of Goal
Schedule a strategic planning retreat every 3-5 years			
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			