



Together, Investing in Municipal Excellence

**STILLWATER ECONOMIC DEVELOPMENT AUTHORITY MEETING AGENDA**  
FEBRUARY 23, 2026

723 S. Lewis Street, Room 1122  
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 January 26, 2026 regular meeting minutes.	
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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 Semi-Annual Report	Cristy Morrison
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6. Resolution

a.	RESOLUTION NO. SEDA-2026- 1: A RESOLUTION OF THE STILLWATER ECONOMIC DEVELOPMENT AUTHORITY APPROVING THE BOOKEND HOTEL REDEVELOPMENT AGREEMENT BY AND AMONG THE STILLWATER ECONOMIC DEVELOPMENT AUTHORITY, THE CITY OF STILLWATER, AND REPUBLIC PROPERTIES, LLC.
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7. Questions and Inquiries

8. 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

9. Adjourn

On February 20, 2026 at 11:25 a.m., a true and correct copy of this agenda was posted on the kiosk outside City Hall, 723 S. Lewis Street, Stillwater, OK.

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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 JANUARY 22, 2026 AT 5:20 P.M. AT THE MUNICIPAL BUILDING,  
723 SOUTH LEWIS, STILLWATER, OKLAHOMA**

**MINUTES  
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY  
REGULAR MEETING  
COUNCIL HEARING ROOM  
723 S. LEWIS  
JANUARY 26, 2026**

**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 5:45 p.m.

**2. CONSENT DOCKET**

- a. Approve January 12, 2026 regular meeting minutes.

MOTION BY VICE CHAIR DZIALOWSKI, SECOND BY TRUSTEE HARDIN 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. Consider the recommendation from the Stillwater (Re)Investment Plan (Downtown/Campus Link Project Plan) Implementation Policy Committee regarding the application submitted by Republic Properties, LLC requesting assistance in development financing for property located at 206 W. 6th Avenue pursuant to the (Re)Investment Plan (A Stillwater Downtown/Campus Link Project Plan).

Assistant City Manager Rachel Bernish gave a brief overview of the TIF3 project submitted by Republic Properties, LLC under the Significant Impact Development financing category. She reported that the Implementation Policy Committee met January 12, 2026, and they recommend \$1,000,000 paid in arrears over the life of the TIF. Ms. Bernish introduced the developer Layton Johns.

Mr. John's gave a brief personal history and showed a video of the plans for the redevelopment of the property at 206 W. 6<sup>th</sup> Avenue. He stated this property will be called The Bookend Hotel that will be a 15 room Boutique Hotel with a bar in the basement as well as a 1200 square feet event space. There will be

conference rooms that can be rented out and a small gift shop. Mr. John's reported that they have partnered with a lot of the local contractors for the redevelopment and they plan to partner with the local restaurants to provide food and catering services for the hotel guests and events. Mr. John's answered the Trustee's questions.

City Manager Brady Moore discussed the financials of the project.

MOTION BY TRUSTEE CLARK, SECOND BY TRUSTEE HAWKINS TO APPROVE THE APPLICATION SUBMITTED BY REPUBLIC PROPERTIES, LLC REQUESTING ASSISTANCE FOR \$1,000,000 PAID IN ARREARS FOR THE REDEVELOPMENT OF THE BUILDING AT 206 W. 6<sup>TH</sup> AVENUE TO CREATE A NEW BOUTIQUE HOTEL, BAR AND PUBLIC MEETING SPACE CALLED THE BOOKEND HOTEL.

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

**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 VICE CHAIR DZIALOWSKI, SECOND BY TRUSTEE HAWKINS TO ADJOURN THE JANUARY 26, 2026 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 5:57 p.m.

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

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

# VISIT STILLWATER

FY26 Semi-Annual Report



AMERICA'S FRIENDLIEST COLLEGE TOWN!

# BOARD OF DIRECTORS

July 2025 - December 2025

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,



Tommy Shreffler, Visit Stillwater Board Chair

## Visit Stillwater Board of Directors and Staff

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**Chair** - Tommy Shreffler - OnCue Marketing

**Vice Chair** - Cory Williams - Look Properties / Attorney

**Treasurer** - Dustin MacDonald - Chris' University Spirit

**At Large** - Chris Norris - CJN Properties, LLC

**Past Chair** - Blaire Atkinson - OSU Foundation

### Directors:

- Melissa Hubbard - Hampton Inn West & Residence Inn
- Matt Hull - Edward Jones
- Scott Leming - State Farm Insurance
- Jesse Martin - Oklahoma State Athletics
- Michal Shaw - Stillwater Medical Foundation
- Lee Roy Smith - National Wrestling Hall of Fame & Museum
- Constance Williamson - Meditations Banquet Facility & Zannotti's Wine Bar

### Staff:

- Cristy Morrison, President & CEO
- Nicole Horn, Vice President & Director of Sales
- Madelyn Trentham, Marketing & Communications Manager
- Mak Vandruff, Marketing & Communications Manager

**CPA** - Mark Gunkel, CPA PC

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# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

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

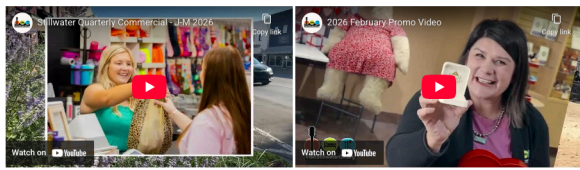
We continue to customize and upgrade VisitStillwater.org to best assist our local business partners and increase website users. We feature user-generated images throughout our site by utilizing visual content marketing software. We also include virtual tours, including 360° images, to our business partner's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

### WELCOME

**TO AMERICA'S FRIENDLIEST COLLEGE TOWN!**

Why yes, we really do believe Stillwater, Oklahoma is the place where smiles from strangers are abounding and hometown hospitality is a way of life. Our welcoming spirit is rooted in our Oklahoma history, the diversity forged by Oklahoma State University, and even community hardships that have spurred our strength and camaraderie.

We hope you soak up the vibrancy of our **historic downtown**, explore **Oklahoma State University's** stunning campus, dive into our **Red Dirt music scene**, and discover **America's Friendliest College Town!**



### THE ORIGINAL HOME OF RED DIRT MUSIC!

### HATCH EARLY MOOD FOOD

ADDRESS: 923 S Main St  
Stillwater, OK 74074  
PHONE: 405-937-3447

[VISIT WEBSITE >](#)

#### OVERVIEW

Hatch Early Mood Food in Stillwater redefines brunch with a vibrant menu and atmosphere that make every visit memorable. This trendy spot offers a variety of breakfast staples, from classic Eggs Benedict to Southwest-inspired dishes and craft cocktails.

Recognized by Food Network as one of the Top Places to Eat, Hatch is known for its inventive dishes like the Incredible Eggwich, Chicken Fried Eggs, and Loaded Tumblers. Whether you're craving a hearty breakfast or a savory lunch, Hatch has something for everyone. Start your day with a plate of breakfast tacos, pancakes, or a burrito topped with red and green sauce. For lunch, dive into the Hatch cheeseburger, topped with a fried egg, or enjoy a fresh salad.

Hatch Early Mood Food is open daily 6am to 2pm and 6am to 3pm on Saturday and Sunday, welcoming guests to enjoy breakfast and lunch in an atmosphere designed to impress. With its convenient location and diverse menu, Hatch in Stillwater has become a staple for locals and visitors alike. Come see why Hatch is the perfect spot for your next meal.

After fueling up at Hatch, find **fun things to do in Stillwater** to fill your day and stick around to experience our vibrant **nightlife scene**.

[SHOW MAP](#)

## 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.

### EVENTS

You will never forget attending an event in America's Friendliest College Town! Known for such events as **Calf Fry**, **The Mid South Gravel Cycling**, and **OSU Football** - Stillwater, OK is home to hundreds of events and activities throughout the year. From live music at **Eskimo Joe's** in The Original Home of Red Dirt Music, to livestock shows at the **Payne County Expo Center** - there is always something going on in Stillwater, Oklahoma!

- EVENTS
- All Events
- This Weekend
- Live Music
- OSU Athletics
- Calf Fry
- Gypsy Cafe
- Stillwater Camps
- Event Videos
- Submit Your Event

VIEW BY: Grid | List | Map    SORT BY: Date | Name    1-12 of 284

SEARCH

SHOW EVENTS FOR Today, Week, Weekend, Month

SHOW EVENTS BETWEEN 01/13/2025 and 02/13/2025

1 January 2025  
Su Mo Tu We Th Fr Sa  
28 29 30 31 1 2 3  
4 5 6 7 8 9 10  
11 12 13 14 15 16 17  
18 19 20 21 22 23 24  
25 26 27 28 29 30 31

**Jan 13**  
Cowboy Basketball vs. Baylor  
Stillwater Ice Rink at Block 34  
Claudia's Career Closet - Donation Drive  
In The Art Room with SacredJoi Art

**Jan 14**  
TRIVIA NIGHT  
EVERETT WRESTLING

# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025



## Microsites

In July 2025, 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. We also had our #FlySWO campaign listed on this site.

Visit Stillwater staff served actively on the coordinating committee and hosted a microsite for the **LexiCon** event in October. LexiCon was the Stillwater Downtown Cultural District's free mini-comic convention for fans of comic books, science fiction, gaming, cosplay, anime, and pop culture. The event occurred in multiple downtown locations including Block34, Prairie Art Center, Stillwater Community Center, Stillwater Public Library, and Stonecloud Patio and Taproom.

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.

We continued to coordinate a **Holidays 2025** microsite that featured information on holiday events, a holiday light displays map, shop locally for the holidays, Stillwater Holiday Parade of Lights, 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 43-day shop local and FlySWO campaign to spotlight how individuals could enter to win one of five \$500 American Airlines gift cards. The campaign generated just under \$80,000 in local sales. We also provided five \$100 American Airlines gift cards for the Stillwater Regional Airport's **SWO Home for the Holidays** event with Santa Claus.

# ANNUAL HIGHLIGHTS

July 2025 - December 2025

## Microsites

One of our most popular Microsites, **Stillwater Tidbits & History**, is constantly enhanced to include stories that have also performed extremely well on social media, such as “Washington Irving’s Tour on the Prairies,” “How Stillwater Was Named,” “OSU’s Historic Old Central,” “OSU’s First Football Team,” and “America’s First Sonic Location.” The site also includes **History Makers**, such as Frank “Pistol Pete” Eaton, Billy McGinty, Ed Gallagher, Henry “Hank” Iba, Barry Sanders, Garth Brooks, and more to paint a vivid picture of Stillwater’s past, that continues to influence our present and future.



A growing microsite revolves around **The Original Home of Red Dirt Music** and features “The Birthplace of Red Dirt Music: The Farm,” “Red Dirt Relief Fund,” “Bob Childers,” “Tom Skinner,” “Jimmy LaFave,” and “Garth Brooks.”

We have hosted a microsite for the **Downtown Stillwater Cultural District** since inception. We encourage residents and visitors to browse through the listings to learn more about the different organizations that make up the district – Block 34, 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 Historic Downtown Stillwater. Washington School will be included in the district activities, events, and microsite in the future.



# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## Microsites

We also built sites for the three core commercial **Districts** – Downtown, Campus Corner, and The Strip – to provide residents and visitors easy access to the restaurants, nightlife, shopping, as well as health and beauty options available to them in each of the districts. Additionally, an interactive map is provided for each district that highlights business locations and descriptions when clicked.



As active members of the **Stillwater Community United Committee**, Visit Stillwater created a microsite to serve as a community resource and promote the activities surrounding the Dr. Martin Luther King Junior Celebration and March, the Juneteenth Picnic, and other events throughout the year.



Visit Stillwater launched a dedicated microsite to support **The Boys From Oklahoma** concert series, returning to Stillwater on April 11, 2026. The microsite serves as a comprehensive, one-stop resource for event attendees, providing easy access to essential information, including parking and camping options, road closures, shuttle services, special event t-shirt sales, side stage performances, and related Red Dirt music events. Visit Stillwater has also begun gathering information to refresh and expand the microsite ahead of the next concert.



# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## Stillwater Guide to the Local Scene



2026 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](http://VisitStillwater.org). 100,000 copies of the 48-page 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 and chambers, media press kits, conference and event attendees, through Certified Folder, mailed directly to visitors who request a copy, and are available at more than 225 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 premier placement in the top right-hand corner in their stands throughout Oklahoma, southern Kansas, and northwest Arkansas.



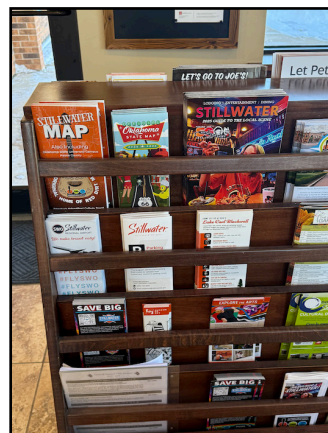
Information Stand - National Cowboy Western Heritage Museum



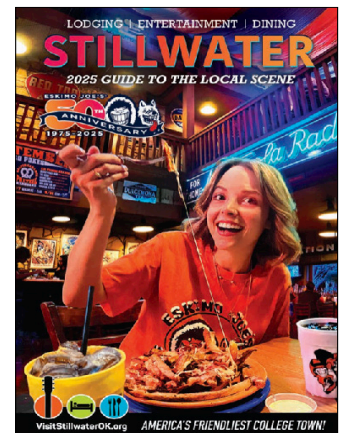
Information Stand Located at City Hall



Information Stands at Stillwater Regional Airport (SWO)



24/7 Visitor Information Center



2025 Guide to the Local Scene

# SEMI-ANNUAL HIGHLIGHTS

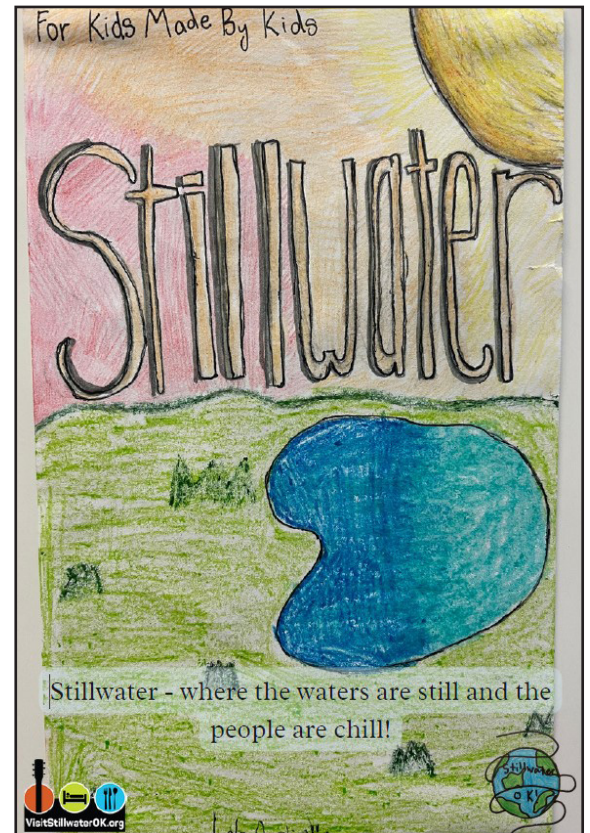
July 2025 - December 2025

## 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.

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.

In 2025, the publication earned a RedBud Award for Best Partnership at the annual Oklahoma Travel & Tourism Industry Association ceremony.



## Spanish Tri-Fold “Welcome” Brochure

After serving as the guest speaker for a local organization, one of the attendees asked us to assist our Spanish-speaking residents. After several conversations, we composed a “Welcome” message, promoted American Airlines services through the Stillwater Regional Airport, and listed Spanish-speaking businesses and residents who will serve as resources, important contacts, and how to stay in the know. The information was translated into Spanish and made into a tri-fold brochure that was initially distributed at an event hosted at the Stillwater Middle School for our Spanish-speaking residents. It is now available in our 24/7 Information Center.

# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## Social Media - @visitstillwater

Visit Stillwater utilizes social media platforms to post daily reminders of the events occurring in our community, the variety of lodging and dining options, and the unique attractions and retail shops available to visitors and locals. We optimize our content through ads and boosted posts, listen to our audience, and connect with them through tagging, commenting, and interacting. Social media is also a very quick avenue in which to update residents and visitors of event postponements and/or cancellations. We exceeded 39,000 Facebook followers at the end of December 2025 and continue to grow interaction across each platform.

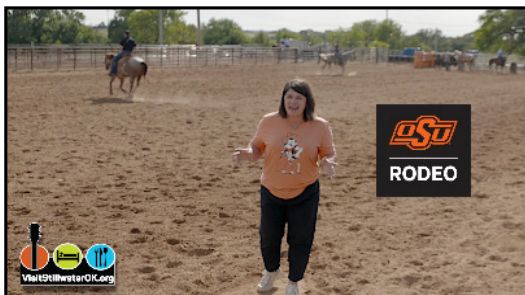


## Digital Marketing

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

## Monthly 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 Commercials

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 per quarter. We coordinate the production of the commercials with our videographer and obtain footage for our monthly promotional videos and quarterly commercials simultaneously.

# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Let us be your **GUIDE** to America's Friendliest College Town!

View Stillwater's most comprehensive Calendar of Events at [VisitStillwater.org](http://VisitStillwater.org)  
Sign up for our monthly eNewsletter  
Follow us @VisitStillwater

**THE RADIO**  
Mondays & Thursdays 7-8 am  
Wednesdays 8-9 am

**LUNCH TO GO**  
Monday - Friday 7:00 am - 2:00 pm, 12:30 pm - 7:00 pm

Stop in our 24/7 Visitor Information Center 2017 W. 6th Ave., Stillwater, OK 74074  
Give us a call at 405-743-3697  
Send an email to [info@visitstillwater.org](mailto:info@visitstillwater.org)

[VisitStillwaterOK.org](http://VisitStillwaterOK.org)

Stay, Eat, Shop, and Play!

**STILLWATER Savings Pass**

Sign up to enjoy deals and discounts from favorite Stillwater businesses and attractions.

**Uncover Oklahoma's Only GeoTour!**

Geocaching is a type of global treasure hunt where you search for "hidden caches" using GPS and online clues.

Explore iconic Stillwater locations through this outdoor activity, perfect for families or individuals.

## 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.

- **Let Us Be Your Guide** card serves as an overview of ways to learn of events, the savings pass, and GeoTour.
- **July-August** highlighted Krazy Daze 2025 events, promotions, sales, and #FlySWO.
- **August-November** featured the OSU football schedule, Park & Ride, online Gameday Guide, and #FlySWO.
- **October-December** spotlighted Holidays 2025 events, Fly Home for the Holidays Promotion, and #FlySWO.
- **StillWonder** asked Visit Stillwater to design their new rack card featuring #FlySWO and a child-friendly word search.

Let us be your Guide

**RING REGISTERS PROMOTION July 1-31**

ENTER FOR A CHANCE TO WIN \$500 American Airlines Gift Cards

**JULY 16-20 KRAZY DAZE**

COLLECT DOUBLE ENTRIES

Provide receipts, or copies of receipts for purchases from July 16-20 at Stillwater hospitality-related businesses including retailers, restaurants, and lodging. One entry may be submitted per \$50 spent.

VISIT STILLWATER  
2017 West 6th Ave., Stillwater, OK 74074  
405-743-3697  
[VisitStillwaterOK.org](http://VisitStillwaterOK.org)

AMERICA'S FRIENDLIEST COLLEGE TOWN!  
THE ORIGINAL HOME OF RED DIRT MUSIC

VISIT STILLWATER

**KRAZY DAZE**

THIS JULY 16-20

#FLY SWO

SHORT SECURITY LINES • QUICK BAGGAGE CLAIM • FREE PARKING

[VisitStillwaterOK.org](http://VisitStillwaterOK.org)

AMERICA'S FRIENDLIEST COLLEGE TOWN!  
THE ORIGINAL HOME OF RED DIRT MUSIC

July - August 2025 Rack Card Design

**FREE GAMEDAY PARK & RIDE**

OKLAHOMA STATE

**ROUND-TRIP SHUTTLE**

DOWNTOWN <-> BOONE PICKENS STADIUM

SCAN FOR DETAILS | LEARN MORE

VISIT STILLWATER  
2017 West 6th Ave., Stillwater, OK 74074  
405-743-3697  
[VisitStillwaterOK.org](http://VisitStillwaterOK.org)

AMERICA'S FRIENDLIEST COLLEGE TOWN!

2025 OKLAHOMA STATE FOOTBALL SCHEDULE

Thu, Aug 28 vs UT Martin	THROWBACK
Sat, Sep 6 @ Oregon	BLACKOUT
Fri, Sep 19 vs Tulsa	BIG 12 TOUR
Sat, Sep 27 vs Baylor	
Sat, Oct 4 @ Arizona	
Sat, Oct 11 @ Houston	HOME COMING
Sat, Oct 18 vs Cincinnati	
Sat, Oct 25 @ Texas Tech	
Sat, Nov 1 @ Kansas	
Sat, Nov 15 vs Kansas State	SALUTE TO SERVICE
Sat, Nov 22 @ UCF	
Sat, Nov 29 vs Iowa State	SENIOR DAY

**The ULTIMATE GAMEDAY GUIDE**

GET IT HERE!

VISIT STILLWATER  
2017 West 6th Ave., Stillwater, OK 74074  
405-743-3697  
[VisitStillwaterOK.org](http://VisitStillwaterOK.org)

AMERICA'S FRIENDLIEST COLLEGE TOWN!  
THE ORIGINAL HOME OF RED DIRT MUSIC

Stillwater **Holidays 2025**

Downtown Carriage Rides & Visits with Santa

Parade of Lights  
Festive Sides Drive Shows & Holiday Lights  
Block 34 Ice Rink  
Lights at the Lake  
Town & Gown Theatre's "A Christmas Carol"

AND SO MUCH MORE!

Go to: [VisitStillwater.org/Stillwater-Holidays](http://VisitStillwater.org/Stillwater-Holidays) for all of the events and activities taking place over the holidays!

[VisitStillwaterOK.org](http://VisitStillwaterOK.org)

AMERICA'S FRIENDLIEST COLLEGE TOWN!  
THE ORIGINAL HOME OF RED DIRT MUSIC

Visit Stillwater **#Fly SWO**

SWO Stillwater REGIONAL AIRPORT

- SHORT SECURITY LINES
- QUICK BAGGAGE CLAIM
- FREE PARKING

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

American

ENTER THE **Fly Home for the Holidays** PROMOTION

WIN \$500 AMERICAN AIRLINES GIFT CARDS!

**StillWonder**

Where Play inspires Wonder

Discover more at [stillwonder.org](http://stillwonder.org)

[@stillwonderok](http://stillwonder.org)

[contact@stillwonder.org](mailto:contact@stillwonder.org)

**EXPERIENCE THE WONDER IN ACTION!**

[stillwonder.org](http://stillwonder.org)

**StillWonder WORD SEARCH!**

SRPDIOWINGSTC  
DEGISCOVERLOR  
AIBPILANERDUE  
YOWRATISSOSIVD  
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Airplane Discover Explore Fun Learn Pilot Play Red Dirt Music Science Sky StillWonder Stillwater Travel Visit Wings

SHORT SECURITY LINES  
QUICK BAGGAGE CLAIM  
FREE PARKING

[VisitStillwaterOK.org](http://VisitStillwaterOK.org)

AMERICA'S FRIENDLIEST COLLEGE TOWN!

August - November 2025 Rack Card Design

October - December 2025 Rack Card Design

StillWonder Rack Card Design

# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025



**October Events in Stillwater, Oklahoma!**

Celebrate autumn in America's Friendliest College Town with one-of-a-kind events, attractions, and traditions.



**Holidays 2025 in Stillwater, OK!**

The temperatures are dropping, but the holiday spirit is heating up in Stillwater! Find special gifts and holiday happenings all throughout America's Friendliest College Town.

## eNewsletter

Our monthly eNewsletter is sent on the 1st of each month to over 9,400 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.

### October Calendar of Events

- 1 Halloween Paint & Palette | Mexico Joe's
- 1-3 Camp Wildflower - Adult Fall Art Camp | Prairie Arts Center
- 1-5 & 8-12 Legally Blonde | Town & Gown Theatre
- 1-31 Noon Lions Club Pumpkin Patch | Highland Park United Methodist church
- 1-26 The Twelves Pumpkin Patch | The Twelves
- 2-3 Cowgirl Market | Payne County Expo Center
- 2-4 OSU Cowboy Stampede Rodeo | Payne County Expo Center
- 2 Discovering Your Side Hustle | Stillwater Public Library
- 3-4 Clouds & Skies Workshop with Jude Tolar | Prairie Arts Center
- 3 Stillwater High School Football: Pioneers vs. Grant Generals | Stillwater Pioneer Stadium
- 3 Carson Jeffrey & Logan Ryan Band Live | Tumbleweed Dance Hall & Concert Arena
- 3-5 OSU Dept. of Theatre presents: A Midsummer Night's Dream | Seretean Center for the Performing Arts
- 3 Ashley McBryde Performing Live | The McKnight Center for the Performing Arts
- 3 Bo Phillips Live | The Salty Bronc Saloon
- 4 Mum Sale | Stillwater Pumpkin Patch
- 4 House of Wax Workshop - Encaustic Multi-Media | Prairie Arts Center
- 4 Walk to End Alzheimer's | Willard Lawn on OSU Campus
- 4 Stillwater Model Aviation Day | OSU Unmanned Aircraft Flight Station
- 4 Stillwater Elks Oktoberfest | Stillwater Elks Lodge
- 4-25 2025 Downtown Scarecrow Contest | Downtown Stillwater
- 4 Youth Art Sale | Downtown Stillwater
- 4 Cornhole Lakfest | Lake McMurry
- 4 Starting a Business Class | Stillwater Public Library
- 4 2025 Flying Apples Fly-In | Stillwater Regional Airport Terminal
- 4 Mum Sale and Carriage Rides at the Pumpkin Patch | Highland Park United Methodist Church
- 4 Downtown Stillwater Oktoberfest | Downtown Stillwater
- 4 Oktoberfest at Stonecloud | Stonecloud Patio & Tap Room
- 4 30th Annual Stillwater Car Club Car Show | Boone Pickens Stadium (West Entrance Parking)

### The Twelves Pumpkin Patch

October 1-26, 2025



## 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. Over 400 businesses and individuals receive the monthly publication which enables our hospitality industry partners to staff appropriately on high-volume days.

2617 W 6th Avenue  
Stillwater, OK 74074  
405-743-3697

**Still working together** ✓

#FLYSWO

Stillwater Regional Airport

Flexibility with American Airlines • Free Parking • Shorter Lines

Shop 'til you Drop  
July 1-31

Krazy Daze: July 16-20

For details:  
VisitStillwater.org

### August 2025

Still in The Know **SITK**

- 31-2 Cowboy Classic Boer Goat Sale | Payne County Expo Center | Estimated Attendance: 350/day
- 1-2 13th Annual Short Play Festival | Town & Gown Theatre | Estimated Attendance: 250/Performance
- 2 Heartland Sounds Concert | Block 34 - Downtown Stillwater | Estimated Attendance: 200
- 6 Cool Classics: Steel Wind | Stillwater History Museum at the Shear | Estimated Attendance: 195
- 9 Payne County Fairest of the Fair | Payne County Expo Center | Estimated Attendance: 200
- 14 Stillwater Public Schools 1st Day of School | Stillwater Public Schools | Estimated Attendance: Excited Students!
- 14 Cowgirl Soccer vs. Mercer | Neal Patterson Soccer Stadium | Estimated Attendance: 2,500
- 16 Red Dirt Revue Concert | Block 34 - Downtown Stillwater | Estimated Attendance: 200
- 18 OSU 1st Day of Fall Semester | Oklahoma State University | Estimated Attendance: Excited Students!
- 20 Lights on Stillwater | Oklahoma State University | Estimated Attendance: 2,000
- 21 Cowgirl Soccer vs. Nebraska | Neal Patterson Soccer Stadium | Estimated Attendance: 2,500
- 24 Cowgirl Soccer vs. Arkansas State | Neal Patterson Soccer Stadium | Estimated Attendance: 2,500
- 25-31 Payne County Free Fair | Payne County Expo Center | Estimated Attendance: 2,500
- 26 Cowboy Football Opener vs. UT Martin | Boone Pickens Stadium | Estimated Attendance: 53,955
- 31 Cowgirl Soccer vs. Mississippi State | Neal Patterson Soccer Stadium | Estimated Attendance: 2,500

**Payne County Free Fair Events**

- 27-31 WEEE Entertainment Amusement Rides
- 28 Pet Parade & Show
- 28 Horse and Mule Team Performance Contest
- 28 Barnyard Olympics
- 28 Draft Horse Pulling Competition
- 29 Lawn and Garden Tractor Pull
- 29-30 "Power of the Past" Antique Tractor Parade
- 30 Chugg's Kid Pedal Tractor Pull Contest
- 31 Cattle Dog Event



For an updated calendar of events go to VisitStillwater.org/events

2617 W 6th Avenue  
Stillwater, OK 74074  
405-743-3697

**Still working together** ✓

#FLYSWO

Stillwater Regional Airport

Flexibility with American Airlines • Free Parking • Shorter Lines

Payne County Free Fair

August 25 - 31  
Rides August 27 - 31

# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## 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 on 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 live on 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 8:45-9 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.

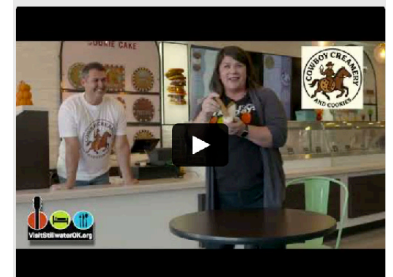


## Newspaper

Visit Stillwater has written a monthly column for the *Stillwater News Press* for over 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 advertises in and provides the *News Press* with a list of upcoming events for each issue of their *Stillwater Magazine*.

*Stillwater Lokal Life* and *The Stillwegian* are new independent locally-owned news sources. Visit Stillwater has partnered with them to spotlight upcoming, monthly Visit Stillwater promotional videos, and links to our comprehensive community calendar of events.

A message from Visit Stillwater



# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025



## Stillwater, OSU, and Payne County Map

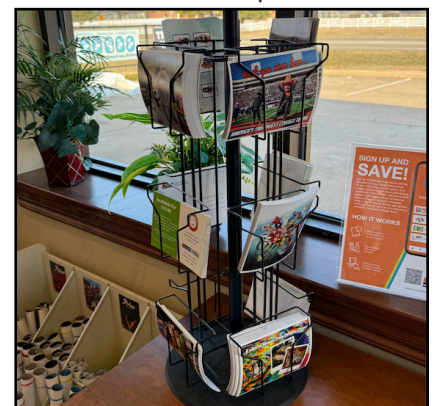
Stillwater maps continue to be one of the most requested resources at the 24/7 Visitor Information Center, serving both residents and visitors across all age groups. Based on ongoing feedback and usage patterns, Visit Stillwater produced an updated map designed to better meet the needs of those utilizing it. The new 2025 Stillwater map is a manageable size and includes a detailed street index, a broader view of Payne County, and, through a partnership with Oklahoma State University, an OSU campus map. Visit Stillwater worked with a local cartographer and designer to create the first updated map since 2022. A total of 12,500 copies were printed to meet continued demand.

## 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 for local businesses and realtors when putting together relocation or recruitment packets.

## Stillwater Post Cards

The Visit Stillwater Information Center is the only location in town offering free, uniquely designed postcards that celebrate Stillwater's personality and charm. Our collection includes a variety of original designs such as "The Original Home of Red Dirt Music," "Eskimo Joe's Jumpin' Little Juke Joint," "Greetings from SWO," an eye-catching "All Things Stillwater" 3D graphic, "Wish You Were Here" featuring Pistol Pete, and "A Little Slice of Heaven from Campus Corner" highlighting Hideaway Pizza. These postcards provide residents and visitors with fun, locally inspired souvenirs to share or keep as mementos of their time in *America's Friendliest College Town*.



# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## Retail Center and T-shirt Cart

Recognizing a need for general Stillwater-themed merchandise beyond the wide selection of OSU gear already available in town, Visit Stillwater launched its in-house retail center. Located inside the Visitor Information Center, the retail space offers a curated collection of Stillwater-branded items and a wide variety of travel essentials. From t-shirts, stickers, and drinkware to tote bags, travel pouches, smart device chargers, luggage tags, and seasonal merchandise, the shop gives visitors a chance to take home a piece of *America's Friendliest College Town* while stocking up on items to support their journey.

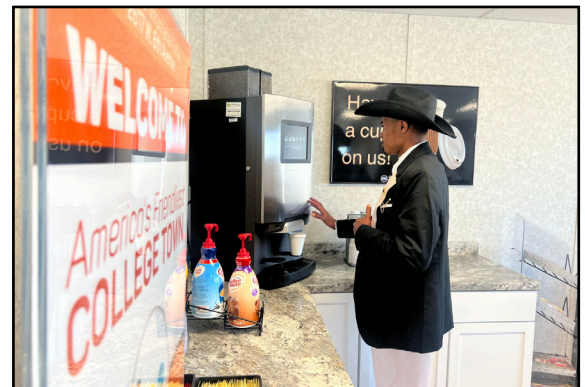


## Stillwater Information Stands & Coffee Station at SWO

Visit Stillwater maintains visitor information stands within the inbound and outbound terminals at the Stillwater Regional Airport and “#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 gourmet coffee station in the outbound terminal to further enhance the use of our local American Airlines service.

Additionally, Visit Stillwater produces and promotes monthly 60-second video features that play on terminal TV screens, highlighting 6–8 upcoming events or local businesses. These videos are designed to capture the attention of both residents and visitors, further encouraging them to shop local, attend community events, and explore all Stillwater has to offer.

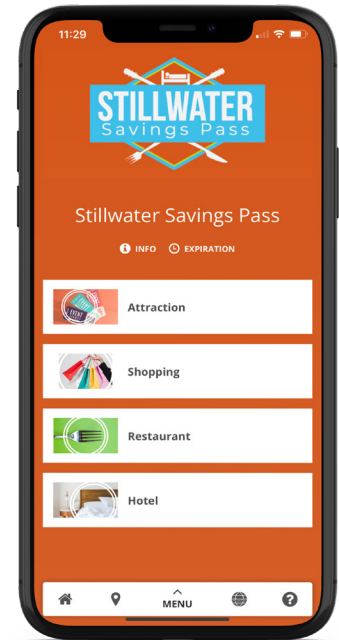


# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## 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 tour and visitors in location-based, experiential walking tours, interactive challenges, and treasure hunts.



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

## SWO Icons

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



# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## 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 for 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 for a chance to win one of five \$500 American Airline Gift Cards for every \$50 spent.



## Boomer Blast

Visit Stillwater supported the City of Stillwater's annual Boomer Blast celebration with a \$4,000 sponsorship and promoted the Fourth of July event and fireworks display through local television and radio, the community calendar, and the summer window painting display.



## Women's Universal Tennis Rating Pro Series

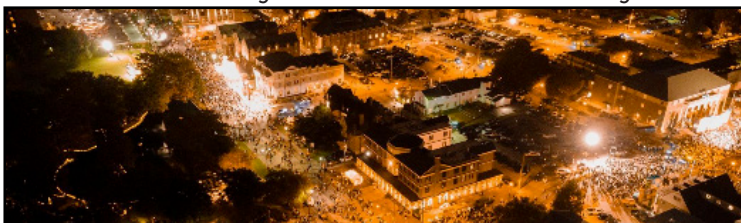
Visit Stillwater provided hospitality and curated 30 welcome gift bags for a worldwide tour stop, along with covering hospitality costs. A welcome banner was also created for the Visit Stillwater website homepage to greet players to *America's Friendliest College Town!*



# UTR SPORTS

## #OrangeGlow

Visit Stillwater partnered with OSU Athletics for the second year of the **#OrangeGlow** campaign, encouraging residents and businesses to switch their porch and exterior lights to orange bulbs throughout the football season. Participation continued to grow in the campaign's second year, with Visit Stillwater distributing 100 double packs of orange light bulbs to further encourage visibility across residential neighborhoods and business districts. The **#OrangeGlow** campaign earned a 2025 RedBud Award for Best Overall Marketing Campaign at the annual Oklahoma Travel & Tourism Industry Association ceremony.



# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

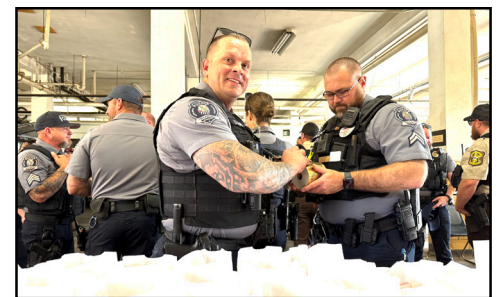
## Oklahoma State University Homecoming 2025

On August 21, Visit Stillwater hosted a special Hideaway Pizza dinner at the OSU Alumni Center for the Mayor to personally thank over 250 OSU Homecoming Executive Team and House Directors for their dedication and hard work. We also designed a magnet strip highlighting Visit Stillwater, #FlySWO, the Homecoming Logo and The Original Home of Red Dirt Music as a gift to the exec team and Alumni Association staff.



On October 17, Visit Stillwater delivered and served 165 Chick-fil-A meals with City staff to first responders working the OSU Homecoming Walkaround event to show appreciation for their service and support during one of Stillwater's largest annual gatherings.

On October 17, the Visit Stillwater team also volunteered at the Boone Pickens Legacy Experience's History & Homecoming Event, assisting guests at Heritage Hall in Gallagher-Iba Arena. Visitors had the opportunity to tour three historical Stillwater venues, the Boone Pickens Legacy Experience, OSU's Heritage Hall, and the National Wrestling Hall of Fame & Museum, before OSU's Homecoming Walkaround™. Guests visiting all three venues were entered to win a \$500 American Airlines gift card, highlighting #FlySWO at Stillwater Regional Airport.



## Lt. Governor's Travel & Tourism Summit

On November 7, the summit brought together Oklahoma's travel and tourism leaders for a full day of insights, networking, and collaboration. Nearly 30 representatives from local Destination Marketing Organizations (DMOs) participated in engaging morning sessions led by a nationally recognized speaker from Madden Media. The afternoon welcomed over 70 tourism professionals from across the state for presentations, including a keynote by Lt. Governor Matt Pinnell, followed by a reception that provided attendees with opportunities to connect and share ideas.



# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## Fly Home for the Holidays

Starting in November, Visit Stillwater kicked off the 3rd Annual Fly Home for the Holidays campaign. From November 22, 2025 to January 4, 2026, residents and visitors were encouraged to shop, dine, and stay in Stillwater. Anyone who spent \$50 or more could be entered to win one of five \$500 American Airlines Gift Cards to #FlySWO.



## Live 12-Foot Christmas Tree

Visit Stillwater was honored to sponsor the live 12-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. We plan to add another section to extend to 15' in 2026.

## Holiday Parade of Lights

The annual Holiday Parade of Lights was once again co-emceed by Visit Stillwater President and CEO on Tv-31. Visit Stillwater also purchased candy for city employees to hand out before the parade.



## Festive Skies: Our Holiday Heroes & Drone Show

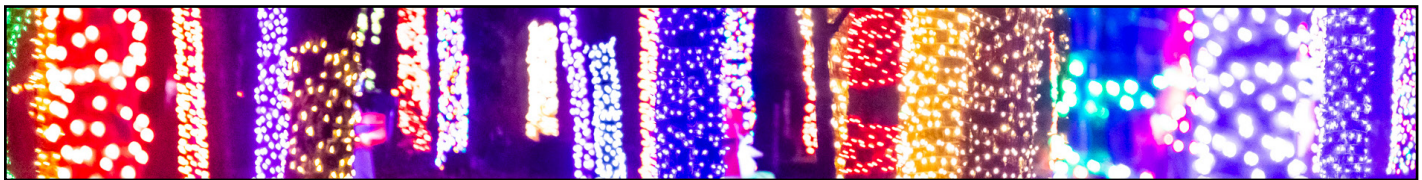
The City of Stillwater coordinated the 2nd annual "Festive Skies: Our Holiday Heroes Celebration and Drone Show" this year in the heart of downtown Stillwater spotlighting and celebrating our first responders. Visit Stillwater and the Chamber of Commerce split the cost to provide residents and visitors with two 15-minute show featuring 100 drones that surprised the crowd with numerous designs, including many specific to Stillwater.

# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## Lights on the Lake

Lake McMurtry's Lights on the Lake was again sponsored by Visit Stillwater. The investment supported the event that took place every day November 28 – January 3, from 6–9 PM. The event featured drive-through displays with an estimated 2,700 attending the holiday event.



## Winter Windows Decorating Contest

Visit Stillwater partnered with Calvary Window Cleaning and Dough Peep's Bakehouse for the 2nd annual "Winter Windows" holiday window decorating contest. Fourteen businesses transformed their storefronts into dazzling displays for the community and visitors to enjoy. The three who exhibited the most impressive originality, workmanship, presentation, and use of lights won a window cleaning gift certificate and 2 dozen custom cookies.

- Funniest – Stonecloud Patio & Taproom
- Most Creative – Memory Lane Vintage Mall
- Most Festive – The Beadery on Main



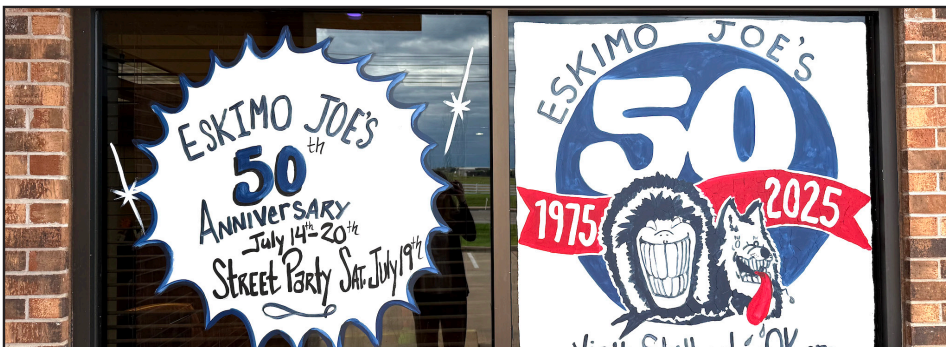
# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## Visitor Information Center Window Decorating

Stillwater artist, Bill Miller, has created fun and festive graphics for the Visit Stillwater front windows for over five years. So far this year we have featured:

- Summer – Boomer Blast, Krazy Daze, FlySWO, ShopSWO, DineSWO, Ring Registers Promotion, Eskimo Joe's 50th Anniversary Week, and OSU Big 3 Field Days.
- Fall – Orange Glow, OSU Cowboy Stampede Rodeo, and OSU Homecoming.
- Winter – Thanksgiving, Holidays 2025, and Fly Home for the Holidays.



## The Original Home of Red Dirt Music Trademark

Visit Stillwater has proudly used the phrase “The Original Home of Red Dirt Music” for almost two decades to honor the city’s deep roots in the Red Dirt music scene. With the overwhelming success of The Boys From Oklahoma concert series, we felt it was the right time to officially register the trademark. This milestone strengthens our commitment to preserving and promoting Stillwater’s role in the origin and evolution of Red Dirt music. We look forward to continuing to celebrate and elevate the genre, while bringing fans and visitors back to Stillwater to experience the music where it all began.



## 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.

# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## Discover Stillwater, MN

After years of name mix-ups at conferences and phone calls mistakenly placed between offices, the Visit Stillwater team formally connected with Discover Stillwater in Minnesota in 2025. The two organizations met via Zoom to discuss potential collaborative initiatives and shared promotional efforts.

Visit Stillwater sent the Discover Stillwater team Oklahoma State University shirts, #OrangeGlow light bulbs, Eskimo Joe's apparel, and other Visit Stillwater promotional items. In return, Discover Stillwater shared their well-known popcorn bags, Stillwater, MN-themed playing cards, and branded bags. This partnership will continue to be fostered as both organizations explore additional opportunities for collaboration in the future.



## Wayfinding

The Visit Stillwater team, in partnership with the City of Stillwater, is spearheading a comprehensive community-wide wayfinding and signage program to transform Stillwater into a more welcoming community by guiding visitors from points of entry to key districts, attractions, parks, and recreational opportunities.

In conjunction with a community branding refresh, residents will also see more attractive signage that will enhance a sense of pride and strengthen Stillwater's brand identity and economic appeal.

Visit Stillwater and the City of Stillwater have contracted with MERJE, a team of multidisciplinary designers and planners, who have led more than 75 communities through their branding, signage, and wayfinding plans and projects.



# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## Community Involvement

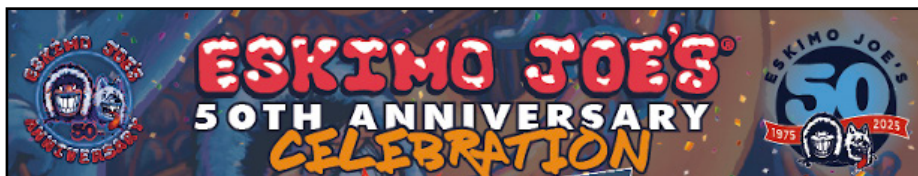
The Visit Stillwater team values giving back to the community and actively participating alongside local partners, organizations, and businesses. Whether through collaboration, promotion, or volunteer support, our staff is committed to uplifting those who make Stillwater a vibrant place to live, work, and visit. The following highlights showcase Visit Stillwater's community involvement efforts over the first half of the fiscal year.

## Stillwater Chamber of Commerce Sponsorships

Throughout the year, Visit Stillwater proudly supports the Stillwater Chamber of Commerce as a sponsor of key events and initiatives. This includes serving as the Presenting Sponsor for the annual Agriculture Banquet, a Premier Sponsor for the Economic Development Summit, and participating as a featured Leadership Stillwater Agriculture Session sponsor and speaker.

## Eskimo Joe's 50th Anniversary Week

In July, a beloved Stillwater staple celebrated its 50th Anniversary. Visit Stillwater promoted Eskimo Joe's events across social media platforms and VisitStillwater.org, attended the week-long festivities, were present for the unveiling of the time capsule buried in 1995, and featured the milestone anniversary on the cover of the 2025 *Stillwater Guide to the Local Scene* and throughout ad campaigns for the year.



## Dancing Turtle Arts Festival

Visit Stillwater served as an event sponsor for the Dancing Turtle Arts Festival, securing television and radio promotion and providing additional marketing support. Prior to the event, Visit Stillwater hosted planning meetings in its office, distributed Dancing Turtle Arts Festival pocket guides, promoted the event through social media, and attended the festival.



# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## Fire Station #2 Opening

The Visit Stillwater team attended the grand opening event and played a primary role in a “Yes” vote that made the new facility possible.



## Block 34

In celebration of the opening of Block 34, a community time capsule was created to preserve the story of the development and commemorate milestones that have shaped Stillwater in 2025. Visit Stillwater contributed items that reflect its role in promoting local tourism and enhancing community engagement. The capsule will be sealed and stored onsite to be reopened in 34 years, serving as a future reminder of the community’s growth and the collaborative spirit behind Block 34.



## Google Data Center

Visit Stillwater staff attended the Google Data Center event in Pryor, OK to support the City of Stillwater and their leadership and the economic development team. We gained valuable insights about the data center initiatives and how it will affect both residents and visitors alike.

## Mayoral State of the City

Visit Stillwater served as the premier sponsor for the event. We promoted #FlySWO in sponsorship messaging, provided The Original Home of Red Dirt Music slap koozies to attendees, and filled a table at the event with Visit Stillwater board members and partners.



# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## Downtown Stillwater Scarecrow Competition

Visit Stillwater proudly participated in the Downtown Stillwater Association (DSA) Scarecrow Contest with our scarecrow, "Tourist Tim." Tim was equipped with a #FlySWO boarding pass and a waterproof camera for visitors and residents shopping in Downtown Stillwater to snap a picture with him!

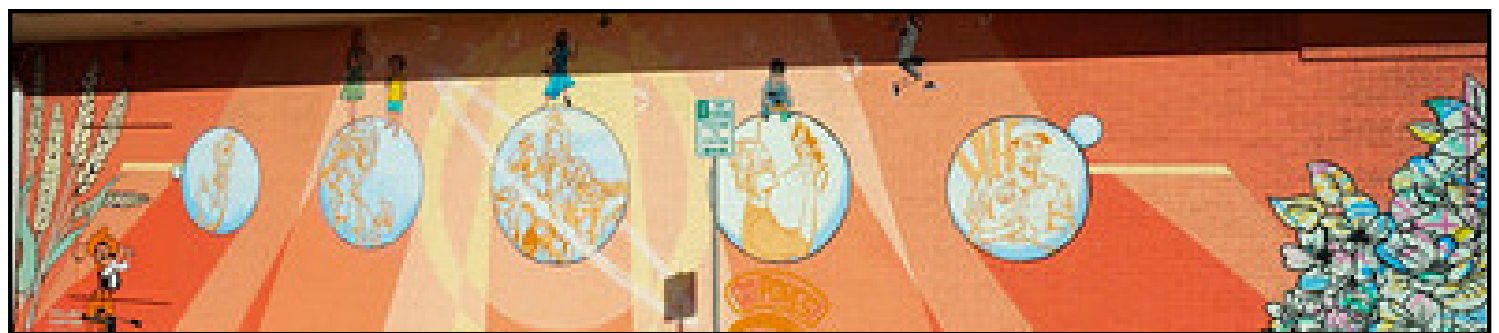
## Stillwater Medical Trunk or Treat

The Visit Stillwater team participated in Stillwater Medical's annual "Trunk-or-Treat" event in the parking lot of its 12th Street location on October 30. Approximately 325 vehicles went through the lot, and candy was distributed to over 500 kids.



## Be Bright Mural Reveal

Viktor Hovland, a rising star on the PGA Tour, Valspar Champion, and OSU alumnus, chose his collegiate home for the "Be Bright" mural initiative. The community art program spreads positivity through colorful, large-scale murals, using Valspar paint to beautify public spaces and foster connection, featuring local artists. Visit Stillwater assisted the OSU Men's Golf Coach, Alan Bratton, in locating a mural location, and later attended the mural reveal at Chris' University Spirit, a "Swinging Pete" apparel location.



## OK Pork Council Give-A-Ham

On December 23, Visit Stillwater proudly participated in the Oklahoma Pork Council's 2025 Give-A-Ham campaign by accepting the challenge from the Oklahoma Pork Council and passing it forward to Our Daily Bread. This annual campaign encourages community giving during the holiday season through the donation of hams to those in need.



# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## Gift Baskets & Bags

Visit Stillwater proudly supports local partners and organizations by assembling gift baskets and bags for a variety of events and initiatives throughout the year. For the Universal Tennis Rating (UTR) Pro Summer Slam (Women's) on July 7, Visit Stillwater provided 24 Visit Stillwater and FlySWO reusable bags filled with branded swag and local goodies, valued at \$500, to welcome players and participants.

Visit Stillwater also contributed to the Town and Gown Theatre Diamonds Are Forever Gala on September 11 with a \$50 American Airlines gift card and a suitcase filled with travel essentials, valued at \$350. For the Stillwater Frontier Rotary Wine Into Water event on November 7, Visit Stillwater donated a \$500 American Airlines gift card along with a suitcase of travel-themed essentials, valued at \$850. These efforts reflect Visit Stillwater's ongoing commitment to community support, collaboration, and hospitality.

URT Pro Summer Slam



Town & Gown Theatre Diamonds Are Forever Gala



Stillwater Frontier Rotary Wine Into Water



# SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

## Committee Coordination & Involvement

### Board Representation

The Visit Stillwater President and CEO serves on several boards that directly support community development and destination marketing efforts. These appointments strengthen collaboration across sectors and ensure the tourism perspective is included in key decision-making processes. Boards served include:

- Oklahoma Travel Industry Association
- Special Olympics Oklahoma
- Stillwater Arts Council
- Washington School Heritage Foundation
- National Wrestling Hall of Fame 50th Anniversary



### Committee Facilitation & Hosting

In addition to participation, Visit Stillwater also coordinates and hosts several committees and recurring meetings to ensure consistent communication and collaboration among key community stakeholders. These efforts help align promotional strategies, encourage cross-promotion, and foster shared success. Coordinated groups include:

- Quarterly Hotel Education Luncheons
- Market Stillwater (City of Stillwater, OSU Athletics, OSU Brand Management, Visit Stillwater)
- Core Commercial Districts Committee (Downtown, Campus Corner, The Strip, City of Stillwater, and the Stillwater Chamber of Commerce)
- Stillwater Community United (coordinates MLK Jr. and Juneteenth events)

These committees play a vital role in building strong local partnerships, expanding marketing reach, and supporting Stillwater's visitor economy.



### Committee Participation

Visit Stillwater team members actively participate in local committees and collaborative groups that allow for deeper engagement with partners and provide valuable insight into community needs. These efforts enhance our ability to support local businesses, event organizers, and civic initiatives through marketing and promotion. Committees include:

- Stillwater Communications Team
- Downtown Stillwater Cultural District
- Downtown Merchants Association
- Stillwater Art Integration
- Payne County Expo Center
- Special Olympics Summer Games Committee
- Washington Street Merchants Group
- National Wrestling Hall of Fame 50th Anniversary Celebration

# VISITOR TAX

July 2025 - December 2025

In 1985, a referendum establishing a 4% hotel room tax (visitor tax) was approved. Then 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 \$1,260,000 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.



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 29). Total visitor tax collections at mid year reflected a 19% decrease due to a company filing amended returns in December 2024 and remitting substantial additional amounts due for prior reporting periods.

# VISITOR TAX

July 2025 - December 2025

## Impact of Visitor Tax:

	City's Projected Visitor Tax for the Year	Total Visitor Tax for the Year	70% of Total Visitor Tax for the Year	30% of Total Visitor Tax for the Year	Visit Stillwater Contract Amount	Amount Generated Above the VS Contract Amount for Destination Marketing (70%)
<b>FY '23</b>	\$1,300,000	\$1,566,718.40	\$1,096,702.88	\$470,015.52	\$975,000	\$121,702.80
<b>FY '24</b>	\$1,300,000	\$1,647,237.87	\$1,153,066.50	\$494,171.37	\$1,120,000	\$33,066.50
<b>FY '25</b>	\$2,300,000 (from \$1,600,000)	\$2,547,734.29	\$1,783,413.90	\$764,320.26	\$1,120,000	\$663,413.90
<b>FY '26 mid-year</b>	\$1,800,000	\$1,273,572.07	\$891,500.40	\$382,071.60	\$1,260,000	TBD
<b>TOTAL:</b>		\$7,035,262.63	\$4,924,683.60	\$2,110,578.70		\$818,183.20+

(Year End - FY 2025)

Since successfully passing the referendum to increase the visitor tax from 4% to 7% effective July 1, 2022, **\$2,110,579** has been generated to develop and maintain visitor development amenities for Stillwater. At the end of the fiscal year 2025, an additional **\$818,183** in visitor tax revenue had been generated above the Visit Stillwater contracted amount to be utilized for long-range strategic destination marketing and management professional services, such as a comprehensive wayfinding and signage program for the community.

In addition to the visitor tax, the City of Stillwater has collected a 4% sales tax from guests staying in local hotels and short-term rentals, totaling approximately **\$4,020,150**. Also, hotels operate continuously, requiring lighting, heating, cooling, ventilation, and other services around the clock and are among the largest users of city utilities, particularly energy and water. Our visitors, 17 hotels, and over 500 short-term rental properties contribute significantly to our quality of life, essential services, and infrastructure.



## Visitor Tax:

	FY '23 Month	FY '23 Year	FY '24 Month	FY '24 Year	FY '25 Month	FY '25 Year	FY '26 Month	FY '26 Year	
<b>July</b>	\$76,900.39	\$76,900.39	\$163,782.84	\$163,782.84	\$204,281.41	\$204,281.41	\$232,067.91	\$232,067.91	OTC - May Collections
<b>Aug.</b>	\$98,157.84	\$175,058.23	\$173,599.77	\$337,382.61	\$172,491.75	\$376,773.16	\$222,551.25	\$454,619.16	OTC - June Collections
<b>Sept.</b>	\$123,489.24	\$298,547.47	\$104,269.68	\$441,652.29	\$111,120.88	\$487,894.04	\$188,368.77	\$642,987.93	OTC - July Collections
<b>Oct.</b>	\$121,879.40	\$420,426.87	\$128,528.82	\$570,181.11	\$146,597.91	\$634,491.95	\$186,513.99	\$829,501.92	OTC - August Collections
<b>Nov.</b>	\$187,512.30	\$607,939.17	\$164,678.85	\$734,859.96	\$207,825.23	\$842,317.18	\$216,722.35	\$1,046,224.27	OTC - September Collections
<b>Dec.</b>	\$198,504.27	\$806,443.44	\$183,887.00	\$918,746.96	\$731,140.72 *	\$1,573,457.90	\$227,347.80	\$1,273,572.07	OTC - October Collections
<b>Jan.</b>	\$165,293.62	\$971,737.06	\$142,854.05	\$1,061,601.01	\$176,726.68	\$1,750,184.58			OTC - November Collections
<b>Feb.</b>	\$89,331.65	\$1,061,068.71	\$98,479.86	\$1,160,080.87	\$136,249.76	\$1,886,434.34			OTC - December Collections
<b>March</b>	\$85,858.59	\$1,146,927.30	\$84,870.55	\$1,244,951.42	\$106,699.53	\$1,993,133.87			OTC - January Collections
<b>April</b>	\$95,679.60	\$1,242,606.90	\$92,800.84	\$1,337,752.26	\$140,607.38	\$2,133,741.25			OTC - February Collections
<b>May</b>	\$176,634.56	\$1,419,241.46	\$129,978.01	\$1,467,730.27	\$194,630.99	\$2,328,372.24			OTC - March Collections
<b>June</b>	\$147,476.94	\$1,566,718.40	\$179,507.70	\$1,647,237.97	\$219,362.05	\$2,547,734.29			OTC - April Collections
		<b>83% increase</b>		<b>5% increase</b>		<b>55% increase</b>		<b>19% decrease</b>	
<b>City's Budgeted Amount</b>		<b>\$1,300,000</b>		<b>\$1,300,000</b>		<b>\$2,300,000</b>		<b>\$1,800,000</b>	

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

• 7% Visitor Tax

• 7% Visitor Tax

• 7% Visitor Tax

\* The increase in the Visitor Tax collections is the result of a company filing amended returns and remitting additional amounts due for prior reporting periods.

# VISITOR TAX

July 2025 - December 2025

## Hotel Data:

Stillwater is home to 17 hotel properties with a total inventory of 1,373 total rooms. The 8 Stillwater hotels included in the Zartico data set are Fairfield by Marriott, Hampton Inn & Suites, Hampton Inn & Suites West, Holiday Inn Express & Suites, Holiday Inn & Suites, Home2 Suites by Hilton, Residence Inn by Marriott, and Springhill Suites by Marriott.



## Short-Term Rental (STR) Data:

The number of short-term rental properties online fluctuates greatly from day to day and month to month. The number of short-term rentals we had online in Stillwater fluctuated between 417 and 514 active listings from, July 1, 2025 – Dec 31, 2025.

## How Visitors Fueled Lodging from July '25 to Dec '25



ADR - Average Daily Rate

STR - Short Term Rental

# VISITOR TAX

July 2025 - December 2025

Overnight stays fuel the visitor economy, fund long-term strategic destination marketing efforts, develop and maintain visitor development and quality-of-life amenities, and provide two streams of income for the City of Stillwater through both sales tax and at least 30% of the visitor tax revenue.

This year, hotel and short-term rental data points are provided through our partnership with Zartico, a travel and tourism technology platform that uses advanced data science to turn mobility and economic data into actionable insights for destination marketing and management. Their platform and technology utilize geolocation, spending, and lodging data to assist both the sales and marketing teams of Visit Stillwater.

By transforming complex data into actionable insights, Zartico helps reveal patterns in visitor behavior—enabling us to better **identify** and **reach** our ideal visitors, refine marketing tactics, and clearly **communicate** the impact of tourism.

This year we also invested in the Zartico lodging data modules to spotlight different facets of overnight stays within our community. We are transitioning from the data provided through subscriptions with STR and Airdna because it is based solely on **self-reported information and scraped internet assumptions**.

The Zartico lodging trends are based on the largest commercially available data set for hotels and short-term vacation rentals. Most importantly, this data gives actionable performance indicators like length of stay and average stay value which are based on **actual lodging transactions** from the global distribution system (GDS – worldwide reservation system) and property management inventories.



# A VISITOR DEFINED

July 2025 - December 2025

Before diving into the data, it is important to understand how a “visitor” is defined and measured within the context of our tourism economy. Not every person who enters Stillwater has an impact on our visitor economy, for example, someone visiting family and never leaving the house isn’t contributing to local tourism revenue. Our goal is to track meaningful impact: people of impact visiting places of impact.

## How is a Visitor defined by Zartico?

A Visitor is someone who has:

- Originated from 50+ miles outside Stillwater city limits.
- Stayed for more than 2 hours in our destination.
- Visited at least one place of impact.



This definition ensures we are capturing individuals who are likely spending money and directly contributing to Stillwater’s tourism economy.



## How is this information gathered?

Visitor data is based on anonymous mobile device signals. When a device is detected in Stillwater originating from more than 50 miles away and meets the above criteria, it is counted as a visitor. There is no minimum amount of time a person must spend at a place of impact, but their presence must be recorded at least once to register a visit.

This methodology allows Visit Stillwater to more accurately measure visitation, understand behavioral trends, and evaluate the true economic impact of our tourism initiatives.

# VISIT STILLWATER DELIVERABLES

July 2025 - December 2025

The fiscal year 2026 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, and visitor experiences.

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.

While the system is customized to 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 23-24	FY 24-25	FY 25-26	Goal	% of Goal
Increase website traffic by 3% *	483,437	604,204	*257,510	622,330	41%
Increase website page views by 3% *	904,007	1,284,254	*483,185	1,322,782	37%
Increase website sessions originating from Dallas DMA by 2% *	82,230	86,957	*35,839	88,696	40%
Increase referred traffic from social media to website by 3%*	44,858	68,769	*32,467	70,832	46%
Publish 365 original social media posts	501	434	190	365	52%
Increase social media followers by 5%	40,235	42,993	45,025	45,143	100%
Increase social media reactions by 5%	107,059	203,311	117,740	213,477	55%
Increase Facebook reach by 3%	3,877,937	8,183,045	5,414,563	8,592,197	63%
Provide 100 sweepstakes giveaways	130	132	55	125	44%
Promote 2,000 locally held events at VisitStillwaterOK.org	2,002	2,005	981	2,000	49%
Load 50 primary local events on the OK Tourism and Recreation Department website	53	51	28	50	56%
Create 12 videos highlighting Stillwater events, attractions, and businesses	12	12	6	12	50%
Create 4 :30 second commercials	---	4	2	4	50%
Publish 24 blog posts	24	24	11	24	45%

Year-over-year changes in website traffic, page views, sessions, and referral metrics reflect broader shifts in digital behavior impacting the travel and tourism industry. Website analytics have been affected by increased A.I. scraper activity, which can distort direct and session-based traffic despite existing bot-detection measures. Additionally, organic search traffic has declined industry-wide as Google's A.I. Overviews now appear in a significant share of travel-related searches, reducing click-throughs to destination websites. On average, destination marketing organization (DMO) data indicate an approximate 40% year-over-year decrease in organic search traffic, underscoring that Visit Stillwater's performance trends align with, and in many areas outperform, broader national patterns, even as engagement and visibility within search and social ecosystems remain strong.

# VISIT STILLWATER DELIVERABLES

July 2025 - December 2025

A. Marketing & Communications	FY 23-24	FY 24-25	FY 25-26	Goal	% of Goal
Produce 12 display/print ads in partnership publications (i.e.: OK Travel Guide, Green Country Travel Guide, STATE, POSSE, Ovations, etc.)	16	19	10	12	84%
Distribute 100,000 Stillwater Guides to the Local Scene (per calendar year) (1)	2024 Guide 100,000	2025 Guide 100,000	2026 Guide 55,146	100,000	100%
Write 12 News Press columns	12	12	6	12	50%
Distribute 12 "Still in the Know" postcards	12	12	6	12	50%
Email 12 eNewsletters	12	12	6	12	50%
Distribute 10,000 copies of 4 different rack cards	44,887	44,465	27,648	40,000	69%
Display 72 banner placements outside the 24/7 visitor information center & VS office	101	104	49	72	68%

(1) All 100,000 copies are distributed by end of each calendar year.



# VISIT STILLWATER DELIVERABLES

July 2025 - December 2025

A. Marketing & Communications	FY 23-24	FY 24-25	FY 25-26	Goal	% of Goal
Display 200 event flyers inside the 24/7 visitor information center	363	369	312	200	156%
Manage 115 360° degree virtual tours for online platforms through Threshold 360 (1)	115	115	115		
Provide the program, serve as a speaker, or exhibit at trade shows for 12 organizations/classes	19	24	9	12	75%
Coordinate guests weekday mornings for Tv-31's "The Morning Edition" - # of guests	238	230	112		
Appear on live local radio weekday mornings to share upcoming event information - # of appearances	153	148	68		
Record podcasts with media partners to promote events and services - # of podcasts	50	49	23		

(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.



# VISIT STILLWATER DELIVERABLES

July 2025 - December 2025

B. Meetings & Events Sales	FY 23-24	FY 24-25	FY 25-26	Goal	% of Goal
Number of sales communications with existing client accounts = (1)	5,124	5,456	2,761		
Number of potential new clients for future meetings or events =	43	48	21		
Number of events booked and/or serviced through Visit Stillwater = (2)	42	45	23		
Increase new events booked and/or serviced through Visit Stillwater by 5%	71	73	38	73	52%

(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. Meetings & Events Sales	FY 23-24	FY 24-25	FY 25-26
Provide visitor development incentive grants & sponsorships to future or expanding events (Reflects grants & sponsorships awarded during the year): (1 & 2)			
- Total amount of grants & sponsorships awarded = \$	\$135,644	\$125,745	*\$57,600
- Total estimated number of day visitors =	59,310	58,646	10,857
- Total estimated number of overnight visitors =	17,350	14,299	1,810
Total estimated visitor spending (through the Destinations International Event Impact Calculator) = \$ (3)	\$6,573,530	\$12,970,618	\$3,114,425

(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) There were grants and sponsorship investments that are not reflected in the day or overnight visitors, or visitor spending. Stillwater Holidays 2025 \$15,000 (Christmas Tree, Parade Candy, Drone Shows), Lake McMurtry Lights on the Lake \$3,000, Downtown Stillwater Association \$5,000, StillWonder Children's Museum \$2,500, and Boomer Blast \$4,000.

(3) 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.

\* This year, our grant and sponsorship numbers reflect changes due to the OSU Cowboy Stampede Rodeo being sponsored and promoted by our partners at Cowboy Sports Properties (\$5,000), and the National Wrestling Hall of Fame being unable to host the Dual Classic (\$5,000) because of a scheduling conflict.

# VISIT STILLWATER DELIVERABLES

July 2025 - December 2025

B. Meetings & Events Sales	FY 23-24	FY 24-25	FY 25-26	Goal	% of Goal
Post event impact of events receiving visitor development incentive grants & sponsorships during the year (Reflects granted & sponsored events occurring during the year): (1)					
- Total amount of grants & Sponsorships awarded = \$	\$102,143	\$119,662	\$43,750		
- Total estimated number of day visitors =	55,840	56,029	12,400		
- Total estimated number of overnight visitors =	16,436	11,14,226	1,025		
Total estimated visitor spending (through the Destinations International Event Impact Calculator) = \$	\$8,220,659	\$11,403,424	\$2,449,445		
Host 4 (quarterly) Stillwater Hotel Education Luncheons	4	4	2	4	50%

(1) There were grants and sponsorship investments that are not reflected in the day or overnight visitors, or visitor spending. Stillwater Holidays 2025 \$15,000 ( Christmas Tree, Parade Candy, Drone Shows), Lake McMurtry Lights on the Lake \$3,000, Downtown Stillwater Association \$5,000, StillWonder Children’s Museum \$2,500, and Boomer Blast \$4,000.

C. Meetings & Events Client Services	FY 23-24	FY 24-25	FY 25-26
Number of services communications with existing client accounts = (2)	6,343	6,397	2,866
Number of groups assisted =	905	1,191	775
Conservative estimated value of services provided = \$ (3)	\$1,117,419	\$1,262,842	\$322,967

(2) 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 and partner accounts.

(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.

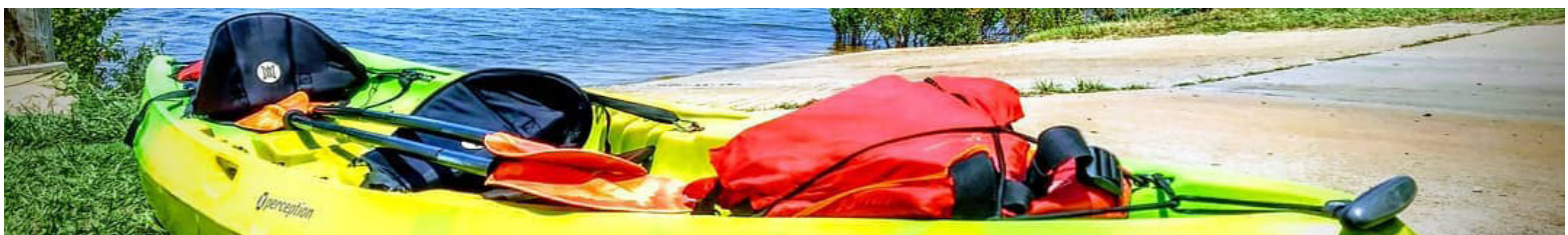
# VISIT STILLWATER DELIVERABLES

July 2025 - December 2025

D. Visitor Experiences	FY 23-24	FY 24-25	FY 25-26
Number of publications distributed from 24/7 visitor information center =	2,267	2,243	1,841
Number of publications distributed from 2 visitor information stands at SWO - inbound and outbound terminals =	1,777	1,845	1,300
<b>405 Day - April 5 - Shop &amp; Fly SWO campaign</b>			
- Number of individuals who participated =	46	15	---
- Number of entries =	77	75	---
- Total sales generated =	\$3,850	\$3,784	---
<b>National Travel &amp; Tourism Week - May - Shop &amp; Fly SWO campaign</b>			
- Number of individuals who participated =	105	198	---
- Number of entries =	125	156	---
- Total sales generated =	\$6,275	\$12,844	---
<b>Krazy Daze - July - Shop &amp; Fly SWO campaign</b>			
- Number of individuals who participated =	30	71 *	1,228 **
- Number of entries =	153	426 *	1,689 **
- Total sales generated =	\$7,682	\$69,054 *	\$84,925 **
<b>Fly Home for the Holidays - End of Nov. - First of Jan. - Shop &amp; Fly SWO campaign</b>			
- Number of individuals who participated =	58	66	70 **
- Number of entries =	1,509	949	663 **
- Total sales generated =	\$75,466	\$79,322	\$77,468 **

\* The spending requirements and gift cards were done differently from FY 2024 to FY 2025.

\*\* Despite both promotions running for the same one-month timeframe, Krazy Daze shows higher numbers as double entries were included.



# VISITOR TAX

July 2025 - December 2025

## Zartico Data:

Geolocation data is a powerful tool to understand and anticipate when, where, and how people move through and engage within our destination. Integrated with visitor spending, we have a better appreciation for the bottom-line impact visitors make on local restaurants, retail shops, accommodations, and other businesses.

Zartico applies advanced data science and proprietary technology to deliver innovative marketing performance solutions. They collect anonymized data from more than 3,000 financial institutions representing 140 million credit and debit cards – and growing. With over 8.8 billion annual transactions from all four card networks, Zartico illuminates spending habits and impact from both visitors and residents.



By transforming complex data into actionable insights, we illuminate the hidden patterns of people and places, empowering our marketing team to identify and engage our ideal visitors at the optimal time, optimize marketing tactics to maximize effectiveness and efficiency, and communicate real-world impact.

Zartico leverages the most advanced data science and proprietary technology and combines decades of expertise in technology, marketing, and tourism to redefine how and where we concentrate our marketing efforts to best engage our visitors.

# VISITOR TAX

July 2025 - December 2025

## Zartico Data:

<p style="text-align: center;"><b>60%</b></p> <p><b>*Visitor spend at local businesses was 60%</b>—down from 63% in the same period last year and from 67% in the 2024 annual report.</p>	<h3 style="margin: 0;">*Impact to Local Businesses From Visitors (Excluding Big Box and Chains)</h3> <p style="margin: 10px 0 0 0;">This represents the share of visitor spending directed to merchant categories most likely to include local businesses.</p> <p style="margin: 10px 0 0 0;">For example, restaurants are included, while fast food chains are filtered out and boutiques are included, but big box stores are not. Also filtered out are gas stations, grocery stores and hotel chains.</p>
<p style="text-align: center;"><b>27%</b></p> <p><b>Visitor spend at local restaurants was 27%</b>—up from 24% in the 2024 annual report, but down from 36% in the semi-annual report.</p>	
<p style="text-align: center;"><b>59%</b></p> <p><b>Visitor spend at local retailers was 59%</b>—down from 71% in the same period last year and from 66% in the annual report.</p>	
<p style="text-align: center;"><b>67%</b></p> <p><b>Visitor spend on arts, entertainment, and attractions was 67%</b>—slightly below the 68% annual report and down from 75% in the semi-annual report.</p>	

## Top Markets Bringing Dollars to Our Destination

Visitor Origin Market	% of Visitors	% of Spend	Average Spend
Tulsa OK	22.57%	13.37%	\$241
Dallas-Ft. Worth TX	10.16%	10.23%	\$367
Oklahoma City OK	23.13%	9.01%	\$241
Houston TX	1.67%	3.18%	\$396
Wichita Falls TX & Lawton OK	2.63%	2.59%	\$307
Wichita-Hutchinson KS	2.79%	2.40%	\$199
Denver CO	1.43%	1.92%	\$420
Sherman-Ada OK	2.60%	1.86%	\$223
Ft. Smith-Fayetteville-Springdale-Rogers AR	2.39%	1.47%	\$235
Minneapolis-St. Paul MN	1.88%	0.67%	\$392
<b>Sum</b>	<b>71.24%</b>	<b>46.70%</b>	<b>\$305</b>

# STILLWATER

## REGIONAL AIRPORT

FY '26 Semi-Annual Report



# #FLYSWO



# AIRPORT OVERVIEW

July 2025 - December 2025

*In many instances, the airport represents the front door to our community and a gateway to the world. Our goal is to communicate that story and connect with a diverse audience – from business to leisure travelers – in a meaningful and impactful way.*

*The Visit Stillwater Board of Directors and team have enthusiastically embraced our new enhanced partnership by serving as the marketing arm of the Stillwater Regional Airport (SWO). The Visit Stillwater team is excited to collaborate with local and regional partners to enhance the airport's brand, increase the number of passengers, and drive future growth.*

-Cristy Morrison, Visit Stillwater, President & CEO

*The professionalism and marketing services provided by Visit Stillwater have been exceptional. It is a pleasure to work with this team, who delivers impressive results and partners effectively in support of our local air service. We look forward to experiencing meaningful results from this team's creativity, dedication, and strategic expertise.*

-Kellie Reed, Stillwater Regional Airport, Director

## **Stillwater Regional Airport Leadership Team:**

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*(21 total employees)*

- Kellie Reed, Airport Director
- Brandon Ingham, Operations Supervisor
- Devon Shiplett, Security Coordinator
- Serge Walczak, Airport Operations Manager
- Duncan Craig, Airport Office Manager
- Doug Nichols, Senior Maintenance Lead

## **Visit Stillwater & SWO Marketing Team:**

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- Cristy Morrison, President & CEO
- Nicole Horn, Vice President & Director of Sales
- Madelyn Trentham, Marketing & Communications Manager
- Mak Vandruff, Marketing & Communications Manager

# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

The Visit Stillwater team maximized the impact of an evolving comprehensive marketing plan where flexibility and local and regional partnerships contribute significantly toward the ability to attract passengers to the Stillwater Regional Airport.

## Quarterly :30 Commercials

Two Quarterly Commercials - for VS, FlySWO, City & Chamber.

Plays on/at:

- News9
- Tv-31
- VS Office
- City Hall
- BancFirst TV
- Government Channel
- Stillwater Medical Center
- SWO Monitors (inbound and outbound terminals)



(Last Visual of :30 Commercial)

## Monthly Promo Videos

Featured in the July-December promo videos.

Plays on:

- Tv-31
- VS Office
- City Hall
- BancFirst TV
- Government Channel
- Stillwater Medical Center
- SWO Monitors (inbound and outbound terminals)



# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## Tv-31 and Tv-31@1 Radio Show

### Live Read Script for All Stillwater High School Athletics Events:

*“Check out everything there is to see and do around America’s Friendliest College Town at VisitStillwater.org*

*Also, learn more about free parking, short security lines, and how travel is a breeze on American Airlines through the Stillwater Regional Airport”*

Tv-31 also plays Visit Stillwater’s monthly promo videos and the quarterly commercials.



## Team Radio, Sports Profile, and Stillwater Radio

(July 1-31 Radio Ad)



(Last Visual of :30 Commercial)

Visit Stillwater  
Ring Registers in July & Crazy Daze  
July 1-31, 2025  
:15  
  
Enter to win 1 of 5 \$500 American Airlines gift cards and fly through the Stillwater Regional Airport by Ringing Registers throughout July and earn double entries during Crazy Daze - July 16-20.  
Go to VisitSillwater.org to plan your shop til you drop stops throughout America's Friendliest College Town!

# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## Team Radio, Sports Profile, and Stillwater Radio

(Nov 22, 2025- Jan 4, 2026 Radio Ad)

Visit Stillwater

Fly Home for the Holidays

November 22, 2025 – January 4, 2026

:15

Fly Home for the Holidays!

Enter to win 1 of 5 \$500 American Airlines gift cards

while flying SWO – Stillwater Regional Airport.

You can enter once for every \$50 spent while shopping, dining, and staying locally through Sunday, January 4<sup>th</sup>

Go to [VisitStillwater.org](http://VisitStillwater.org) for all of the fun details!

(Dec 1-18 Radio Ad)

Visit Stillwater

FlySWO For the Holidays 2025

December 1-18, 2025

Santa

Ho Ho Ho!

Please join me at the Stillwater Regional Airport on Thursday, December 18 from 5:30-7:00 for cookies, cocoa, and to get your picture taken with me!

Mom and Dad, you can also sign up to win one of five

\$100 American Airlines gift cards from Visit Stillwater.

When my sleigh is getting serviced, and the reindeer need a break, the free parking, short lines, and fast baggage claim make traveling through SWO a breeze.

Go to [VisitStillwater.org](http://VisitStillwater.org) for more information.

## The Stillwegian

- *The Stillwegian's* newsletter links Visit Stillwater's monthly video, and is sent to 1,087 subscribers.

### A message from Visit Stillwater



The temperatures are dropping, but the holiday spirit is heating up in Stillwater! Find special gifts and holiday happenings all throughout *America's Friendliest College Town*.

(Dec 19-31 Radio Ad)

Visit Stillwater

December 19-31, 2025

Santa

Ho Ho Ho!

When my sleigh is getting serviced, and the reindeer need a break, the free parking, short lines, and fast baggage claim make traveling through the Stillwater Regional Airport a breeze.

Go to [VisitStillwater.org](http://VisitStillwater.org) to learn more about Fly Home for the Holidays and enter to win a \$500 American Airlines gift card.

# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## College Coupon Book

Front inside cover ad - 15,000 coupon books distributed at:

- NOC Campus
- City of Stillwater
- OSU Student Union
- Lights on Stillwater
- Chamber of Commerce
- Colvin Recreation Center
- Meridian Technology Center
- 24/7 Visitor Information Center

Fall '25



#FlySWO

Stillwater  
REGIONAL AIRPORT

VisitStillwaterOK.org

America's Friendliest College Town!  
The Original Home of Red Dirt Music

The advertisement features a large, colorful diagonal stripe in shades of orange, yellow, and blue. At the bottom, there are three circular icons: a guitar, a bed, and a fork and spoon. The text is bold and clear, with the hashtag #FlySWO at the top.

Spring '26



Visit Stillwater

#Fly SWO

SWO Stillwater  
REGIONAL AIRPORT

SHORT SECURITY LINES  
QUICK BAGGAGE CLAIM  
FREE PARKING

American

VisitStillwaterOK.org

AMERICA'S FRIENDLIEST COLLEGE TOWN!  
THE ORIGINAL HOME OF RED DIRT MUSIC

The advertisement features a white background with a blue and orange wave graphic. At the top, the text 'Visit Stillwater' is written in a cursive font. Below it, the hashtag #Fly SWO is displayed. The SWO Stillwater logo is prominent, followed by a list of airport amenities. The American Airlines logo is also present. At the bottom, there are three circular icons: a guitar, a bed, and a fork and spoon. The text is bold and clear, with the hashtag #Fly SWO at the top.

# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## Cowboy Sports Properties

**OSU Football & Winter Sports Playbill:** 1/2 page color ad distributed to 60,000 football fans/game.

Visit Stillwater **#FlySWO**

**FREE ROUND-TRIP SHUTTLE**  
DOWNTOWN  
BOONE PICKENS STADIUM

**GAMEDAY PARK & RIDE**  
OKLAHOMA STATE

**SWO Stillwater REGIONAL AIRPORT**

**WIN TICKETS**

SHORT SECURITY LINES • QUICK BAGGAGE CLAIM • FREE PARKING

The **ULTIMATE GAMEDAY GUIDE** GET IT HERE!

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

American

VisitStillwaterOK.org **AMERICA'S FRIENDLIEST COLLEGE TOWN!**

**OSU Athletics e-Newsletter:** FlySWO Banner Ad, emailed to thousands of OSU alum and fans.

**FLY EASY. CHEER LOUD. FLY SWO THIS FOOTBALL SEASON!**

**Digital Ad Campaign:** Cowboy Sports Properties targeting the DFW Metro promoting #FlySWO.

**SWO Stillwater REGIONAL AIRPORT**

- ✓ SHORT SECURITY LINES
- ✓ QUICK BAGGAGE CLAIM
- ✓ FREE PARKING

**FREE ROUNDTRIP SHUTTLE**  
DOWNTOWN STILLWATER  
BOONE PICKENS STADIUM

**GAMEDAY PARK & RIDE**  
OKLAHOMA STATE

VisitStillwaterOK.org

**SWO Stillwater REGIONAL AIRPORT**

- ✓ SHORT SECURITY LINES
- ✓ QUICK BAGGAGE CLAIM
- ✓ FREE PARKING

**FREE ROUNDTRIP SHUTTLE**  
DOWNTOWN STILLWATER  
BOONE PICKENS STADIUM

**GAMEDAY PARK & RIDE**  
OKLAHOMA STATE

VisitStillwaterOK.org

Visit Stillwater **SWO Stillwater REGIONAL AIRPORT** ✓ **SHORT SECURITY LINES** ✓ **QUICK BAGGAGE CLAIM** ✓ **FREE PARKING**

# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## Cowboy Sports Properties

### SOCIAL OVERVIEW

2024-25 Social Campaigns						
Campaign Name	Client	Posts	Impressions	Impressions Per Post	Engagements	Engagement Rate
Score Graphics	MidFirst Bank	977	16,570,931	16,961	469,080	2.94%
Simmons Bank Women's Athletics	Simmons Bank	904	4,974,833	5,503	122,813	2.74%
Football Gameday	Stonewolf Casino	35	1,644,761	46,993	56,437	3.43%
Bedlam Sponsor	OEBB	11	1,080,431	32,740	33,597	3.11%
Wheels Up	Stillwater Regional Airport	93	1,052,254	11,315	45,743	4.35%
Cowboy Golf	DOB Medicine	107	1,020,120	5,385	36,298	3.57%
King of the Tailgate	Kingsford	6	958,441	159,740	1,178	0.12%
Up Next	SeatGeek	164	956,810	5,834	34,914	3.66%
Pro Pokes	Poetry Finance	109	849,932	7,798	22,687	2.67%
In the Rankings	Bud Light	75	777,978	10,373	26,258	3.38%
Monster Moment	Monster Energy	61	685,695	11,241	27,582	4.02%
Got Home Safe	OHSO	47	586,983	12,489	13,514	2.31%
On the Road	OTA	11	520,442	47,313	15,954	3.06%
Senior Day	OSU Alumni	50	494,348	9,887	21,995	4.45%

### MAXIMIZING EXPOSURE

#### NEW ELEMENTS:

- :30 in-venue Videoboard Commercials
- BONUS – Exposure in all ESPN+ broadcasts
- Stadium Concourse & Suite TV Ad placements (FanConnect)



# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## Cowboy Sports Properties

### IN PROGRESS & STILL TO COME:

- Shop, Dine & Stay Partner – all sports
- Email Marketing
- 1M Fan365 Impressions
- OSU College Rodeo
- Influencer Marketing | NIL
- Social Media Content Series
  - Team Travel
- 500K Impression Social Media Enter To Win
  - Football Tickets & American Airlines Flight Credit



## BY THE NUMBERS



**34.5**

Minutes of On-Screen Exposure



**112,022**

In-Venue Impressions



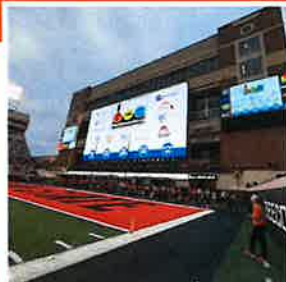
**580,000**

Email Blast



**137,000**

Social Media



**The Beer from Oklahoma Concert Returns to Sooner Stadium**  
After meeting the bid for annual Red Dirt Country Music is a season of 4 2025. The Beer from Oklahoma are returning to Sooner Stadium for your live in 2025.

Cross Country Regional and Tumble Troubadours to headline the April 11 event with special guests: Frank Parks, Shane Smith & The Searns and The Great Shake at the historic home of the Oklahoma State Cowboys.

A limited number of tickets are available for purchase here.

[Buy Now](#)

**FLY EASY. CHEER LOUD.  
FLY SWO THIS FOOTBALL SEASON!**



# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## Cowboy Sports Properties

### MAXIMIZING EXPOSURE

#### NEW ELEMENTS:

- :30 in-venue Videoboard Feature – Men's Basketball, Women's Basketball, Wrestling
  - Shop, Dine & Stay
- BONUS – Exposure in all ESPN+ broadcasts
- Rodeo Program – Outside Cover



### IN PROGRESS & STILL TO COME:

- Shop, Dine & Stay Partner – all sports
- Email Marketing
- 1M Fan365 Impressions
  - Impressions (to date): 295,022
  - Clicks: 152
  - CTR: .05%
- OSU College Rodeo
  - October 24<sup>th</sup>
- Influencer Marketing | NIL
- Social Media Content Series
  - Team Travel
- 500K Impression Social Media Enter To Win
  - Wrestling Tickets (vs Iowa) & American Airlines Flight Credit







# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## Cowboy Sports Properties

### BY THE NUMBERS

 <b>599,271</b> ETW Impressions	 <b>454,940</b> In-Venue Impressions (to date)	 <b>2.36M</b> Accounts Reached through Email Blast	 <b>1.4M</b> Social Media Impressions
--	--	--	--

FLY EASY. CHEER LOUD.  
FLY SWO THIS SEASON!

\*Fly in the SWO Family, all aboard and here, to do our part. We're helping Southwest fly easy and cheer loud for a home away from home. Buy in, fly easy, going to SWO? Fly in the SWO with a Southwest plane, wherever it is, we'll have you covered. So, what? Fly in the SWO Family!



# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

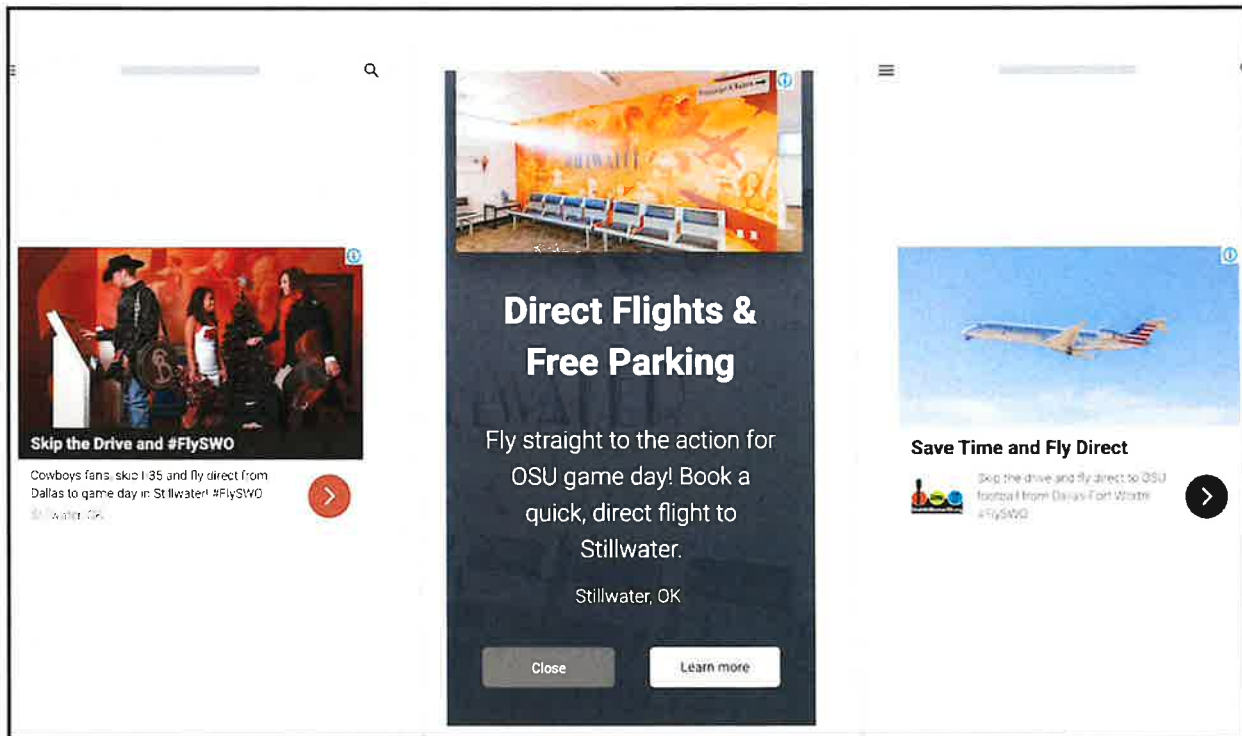
## Madden Media

Visit Stillwater has had a long term partnership with Madden Media, a premier tourism and marketing agency.

### Fly Football Google Responsive Display campaign running August 1-October 18.

July Google SEM performance:

- CTR (click through rate), 15.61%, 729 overall clicks, 4,670 impressions
- July's CTR, 15.61%, is over 65% above Madden's DMO benchmark of 9.40%.



# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## STATE Magazine

2-page ad, inside back cover and facing page

- Full page, color ad distributed to 35,000 OSU alumni and fans.

Visit Stillwater **#FLY SWO**

**FREE** ROUND-TRIP SHUTTLE

**GAMEDAY & RIDE** Stillwater OKLAHOMA  
OKLAHOMA STATE

DOWNTOWN <> BOONE PICKENS STADIUM

**WIN TICKETS**

The **ULTIMATE GAMEDAY GUIDE**

GET IT HERE!

**SWO Stillwater REGIONAL AIRPORT**

**SHORT SECURITY LINES • QUICK BAGGAGE CLAIM • FREE PARKING**

Flying American Airlines through the Stillwater Regional Airport (SWO) makes travel a breeze!

American

VisitStillwaterOK.org **AMERICA'S FRIENDLIEST COLLEGE TOWN!**

## POSSE Magazine

2-page ad, inside front cover and facing page

- Mailed to 3,000 members via mail, based on giving level
- Online edition available for all 10,000 POSSE members
- Links to each issue hosted on the POSSE website
- Promoted via email and social media channels
- Annual readership: 90,000 (based on 3 readers per household 3 times a year)

# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## Ovations! Magazine Ad

- 1/2 Page, color ad
- Official magazine of the McKnight Center for the Performing Arts
- 3,700 copies printed
- Available for free at all performances
- Displayed in the 24/7 Visitor Information Center

Fall Ad

Visit Stillwater #FlySWO

FREE ROUND-TRIP SHUTTLE

GAMEDAY PARK & RIDE

OKLAHOMA STATE

DOWNTOWN BONE PICKENS STADIUM

WIN TICKETS

The ULTIMATE GAMEDAY GUIDE

GET IT HERE!

SWO Stillwater REGIONAL AIRPORT

SHORT SECURITY LINES • QUICK BAGGAGE CLAIM • FREE PARKING

Flying American Airlines through the Stillwater Regional Airport (SWO) makes travel a breeze!

American

VisitStillwaterOK.org AMERICA'S FRIENDLIEST COLLEGE TOWN!

Winter Ad

Stillwater Holidays

2025

ENTER THE Fly Home for the Holidays PROMOTION

WIN UP TO \$500

AMERICAN AIRLINES GIFT CARDS!

SWO Stillwater REGIONAL AIRPORT

• SHORT SECURITY LINES •

• QUICK BAGGAGE CLAIM •

• FREE PARKING •

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

American

VisitStillwaterOK.org

AMERICA'S FRIENDLIEST COLLEGE TOWN!

GO TO VisitStillwater.org/Stillwater-Holidays

for all of the events and activities taking place over the holidays.

# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## September USA Today - Go Escape Texas and the Southwest

1/2 page ad

Print version distributed regionally in:

- Texas
- Arizona
- New Mexico
- Nevada
- Oklahoma
- Utah
- Colorado

A digital version of the publication is also shared with USA Today's distribution partners and other prominent travel industry partners, who will promote it through their social media channels reaching *millions* of followers.

## Town & Gown Theatre Season Playbill

75th Season Partner - B/W ad within Playbill

- 5,300 printed this year

## 2026 OK Travel Guide

1/4 page ad

- 150,000+ Print & Digital copies distributed each year

# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## Green Country Tourism

- 1/2 page ad
- Full page editorial

## Stillwater Chamber of Commerce

- Conference room sponsorship - displayed on TV 24/7

**Visit Stillwater #Fly SWO**

Want to know what's happening in Stillwater? Scan this and find out! **EVERYTHING STILLWATER**

**SWO Stillwater REGIONAL AIRPORT**

- SHORT SECURITY LINES
- QUICK BAGGAGE CLAIM
- FREE PARKING

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

American

VisitStillwaterOK.org **AMERICA'S FRIENDLIEST COLLEGE TOWN!**  
THE ORIGINAL HOME OF RED DIRT MUSIC

**#Fly SWO**

Want to know what's happening in Stillwater? **SCAN HERE and find out!**

**SWO Stillwater REGIONAL AIRPORT**

- SHORT SECURITY LINES
- QUICK BAGGAGE CLAIM
- FREE PARKING

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

American

VisitStillwaterOK.org **AMERICA'S FRIENDLIEST COLLEGE TOWN!**  
THE ORIGINAL HOME OF RED DIRT MUSIC

## Commerce Magazine

- 2-page spread and back cover
- Distributed to all Stillwater Chamber membership holders

**American**

Terminal Size: 31,375 sq. ft.  
Project Cost: \$30 million  
Completion Date: August 2026  
Partners: FAA, OGA, City of Stillwater  
Commercial Airline: American Airlines to OPR  
First Terminal Built: 1962

**SWO Stillwater REGIONAL AIRPORT**

**Stillwater Regional Airport (SWO) is preparing to take off into a new era.** A new terminal is officially under construction, marking it as one of the biggest infrastructure projects in Stillwater's recent history. The 31,375-square-foot facility, set to open in August 2026, will elevate the passenger experience and strengthen Stillwater's connection to the world.

**About the Project:** The \$30-million terminal project, funded through partnerships with the Federal Aviation Administration, the Oklahoma Department of Aerospace and Aviation, and the City of Stillwater. The new terminal will include two gates, expanded amenities, a four-level parking area, a design element inspired by Stillwater's rich history and culture.

**Growth by the Numbers:** Since a merger of service began in 2016, Stillwater Regional Airport has experienced rapid growth. By the end of 2025, the airport is projected to reach 35,000 enplanements, surpassing the previous year's total of 30,000 passengers. The new terminal will be the centerpiece for a future plan of strategic future expansion, including the potential to host new routes for American Airlines.

**Regional Impact:** SWO is one of only four airports in Oklahoma offering scheduled commercial air service, providing direct daily routes to Dallas-Fort Worth through American Airlines. The new facility will enhance service for residents, business, and OGA users a 200 to 300 miles away, bringing vital economic, research, and economic development.

**Future Vision:** The new terminal is just a step in SWO's 20-year master plan, developed by Mead & Hunt. The plan includes additional construction, such as a taxi on board and general aviation requirements. The plans for the future will be made in close cooperation with the community and aviation needs, ensuring that the airport remains the hub of innovation and connectivity that it is.

**Designed for the Decades:** Replacing a building originally constructed in 1962, the terminal is a reformation of decades of progress and partnership. From the modern amenities to the thoughtful design, the facility will be a landmark for generations to come. Students, fans, and flyers of all kinds will be welcomed by the new terminal with the spirit and experience they deserve.

**Stay Connected:** Follow #VisitStillwater and @StillwaterRegionalAirport for your favorite news and American Airlines gift cards to #FlySWO throughout the year!

VisitStillwaterOK.org

**Visit Stillwater #Fly SWO**

Want to know what's happening in Stillwater? **SCAN HERE and find out!**

**SWO Stillwater REGIONAL AIRPORT**

- SHORT SECURITY LINES
- QUICK BAGGAGE CLAIM
- FREE PARKING

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

American

VisitStillwaterOK.org **AMERICA'S FRIENDLIEST COLLEGE TOWN!**  
THE ORIGINAL HOME OF RED DIRT MUSIC

# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## Chamber Economic Summit and Agriculture Banquet

- PowerPoint slide shown throughout the event(s)
- Visit Stillwater is the premier sponsor of the Economic Summit



## Mayoral State of the City Luncheon

- PowerPoint Slide shown throughout event
- Visit Stillwater is a premier sponsor of the event



# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## Stillwater Newspress

Visit Stillwater advertises with the Stillwater NewsPress across multiple platforms, including both print and digital placements, to maintain a consistent and recognizable #FlySWO message throughout Stillwater and the surrounding communities.

## Stillwater Magazine

Back inside cover.

- Readership of 10,000 plus - Glossy lifestyle magazine
- Inserts into the Stillwater News Press
- Distributed to high traffic locations & hand-delivered to advertisers.
- E-blasted to 10,500 opt-in subscribers
- Sharable digital flip-book on stwnewspress.com homepage.
- Displayed in the 24/7 Visitor Information Center

**#FlySWO**  
Visit Stillwater

**GAMEDAY PARK & RIDE**  
DOWNTOWN < > BOONE PICKENS STADIUM  
**FREE ROUND-TRIP SHUTTLE**

**WIN TICKETS**

**SWO Stillwater REGIONAL AIRPORT**  
SHORT SECURITY LINES • QUICK BAGGAGE CLAIM • FREE PARKING

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

**The ULTIMATE GAMEDAY GUIDE**  
GET IT HERE!

**American**

VisitStillwaterOK.org **AMERICA'S FRIENDLIEST COLLEGE TOWN!**

Visit Stillwater **#FlySWO**

**Holidays** Stillwater  
**2025**

**SWO Stillwater REGIONAL AIRPORT**

- **SHORT SECURITY LINES**
- **QUICK BAGGAGE CLAIM**
- **FREE PARKING**

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

**American**

**AND SO MUCH MORE!**  
Seriously, there is so much going on!

**ENTER THE Fly Home for the Holidays PROMOTION**  
**WIN UP TO \$500**  
AMERICAN AIRLINES GIFT CARDS!

VisitStillwaterOK.org  
AMERICA'S FRIENDLIEST COLLEGE TOWN!  
THE ORIGINAL HOME OF RED DIRT MUSIC

**GO TO** VisitStillwater.org/Stillwater-Holidays  
for all of the events and activities taking place over the holidays.

# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## Weather Strip

Full color, 6 column strip that goes right below the weather  
 • Tues, Thur, & Sat in print & Tues-Sat online

#FLY SWO

- SHORT SECURITY LINES •
- QUICK BAGGAGE CLAIM •
- FREE PARKING •

SWO Stillwater REGIONAL AIRPORT

American

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

VisitStillwaterOK.org  
 AMERICA'S FRIENDLIEST COLLEGE TOWN!  
 THE ORIGINAL HOME OF RED DIRT MUSIC

## Stillwater News Press Critter Chronicles

1/2 page ad plus 5K online impressions.

BOOK DAILY DIRECT FLIGHTS THRU STILLWATER! #FLYSWO

EXPERIENCE AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOOK DAILY DIRECT FLIGHTS THRU STILLWATER

SHORT SECURITY LINES  
 QUICK BAGGAGE CLAIM  
 FREE PARKING #FLYSWO

VisitStillwaterOK.org

EXPERIENCE AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOOK DAILY DIRECT FLIGHTS THRU STILLWATER REGIONAL AIRPORT

SHORT SECURITY LINES  
 QUICK BAGGAGE CLAIM  
 FREE PARKING #FLYSWO

VisitStillwaterOK.org

Kelmar joins Saville Center as new therapy dog

SHOP DINE PLAY

Visit Stillwater

2617 West 6th Ave.  
 Stillwater, OK 74074  
 405-743-3697

FLY STILLWATER #FlySWO

WIN \$500 American Airlines Gift Cards

PLUG REGISTER PROMOTION

EXPERIENCE AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOOK DAILY DIRECT FLIGHTS THRU STILLWATER

SHORT SECURITY LINES  
 QUICK BAGGAGE CLAIM  
 FREE PARKING

VisitStillwaterOK.org #FLYSWO


# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

Stillwater News Press Critter Chronicles

1/2 page ad plus 5K online impressions.

*Plan your  
visit to  
America's  
Friendliest  
College  
Town!*



**VisitStillwaterOK.org**  
2617 W 6th | (405)743-3697

*Plan your visit to  
America's Friendliest  
College Town!*



**VisitStillwaterOK.org**



**VISIT STILLWATER**  
2617 W 6th, Stillwater | (405)743-3697



*Plan your visit to America's  
Friendliest College Town!*

**VISIT  
STILLWATER**  
2617 W 6th | (405)743-3697

# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## Krazy Daze

- Newspaper Wrap
- News Press Column
- Sticky Note (7) on front page of the paper

(Wrap)

VisitStillwaterOK.org

ENTER FOR A CHANCE TO

**WIN**  
1 of 5  
**\$500**  
American Airlines  
Gift Cards

**RING REGISTERS PROMOTION**

Provide receipts, or copies of receipts for purchases from July 16-20 at Stillwater hospitality-related businesses including retailers, restaurants, and lodging.

One entry may be submitted per \$50 spent.

VisitStillwater.com

2617 West 6th Ave.  
Stillwater, OK 74074  
405-743-3697

**FLY STILLWATER**  
#FlySWO

COLLECT DOUBLE ENTRIES JULY 16-20

**KRAZY DAZE**

SHOP DINE PLAY

(Sticky Note)

ENTER FOR A CHANCE TO

**WIN**  
1 of 5  
**\$500**  
American Airlines  
Gift Cards

**RING REGISTERS PROMOTION GIVEAWAY July 13-31**

**COLLECT DOUBLE ENTRIES DURING KRAZY DAZE July 16-20**

View all the Krazy sales at [visitstillwater.com/krazy-daze](http://visitstillwater.com/krazy-daze)

WIN \$500 American Airlines Gift Cards

Stillwater News Press

Thursday, July 10, 2025

**Free meals for all**

Former Stillwater Pioneer Booster Club president charged with embezzlement

WIN \$500 American Airlines Gift Cards

Stillwater News Press

Thursday, July 3, 2025

**Trump administration tells states it's freezing \$6.8B for K-12 school programs**

# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## Cover of the Game Day Guides

- College Kickoff
- High School kickoff
- Regular season Gameday editions
- FlySWO and QR code to VS Online Gameday Guide

## Hometown Welcome/Newcomers

**#FlySWO** Visit Stillwater American

SCAN HERE

SWO Stillwater REGIONAL AIRPORT

SHORT SECURITY LINES  
QUICK BAGGAGE CLAIM  
FREE PARKING

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

THE ORIGINAL HOME OF RED DIRT MUSIC  
AMERICA'S FRIENDLIEST COLLEGE TOWN!

VisitStillwaterOK.org

## Breast Cancer Awareness

- Digital tear sheet

Complete breast specialists take the breast so the X-ray can capture clear, detailed images from different angles. While most women describe the procedure as uncomfortable, it usually lasts only a few seconds per image. For many, the entire exam takes less than 20 minutes.

One common source of worry is the callback. About 1 in 10 women will be asked to return for additional images or tests after a screening mammogram. It's important to understand that a callback does not mean cancer has been found. In fact, about 90 percent of these cases turn out to be harmless – often related to benign changes in breast tissue.

Three-dimensional mammograms fall into clear categories. In most cases, women receive a "normal" result, meaning no signs of cancer were detected. If something unusual is seen, the radiologist may recommend further testing such as diagnostic mammography, ultrasound, or, in rare cases, a biopsy. Each step is designed to rule out cancer or confirm it early, when it is most treatable.

Technology has made mammography more precise and less intimidating. Digital mammography, now widely available, provides sharper images than traditional film. Three-dimensional mammograms have improved detection rates and reduced the number of false alarms, especially for women with dense breast tissue. In Stillwater, Women First and Stillwater Medical Physicians Clinic provide 3D mammography.

"We have invested in the latest technology so women can have the clearest picture possible," said LeeAnn Miner, a 25-year mammography technologist at Stillwater Medical Physicians Clinic. "Clarity is important when it comes to understanding your health, and we're here to help provide is more than 99 percent. These numbers reflect not only medical progress but also the courage of women who take the step to get screened."

"Knowledge is power when it comes to your health. The more women know, the more empowered they are to make the best decisions for themselves," Nicholas said.

Mammograms are not meant to cause fear – they are meant to provide clarity and peace of mind. While the thought of discomfort or uncertainty may feel overwhelming, the reality is that most women will walk through our doors, I see courage in action."

By understanding what to expect and why it matters, women can replace anxiety with empowerment.

A mammogram is not just a test – it's an opportunity to take charge of your health, to act with strength, and to face the future with hope. Stillwater Medical will offer Saturday mammograms the entire month of October to make scheduling easy. Visit [www.stwmedical.com/courageous](http://www.stwmedical.com/courageous) or call 405-712-5622 to request a mammogram today at the location of your choice.

# GAME DAY

Oklahoma State COWBOYS vs UT MARTIN SKYHAWKS

**INSIDE:**  
HAYDEN HAYDEN IS EXPECTED TO START AT QB FOR THE COWBOYS

News Press  
THURSDAY, AUGUST 28, 2025

ROONE BICKERS STADIUM  
STILLWATER

THURS., AUG. 28  
6:30 P.M.  
TV: ESPN+

Don't be the only cowboy who's not ready!

VisitStillwaterOK.org

## Comfort & Confidence

Our two certified mastectomy fitters offer a private fitting and help in choosing the right mastectomy products for you.

Schedule your free appointment, call 405.377.9735.

April Stracener and Teresa Williams are happy to answer your questions about our post mastectomy products and other services.



**Cimarron Medical Services**

1200 S. Adams | Stillwater | 405.377.9735

Visit Stillwater #FlySWO

FREE GAMEDAY PARK & RIDE

WIN TICKETS

The ULTIMATE GAMEDAY GUIDE

SWO Stillwater REGIONAL AIRPORT

- SHORT SECURITY LINES
- QUICK BAGGAGE CLAIMS
- FREE PARKING

GET IT HERE!

Flying American Airlines through the Stillwater Regional Airport (SWO) makes travel a breeze!

VisitStillwaterOK.org American

# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## Fly Home For the Holidays

- News Press Column
- Last Minute Gift Guide

**HOLIDAYS 2025**

News Press Column

VisitStillwaterOK.org

**Your News** News Press A2

**FLY HOME FOR THE HOLIDAYS**

FLY HOME FOR THE HOLIDAYS

VisitStillwaterOK.org

## Downtown Stillwater Pocket Guide

- Full page ad back cover

**#FLY SWO** Visits Stillwater

**SWO Stillwater REGIONAL AIRPORT**

SHORT SECURITY LINES  
QUICK BAGGAGE CLAIM  
FREE PARKING

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

VisitStillwaterOK.org  
THE ORIGINAL HOME OF RED DIRT MUSIC  
AMERICA'S FRIENDLIEST COLLEGE TOWN!

(Last Minute Gift Guide)

**ENTER THE GIVEAWAY!**

**Fly Home for the Holidays** #FLYSWO

**SHOP DINE STAY**

NOV 22 - JAN 4  
Saturday, November 22, 2025 - Sunday, January 4, 2026

**WIN 1 OF \$500**

**AMERICAN AIRLINES GIFT CARDS!**

Enter the Stillwater Holidays 2025 Fly Home for the Holidays giveaway to travel American Airlines through Stillwater Regional Airport (SWO). Stillwater residents and visitors are eligible to enter once for every \$50 spent while shopping, dining, and staying the night in America's Friendliest College Town! Entry forms can be found at the 24/7 Visitor Information Center or online at VisitStillwater.org.

VisitStillwaterOK.org

**AMERICA'S FRIENDLIEST COLLEGE TOWN!**  
For holiday events and activities go to VisitStillwater.org

# SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

## News 9 Ads

- Fall Adventures - 2x :30 client message commercials in special
- Fall Getaways - Re-air on KSBI the Sat & Sun after initial viewing (Sept. 27 x 2)
- Fall getaways (Sept. 28 x 2)
- Mid-roll Run of Newscats (ALL)
- Holiday Happenings - 3 minute special aired on Thanksgiving night (11/27)



(Last Visual of :30 Commercial)



(Holiday Happenings Visual)

# SEMI-ANNUAL PROMOTIONS

July 2025 - December 2025

## Fall 2025 Football Rack Card

Park & Ride/Gameday Guide. 15,000 total, distributed to:

- Stillwater Hotels
- Regional Hotels
- City of Stillwater
- Stillwater Chamber
- Core Commercial Districts (Downtown, the Strip, & Campus Corner)
- SWO Airport information stands (inbound & outbound)
- Payne County Expo Center
- 12 OnCue locations in Stillwater and Perkins
- 24/7 Visitor Information Center
- All groups meeting in the Visit Stillwater conference room
- Event attendees
- Trade shows and speaking opportunities

**FREE**  
**GAMEDAY PARK & RIDE**  
 OKLAHOMA STATE  
**ROUND-TRIP SHUTTLE**  
 DOWNTOWN <> BOONE PICKENS STADIUM

SCAN FOR DETAILS  
 LEARN MORE!

VISIT STILLWATER  
 2617 West 6th Ave.  
 Stillwater, OK 74074  
 405-743-3697  
 VisitStillwaterOK.org  
 AMERICA'S FRIENDLIEST COLLEGE TOWN!

2025  
**OKLAHOMA STATE FOOTBALL SCHEDULE**

Thu, Aug 28	vs UT Martin	THROWBACK
Sat, Sep 6	@ Oregon	
Fri, Sep 19	vs Tulsa	BLACKOUT
Sat, Sep 27	vs Baylor	BIG 12 TOUR
Sat, Oct 4	@ Arizona	
Sat, Oct 11	@ Houston	
Sat, Oct 18	vs Cincinnati	HOMECOMING
Sat, Oct 25	@ Texas Tech	
Sat, Nov 1	@ Kansas	
Sat, Nov 15	vs Kansas State	SALUTE TO SERVICE
Sat, Nov 22	@ UCF	
Sat, Nov 29	vs Iowa State	SENIOR DAY

The **ULTIMATE GAMEDAY GUIDE**  
 GET IT HERE!

#FlySWO  
 SHORT SECURITY LINES  
 QUICK BAGGAGE CLAIM  
 FREE PARKING

VisitStillwaterOK.org  
 THE ORIGINAL HOME OF RED DIRT MUSIC

## eNewsletter

Fly Safe, Fly SWO banner featured in July-December e-newsletters.

- Delivered monthly to 9,400 subscribers

Shorter Lines.  
 Faster Baggage Claim.  
 Free Parking.

**American**

**#Fly SWO**

SWO Stillwater REGIONAL AIRPORT

VisitStillwaterOK.org

# SEMI-ANNUAL PROMOTIONS

July 2025 - December 2025

## Winter 2025 Holidays Rack Card

Stillwater Holidays/Fly Home for the Holidays promotion. 15,000 total, distributed to:

- Stillwater Hotels
- Regional Hotels
- City of Stillwater
- Stillwater Chamber
- Core Commercial Districts (Downtown, the Strip, & Campus Corner)
- SWO Airport information stands (inbound & outbound)
- Payne County Expo Center
- 12 OnCue locations in Stillwater and Perkins
- 24/7 Visitor Information Center
- All groups meeting in the Visit Stillwater conference room
- Event attendees
- Trade shows and speaking opportunities

## Still in the Know Postcard

Front cover feature on July-December SITK.

- Mailed monthly to 360 local businesses, restaurants, and hotels.

**Stillwater Holidays 2025**

Downtown Carriage Rides & Visits with Santa  
Parade of Lights  
Festive Skies Drone Shows & Holiday Heroes  
Block 34 Ice Rink  
Lights at the Lake  
Town & Gown Theatre's "A Christmas Carol"

**AND SO MUCH MORE!**  
(seriously, there is so much going on!)

Go to:  
[VisitStillwater.org/Stillwater-Holidays](http://VisitStillwater.org/Stillwater-Holidays)

for all of the events and activities taking place over the holidays!

[VisitStillwaterOK.org](http://VisitStillwaterOK.org)  
AMERICA'S FRIENDLIEST COLLEGE TOWN!  
THE ORIGINAL HOME OF RED DIRT MUSIC

*Visit Stillwater*  
**#Fly SWO**

**SWO Stillwater REGIONAL AIRPORT**

- SHORT SECURITY LINES
- QUICK BAGGAGE CLAIM
- FREE PARKING

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

**American**

ENTER THE **Fly Home for the Holidays** PROMOTION

**WIN 1-5 \$500 AMERICAN AIRLINES GIFT CARDS!**

2617 W 6th Avenue  
Stillwater, OK 74074  
405-743-3697

**Still working together** ✓  
**#FLY SWO**  
Stillwater Regional Airport  
Flexibility with American Airlines • Free Parking • Shorter Lines

**Shop 'til you Drop July 1-31**  
Krazy Daze: July 16-20  
For details: [VisitStillwater.org](http://VisitStillwater.org)

2617 W 6th Avenue  
Stillwater, OK 74074  
405-743-3697

**Still working together** ✓  
**#FLY SWO**  
Stillwater Regional Airport  
Flexibility with American Airlines • Free Parking • Shorter Lines

**Payne County Free Fair**  
August 26 - 31  
Rides August 27 - 31

2617 W 6th Avenue  
Stillwater, OK 74074  
405-743-3697

**Stillwater Holidays 2025**

**FLY HOME FOR THE HOLIDAYS!**  
#FlySWO

Enter for a chance to win 1 of 5 \$500 American Airlines Gift Cards!

# SEMI-ANNUAL PROMOTIONS

July 2025 - December 2025

## Promotional Items

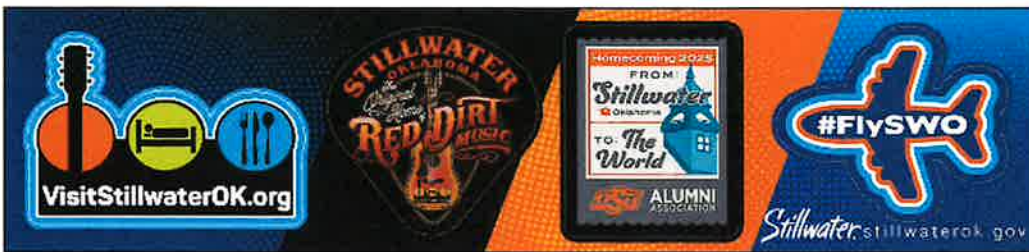
### 3x5 "FlySWO" magnet (5,000)

Distributed at:

- Visit Stillwater
- SWO Airport
- College of Education and Human Sciences Kick-off Event
- City of Stillwater
- Stillwater Chamber
- Lights on Stillwater

### Magnet Strip (1,000)

- Distributed to OSU Homecoming Exec & committee chairs



### Airplane stickers (2,500)

Distributed at:

- Visit Stillwater
- SWO Airport



### Airport Socks (1,000)

Distributed at:

- Visit Stillwater



# SEMI-ANNUAL PUBLIC RELATIONS

July 2025 - December 2025

Visit Stillwater actively promotes the Stillwater Regional Airport through ongoing public relations and outreach efforts. By attending community meetings, trade shows, and local events, staff ensure that Fly SWO remains top-of-mind for residents, businesses, and potential travelers.

Outreach efforts included:

- Participating in the College of Education and Human Sciences (CEHS) Trade Show (Aug. 20).
- Promoting the #FlySWO campaign to the OSU Homecoming Executive Committee and OSU Alumni staff members (Aug. 21).
- Welcoming incoming and outgoing passengers in celebration of the 9th Anniversary of American Airlines air service at Stillwater Regional Airport (Aug. 23).
- Hosting an outreach booth at the Payne County Free Fair (Aug. 27–30).
- Delivering presentations to civic organizations, such as the Payne County Health Department (Oct. 14).
- Supporting the SWO Home for the Holidays Airport event by providing on-site assistance and facilitating the drawing for five \$100 American Airlines gift cards (Dec. 18).

## Stillwater Coffee Station at SWO

Visit Stillwater partnered with the Stillwater Regional Airport to provide a complimentary gourmet coffee station in the outbound terminal to further enhance hospitality and the use of our local American Airlines service.



(CEHS Trade Show)

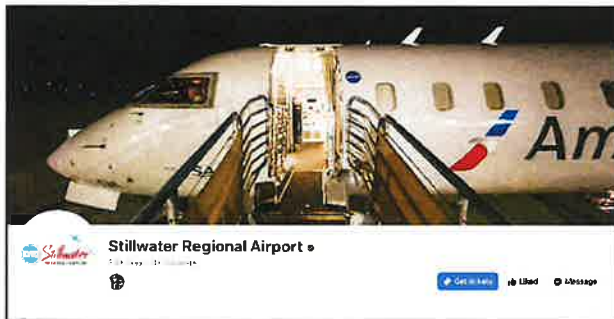


# SEMI-ANNUAL WEBSITE & SOCIAL MEDIA

July 2025 - December 2025

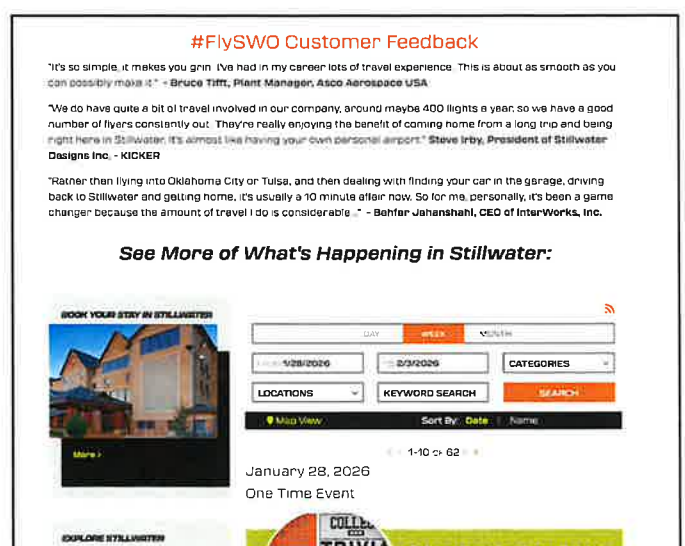
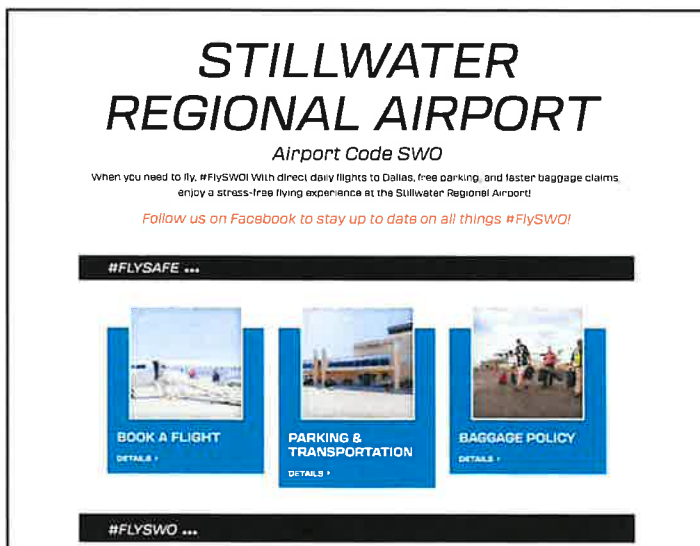
## Social Media

As of July 1, 2025, Visit Stillwater manages the Stillwater Regional Airport's Facebook and Instagram accounts. Currently, Facebook has 11,000 followers and Instagram has 788 followers. Our posts consistently generate strong reach and engagement, even drawing the attention of other regional airports.



## Website - #FlySWO Microsite

Visit Stillwater developed a dedicated FlySWO microsite on our homepage to serve as a one-stop resource for travelers. The page provides quick access to book flights, review baggage policies, learn about ground transportation options, and more. To maximize visibility, the microsite has been SEO-optimized with targeted keywords designed to improve search rankings and expand our reach to potential passengers researching flights to and from Stillwater.



# SEMI-ANNUAL CAMPAIGNS

July 2025 - December 2025

## Krazy Daze

**July 1-31: Ring Registers Promotion**  
**July 16-20: Krazy Daze in Stillwater**

- Flyers
- T-shirts
- Tabletoppers
- Website microsite
- Shopping Bags (1,500 produced)
- Promoted on TV, radio, and in monthly videos

Microsite



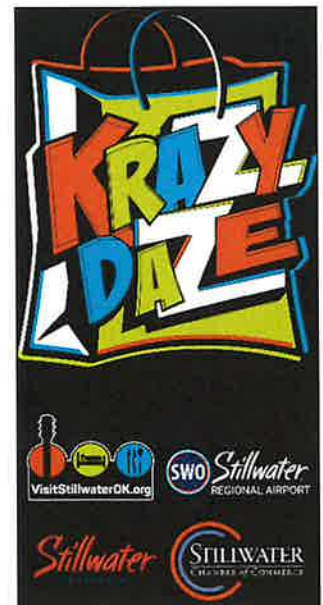
Flyer (Front)



Flyer (Back)



(Bag Art - 1,500 Produced)



## T-Shirts



# SEMI-ANNUAL CAMPAIGNS

July 2025 - December 2025

## Fly Home For the Holidays

### November 22, 2025-January 4, 2026: Ring Registers Promotion

- Flyers
- Tabletoppers
- Website microsite
- Promoted on TV, radio, and in monthly videos

Microsite

## FLY HOME FOR THE HOLIDAYS

Saturday, November 22, 2025 - Sunday, January 4, 2026



Find your retail therapy fix at Stillwater's Holiday retail sales event! From Lakeview Pointe and Pioneer Square Shopping Centers to The Strip, Campus Corner, and Downtown Stillwater, there are shops and boutiques all over.

## Tabletoppers



## Fly Home for The Holidays

Enter for your chance to win 1 of 5 - \$500 American Airlines gift cards!



## SWO Home for the Holidays

### December 18

- Flyers
- Hopper and entry slips
- Provided 5 \$100 American Airlines giftcards

# SWO

Home for the Holidays


**DEC 18 FROM 5:30 TO 7 PM**

**STILLWATER REGIONAL AIRPORT**  
2020-1 WEST AIRPORT ROAD

**A FREE FAMILY EVENT WITH COOKIES, COCOA, AND PHOTOS WITH SANTA! ENTER TO WIN ONE OF FIVE \$100 AMERICAN AIRLINES GIFT CARDS COURTESY OF VISIT STILLWATER!**



Flyer (Front)



## Fly Home for the Holidays


Enter for a chance to win 1 of 5 \$500 American Airlines Gift Cards!

Find your retail therapy fix during Stillwater's Holiday retail sales event! From Lakeview Pointe and Pioneer Square Shopping Centers to The Strip, Campus Corner, and Downtown Stillwater, there are shops and boutiques all over town offering special promotions for all ages!

Enter the 2025 Fly Home for the Holidays giveaway to travel American Airlines through the Stillwater Regional Airport (SWO). Thank you for Shopping Stillwater and flying SWO!

One entry may be submitted per \$50 spent.

- Saturday, November 22, 2025 - Sunday, January 4, 2026: Shop, Dine, and Stay in Stillwater for the Holidays and through the after-Christmas sales!
- Monday, January 5 - Friday, January 9, 2026: Forms and receipts or copies of receipts for purchases at Stillwater hospitality-related businesses, including retailers, restaurants, and lodging, must be received by Visit Stillwater staff online by mail or dropped by the office (2017 W. 6th Ave).
- Wednesday, January 14, 2026: 5 winners will be randomly selected in the drawings.
  - Winners will be contacted by phone and/or email.
  - If Visit Stillwater staff is unable to reach an individual by Friday, January 16, another individual will be drawn.
- Tuesday, January 20, 2026: Winners will be confirmed and posted at VisitStillwater.org and @VisitStillwater on social media.



Flyer (Back)



## Fly Home for The Holidays

Enter for a chance to win 1 of 5 \$500 American Airlines Gift Cards!

Spend over \$50 and enter to WIN!

Total Amount Spent \$ \_\_\_\_\_

Receipts and/or copies of receipts over \$50 are attached

Visit: Please sign me up to receive the monthly Visit Stillwater newsletter to stay in the know of the activities, events, and fun shops and businesses in Stillwater.

Return your form to:  
Visit Stillwater  
2017 W. 6th Ave.  
Stillwater, OK 74074  
405-743-3697

OR

Online at: [visitstillwater.org](http://visitstillwater.org)



# SEMI-ANNUAL CAMPAIGNS

July 2025 - December 2025

E. Stillwater Regional Airport	Date	Value	Service Description
<b>6. Campaigns:</b>			
Krazy Daze	July	\$84,925	Krazy Daze Ring Registers - 1,228 participated, 1,689 entries
Fly Home for the Holidays	Nov-Jan	\$77,468	Fly Home Ring Registers - 70 participated, 633 entries
National Travel and Tourism Week			
405 Day			





**Stillwater Regional Airport (SWO)  
Marketing Services  
July 1 - December 31, 2025**



<b>ADVERTISING:</b>	<b>\$226,007</b>	
FY 2026		<b>Cowboy Sports Properties - Learfield</b>
		i.e.: Shop, Dine & Stay Partner - all sports
		OSU Athletics Weekly eNewsletter
		Email Marketing Campaign
		OSU Football Playbill - 1/2 page color ad distributed to 60,000 football fans/game
		Winter Sports Playbill
		Digital Ad Campaign
		Wheels Up Social Media Campaign
		:30 in-venue Videoboard Commercials
		Exposure in all ESPN+ broadcasts
		Stadium Concourse & Suite TV ad placements (FanConnect)
		OSU Cowboy Stampede Rodeo
		Wrestling Enter to Win Campaign
FY 2026		<b>Madden Media</b>
		Google Responsive Display Ad campaigns
FY 2026		<b>OSU STATE Magazine</b> - 3 issues - 2-page - inside back cover & facing page - 35K distributed
		Fall (August), Winter (December), and Spring (April)
FY 2026		<b>OSU POSSE Magazine</b> - 3 issues - 2-page - inside front cover & facing page - 9.5K distributed
		Fall (August), Winter (December), and Spring (April)
FY 2026		<b>Ovations!</b> Magazine (The McKnight Center for the Performing Arts) - 4.7K distributed
		4 issues - 1/2 page - Fall (Sept/Oct), Winter (Nov/Dec), Winter (Jan/Feb), Spring (Mar/Apr)
FY 25 & 26		<b>Oklahoma Travel Guides (2025 &amp; 2026)</b> - Oklahoma Tourism & Recreation Department
		1/4 page ad in each calendar year issue
FY 2026		<b>Green Country Travel Guide</b> - Green Country Tourism
		Full page editorial and ad combo feature
		<b>PowerPlay Marketing:</b>
August		<b>USA Today - Go Escape - Texas and the Southwest Edition</b>
		1/2 page color ad
September		<b>The Oklahoman: Oklahoma City Thunder Preview</b>
		1/2 page color ad (total cost = \$6,500 - split with Chamber Economic Development)
FY 2026		<b>OSU Cowboy Journal</b> - 7K distributed
		2 issues - 1/2 page
FY 2026		<b>Town &amp; Gown Playbill</b> - Full Season/Each Production
		Full page ad and featured with a link at townandgown.org
		<b>Chamber Commerce:</b>
Jan-Dec 2026		Commerce Magazine - 2026 calendar year - back cover
Jan-Dec 2026		Conference Room - Presenting Sponsorship
		Mayoral State of the City - Premier Sponsor
		Economic Summit - Premier Sponsor
		Leadership Stillwater - Economic Development Session Sponsor
		<b>Stillwater News Press:</b>
July		Krazy Daze Ads
7/3-31/25		Krazy Daze - Sticky Note - 7 issues
7/12/25		Krazy Daze - Wrap
7/24/25		Critter Chronicles Tabloid
FY 2026		Stillwater Magazine - 6 issues - full-page - 20K distributed
		August, October, December, February, April, June (FY 2027 August & October)
Aug-Nov		Gameday Guide - Cover - 13 issues
10/1/25-2/1/26		Hometown Welcome/Newcomers - 5 issues
9/20/25-1/16/26		Weather Strip (Alternating to run every 4 weeks - both print & digital)
10/7/25		Breast Cancer Awareness Tabloid
11/26/25		Holidays Gift Guide
November		Downtown Stillwater Pocket Guide
FY 2026		<b>The Stillwegian</b>
		eNewsletter & Calendar links

FY 2026		<b>KWEM Tv-31 and Tv-31@1</b>
		Monthly commercials aired daily on "The Morning Edition"
		Weekly weather sponsorship
		Holiday Special (Parade/Here Comes Santa Claus/Christmas Ad Package)
		SHS Sports Package (Football, Boys & Girls Basketball & Wrestling, and Baseball)
		Live on-air messaging during time-outs and halftime
		Tv-31@1 Radio show simulcast on TV
FY 2026		<b>Stillwater Radio</b>
		Monthly commercials aired daily
FY 2026		<b>TEAM Radio</b>
		Monthly commercials aired daily
FY 2026		<b>Sports Profile</b>
		Monthly commercials aired daily
		<b>Griffin Media - KWTV News 9:</b>
September		<b>Fall Adventures Promo</b>
		KWTV - :30 commercial aired on Sept 23
		KSBI - repeated the show twice the following weekend on KSBI
		Digital - News9.com mid-roll
Nov-Dec		<b>Holiday Happenings Promo</b>
		KWTV - 20 :30 commercials and a News 9 banner ad
		Aired during 30 minute show 11/27/25 at 9pm
		Recorded segment in Stillwater with Santa in Downtown Stillwater
		TV and mobile banner ads
		<b>College Coupon Book:</b>
July - Dec		Shipped to our offsite storage and distributed from 24/7 Info Center
Jan - June		Shipped to our offsite storage and distributed from 24/7 Info Center
Jan 25 - Dec 26		<b>Payne County Sheriff's Office Magnet - Law Enforcement Partners</b>
<b>PROMOTIONS:</b>	<b>\$82,269</b>	
FY 2026		<b>Stillwater Guide to the Local Scene</b>
		2025 Visitor Guide: Page 13 Feature, Page 26 Map, Page 45 Listing - 100,000 copies distributed and online version
July-Dec		
FY 2026		<b>Rack Cards</b> - produced/distributed at least quarterly:
July		Distributed 10,000 Krazy Daze and FlySWO rack cards to local partners and surrounding communities
Aug-Oct		Distributed 10,000 Football Schedule, Online Gameday Guide, Park & Ride, and FlySWO rack cards to local partners and surrounding communities
November		Produced 2,500 StillWonder Rack Cards - also featuring FlySWO - for distribution in VS 24/7 Info Center and StillWonder
Oct-Dec		Distributed 10,000 Holidays 2025, Events, Fly Home of the Holidays, and FlySWO rack cards to local partners and surrounding communities
July-Dec 2026		<b>eNewsletter</b> - emailed to almost 10K/month
July-Dec 2026		Featured in the footer of each issue
July		Krazy Daze Ring Registers Feature - promoting FlySWO & shop locally
Nov		Holiday Happenings/Fly Home for the Holidays Feature - promoting FlySWO & shop locally
Dec		Fly Home for the Holidays Feature - promoting FlySWO & shop locally
July-Dec 2026		<b>Still In The Know (SITK) Postcard</b> - mailed to almost 400/month
		Front Page Feature - July, August, September, November, December
FY 2026		Visit Stillwater Monthly : <b>60 Promo Video</b>
FY 2026		Visit Stillwater Quarterly : <b>30 Video</b> (produce for & split the cost with the City & Chamber)
		<b>Banner Placement</b> (spaces for 4 x 8'x3' banners)
July-Dec		13 Weeks - East Side
July-Dec		7 Weeks - West Side
		<b>Window Painting</b>
July		Boomer Blast, Krazy Daze, FlySWO, Joe's 50th Anniversary, OSU Big 3 Field Days
Sept-Oct		OSU Football, Orange Glow, Homecoming, OSU Rodeo, FlySWO
Nov-Jan		Holidays 2025, Fly Home for the Holidays, FlySWO
July-Dec		<b>On-Hold Message</b>
		<b>Promotional Items:</b>
July		FlySWO information/promo magnets
August		Homecoming Magnet Strip - VS logo, Red Dirt Music logo, Homecoming logo, FlySWO logo

October		Round FlySWO stickers
October		Airplane shaped stickers
October		FlySWO & VS logo SWAG Bags
		<b>Stillwater Baskets, Bags, and/or Silent Auction Items:</b>
7/10-13/25		24 Universal Tennis Rating Pro-Series - VS and FlySWO bags with SWAG
9/11/25		Town & Gown Theatre Diamonds are Forever Gala - Silent Auction Item
11/12/25		42 VS & FlySWO Gift Bags for OSU Cross Country - NCAA Regional
12/7/25		Stillwater Frontier Rotary - Wine Into Water - Silent Auction Item
October		<b>History and Homecoming - \$500 American Airlines gift card</b>
		2 VS team members served as greeters at 2 doors of Gallagher-Iba for 4 hours each
		<b>Industry Events:</b>
5/6-8/25		AilevonPacific Airport Roundtable - Wilmington, NC
11/4/6/25		TakeOff North America/Routes - Tallahassee, FL
		<b>Tv-31's The Morning Edition:</b>
7/30/25		Mention of FlySWO during The Morning Edition (Tv-31) with the City Manager
8/4/25		Mention of FlySWO during The Morning Edition (Tv-31) with D. Bombarger/OSU Athletics
8/6/25		Mention of FlySWO during The Morning Edition (Tv-31) with the Mayor
9/3/25		Mention of FlySWO during The Morning Edition (Tv-31) with the Mayor
9/17/25		Mention of FlySWO during The Morning Edition (Tv-31( with Kevin Klintworth/OSU Athletics
9/29/25		Mention of FlySWO during The Morning Edition (Tv-31) with the Dawn Dodson
10/1/25		Mention of FlySWO during The Morning Edition (Tv-31) with the Mayor
10/13/25		Mention of FlySWO during The Morning Edition (Tv-31) with D. Bombarger/OSU Athletics
10/15/25		Mention of FlySWO during The Morning Edition (Tv-31( with Kevin Klintworth/OSU Athletics
10/29/25		Mention of FlySWO during The Morning Edition (Tv-31) with the City Manager
11/5/25		Mention of FlySWO during The Morning Edition (Tv-31) with the Mayor
11/13/25		Mention of FlySWO during The Morning Edition (Tv-31) with the Dawn Dodson
11/19/25		Mention of FlySWO during The Morning Edition (Tv-31( with Kevin Klintworth/OSU Athletics
12/3/25		Mention of FlySWO during The Morning Edition (Tv-31) with the Mayor
		<b>Local Radio Stations:</b>
7/7/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
7/9/25		Podcast with Bill VanNess with conversation about Krazy Daze Promo (Stillwater Radio)
7/9/25		Radio Extended Conversation about Krazy Daze Promo (Stillwater Radio)
7/10/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
7/14/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
7/16/25		Podcast with Bill VanNess with conversation about Krazy Daze Promo (Stillwater Radio)
7/16/25		Radio Extended Conversation about Krazy Daze Promo (Stillwater Radio)
7/17/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
7/21/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
7/23/25		Podcast with Bill VanNess with conversation about Krazy Daze Promo (Stillwater Radio)
7/23/25		Radio Extended Conversation about Krazy Daze Promo (Stillwater Radio)
7/24/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
7/28/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
7/30/25		Podcast with Bill VanNess with conversation about Krazy Daze Promo (Stillwater Radio)
7/30/25		Radio Extended Conversation about Krazy Daze Promo (Stillwater Radio)
7/31/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
8/4/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
8/6/25		Podcast with Bill VanNess with conversation about Krazy Daze Promo (Stillwater Radio)
8/6/25		Radio Extended Conversation about Krazy Daze Promo (Stillwater Radio)
8/7/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
8/11/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
8/13/25		Podcast with Bill VanNess with a conversation about #FlySWO (Stillwater Radio)
8/13/25		Radio Extended Conversation about #FlySWO (Stillwater Radio)
8/14/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
8/13/25		Podcast with Bill VanNess with a conversation about 9th Anniversary (Stillwater Radio)
8/13/25		Radio Extended Conversation about 9th Anniversary (Stillwater Radio)
8/14/25		Radio Extended Conversation about 9th Anniversary (TEAM Radio)
8/25/25		Radio Extended Conversation about 9th Anniversary (TEAM Radio)
8/27/25		Podcast with Bill VanNess with a conversation about 9th Anniversary (Stillwater Radio)
8/27/25		Radio Extended Conversation about 9th Anniversary (Stillwater Radio)
8/28/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
		Podcast with Bill VanNess with a conversation about America's Greatest Homecoming (Stillwater Radio)
9/3/25		Radio Extended Conversation about America's Greatest Homecoming (Stillwater Radio)
9/4/25		Radio Extended Conversation about America's Greatest Homecoming (TEAM Radio)
9/10/25		Radio Extended Conversation about #FlySWO (Stillwater Radio)

9/11/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
9/15/25		Radio Extended Conversation about the 10th Anniversary with AA (TEAM Radio)
9/17/25		Podcast with Bill VanNess with a conversation about the 10th Anniversary (Stillwater Radio)
9/17/25		Radio Extended Conversation about the #FlySWO (Stillwater Radio)
9/22/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
9/24/25		Radio Extended Conversation about #FlySWO (Stillwater Radio)
9/25/25		Radio Extended Conversation about #FlySWO with Dawn Dodson (TEAM Radio)
9/29/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
10/2/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
10/6/25		Radio Extended Conversation about History & Homecoming - Terry Tush (TEAM Radio)
10/9/25		Radio Extended Conversation about OSU Homecoming (TEAM Radio)
10/13/25		Radio Extended Conversation about OSU Homecoming & History & Homecoming (TEAM Radio)
10/15/25		Podcast with Bill VanNess with a conversation about OSU Homecoming (Stillwater Radio)
10/15/25		Radio Extended Conversation about OSU Homecoming (Stillwater Radio)
10/16/25		Radio Extended Conversation about History and Homecoming (TEAM Radio)
11/3/25		Radio Extended Conversation about Holidays (TEAM Radio)
11/5/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
11/5/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
11/6/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
11/10/25		Radio Extended Conversation about Holidays (TEAM Radio)
11/12/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
11/12/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
11/13/25		Radio Extended Conversation about Fly Home (TEAM Radio)
11/17/25		Radio Extended Conversation about Holidays (TEAM Radio)
11/19/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
11/19/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
11/20/25		Radio Extended Conversation about Fly Home (TEAM Radio)
11/24/25		Radio Extended Conversation about Holidays (TEAM Radio)
11/26/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
11/26/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
12/1/25		Radio Extended Conversation about Fly Holidays (TEAM Radio)
12/3/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
12/3/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
12/4/25		Radio Extended Conversation about Fly Home (TEAM Radio)
12/8/25		Radio Extended Conversation about Fly Holidays (TEAM Radio)
12/10/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
12/10/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
12/11/25		Radio Extended Conversation about Fly Home (TEAM Radio)
12/15/25		Radio Extended Conversation about Fly Holidays (TEAM Radio)
12/17/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
12/17/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
12/18/25		Radio Extended Conversation about Fly Home (TEAM Radio)
12/22/25		Radio Extended Conversation about Fly Holidays (TEAM Radio)
12/31/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
12/31/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
<b>PUBLIC RELATIONS:</b>		<b>\$11,699</b>
FY 2026		Gourmet Coffee Station located in the outbound terminal at SWO for passengers to enjoy a free coffee/latte before departure (Imperial Coffee)
		<b>Stillwater News Press - Monthly Column</b>
June-July		June-July - "Ring Registers and win through July and Crazy Daze"
Oct-Nov		October-November - "Holidays 2025"
Nov-Dec		November-December - "Fly Home for the Holidays"
8/7/25		Rotary - Announcement about the importance to FlySWO and presented Dittmeyers with FlySWO gifts for recent challenging travel experience
8/20/25		OSU College of Education & Human Sciences (CEHS) Fall Kickoff (campus & com partners)
8/21/25		OSU Homecoming Executive Team & Directors (messaging from the stage)
8/23/25		9th Anniversary with American Airlines - SWAG table at the inbound terminal
8/27-30/25		Payne County Free Fair - Visit Stillwater/FlySWO/Local Partner Table
10/2/25		P.E.O. Chapter - hosted in the conference room and provided a program
10/2/25		OSU Intro to Hospitality Class - guest lecturers for the class
10/14/25		Oklahoma State Department of Health - presentation in VS conference room
11/17/25		OK Travel Industry Association Lt. Gov's Travel & Tourism Summit
12/4/25		Downtown Holiday Parade of Lights - Promoted Dec. 18 event and FlySWO as on-air emcee

<b>SOCIAL MEDIA:</b>	<b>\$51,000</b>	
7/1/25		Visit Stillwater Facebook Post: Catch some hot deals and cool fun this July here in America's Friendliest College Town!...
7/1/25		Visit Stillwater Instagram Post: Catch some hot deals and cool fun this July here in America's Friendliest College Town!...
7/4/25		Stillwater Regional Airport Facebook Post: Happy 4th of July from Stillwater Regional Airport!...
7/5/25		Visit Stillwater Facebook Post: Get your home or wardrobe in shape for the season and enter to win to make your summer vacation dreams come true during our Krazy Daze Ring Registers Giveaway!...
7/5/25		Visit Stillwater Instagram Post: Get your home or wardrobe in shape for the season and enter to win to make your summer vacation dreams come true during our Krazy Daze Ring Registers Giveaway!...
7/8/25		Stillwater Regional Airport Facebook Post: ✈️ Ready to celebrate a true Oklahoma icon? Fly into Stillwater for the 50th Anniversary of Eskimo Joe's...
7/9/25		Stillwater Regional Airport Facebook Post: #OnThisDay – July 9, 1910 It was 115 years ago today that aviator Walter Brookins took to sky at the Atlantic City Aero Meet in a Wright Model A plane and did what no pilot had done before...
7/11/25		Stillwater Regional Airport Facebook Post: ✈️ Summer Travel Hack: Fly Smart from SWO!...
7/11/25		Visit Stillwater Instagram post: Head to the old OSU Flight Center @stillwater_regional_airport this Friday from 11am to 2pm for an unforgettable dining experience during Flyday Food Trucks!...
7/13/25		Stillwater Regional Airport Facebook Post: ✈️ Travel Tip #22: Plan smart, fly cheaper...
7/15/25		Stillwater Regional Airport Facebook Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ With American Airlines offering nonstop flights from DFW Airport to Anchorage, it takes just one easy layover from Stillwater to reach the Last Frontier...
7/16/25		Visit Stillwater Facebook Post: If you've been waiting for some Krazy deals, wait no more!...
7/16/25		Visit Stillwater Instagram Post: If you've been waiting for some Krazy deals, wait no more!...
7/17/25		Stillwater Regional Airport Facebook Post: ✈️ TSA Gives Shoe Removal Policy the Boot!...
7/19/25		Stillwater Regional Airport Facebook Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ ✈️ Spotlight International Destination: Reykjavik, Iceland...
7/19/25		Visit Stillwater Facebook Post: 🛒 CALLING ALL SHOPPERS! 🛒 Enjoy some crazy deals this weekend during Krazy Daze!...
7/19/25		Visit Stillwater Instagram Post: 🛒 CALLING ALL SHOPPERS! 🛒 Enjoy some crazy deals this weekend during Krazy Daze!...
7/22/25		Stillwater Regional Airport Facebook Post: #OnThisDayinAviation ✈️ On July 22, 1933, Oklahoma's own Wiley Post made history by becoming the first person to fly solo around the world...
7/24/25		Stillwater Regional Airport Facebook Post: ✈️ #NationalAmeliaEarhartDay On July 24, 1897, a legend was born. Today we honor Amelia Earhart...
7/26/25		Stillwater Regional Airport Facebook Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ From Cowboy country to the perfect vacation...
7/30/25		Stillwater Regional Airport Facebook Post: ✈️ Flying soon? Make your trip through the skies a little more comfortable with these travel-tested tips from Stillwater Regional Airport...
7/30/25		Visit Stillwater Facebook Post: 🛒 ATTN SHOPPERS! 🛒 It's nearly the end of the month, which means tomorrow is the last day of our Krazy Daze Ring Registers Giveaway...
7/30/25		Visit Stillwater Instagram Post: 🛒 ATTN SHOPPERS! 🛒 It's nearly the end of the month, which means tomorrow is the last day of our Krazy Daze Ring Registers Giveaway...
8/3/25		Stillwater Regional Airport Facebook Post: ✈️ The U.S. Army Takes Flight — August, 1909 The U.S. Army officially entered the age of aviation 116 years ago by purchasing its very first airplane from the Wright Brothers...
8/7/25		Stillwater Regional Airport Facebook Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ With American Airlines offering nonstop flights from DFW Airport to San Francisco, it takes just one easy layover from Stillwater to reach the City by the Bay...
8/8/25		Stillwater Regional Airport Facebook Post: ✈️ Got travel plans but no REAL ID yet? Skip the daytime rush—Service Oklahoma is coming to Stillwater Regional Airport for a special after-hours "Backpacks & Boarding Passes" event, August 11–16...
8/12/25		Stillwater Regional Airport Facebook Post: ✈️ Travel Tip from Stillwater Regional Airport ✈️ Here's an easy way to make your next flight smoother — download your boarding pass to your phone before you leave home...
8/14/25		Stillwater Regional Airport Facebook Post: ⚡ Golden Hour at SWO ⚡ There's something special about this time of day at Stillwater Regional Airport...
8/15/25		Visit Stillwater Facebook Post: !!KRAZY DAZE GIVEAWAY WINNERS!! We're proud to announce the winners of our Krazy Daze Giveaway!...

8/15/25	Visit Stillwater Instagram Post: !!KRAZY DAZE GIVEAWAY WINNERS!! We're proud to announce the winners of our Krazy Daze Giveaway!...
8/17/25	Stillwater Regional Airport Facebook Post: ❤️ ✈️ Flying in for Cowboy Football? Make Stillwater Regional Airport (SWO) your gameday go to!...
8/19/25	Stillwater Regional Airport Facebook Post: ✈️ Happy National Aviation Day! August 19th marks the birthday of aviation pioneer Orville Wright!...
8/22/25	Stillwater Regional Airport Facebook Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ ✈️ Spotlight International Destination: Zurich, Switzerland!...
8/23/25	Stillwater Regional Airport Facebook Post: #OnThisDate — August 23, 2016 marked a milestone for us!...
8/23/25	Visit Stillwater Facebook Post: #OnThisDate: On August 23, 2016, Stillwater welcomed its first-ever commercial flight into Stillwater Regional Airport (SWO)!...
8/24/25	Visit Stillwater Instagram Post: #OnThisDate: On August 23, 2016, Stillwater welcomed its first-ever commercial flight @stillwater_regional_airport (SWO)!...
8/25/25	Stillwater Regional Airport Facebook Post: Fall is in the air here in Stillwater, and today's crisp weather has us dreaming of autumn adventures!...
8/27/25	Stillwater Regional Airport Facebook Post: The wait is almost over—OSU Football is back!...
8/29/25	Stillwater Regional Airport Facebook Post: Stillwater Regional Airport is family-friendly from the start!...
9/2/25	Stillwater Regional Airport Facebook Post: ✈️ Happy Labor Day from Stillwater Regional Airport!...
9/3/25	Stillwater Regional Airport Facebook Post: 🕒 The countdown is on! Boys From Oklahoma presale registration kicks off this Friday!...
9/5/25	Stillwater Regional Airport Facebook Post: ✈️ Mark your calendars — the Oklahoma State University Flying Aggies Fly-In is set for October 4th at Stillwater Regional Airport!...
9/8/25	Stillwater Regional Airport Facebook Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ With American Airlines offering nonstop flights from DFW Airport to the Aspen Airport, it takes just one easy layover from Stillwater to reach Colorado's mountain magic!...
9/9/25	Stillwater Regional Airport Instagram Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ With American Airlines offering nonstop flights from DFW Airport to the Aspen Airport, it takes just one easy layover from Stillwater to reach Colorado's mountain magic!...
9/10/25	Stillwater Regional Airport Facebook Post: ❤️ ❤️ Cowboy Country is glowing bright! ❤️ ❤️ Get ready for OSU home games by picking up a free orange light bulb at the Stillwater Visitors Center!...
9/11/25	Stillwater Regional Airport Facebook Post: ✈️ Make your trip to OSU Homecoming hassle-free by flying straight into Stillwater Regional Airport!...
9/12/25	Stillwater Regional Airport Instagram Post: ✈️ Make your trip to OSU Homecoming hassle-free by flying straight into Stillwater Regional Airport!...
9/13/25	Stillwater Regional Airport Facebook Post: 🌐 ✈️ Ready for the World's Game? The FIFA World Cup is coming to North America in 2026, and you can use your American Airlines AAdvantage® Miles to score your tickets!...
9/15/25	Stillwater Regional Airport Facebook Post: ✈️ ✈️ Travel Tip Time! ✈️ ✈️ Make your next trip smoother with these handy travel hacks!...
9/17/25	Stillwater Regional Airport Instagram Post: 🌐 ✈️ Ready for the World's Game? The FIFA World Cup is coming to North America in 2026, and you can use your American Airlines AAdvantage® Miles to score your tickets!...
9/18/25	Stillwater Regional Airport Facebook Post: ✈️ On this day in aviation history: September 18, 1928, the legendary Zeppelin LZ-127 "Graf Zeppelin" took its very first flight in Germany!...
9/19/25	Stillwater Regional Airport Facebook Post: 🏈 It's game day in Stillwater, and you know what that means—Go Pokes!...
9/19/25	Stillwater Regional Airport Instagram Post: 🏈 It's game day in Stillwater, and you know what that means—Go Pokes!...
9/21/25	Stillwater Regional Airport Facebook Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ ✈️ Spotlight International Destination: San José, Costa Rica!...
9/23/25	Stillwater Regional Airport Facebook Post: Flying is better when it's simple. At Stillwater Regional Airport, you'll enjoy!...
9/24/25	Stillwater Regional Airport Instagram Post: Flying is better when it's simple. At Stillwater Regional Airport, you'll enjoy!...
9/25/25	Stillwater Regional Airport Facebook Post: ✈️ On this day in aviation history: September 25, 1903 — Orville and Wilbur Wright arrived in Kitty Hawk, NC with their 1902 Wright Glider to continue testing!...
9/27/25	Stillwater Regional Airport Facebook Post: ❤️ Go Pokes! ❤️ The Stillwater Regional Airport is cheering loud and proud for the Oklahoma State Cowboys as they hit the field today!...

9/29/25		Stillwater Regional Airport Facebook Post: ✈️ 🇺🇸 Don't forget - the Oklahoma State University Flying Aggies Fly-In is landing THIS Saturday!...
9/30/25		Visit Stillwater Facebook Post: Fly high this weekend at the Oklahoma State University Flying Aggies Fly-In! Just head to the Ray & Linda Booker Flight Center at Stillwater Regional Airport...
9/30/25		Visit Stillwater Instagram Post: Fly high this weekend at the Oklahoma State University Flying Aggies Fly-In! Just head to the Ray & Linda Booker Flight Center @stillwater_regional_airport...
10/2/25		Stillwater Regional Airport Facebook Post: ✈️ Sky's the limit, Stillwater! The 3rd Annual Model Aviation Day is happening...
10/3/25		Stillwater Regional Airport Facebook Post: ✈️ Take to the skies this Saturday at the Oklahoma State University Flying Aggies Fly-In!...
10/4/25		Stillwater Regional Airport Instagram Post: ✈️ Sky's the limit, Stillwater! The 3rd Annual Model Aviation Day is happening...
10/5/25		Stillwater Regional Airport Facebook Post: ✈️ 📍 Headed to Stillwater for game day this season? Flying into Stillwater Regional Airport puts you just minutes from Boone Pickens Stadium and all the action...
10/7/25		Stillwater Regional Airport Facebook Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ With American Airlines offering nonstop flights from DFW Airport to Boston Logan International Airport, it takes just one easy layover from Stillwater to reach Salem...
10/8/25		Stillwater Regional Airport Instagram Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ With American Airlines offering nonstop flights from DFW Airport to Boston Logan International Airport, it takes just one easy layover from Stillwater to reach Salem...
10/9/25		Stillwater Regional Airport Facebook Post: ✈️ Travel Smart from Stillwater! 🕒 Ready to plan your next trip? Here are a few Booking & Check-In Tips to help you save time and money:...
10/10/25		Visit Stillwater Facebook Post: Next Friday, October 17th, make your way to the Oklahoma State University campus in the hours before the homecoming tradition of Walkaround for the chance to win big!...
10/10/25		Visit Stillwater Instagram Post: Next Friday, October 17th, make your way to the @okstate campus in the hours before the homecoming tradition of Walkaround for the chance to win big!...
10/11/25		Stillwater Regional Airport Instagram Post: ✈️ Travel Smart from Stillwater! 🕒 Ready to plan your next trip? Here are a few Booking & Check-In Tips to help you save time and money:...
10/11/25		Stillwater Regional Airport Facebook Post: ✈️ History Takes Flight! On this day in aviation history, President Theodore Roosevelt became the first U.S. president to fly...
10/12/25		Stillwater Regional Airport Facebook Post: ❤️ ✈️ Welcome Home, Cowboys! 📍 It's that special time of year when Stillwater shines brightest — OSU Homecoming Week!...
10/14/25		Stillwater Regional Airport Instagram Post: ❤️ ✈️ Welcome Home, Cowboys! 📍 It's that special time of year when Stillwater shines brightest — OSU Homecoming Week!...
10/15/25		Stillwater Regional Airport Facebook Post: ✈️ This Day in Aviation History – October 14, 1947...
10/16/25		Stillwater Regional Airport Facebook Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ ✈️ Spotlight International Destination: Rome, Italy...
10/17/25		Stillwater Regional Airport Facebook Story: Don't miss History and Homecoming!
10/17/25		Visit Stillwater Facebook Story: Don't miss History and Homecoming!
10/17/25		Payne County Expo Center Facebook Post: ❤️ ❤️ History & Homecoming in Stillwater! ❤️ ❤️ ...
10/18/25		Stillwater Regional Airport Facebook Post: ❤️ ❤️ It's Homecoming Day in Stillwater — Go Pokes! ❤️ 📍 ...
10/20/25		Stillwater Regional Airport Facebook Post: ✈️ 🌐 Happy International Air Traffic Controllers Day! 🌐 ✈️ ...
10/21/25		Stillwater Regional Airport Instagram Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ ✈️ Spotlight International Destination: Rome, Italy...
10/22/25		Stillwater Regional Airport Facebook Post: ✈️ 📍 Looking to score the best airfare deals for your next trip with American Airlines? Here are a few insider tips to help you save:...
10/24/25		Stillwater Regional Airport Facebook Post: ✈️ ❤️ A big thank-you to the Perkins Girl Scouts for visiting Stillwater Regional Airport yesterday!...
10/25/25		Stillwater Regional Airport Instagram Post: ✈️ 📍 Looking to score the best airfare deals for your next trip with American Airlines? Here are a few insider tips to help you save:...
10/26/25		Stillwater Regional Airport Instagram Post: ✈️ ❤️ A big thank-you to the Perkins Girl Scouts for visiting Stillwater Regional Airport on Thursday!...
10/26/25		Stillwater Regional Airport Facebook Post: ✈️ Start in Stillwater. Explore more. 📍 ...

10/28/25	Stillwater Regional Airport Facebook Post: 📷 Golden hour in the fall is a beautiful sight at Stillwater Regional Airport. ✂️🌿...
10/31/25	Stillwater Regional Airport Facebook Post: 🎃 Happy Halloween from Stillwater Regional Airport! 🍩...
11/1/25	Visit Stillwater Facebook Post: 🌟 The holiday season is here, so check out all the ways to enjoy it this November here in America's Friendliest College Town!...
11/1/25	Visit Stillwater Instagram Post: 🌟 The holiday season is here, so check out all the ways to enjoy it this November here in America's Friendliest College Town!...
11/4/25	Stillwater Regional Airport Facebook Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ With American Airlines offering nonstop flights from DFW Airport to Charleston International Airport, it's just one easy layover from Stillwater to reach Charleston, South Carolina...
11/6/25	Stillwater Regional Airport Facebook Post: ✂️ IMPORTANT ANNOUNCEMENT ✂️ The Federal Aviation Administration (FAA) and Department of Transportation (DOT) announced that...
11/11/25	Stillwater Regional Airport Facebook Post: ✂️ Honoring Those Who've Served This Veterans Day, we salute the brave men and women who've served our nation...
11/11/25	Stillwater Regional Airport Instagram Post: ✂️ Honoring Those Who've Served This Veterans Day, we salute the brave men and women who've served our nation...
11/12/25	Stillwater Regional Airport Facebook Post: ✂️ This Day in Aviation History – November 12, 1921...
11/12/25	Stillwater Regional Airport Instagram Post: ✂️ This Day in Aviation History – November 12, 1921...
11/16/25	Stillwater Regional Airport Facebook Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ ✂️ Spotlight International Destination: Cancún, Mexico...
11/17/25	Stillwater Regional Airport Facebook Post: ✂️ Looking to get home for the holidays — or maybe plan a getaway straight after? Fly from Stillwater Regional Airport and keep an eye out for some great deals with American Airlines...
11/18/25	Stillwater Regional Airport Facebook Post: ✂️ Flying into Stillwater for the holidays or planning a little festive shopping while you're in town? Make the most of your visit with the Stillwater Savings Pass!...
11/18/25	Stillwater Regional Airport Instagram Post: ✂️ Flying into Stillwater for the holidays or planning a little festive shopping while you're in town? Make the most of your visit with the Stillwater Savings Pass!...
11/20/25	Stillwater Regional Airport Facebook Post: ✂️ Flying home for the holidays or visiting Stillwater this season? Land at Stillwater Regional Airport and step right into the festive charm of America's Friendliest College Town!...
11/22/25	Stillwater Regional Airport Facebook Post: ✂️ Traveling with kids this holiday season? Stillwater Regional Airport makes family travel easier — and a few simple tips can make your trip even smoother!...
11/22/25	Visit Stillwater Facebook Post: Find everything you'll need for those special names on your gift list with a holiday shopping trip to Stillwater!...
11/22/25	Visit Stillwater Instagram Post: Find everything you'll need for those special names on your gift list with a holiday shopping trip to Stillwater!...
11/24/25	Stillwater Regional Airport Facebook Post: ✂️ Traveling made easy starts at Stillwater Regional Airport!...
11/27/25	Stillwater Regional Airport Facebook Post: 🍂🌟 Happy Thanksgiving from Stillwater Regional Airport!...
11/29/25	Stillwater Regional Airport Facebook Post: ✂️ This Day in Aviation History On November 28-29 1929, Richard E. Byrd (with pilot Bernt Balchen and two other crew members) achieved the first flight over the South Pole in their Ford Tri-Motor aircraft...
12/1/25	Visit Stillwater Facebook Post: This December, celebrate the holidays in America's Friendliest College Town!...
12/1/25	Visit Stillwater Instagram Post: This December, celebrate the holidays in America's Friendliest College Town!...
12/4/25	Stillwater Regional Airport Facebook Post: 🚧 Temporary Road Closure Near SWO 🚧...
12/10/25	Stillwater Regional Airport Facebook Post: ✂️ The Heart of Tourism in Oklahoma When Oklahoma's Lt. Governor Matt Pinnell says he's traveling right, he means it...
12/12/25	Stillwater Regional Airport Facebook Post: 🗺️🌟 December Destination Spotlight: New York City!...
12/13/25	Stillwater Regional Airport Facebook Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ How many hats does one cowgirl need for the National Finals Rodeo?...
12/15/25	Stillwater Regional Airport Facebook Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ Spotlight International Destination: Paris, France...
12/17/25	Stillwater Regional Airport Facebook Post: This Day in Aviation History ✂️ On December 17, 1903, Wilbur and Orville Wright made history...

12/18/25		Stillwater Regional Airport Instagram Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ How many hats does one cowgirl need for the National Finals Rodeo?...
12/18/25		Stillwater Regional Airport Facebook Post: Santa is landing at the Stillwater Regional Airport tonight!...
12/18/25		Visit Stillwater Facebook Post: Santa is landing at the @stillwater_regional_airport tonight!...
12/18/25		Visit Stillwater Instagram Post: Santa is landing at the @stillwater_regional_airport tonight!...
12/19/25		Stillwater Regional Airport Facebook Post: ❤️❤️ Start in Stillwater. Explore More. ❤️❤️ Did you know there's another Stillwater worth exploring?...
12/20/25		Visit Stillwater Facebook Post: If you're in search of some great last-minute finds for a few names on your holiday gift list, make a shopping trip to Stillwater!...
12/20/25		Visit Stillwater Instagram Post: If you're in search of some great last-minute finds for a few names on your holiday gift list, make a shopping trip to Stillwater!...
12/21/25		Stillwater Regional Airport Facebook Post: Lights, camera... Stillwater! 📷✈️ Did you know the movie Christmas in the Heartland features scenes with characters flying into Stillwater Regional Airport?...
12/22/25		Stillwater Regional Airport Instagram Post: ❤️❤️ Start in Stillwater. Explore More. ❤️❤️ Did you know there's another Stillwater worth exploring?...
12/23/25		Stillwater Regional Airport Facebook Post: 🚗 Parking Alert for Holiday Travelers at SWO 🚗 ...
12/25/25		Stillwater Regional Airport Facebook Post: May your holidays be merry, your travels smooth, and your season full of bright moments...
12/29/25		Stillwater Regional Airport Facebook Post: Starting February 1, 2026, travelers flying out of Stillwater Regional Airport who do not have a REAL ID or another acceptable form...
12/29/25		Stillwater Regional Airport Instagram Post: Starting February 1, 2026, travelers flying out of Stillwater Regional Airport who do not have a REAL ID or another acceptable form...
12/31/25		Stillwater Regional Airport Facebook Post: Soaring into the New Year with gratitude for our amazing travelers, partners, and community!...
<b>WEBSITE:</b>	<b>\$15,500</b>	
July-Dec		visitstillwater.org/tools/transportation - featured content and listing
July-Dec		Threshold 360 Feature Site Location
July-Dec		Featured on Visit Stillwater's website home page
July		Microsite created for Crazy Daze campaign, giving away 5 x \$500 American Airlines gift cards
Nov-Dec		Microsite created for Fly Home for the Holidays, gave away 5 x \$500 American Airlines gift cards
<b>CAMPAIGNS:</b>	<b>\$6,840</b>	
		<b>Annual Fly SWO &amp; Sales Tax Generating Promotions:</b>
July		<b>Krazy Daze</b>
		July 1-31, 2025 - Entered 1x for every \$50 spent during the month
		July 16-20, 2025 - Entered 2x for every \$50 spent during the month
		Winners = 5 x \$500 American Airlines Gift Card
		Krazy Daze Reusable Bags with FlySWO Logo
		Krazy Daze T-Shirts for Business to wear
		Advertising/Promotions/Public Relations/Social Media/Website outlined above
Nov-Jan		<b>Fly Home for the Holidays - November 22, 2025 - January 4, 2026</b>
		Entered 1x for every \$50 spent during the promotion
		Winners = 5 x \$500 American Airlines Gift Card
		Advertising/Promotions/Public Relations/Social Media/Website outlined above
Dec		<b>SWO Home for the Holidays - December 18, 2025</b>
		Adults attending the event enter on prepared forms
		Winners = 5 x \$100 American Airlines Gift Card
		Advertising/Promotions/Public Relations/Social Media/Website outlined above
April		<b>405 Day - April 5, 2025</b>
		Entered 1x for every \$50 spent during the 24 hours
		Winners = 5 x \$100 American Airlines Gift Card
		Advertising/Promotions/Public Relations/Social Media/Website outlined above
May		<b>National Travel &amp; Tourism Week - May 4-10, 2025</b>
		Entered 1x for every \$50 spent during the week
		Winners = 3 x \$500 American Airlines Gift Card
		Advertising/Promotions/Public Relations/Social Media/Website outlined above
<b>Total</b>	<b>\$393,315</b>	<b>Paid &amp; Earned Marketing for FlySWO</b>

**RESOLUTION NO. SEDA-2026- 1**

**A RESOLUTION OF THE STILLWATER ECONOMIC DEVELOPMENT AUTHORITY APPROVING THE BOOKEND HOTEL REDEVELOPMENT AGREEMENT BY AND AMONG THE STILLWATER ECONOMIC DEVELOPMENT AUTHORITY, THE CITY OF STILLWATER, AND REPUBLIC PROPERTIES, LLC.**

**WHEREAS**, on June 18, 2018, the City Council of the City of Stillwater (“City Council”) adopted Ordinance No. 3407 approving the Stillwater (Re)Investment Plan (Stillwater Downtown/Campus Link Project Plan), establishing a project area and creating Increment District No. 3, a sales and ad valorem increment district (“Increment District No. 3”), pursuant to the Oklahoma Local Development Act, 62 O.S. § 850, et seq., as amended, which Project Plan has been subsequently amended, including by Ordinance No. 3424 adopted November 5, 2018, Ordinance No. 3440 adopted October 7, 2019, Ordinance No. 3494 adopted May 16, 2022, and Ordinance No. 3521 adopted on March 27, 2023 (collectively, the “Project Plan”); and

**WHEREAS**, the Project Plan supports the City’s efforts to achieve its development objectives for Downtown Stillwater and envisions, among other things, the repurposing and activation of vacant and underutilized property in downtown Stillwater; and

**WHEREAS**, Republic Properties, LLC (“Redeveloper”) proposes to renovate the existing historic library building, located at 206 W. 6<sup>th</sup> Ave., Stillwater, Oklahoma 74074, (“Property”) into a fifteen (15) room boutique hotel incorporating a public-facing bar and event space, and curated retail component, and which will include full replacement of mechanical, electrical, and plumbing systems; installation of fire suppression systems; comprehensive ADA accessibility upgrades; and restoration of historical architectural features (collectively, the “Redevelopment”), with a minimum investment of no less than Five Million Dollars and No/100 (\$5,000,000.00) (“Minimum Investment”); and

**WHEREAS**, the Implementation Policy Committee (“Committee”) has reviewed the application of the Redeveloper for significant impact development assistance (“Application”), as described in the Implementation Policy Guide for Assistance in Development Financing adopted by the City Council and has determined that the proposed Redevelopment is consistent with the objectives of the Project Plan; and

**WHEREAS**, the Committee has recommended approval of the Redeveloper’s Application, including the Redeveloper’s request for assistance in development financing, payable solely from tax increments generated by the Redevelopment; and

**WHEREAS**, Special Counsel for Economic Development and City staff have prepared a redevelopment agreement (“Redevelopment Agreement”), pursuant to which the Redeveloper will, among other things, be obligated to complete the Redevelopment on or before December 31, 2026, and provide satisfactory evidence of the Minimum Investment, and the Authority will provide development financing assistance to support the Redevelopment in an amount not to exceed One Million Dollars and No/100 (\$1,000,000.00), in arrears, payable solely from ad valorem and sales tax increments generated by the Redevelopment (“Public Assistance”), in

accordance with the terms and conditions of the Redevelopment Agreement and as authorized by the Project Plan; and

**WHEREAS**, provided the Redevelopment generates sufficient tax increments to fund the Public Assistance and the Redeveloper is eligible to receive the Public Assistance, the Authority will make annual payments equal to (a) 100% of the City's undedicated portion of the City's sales taxes (currently 2% of taxable sales) generated by the Redevelopment for the previous years and collected by the City, and (b) 90% of the incremental increase in ad valorem taxes attributable to business personal property and real property generated by the Redevelopment above the base assessed value of \$81,604, as assessed and paid by the Redeveloper; and

**WHEREAS**, the annual payments, if any, shall continue until the earlier of: (a) the date on which the cumulative amount of Public Assistance actually disbursed equals One Million Dollars and No/100 (\$1,000,000.00); or (b) the expiration of Increment District No. 3; and

**WHEREAS**, the Board of Trustees of the Stillwater Economic Development Authority deems it appropriate to approve the Redevelopment Agreement and finds that such approval is in the best interest of the City, and the health, safety, and welfare of the City and its residents.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Trustees of the Stillwater Economic Development Authority, as follows:

1. The Redevelopment Agreement by and among the Stillwater Economic Development Authority, the City of Stillwater, and Republic Properties, LLC, an Oklahoma limited liability company, is hereby approved.
2. The Chairman and officers of the Authority, and with the advice of Special Counsel for Economic Development, are authorized and directed to negotiate, finalize, and execute the Redevelopment Agreement, to make corrections and adjustments thereto as may be appropriate, and to prepare, finalize, approve, and execute such additional documents that are necessary and appropriate to implement and carry out the terms of the Redevelopment Agreement.

**PASSED AND APPROVED** this \_\_\_\_ day of \_\_\_\_\_, 2026.

\_\_\_\_\_  
William H. Joyce, Chairman

ATTEST:

\_\_\_\_\_  
Teresa Kadavy, Secretary

(SEAL)

APPROVED as to form and legality.

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Special Counsel for Economic Development

**REDEVELOPMENT AGREEMENT**

**BY AND BETWEEN**

**THE STILLWATER ECONOMIC  
DEVELOPMENT AUTHORITY,**

**THE CITY OF STILLWATER,**

**AND**

**REPUBLIC PROPERTIES, LLC**

**REDEVELOPMENT AGREEMENT  
BY AND BETWEEN  
THE STILLWATER DEVELOPMENT ECONOMIC AUTHORITY, THE CITY OF  
STILLWATER, AND REPUBLIC PROPERTIES, LLC**

**THIS REDEVELOPMENT AGREEMENT** ("Agreement") is made as of this \_\_\_\_\_ day of \_\_\_\_\_, 2026 ("Effective Date") by and between the STILLWATER ECONOMIC DEVELOPMENT AUTHORITY, a public trust having as its beneficiary the City of Stillwater ("Authority"), the CITY OF STILLWATER, a municipal corporation ("City"), and REPUBLIC PROPERTIES, LLC, an Oklahoma limited liability company (referred to herein as the "Redeveloper").

**WITNESSETH:**

**WHEREAS**, on June 18, 2018, the City Council of the City of Stillwater adopted Ordinance No. 3407 approving the Stillwater (Re)Investment Plan (Stillwater Downtown/Campus Link Project Plan), establishing a project area and creating Increment District No. 3, a sales and ad valorem increment district, pursuant to the Oklahoma Local Development Act, 62 O.S. § 850, et seq., as amended, which Project Plan has been subsequently amended, including by Ordinance No. 3424 adopted November 5, 2018, Ordinance No. 3440 adopted October 7, 2019, Ordinance No. 3494 adopted May 16, 2022, and Ordinance No. 3521 adopted on March 27, 2023 (collectively, the "Project Plan"); and

**WHEREAS**, the Project Plan identifies redevelopment of Downtown Stillwater as a priority and contemplates the repurposing and activation of vacant or underutilized property, the encouragement of mixed-use development, and the expansion of the City's tax base; and

**WHEREAS**, the Redeveloper proposes to renovate the existing historic library building, located at 206 W. 6th Ave., Stillwater, Oklahoma 74074, into a fifteen (15) room boutique hotel incorporating a public-facing bar and event space, as more particularly described in this Agreement; and

**WHEREAS**, the Implementation Policy Committee ("Committee") previously established by the City has reviewed the Redeveloper's application for significant impact development assistance ("Application") in accordance with the Implementation Policy Guide adopted by the City Council and has determined that the proposed redevelopment is consistent with the objectives of the Project Plan; and

**WHEREAS**, the Committee has recommended approval of the Redeveloper's Application, including Redeveloper's request for assistance in development financing for the proposed redevelopment in an amount not to exceed One Million Dollars (\$1,000,000.00), payable solely from tax increments generated by the redevelopment and in accordance with the Project Plan and this Agreement; and

**WHEREAS**, the City finds that approval of this Agreement is in the best interests of the City, and the health, safety, and welfare of the City and its residents; and

**WHEREAS**, the parties desire to enter into this Agreement setting forth the terms and conditions under which the Redevelopment will be undertaken and assistance in development financing may be provided.

IN CONSIDERATION of the mutual covenants and agreements contained herein, the Authority and the Redeveloper hereby agree as follows:

**ARTICLE I  
SUBJECT OF AGREEMENT**

**SECTION 1.01 Scope of Agreement.**

A. Redeveloper proposes the use of public financing as a part of the overall development financing of the proposed Redevelopment. In exchange for the public assistance requested in support of the Redevelopment (as hereafter defined), Redeveloper agrees to perform certain obligations and satisfy certain requirements to ensure a definite and measurable public benefit, including providing satisfactory evidence of the Redeveloper's Minimum Investment (defined below), commencing and completing the Redevelopment within specified time frames, and continuously and fully operating the Redevelopment for a specified minimum period. The Redeveloper's performance of these obligations will support the objectives of the Project Plan and the City's desire to attract investment, expand employment, and enhance the City's tax base.

B. Redeveloper hereby agrees, subject to the terms and conditions hereinafter provided, to cause the design, construction, and completion, in the time period hereinafter described, of the Redevelopment on the Property substantially in accordance with plans to be approved consistent with this Agreement; and

C. The Authority hereby agrees, subject to the terms and conditions hereinafter provided, to provide assistance in development financing to the Redeveloper in support of the Redevelopment in the manner provided in this Agreement.

**SECTION 1.02 Scope of Redevelopment.** The Redeveloper shall incur and expend development costs of no less than Five Million Dollars and No/100 (\$5,000,000.00) ("Minimum Investment") in the Redevelopment consisting of the following:

Renovation and redevelopment of the existing approximately 15,000 square foot historic library building ("Building") on real property located at 206 W. 6th Ave., Stillwater, Oklahoma 74074 ("Property"), into a fifteen (15) room boutique hotel incorporating a public-facing bar, event space, and curated retail component, and which includes full replacement of mechanical, electrical, and plumbing systems; installation of fire suppression systems; comprehensive ADA accessibility upgrades; and restoration of historic architectural features,

all of which shall be reflected in the Redevelopment Plans and Specifications (defined in Article V) approved by the Authority and the City, and which shall constitute the "Redevelopment." The Redevelopment will result in the restoration of another historic building in downtown Stillwater

and will provide a vibrant, upscale boutique hotel to complement the other restaurants and merchants in the district.

SECTION 1.03 Relationship of the Parties. This Agreement specifically does not create any partnership or joint venture between the parties hereto or render any party liable for any of the debts or obligations of any other party.

## ARTICLE II AUTHORITY OBLIGATIONS

SECTION 2.01 Project Plan. The Project Plan authorizes project costs, including the provision of assistance in development financing to support the Redevelopment. To facilitate redevelopment of the Property as contemplated by this Agreement, and thereby achieve the public objectives of the Project Plan and this Agreement, it is recognized that assistance in development financing is required.

SECTION 2.02 Assistance in Development Financing. As authorized by the Project Plan and subject to satisfaction of the conditions precedent herein, and the terms, conditions, and limitations contained herein, the Authority agrees to provide assistance in development financing to the Redeveloper in a total amount not to exceed One Million Dollars and No/100 (\$1,000,000.00) in support of the Redevelopment, as more particularly described in Article IV below.

SECTION 2.03 Certificate of Completion. Within 30 days after the Redeveloper has completed the construction of the Redevelopment, as evidenced by the final certificate of occupancy issued by the City, the Authority shall furnish to the Redeveloper a Certificate of Completion in substantially the form attached hereto as Exhibit B. The Certificate of Completion shall confirm that, as of its date of issuance, the Redevelopment has been completed in accordance with this Agreement and that the conditions to eligibility for disbursement of Public Assistance (defined in Section 4.01) following completion, including satisfaction of the Minimum Investment and absence of any uncured Event of Default related to completion of the Redevelopment, have been satisfied.

## ARTICLE III INITIAL CONDITIONS PRECEDENT TO DISBURSEMENT

As conditions precedent to the Authority's obligations to provide assistance in development financing in support of the Redevelopment, Redeveloper shall satisfy the following requirements (in addition to other covenants and obligations set forth in this Agreement):

SECTION 3.01 Control of Property. Redeveloper shall provide the Authority with evidence of its fee simple title to the Property described on Exhibit A attached hereto.

SECTION 3.02 Redevelopment Plans. Redeveloper shall provide the Authority for its approval the Redevelopment Plans and Specifications for the Redevelopment, as provided in Article V of this Agreement.

SECTION 3.03 Evidence of Financing. Redeveloper shall provide the Authority with evidence of financing capacity and binding commitments necessary to finance the total cost of the Redevelopment.

SECTION 3.04 Insurance. Redeveloper shall provide the Authority for its approval evidence of insurance coverage required under this Agreement.

SECTION 3.05 Construction Contracts. Redeveloper shall provide the Authority copies of all executed construction and trade contracts for the improvements comprising the Redevelopment, together with a construction budget. Redeveloper shall provide additional executed contracts as they are entered into from time to time. The construction contracts and budget shall evidence that the total development costs of the Redevelopment are no less than the Minimum Investment.

#### **ARTICLE IV ASSISTANCE IN DEVELOPMENT FINANCING**

SECTION 4.01 Assistance in Development Financing. Subject to the terms and conditions of this Agreement, and provided the Redeveloper is not in default of its obligations hereunder, the Authority agrees to provide assistance in development financing in support of the Redevelopment in an amount not to exceed One Million Dollars and No/100 (\$1,000,000.00) (“Public Assistance”), provided the Redevelopment generates sufficient tax increments to fund the Public Assistance. Provided the Redeveloper is eligible to receive the Public Assistance, the Authority will make payments to Redeveloper annually in an amount equal to (a) one hundred percent (100%) of the City’s undedicated portion of the City’s sales taxes (currently two percent (2%) of taxable sales) generated by the Redevelopment for the previous year and collected by the City, and (b) ninety percent (90%) of the incremental increase in ad valorem taxes attributable to business personal property and real property generated by the Redevelopment above the established base assessed value of the Property, which is \$81,604, as assessed and paid by Redeveloper. Such annual payments, if any, shall continue until the earlier of: (a) the expiration of Increment District No. 3, or (b) the date on which the cumulative amount of Public Assistance actually disbursed equals One Million Dollars and No/100 (\$1,000,000.00).

SECTION 4.03 Sole Source; No Guarantee. All Public Assistance shall be payable solely from tax increment revenues actually generated by the Redevelopment, collected by the Authority, and apportioned in accordance with the Project Plan and applicable ordinances. The Authority makes no representation, promise, or guarantee that the Public Assistance will be fully disbursed, and Redeveloper acknowledges that annual payments, if any, depend entirely on actual tax increment revenues generated by the Redevelopment.

SECTION 4.04 Conditions; Termination. Notwithstanding anything to the contrary, Redeveloper shall not be entitled to any Public Assistance if the Redevelopment is not completed or if Redeveloper is in default under the Redevelopment Agreement. Without limitation, if the Five Million Dollar and No/100 (\$5,000,000.00) Minimum Investment is not achieved, if the Redevelopment ceases operations as approved hereunder, or if the Redevelopment fails to satisfy

the requirements of Significant Impact Development under the City's Implementation Policy Guide, eligibility for further assistance shall automatically terminate, and no additional disbursements shall be made.

SECTION 4.05 Limitations on Assistance in Development Financing Obligations. Notwithstanding anything to the contrary contained herein, in no event shall the total amount of Public Assistance provided to the Redeveloper under this Agreement exceed One Million Dollars and No/100 (\$1,000,000.00).

SECTION 4.06 Payment Direction; Restricted Account. Notwithstanding anything herein to the contrary, Redeveloper may direct that any Public Assistance payable to Redeveloper under this Agreement be disbursed to a deposit account in the name of Redeveloper at a financial institution designated by Redeveloper and reasonably acceptable to the Authority (the "Restricted Account"), which account may be subject to the control of Redeveloper's construction or permanent lender and restrictions on access and use pursuant to applicable financing documents.

Upon written notice from Redeveloper specifying the Restricted Account and providing wiring or payment instructions, the Authority shall remit all Public Assistance payments to such Restricted Account, and the Authority and the City shall be entitled to rely conclusively on such payment direction unless and until modified by subsequent written notice executed by Redeveloper.

Any payment made by the Authority in accordance with the payment instructions provided by Redeveloper shall constitute full satisfaction of the Authority's and the City's obligations with respect to the corresponding Public Assistance payment, and neither the Authority nor the City shall have any responsibility or liability with respect to the allocation, control, or application of funds after deposit into the Restricted Account.

Redeveloper may modify payment instructions from time to time by written notice to the Authority; provided, that if the Authority has received written notice from Redeveloper's lender requiring lender consent to any change in payment direction, the Authority may require reasonable evidence of such consent before implementing the change.

## **ARTICLE V REDEVELOPER'S OBLIGATIONS**

SECTION 5.01 Building Requirements. The Redevelopment shall comply with the requirements established by the zoning and building codes applicable to the Property by the City's Land Development Code ("Code") and the City of Stillwater's Standards for public infrastructure improvements ("Standards") and related laws governing municipal planning and zoning. The Redeveloper shall be responsible for the construction, renovation, improvement, equipping, repair and installation of all public and private improvements associated with the Redevelopment as described in, and in conformance with schematic drawings, design development documents, and construction documents approved by the Authority and the City of Stillwater ("Plans and Specifications"). For purposes of the Authority's review, "Schematic Design Studies" shall consist of drawings and other documents illustrating the scale, layout, and general configuration of the Redevelopment; "Design Development Documents" shall consist of final design

development drawings and documents describing the size and character of the Redevelopment as to structural, mechanical, electrical systems and exterior building materials, and exterior architectural character; "Construction Documents" shall consist of the Design Development Documents and the executed construction and trade contracts between Redeveloper and its contractors, subcontractors, and trades for the improvements comprising the Redevelopment and the specifications referenced in the contracts, together with all amendments and change orders thereto. The Authority's review is intended solely to confirm general consistency of the Redevelopment with the approved Redevelopment concept and exterior character and shall not be deemed review or approval of interior design, furnishings, structural integrity, code compliance, or construction means and methods.

SECTION 5.02 Plans and Specifications. Following the execution of this Agreement, the Redeveloper shall submit Plans and Specifications for the Redevelopment to the Authority for review and approval to the extent not previously submitted. Thereafter, Redeveloper shall not make any material or substantial change to the approved Plans and Specifications without prior written approval of the Authority and the City, which approval will not be unreasonably withheld, conditioned or delayed. The Authority's review and approval of any proposed changes the approved Plans and Specifications shall be limited to confirming continued consistency with the approved redevelopment concept.

SECTION 5.03 City and Other Governmental Permits. All improvements and construction activities shall be performed pursuant to permits and approvals issued by the City and any other governmental agency having jurisdiction as to such construction, development or work. To the extent permits or approvals have previously been issued, Redeveloper shall maintain such permits in good standing and obtain any additional required permits or approvals necessary for completion and occupancy of the Redevelopment.

SECTION 5.04 Construction of Redevelopment. The Redeveloper agrees that all construction, renovation, improvement, equipping, repair and installation work comprising the Redevelopment shall be done substantially in accordance with the Plans and Specifications as approved by the Authority and the permits issued by City, or as amended with the approval of the Authority and the City. Redeveloper shall cause the Redevelopment to be constructed on the Property, at no expense to the City or the Authority. The Redeveloper shall secure or cause its contractors to secure all governmental approvals in connection with (a) the preparation of the Property for construction; (b) the construction, completion, and occupancy of the Redevelopment; and (c) the development and operation of the Redevelopment, including, without limitation, zoning, building code, and environmental laws.

SECTION 5.05 Construction Schedule. Not later than **March 30, 2026** (the "Commencement Date") the Redeveloper shall commence construction of the Redevelopment, pursuant to a valid permit, and shall thereafter diligently prosecute the Redevelopment to completion in order to complete it and receive the final, unrestricted certificate of completion on or before **December 31, 2026** ("Completion Date"). The Commencement Date and Completion Date may be extended due to an event of Force Majeure (defined in Section 7.04(B)) and as may be approved by the Authority and the City.

SECTION 5.06 Rights of Access. For the purpose of ensuring compliance with this Agreement, representatives of the Authority shall have the right of access to the Property, without charges or fees, at normal construction hours during the period of construction for the purposes of this Agreement, including, but not limited to, the inspection of the work being performed in constructing, renovating, improving, equipping, repairing and installing the Redevelopment, so long as they comply with applicable safety rules and do not unreasonably interfere with the activities of the Redeveloper. Except in the case of an emergency, prior to any such access, such representatives of the Authority will check in with the on-site manager. All such representatives of the Authority shall carry proper identification, shall ensure their own safety, assuming the risk of injury, and shall not interfere with the construction activity. The Authority agrees to cooperate with the Redeveloper in facilitating access by the Redeveloper to the Property for construction purposes, provided that the Authority shall incur no financial obligations therefor.

SECTION 5.07 Indemnification. The Redeveloper shall defend, indemnify, assume all responsibility for, and hold the Authority and the City and their respective elected and appointed officers and employees and agents, harmless from, all costs (including attorney's fees and costs), claims, demands, liabilities or judgments (except those which have arisen from the willful misconduct or negligence of the Authority or the City, their officers, employees and agents) for injury or damage to property and injuries to persons, including death, to the extent determined to be caused directly or indirectly by any of the Redeveloper's activities under this Agreement, whether such activities or performance thereof be by the Redeveloper or anyone directly or indirectly contracted with or employed by the Redeveloper and whether such damage shall accrue or be discovered before or after termination of this Agreement. This indemnity includes, but is not limited to, any repair, cleanup, remediation, detoxification, or preparation and implementation of any removal, remediation, response, closure or other plan (regardless of whether undertaken due to governmental action) concerning any hazardous substance or hazardous wastes including petroleum and its fractions as defined in the Comprehensive Environmental Response, Compensation and Liability Act; codified at Title 42, Sections 9601, *et seq.* of the United States Code (hereinafter, "CERCLA"), and all amendments thereto, at any place where Redeveloper owns or has control of real property pursuant to any of Redeveloper's activities under this Agreement. The foregoing indemnity is intended to operate as an agreement pursuant to Section 107(e) of CERCLA to assure, protect, hold harmless and indemnify Authority from liability.

SECTION 5.08 Insurance.

A. In addition to the indemnification of the Authority and the City required in Section 5.07 hereof, the Redeveloper shall take out and maintain, or cause the general contractor(s) for the Redevelopment to take out and maintain, during the period set forth in subsection (D) of this Section, a commercial general liability (CGL) policy in the amount of at least \$1,000,000.00 for any person, \$2,000,000.00 for any occurrence, and \$1,000,000.00 property damage, umbrella/excess liability policy in excess of the CGL policy with limits of \$2,000,000.00, All Risk Property insurance, rental loss or business interruption insurance, and all other coverages as may be required by the Authority.

B. The Redeveloper shall furnish or cause to be furnished a certificate of insurance signed by an authorized agent of the insurance carrier setting forth the general provisions of the

insurance coverage. This certificate of insurance shall name the Authority as an additional insured under the policy. The certificate of insurance shall contain a statement of obligation on the part of the carrier to notify the Authority by certified mail of any modification, cancellation or termination of the coverage at least 30 days in advance of the effective date of any such modification, cancellation or termination. Coverage provided hereunder by the Redeveloper shall be primary insurance and not contributing with any insurance maintained by the Authority, and the policy shall contain such an endorsement. The required certificate shall be filed with the Authority at the time of execution of this Agreement.

C. The Redeveloper shall also furnish or cause to be furnished to the Authority evidence satisfactory to the Authority that any contractor with whom it has contracted for the performance of work on the Property or otherwise pursuant to this Agreement carries workers' compensation insurance as required by law at the time of execution of the Agreement.

D. The insurance obligations set forth in this Section shall remain in effect until the Authority issues the Certificate of Completion for the Redevelopment.

SECTION 5.09 Local, State and Federal Laws. The Redeveloper shall carry out the provisions of this Agreement in conformity with all applicable local, state and federal laws and regulations.

SECTION 5.10 Antidiscrimination During Construction. The Redeveloper, for itself, its successors and assigns, and any contractor with whom Redeveloper has contracted for the performance of work on the Property, agrees that in the construction of the Redevelopment, the Redeveloper shall not discriminate against any employee or applicant for employment because of race, color, creed, religion, age, sex, marital status, handicap, national origin or ancestry.

SECTION 5.11 Other Requirements Applicable to Construction. Redeveloper shall use commercially reasonable efforts to cause construction materials, supplies, equipment, and other tangible personal property incorporated into the Redevelopment to be purchased for delivery to the Property or otherwise sourced in a manner that results in applicable Oklahoma and Stillwater sales or use taxes being collected within the City of Stillwater. Redeveloper shall maintain customary books and records relating to construction purchases and, upon reasonable request, provide representative documentation sufficient to evidence compliance with this Section. Nothing herein shall require Redeveloper to obtain or provide documentation not maintained in the ordinary course of business.

SECTION 5.12 Taxes, Assessments, Encumbrances and Liens. The Redeveloper shall pay, or cause to be paid, when due, all sales taxes, real estate taxes and assessments on the Property which the Redeveloper is responsible to pay. Nothing herein contained shall be deemed to prohibit Redeveloper from contesting the validity or amounts of any tax assessment, encumbrance or lien, or to limit the remedies available to Redeveloper in respect thereto. Redeveloper agrees to provide copies of its personal property ad valorem tax statements and evidence of the amount of personal property ad valorem taxes paid by Redeveloper and/or any tenants for their respective personal property located within the Redevelopment.

SECTION 5.13 Operating Covenant. Redeveloper shall cause the Redevelopment to be continuously and fully operated for its approved use as a boutique hotel and event space for a period of five (5) years following issuance of the final certificate of occupancy for the Redevelopment ("Minimum Operating Period"). Temporary closures due to casualty, Force Majeure, renovation, or other commercially reasonable circumstances shall not constitute a violation of this covenant, provided Redeveloper provides prompt notice to the Authority and the City and diligently pursues restoration and re-opening. Failure to operate during the Minimum Operating Period, other than due to permitted temporary closures, shall result in termination of eligibility for further Public Assistance; provided, however, that such failure shall not require repayment of Public Assistance previously disbursed except as expressly provided in Section 7.02.

SECTION 5.14 Prohibitions and Restrictions During Minimum Operating Period. The qualifications of the Redeveloper are of particular importance to the Authority and the City. It is because of the qualifications and identity of the Redeveloper that the Authority and City entered into this Agreement with the Redeveloper. Therefore, the Redeveloper agrees that during the Minimum Operating Period, Redeveloper shall not, without prior written approval of the Authority and the City, which approval will not be unreasonably withheld or delayed:

(a) Make any total or partial sale, transfer, conveyance, or assignment of the Property; provided, however, the foregoing restrictions shall not apply to (i) leases entered into in the ordinary course of operation of the Redevelopment consistent with the approved use, or (ii) any mortgage lien or security interest granted by the Redeveloper to secure construction or permanent financing for the Redevelopment.

(b) Sell or transfer a controlling interest in the Redeveloper's existing ownership structure to any individual or entity who or which is not an existing member of the Redeveloper. Without limiting the generality of the foregoing, except as otherwise expressly approved by the Authority and the City in writing, the Redeveloper shall not terminate its existence, liquidate or dissolve, or sell all or substantially all of its assets during the Minimum Operating Period.

Any approved transfer during the Minimum Operating Period shall be conditioned upon the transferee's written assumption of the applicable obligations of the Redeveloper under this Agreement for so long as Public Assistance remains payable. Notwithstanding the foregoing, transfers to an entity under common ownership or control with the Redeveloper, or the granting of leasehold or management interests to a hotel operator consistent with the approved use, shall be permitted upon prior written notice to the Authority and the City and shall not be unreasonably disapproved, provided the Redevelopment continues to be operated for its approved use.

SECTION 5.15 Covenants for Non-Discrimination. The Redeveloper covenants by and for itself and any successors in interest that there shall be no discrimination against or segregation of any person or group of persons on account of race, color, creed, religion, sex, familial status, marital status, age, handicap, national origin or ancestry in the sale, lease, sublease, transfer, use occupancy, tenure or enjoyment of the Property, nor shall the Redeveloper itself or any person claiming under or through it establish or permit any such practice or practices of discrimination or segregation with reference to the selection, location, number, use or occupancy of tenants, lessees, subtenants, sub-lessees, or vendees of the Property. The covenant established in this Section shall,

without regard to technical classification and designation, be binding for the benefit and in favor of the Authority and the City, their successors and assigns and any successor in interest to the Property or any part thereof. The covenants contained in this Section shall remain for so long as any amounts due under this Agreement remains unpaid or outstanding.

SECTION 5.16 Maintenance Covenants. The Redeveloper, and all successors and assigns in interest to the Redeveloper, shall be obligated to maintain the Redevelopment and all improvements and landscaping situated on the Property in a clean and neat condition and in a continuous state of good repair in accordance with the Code.

SECTION 5.17 Retailer Requirements. Redeveloper shall require all retailers that locate on the Property to provide it with reports of retail sales transactions, for purposes of consolidated reporting to the Authority. Redeveloper shall provide consolidated monthly, quarterly and annual reports of development and retail sales activities. Such reports must be in a form and format acceptable to the Authority.

SECTION 5.18 Further Assurances. After the execution of this Agreement, Redeveloper shall reasonably cooperate with the Authority and shall execute and deliver such instruments and documents as may be necessary in order to fully carry out the intent and purposes of the transactions contemplated by this Agreement.

SECTION 5.19 Survival of Obligations. All continuing obligations and covenants of the Redeveloper described in this Agreement shall survive the execution of this Agreement and shall continue until such time as the assistance in development financing (including principal, interest and costs) is paid in full.

## **ARTICLE VI REPRESENTATIONS AND WARRANTIES**

SECTION 6.01 Redeveloper Representations and Warranties. The Redeveloper represents and warrants the following:

A. The Redeveloper represents that it is a limited liability company duly organized and existing under the laws of the State of Oklahoma. The Redeveloper is authorized to conduct business in the State of Oklahoma, and is not in violation of any provisions of its articles of organization, operating agreement, or any other agreement governing the Redeveloper, or any law of the State of Oklahoma affecting Redeveloper's ability to perform under this Agreement.

B. The Redeveloper's ability to accomplish the Redevelopment with financing assistance from the Authority has induced the Redeveloper to proceed with the Redevelopment, and the Redeveloper hereby covenants to complete the same and thereafter continuously and fully operate the Redevelopment for a period of no less than the Minimum Operating Period.

C. The Redeveloper represents that it has the full power and authority to execute this Agreement and this Agreement shall constitute a legal, valid and binding obligation of the Redeveloper in accordance with its terms, and the consent of no other party is required for the

execution and delivery of this Agreement by such Redeveloper or the consummation of the transactions contemplated hereby, subject to laws relating to bankruptcy, moratorium, insolvency, or other laws affecting creditor's rights generally and subject to general principles of equity.

D. The Redeveloper represents that the execution and delivery of this Agreement, the consummation of the transactions contemplated herein, and the fulfillment of or compliance with the terms and conditions of this Agreement are not prevented or limited by or in conflict with, and will not result in a breach of, other provisions of its articles of organization, operating agreement or any other agreement governing the Redeveloper or with any evidence of indebtedness, mortgages, agreements, or instruments of whatever nature to which the Redeveloper is a party or by which it may be bound, and will not constitute a default under any of the foregoing.

E. To the knowledge of the undersigned representative of the Redeveloper, there is not currently pending any action, suit, proceeding or investigation, nor, is any such action threatened which, if adversely determined, would materially adversely affect the Redeveloper or the Redevelopment, or impair the ability of the Redeveloper to construct, operate and maintain the Redevelopment, or result in any substantial liability not adequately covered by insurance.

F. The Redeveloper warrants that it has not paid or given and will not pay or give any officer, employee or agent of the City or the Authority any money or other consideration for obtaining this Agreement. The Redeveloper further represents that, to its best knowledge and belief, no officer, employee or agent of the City or the Authority who exercises or has exercised any functions or responsibilities with respect to the Redevelopment during his or her tenure, or who is in a position to participate in a decision making process with regard to the Redevelopment, has or will have any interest, direct or indirect, in any contract or subcontract, or the proceeds thereof, for work to be performed in connection with the Redevelopment, or in any activity, or benefit therefrom, during or after the term of this Agreement.

G. All utility services necessary for the development and construction of the Redevelopment are, or by completion of the Redevelopment will be, available to the Property, including water, storm and sanitary sewer facilities, electric and gas utilities, and telephone services.

H. Financial statements of the Redeveloper heretofore delivered to the Authority and the City are true and correct in all material respects, and fully and accurately present the financial condition of the Redeveloper on the respective dates thereof. There has been no material adverse change in the financial condition of the Redeveloper since the date of the latest statement furnished.

I. Neither this Agreement nor any statement or document referred to herein or delivered by the Redeveloper pursuant to this Agreement contains any statement which Redeveloper knows to be untrue or omits to state a material fact known to Redeveloper that is necessary to make the statements made herein or therein not misleading.

J. Redeveloper is not, and will not be, a person or entity with whom the Authority is restricted from doing business under the Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism Act of 2001, H.R. 3162, Public

Law 107 56 (commonly known as the “USA Patriot Act”) and Executive Order Number 13224 on Terrorism Financing, effective September 24, 2001 and regulations promulgated pursuant thereto (collectively, the “Anti-Terrorism Laws”), including, without limitation persons and entities named on the Office of Foreign Asset Control Specially Designated Nationals and Blocked Persons List.

K. No adverse or other parties are in possession of the Property or any portion thereof, and no party has any right to purchase, right of first offer, right of first refusal or other right or interest relating to the use, occupancy, possession or ownership of the Property, or any portion thereof.

L. To the knowledge of the undersigned representative of the Redeveloper, the Property is in compliance with all applicable local, state or federal law, municipal laws, statutes, ordinances, regulations and codes now existing or hereafter enacted or promulgated (including, but not limited to, those pertaining to zoning, planning, subdivision, occupancy, environmental, health, fire, historic preservation, historic tax credits, building, safety, and tax incentives) (collectively, the “Applicable Laws”) of any of any governmental, quasi-governmental or municipal entity, agency, department, authority, board or commission (collectively, the “Governmental Authorities”). Applicable Laws may include, without limitation (a) the “Americans with Disabilities Act of 1990” P.L. Section 101-336, 42 U.S.C. § 1201 *et seq.*; (b) Environmental Laws (defined below); and (c) ordinances of the City of Stillwater. Redeveloper has received no notice of, nor has Redeveloper any knowledge of: (i) any violations (collectively, “Violations”, and individually, a “Violation”) of any Applicable Law whether officially noted or issued, or (ii) any condition relating to the Property which to Redeveloper’s knowledge would constitute a Violation, and, to Redeveloper’s knowledge, no such violations current exist and no conditions that would give rise to any such Violation currently exists Redeveloper shall provide the Authority with notice of any Violations of which Redeveloper obtains notice or knowledge. Redeveloper shall be responsible for the removal or correction of all Violations, if any, issued with respect to the Property.

M. No notice has been received by Redeveloper from any Governmental Authority with respect to any pending or contemplated change in any Applicable Law which may adversely affect the use, ownership, development, zoning, management or operation of the Property.

N. To the knowledge of the Redeveloper’s or its undersigned representative, the Property is free of all contamination requiring remediation including, but not limited to (a) any “hazardous waste,” “underground storage tanks,” “petroleum,” “regulated substance,” or “used oil” as defined by applicable Environmental Laws; (b) any Hazardous Substance (as defined below); (c) any substance the presence of which on, in, or under the Property is prohibited by any federal, state, or local law, rule, regulation, or ordinance; and (d) any other substance which by federal, state, or local law, rule, regulation, or ordinance requires special handling in its collection, storage, treatment, or disposal. For purposes of this Agreement, “Environmental Laws” shall mean the Comprehensive Environmental Response, Compensation and Liability Act, 42 U.S.C. § 9601 *et seq.*, as amended from time to time (“CERCLA”), the Resource Conservation and Recovery Act, 42 U.S.C. § 6901 *et seq.*, as amended from time to time (“RCRA”), and the Clean Water Act, 33 U.S.C. § 7401 *et seq.*, as amended from time to time, the Clean Air Act, 42 U.S.C. § 7401 *et*

seq., as amended from time to time, the Toxic Substances Control Act, 15 U.S.C. § 2601 et seq., as amended from time to time, as well as any other federal, state, interstate and local environmental statutes, ordinances, rules, guidelines, regulations and orders relating to health, safety or the environment.

O. Redeveloper represents that it has not generated, used, transported, treated, stored, released, or disposed of, nor permitted any other person or entity to generate, use, transport, treat, store, release, or dispose of, any Hazardous Substances on, under, or from the Property in violation of any Applicable Law, and that no such activities in connection with the ownership, operation, maintenance, or occupancy of the Property have created or could reasonably be expected to create liability under any Applicable Law or require reporting to or notification of any governmental authority. Redeveloper further represents that no asbestos, polychlorinated biphenyls ("PCBs"), or underground storage tanks are contained in or located on the Property. To the knowledge of the undersigned representative of the Redeveloper, any Hazardous Substances, if any, handled in connection with the ownership, operation, development, maintenance, or occupancy of the Property have been handled in compliance with Applicable Law. For purposes of this Agreement, "Hazardous Substances" means toxic or hazardous materials, substances, wastes, or other environmentally regulated substances as defined under Environmental Laws, including, without limitation, those regulated under CERCLA, RCRA, and applicable OSHA requirements.

P. Redeveloper covenants and agrees that the Public Assistance to be provided in support of the Redevelopment hereunder shall be applied entirely to the costs of the Redevelopment and not for any other purpose.

All representations and warranties made by the Redeveloper herein shall survive the execution of this Agreement shall continue until such time as all Public Assistance is paid to the Redeveloper, subject to the terms of this Agreement. From and after the Effective Date, Redeveloper shall indemnify and hold the City and the Authority, and their respective officers, trustees, employees, representatives and agents harmless from and against any and all costs, fees, expenses, damages, deficiencies, interest and penalties (including, without limitation, reasonable attorneys' fees and disbursements) suffered or incurred by any such indemnified party in connection with any and all losses, liabilities, claims, damages and expenses arising out of, or in any way relating to a Redeveloper's representation and warranty being untrue or inaccurate

## **ARTICLE VII EVENTS OF DEFAULT AND REMEDIES**

SECTION 7.01 Events of Default. The following shall constitute Events of Default hereunder:

A. A default by the Redeveloper in the performance or observance of any covenant or condition contained in this Agreement, any instrument executed pursuant to this Agreement, or under the terms of any other instrument delivered to the Authority and the City in connection with this Agreement, including, without limitation, the material falsity or breach of any representation, warranty or covenant, Redeveloper's failure to submit the Redevelopment Plans and Specifications to the Authority and the City, Redeveloper's failure to commence or complete construction of the

Redevelopment on or before the approved dates set forth in Section 5.05, the Redeveloper's failure to obtain evidence of financing capacity satisfactory to the Authority, and the failure to make payment when due of any amount of sales taxes, personal property taxes, ad valorem taxes and assessments on the Property;

B. A material variance from the approved Plans and Specifications without prior written consent of the Authority and the City;

C. Any representation, statement, certificate, schedule or report made or furnished to the Authority and the City by the with respect to the matters and transactions covered by this Agreement which proves to be false or erroneous in any material respect at the time of its making or any warranty of a continuing nature which ceases to be complied with in any material respect and the Redeveloper fails to take or cause to be taken corrective measures satisfactory to the Authority within thirty (30) days after written notice by the Authority; or

D. The initiation of bankruptcy or receivership proceedings by or against the Redeveloper and the pendency of such proceedings for sixty (60) days.

**SECTION 7.02 Remedies; Termination.** The Authority will provide the Redeveloper with notice and thirty (30) days opportunity to cure any Event of Default described in Section 7.01; provided, that, if such Event of Default is not reasonably capable of being cured within such 30-day period and Redeveloper promptly begins undertaking actions to cure its default or breach and thereafter pursues such cure with reasonable diligence, then Redeveloper's time period to cure such default shall continue until such Event of Default is cured or Redeveloper is no longer pursuing such cure with reasonable diligence. In the event Redeveloper fails to promptly begin undertaking actions to cure its default or breach and thereafter pursue such cure with reasonable diligence, the Authority and the City may, at their option, reduce the amount of Public Assistance and exercise any and all available remedies at law, in equity or otherwise, including, without limitation, terminating this Agreement. In the event of termination by the City and the Authority, the parties shall have no further obligations to the other hereunder except that, solely in the event the applicable Event of Default involves (a) a material misrepresentation or fraud by Redeveloper, (c) a prohibited transfer during the Minimum Operating Period without required approval, (d) a change in the approved use of the Redevelopment without approval, or (e) Redeveloper's receipt of Public Assistance based on false certification of eligibility, the Authority may demand reimbursement of Public Assistance amounts actually disbursed to Redeveloper plus interest, and all other costs incurred by the Authority and the City in connection with the transactions contemplated under this Agreement.

The rights and remedies of the parties to this Agreement, whether provided by law or by this Agreement, shall be cumulative, and the exercise by any party, or any successor in interest, of any one or more of such remedies shall not preclude the exercise by it, at the same or different times, of any other such remedies for the same default or breach or of any of its remedies for any other default or breach by any other party. No waiver made by any such party with respect to the performance, or manner or time thereof, or any obligation of any other party or any condition to its own obligations under this Agreement shall be considered a waiver of any rights of the party making the waiver with respect to the particular obligation of any other party or

condition to its own obligations beyond those expressly waived in writing and to the extent thereof, or a waiver in any respect in regard to any other rights of the party making the waiver or any other obligations of the party.

SECTION 7.03 Attorney's Fees. If either the Authority or the Redeveloper shall institute any action or proceeding against the other relating to any of the terms, covenants, conditions or provisions of this Agreement, or any other agreement contemplated hereunder, or if there occurs any default by either the Authority or the Redeveloper hereunder, the unsuccessful party in such action or proceeding shall reimburse the successful party for reasonable attorney's fees and other costs and expenses incurred therein by the successful party, including fees, costs and expenses incurred in any appellate proceeding. The parties hereto agree that a provision similar to the foregoing with respect to attorney's fees, costs and expenses shall be included in any other agreement contemplated hereunder and executed and delivered by the Authority and Redeveloper pursuant hereto, and further agree that in any action or proceeding their prayers for relief shall include a plea for the awarding of attorney's fees, costs, and expenses in a manner consistent with the provisions of this Section 7.03.

SECTION 7.04 Enforced Delay; Extension of Times of Performance.

A. The rights and remedies of the parties to this Agreement, whether provided by law or by this Agreement, shall be cumulative, and the exercise by any party, or any successor in interest, of any one or more of such rights and remedies shall not preclude the exercise by it, at the same or different times, of any other such rights and remedies for the same default or breach or of any of its remedies for any other default or breach by any other party. No waiver made by any such party with respect to the performance, or manner or time thereof, or any obligation of any other party or any condition to its own obligations under this Agreement shall be considered a waiver of any rights of the party making the waiver with respect to the particular obligation of any other party or condition to its own obligations beyond those expressly waived in writing and to the extent thereof, or a waiver in any respect in regard to any other rights of the party making the waiver or any other obligations of the party.

B. In addition to specific provisions of this Agreement, performance by any party hereunder shall not be deemed to be in default, and all performance and other dates specified in this Agreement shall be extended, where the party seeking the extension has acted diligently and delays or defaults are due to events beyond the reasonable control of the party such as but not limited to: default of other party; war; insurrection; strikes; lockouts; riots; floods; earthquakes; fires; casualties; acts of God; acts of the public enemy; epidemics and pandemics, including COVID-19; quarantine restrictions; freight embargoes; invasion, lack of transportation; litigation; unusually severe weather; or any other causes beyond the control or without the fault of the party claiming an extension of time to perform (in each case, an event of "Force Majeure").

C. Times of performance under this Agreement may also be extended in writing by the mutual agreement of the Authority and the Redeveloper.

SECTION 7.05 Non-liability of Officials, Employees and Agents of the Authority or the City. No official, employee or agent of the Authority or the City shall be personally liable to the

Redeveloper, or any successor in interest, pursuant to the provisions of this Agreement, for any default or breach by the Authority.

**ARTICLE VIII  
MISCELLANEOUS**

SECTION 8.01 Authority's Obligations Limited. Nothing in this Agreement is intended to require or obligate nor shall anything herein be interpreted to require or obligate the Authority to provide, apply or make any payment or advance from any revenue or funds coming into its hands other than funding the Public Assistance in the manner provided in this Agreement.

SECTION 8.02 Notices. Any notices or other communications required or permitted hereunder shall be sufficiently given if (a) delivered personally, or (b) sent by registered or certified mail, postage prepaid, return receipt requested and addressed as set forth below or to such other address as the party concerned may substitute by written notice to the other. All notices shall be deemed received (i) if delivered personally, on the date of delivery, or (ii) if given by mail, within three days (excluding Saturdays, Sundays and holidays recognized by national banking associations) after being mailed:

To the Authority:                      Stillwater Economic Development Authority  
723 S. Lewis Street/P.O. Box 1449  
Stillwater, Oklahoma 74076-1449  
Attn: Chairman

To the City of Stillwater:              City of Stillwater  
723 S. Lewis Street/P.O. Box 1449  
Stillwater, Oklahoma 74076-1449  
Attn: Municipal Counselor

To the Redeveloper:                      Republic Properties, LLC  
4827 W 11<sup>th</sup> Ct  
Stillwater, OK 74074  
Attn: Layton Johns

SECTION 8.03 Amendment. This Agreement may not be amended or modified in any way, except by an instrument in writing executed by all parties hereto and approved in writing by the Redeveloper, the Authority, and the City.

SECTION 8.04 Non-Waiver; Cumulative Remedies. No failure on the part of the Authority and the City to exercise and no delay in exercising any right hereunder shall operate as a waiver thereof, nor shall any single or partial exercise by the Authority of any right hereunder preclude any other or further right thereof. The remedies herein provided are cumulative and not alternative.

SECTION 8.05 Assignment. This Agreement shall not be assignable by the Redeveloper without the prior written consent of the Authority and the City. The rights and obligations of this Agreement shall inure to the benefit of and bind the parties' respective successors and/or assigns.

SECTION 8.06 Governing Law. This Agreement is being executed, delivered and is intended to be performed in Stillwater, Oklahoma and the substantive laws of the State of Oklahoma will govern the validity, construction, interpretation and enforcement of this Agreement. The parties' consent to the venue and jurisdiction of any federal or state trial or appellate courts of the State of Oklahoma in any action brought to enforce the terms of this Agreement. The parties irrevocably and unconditionally submit to the jurisdiction (both subject matter and personal) of any such courts and irrevocably and unconditionally waive: (a) any objection any party might now or hereafter have to the venue in any such courts; and (b) any claim that any action or proceeding brought in any such courts has been brought in an inconvenient forum.

SECTION 8.07 Descriptive Headings. The descriptive headings of the articles and sections of this Agreement are for convenience only and shall not be used in the construction of the terms hereof.

SECTION 8.08 Entire Agreement. This Agreement constitutes the entire agreement between the parties hereto, and there are no agreements, understandings, warranties or representations between the parties regarding the financing of the Redevelopment other than those set forth herein.

SECTION 8.09 Severability. If any provisions of this Agreement or the application thereof to any persons or circumstances shall, to any extent, be invalid or unenforceable, then the remainder of this Agreement or the application of such provision, or portion thereof, and each other provision of this Agreement shall be valid and enforceable to the fullest extent permitted by law.

SECTION 8.10 Time of Essence. Time is of the essence in the performance of this Agreement.

SECTION 8.11 Binding Effect. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors, legal representatives and assigns.

SECTION 8.12 Counterparts. This Agreement may be executed in several counterparts, and all such executed counterparts shall constitute the same Agreement. It shall be necessary to account for only one such counterpart in proving this Agreement.

SECTION 8.13 Construction of this Agreement. The parties acknowledge that the parties and their counsel have reviewed and revised this Agreement and that the normal rule of construction to the effect that any ambiguities are to be resolved against the drafting party shall not be employed in the interpretation of this Agreement or any exhibits or amendments hereto.





IN WITNESS WHEREOF, the Redeveloper has caused this Agreement to be duly executed as of the Effective Date.

**REDEVELOPER:**

**REPUBLIC PROPERTIES, LLC,**  
an Oklahoma limited liability company

By:   
Layton Johns, Manager


ACKNOWLEDGEMENT

STATE OF OKLAHOMA    )  
  )  
COUNTY OF PAYNE    )

SS:

The foregoing instrument was acknowledged before me this 19 day of February, 2026, by, Layton Johns, the Manager of REPUBLIC PROPERTIES, LLC, an Oklahoma limited liability company.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my notarial seal the date and year first above written.

  
Notary Public

My Commission No.: 25013759  
My Commission Expires: 12-02-2029

(Notary Stamp or Seal)



## **EXHIBIT A**

### Legal Description of the Property

Orig Town Stillwater Blk 13 Lots 8-12 & College Add Blk 28 Lots 8-10, with a physical address of 206 W. 6th Ave., Stillwater, Oklahoma 74074.

EXHIBIT B

**FORM OF**  
**CERTIFICATE OF COMPLETION**

**WHEREAS**, the STILLWATER ECONOMIC DEVELOPMENT AUTHORITY, a public trust having as its beneficiary the City of Stillwater (“Authority”), the CITY OF STILLWATER, a municipal corporation (“City”), and REPUBLIC PROPERTIES, LLC, an Oklahoma limited liability company (referred to herein as the “Redeveloper”) entered into a redevelopment agreement with an Effective Date of \_\_\_\_\_, 2026 (“Redevelopment Agreement”) pursuant to which the Authority has agreed to provide certain Public Assistance to the Redeveloper to support the Redevelopment located at 206 W. 6<sup>th</sup> Ave., Stillwater, Oklahoma (“Property”); and

**WHEREAS**, unless otherwise defined in this Certificate of Completion, capitalized terms used herein shall have the meanings assigned to them in the Redevelopment Agreement; and

**WHEREAS**, pursuant to Section 2.03 of the Redevelopment Agreement, the Authority is to furnish a Certificate of Completion within 30 days of completion of the Redevelopment, as evidenced by a final certificate of occupancy issued by the City; and

**WHEREAS**, Redeveloper has completed the Redevelopment and the City issued a certificate of occupancy therefor on \_\_\_\_\_, 202\_ ; and

**WHEREAS**, the Redeveloper has submitted cost documentation reasonably evidencing the Minimum Investment; and

**WHEREAS**, the Authority has inspected the Property and determined that all work for the Redevelopment has been completed in conformance with the approved Plans and Specifications; and

**WHEREAS**, to the Authority’s knowledge, there exists no uncured Event of Default under the Redevelopment Agreement relating to completion of the Redevelopment or eligibility for Public Assistance as of the date hereof.

**NOW, THEREFORE**, in consideration of the completion of the Redevelopment on the Property as required by the Redevelopment Agreement, the Authority issues this Certificate of Completion and certifies that, as of the date hereof, the Redevelopment has been completed for purposes of the Redevelopment Agreement and that the conditions to eligibility for disbursement of Public Assistance following completion, including satisfaction of the Minimum Investment and absence of any uncured Event of Default relating to completion of the Redevelopment, have been satisfied.

This Certificate of Completion does not waive, limit, or release any covenant or obligation of the Redeveloper that expressly survives completion under the Redevelopment Agreement (including,

without limitation, the Minimum Operating Period and transfer restrictions), and does not constitute any representation regarding construction means and methods or structural integrity.

**IN WITNESS WHEREOF**, the Stillwater Economic Development Authority, a public trust, has approved this Certificate of Completion this \_\_\_\_ day of \_\_\_\_\_, 202\_.

**STILLWATER ECONOMIC DEVELOPMENT AUTHORITY,**  
a public trust

By: \_\_\_\_\_  
William H. Joyce, Chairman

ATTEST:

By: \_\_\_\_\_  
Secretary

(SEAL)

ACKNOWLEDGEMENT

STATE OF OKLAHOMA    )  
  ) SS:  
COUNTY OF PAYNE     )

The foregoing instrument was acknowledged before me this \_\_\_\_ day of \_\_\_\_\_, 202\_, by William H. Joyce, Chairman of the Stillwater Economic Development Authority, a public trust.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my notarial seal the date and year first above written.

\_\_\_\_\_  
Notary Public

My Commission No.: \_\_\_\_\_  
My Commission Expires: \_\_\_\_\_

(Notary Stamp or Seal)