



Together, Investing in Municipal Excellence

STILLWATER ECONOMIC DEVELOPMENT AUTHORITY MEETING AGENDA
MAY 18, 2026, 5:30 PM

723 S. Lewis Street, Room 1122
Stillwater, OK 74074

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 May 4, 2026 regular meeting minutes.
b.	Approve Professional Services Agreement with Visit Stillwater for long-range strategic destination marketing and management professional services for July 1, 2026 – June 30, 2027 in the amount of \$1,348,200.

3. Public Comment on Items not Scheduled for Public Hearings

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

4. Items Removed from the Consent Docket

Items removed from the consent docket are placed on this section of the agenda for discussion, revision, amendment and/or tabling prior to action by the Trustees. The Trustees may take action, including a vote or series of votes, on items removed to this section of the agenda after the requested discussion, revision, or amendment.

5. Questions and Inquiries

6. Reports from Officers and Boards

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

7. Adjourn

On May 14, 2026 at 4:55 p.m., a true and correct copy of this agenda was posted on the kiosk outside City Hall, 723 S. Lewis Street, Stillwater, OK.

The City of Stillwater encourages participation from all citizens. If participation at any public meeting is not possible due to a disability, please notify the City Manager's office at least 48 hours prior to the meeting by calling 405.742.8243.

- Meetings are televised on AT&T U-verse channel 99 and Optimum channel 14.
- Find meeting agendas and minutes online at [Agendas and Minutes](#)
- Official minutes are archived in the City Clerk's office.

**IN ACCORDANCE WITH THE OKLAHOMA OPEN MEETING LAW, THE AGENDA
WAS POSTED APRIL 30, 2026 AT 5:15 P.M. AT THE MUNICIPAL BUILDING,
723 SOUTH LEWIS, STILLWATER, OKLAHOMA**

**MINUTES
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
COUNCIL HEARING ROOM
723 S. LEWIS
MAY 4, 2026**

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

ABSENT: VICE CHAIR AMY DZIALOWSKI

1. CALL MEETING TO ORDER

Chair Joyce called the meeting to order at 6:10 p.m.

2. CONSENT DOCKET

- a. Approve April 20, 2026 regular meeting minutes.

MOTION BY TRUSTEE HAWKINS, SECOND BY TRUSTEE CLARK TO APPROVE THE CONSENT DOCKET AS PRESENTED.

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

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

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

4. ITEMS REMOVED FROM CONSENT DOCKET

None.

5. GENERAL ORDERS

- a. Chamber of Commerce Quarterly Report

Chamber of Commerce Economic Development Coordinator Kari Moore presented the Chamber quarterly report. Ms. Moore presented the mission of the Economic Development Division at the Chamber and discussed their partnership with community stakeholders to create quality jobs. She stated with the new developments in Stillwater the Chamber is focusing on immediate talent recruitment, long-term workforce development, and enhancing existing workforce to meet demand. Ms. Moore discussed the programs they have hosted and attended in the regional area as well as the regional partnerships the Chamber has formed. She presented the projects that the Chamber is currently working on, including a project to support growing childcare services in the community. She also presented the economic impact the Data Center is having on Stillwater. Ms. Moore answered Trustees' questions.

6. QUESTIONS & INQUIRIES

None.

7. REPORTS FROM OFFICERS & BOARDS

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

8. ADJOURN

MOTION BY TRUSTEE CLARK, SECOND BY TRUSTEE HARDIN TO ADJOURN THE MAY 4, 2026 REGULAR MEETING OF THE STILLWATER ECONOMIC DEVELOPMENT AUTHORITY.

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

The regular meeting of the Stillwater Economic Development Authority adjourned at 6:21 p.m.

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

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

**PROFESSIONAL SERVICES
AGREEMENT**

THIS PROFESSIONAL SERVICES AGREEMENT is made and entered into on this 18th day of May, 2026 by and between the STILLWATER ECONOMIC DEVELOPMENT AUTHORITY, and VISIT STILLWATER OK, INC.

WITNESSETH:

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

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

WHEREAS, Stillwater City Code, Chapter 39, Article IV, Visitor Tax, Section 39-272, Use of Funds, provides that funds collected pursuant to the provisions of this article shall be set aside and used exclusively for the purpose of encouraging, promoting and fostering conventions, conferences, and tourism development through the use of long-range strategic destination marketing and management professional services and development and maintenance of visitor development amenities for the city; and

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

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

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

2. Term: This Agreement shall commence on July 1, 2026 and expire on June 30, 2027, unless extended by written agreement of the parties. This agreement may be extended for four (4) additional one-year terms by mutual agreement of the parties. The parties agree that the decision to extend a term shall be made on or before March 15 of each FY this Agreement is in effect to permit Visit Stillwater OK to address any adjustments to existing agreements regarding facilities or vendors for the upcoming year.

3. Compensation: SEDA shall pay to Visit Stillwater OK the sum of One Million Three Hundred Forty-Eight Thousand Two Hundred Dollars (\$1,348,200) for the services described in Section 1 of this Agreement for the period beginning July 1, 2026 and ending June 30, 2027. Said compensation shall be made in four (4) equal payments upon submission of invoice on or before July 1, 2026, September 30, 2026, December 31, 2026 and March 31, 2027. Should the parties agree to extend this Agreement for any additional term, the amount of compensation shall be established in the extension agreement. Visit Stillwater OK acknowledges that the sole source of payment for services rendered under this Agreement shall be the appropriated funds from the Visitor Tax, and no other SEDA revenue source. Accordingly, said payment shall be subject to,

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

4. Reporting/Evaluation Criteria:

The following reporting requirements shall apply:

- i. Semi-Annual Report. Visit Stillwater OK shall produce deliverables identified on Attachment "B" hereto. It shall produce a semi-annual report by January 31, 2027 and an annual report by July 31, 2027 using the reporting forms included with said Attachment "B."
- ii. Annual Financial Report. This Agreement is funded solely by public funds. To ensure the protection of public funds, and adequate transparency in the expenditure of those funds for long-range strategic destination marketing and management professional services to enhance Stillwater's economy, image, and quality of life through the promotion, marketing, and development of the visitor economy as approved by the voters and set forth in City Code § 39-272 (1), Visit Stillwater OK shall submit an Annual Financial Report to SEDA each year during the term of this Agreement. The Annual Financial Report shall be presented during a regular SEDA meeting each year within 60 days of the end of Visit Stillwater OK's fiscal year. Said annual report shall be submitted on a form mutually agreed to by the parties and may contain a balance sheet, income statement, and cash flow statement or other such information as may be necessary to review revenues and expenditures as it relates to the performance of this Agreement.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

18. Assignment: This Agreement is not assignable.

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

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

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

STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY, a public trust

William H. Joyce, Chair

ATTEST:

Teresa Kadavy, Trust Secretary

Approved as to form and content this ____ day of _____, 2026.

Kimberly Carnley, General Counsel

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

Blair Atkinson, Chairman, Board of Directors

(ATTESTATION OR OTHER VERIFICATION)

Scope of Services

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

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

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

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

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

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

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

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

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

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

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

2. Contract with a marketing agency to produce a SWO-specific webpage to work with Visit Stillwater and the City of Stillwater Communications Department to enhance the SWO website to contain user-friendly information that is easily navigable to motivate the use of American Airlines through SWO.
3. Contract with a marketing agency specializing in aviation to manage the SWO-specific social media platforms and coordinate a monthly social media plan with the City's Communications Director and Airport Director for SWO Facebook and Instagram accounts to enhance daily posts.
4. Develop and distribute printed publications to promote service through SWO.
5. Enhance paid and unpaid presence with local, state, and regional TV, radio, and print media.
6. Secure speaking opportunities in the surrounding communities that are within the catchment area.
7. Travel to aviation and industry events to enhance marketing and services provided through SWO.
8. Coordinate quarterly meetings to include staff from Visit Stillwater OK, City of Stillwater, Oklahoma State University, and Stillwater Chamber of Commerce for the purpose of reviewing and collaborating on SWO marketing efforts.

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

1. Work with local economic development partners to encourage the support of community-wide destination marketing efforts.
 - a. Invest in Destinations International – DestinationNEXT – a diagnostic tool to complete an objective self-assessment that can help determine priorities and strategies for the future.
 - b. Provide data and input, and work in partnership with the City Tourism Advisory Committee to improve and increase visitor development and quality of life amenities.
2. Assist local economic development partners as an integral component of business recruitment, site selection, expansion, and relocation.
3. Provide market research, trends, impact analysis, visitor spending estimates, and other data to local partners to utilize within their specialized fields of economic development.

4. Serve as a community asset by focusing on benefits provided to residents through enhancing the local quality of life.
5. Promote Stillwater as an attractive travel destination by enhancing its public image as a dynamic place to live and work.
6. Maintain a local inventory of available meeting and event facilities and venues.
7. Support and market local hospitality industry businesses, museums, events, and attractions.

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

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

H. Wayfinding: Planning and design professional services to provide the City of Stillwater with a wayfinding program for the strategy, planning, design and implementation of a Wayfinding program to promote the visitor economy, enhance Stillwater's image, and improve the visitor experience.

1. Wayfinding program assessment and analysis which shall include establishing a committee that includes City of Stillwater representatives, information gathering, establishing and developing criteria for the program, and developing a budget for implementation and maintenance of the program including an implementation phasing strategy.
2. Schematic design to establish design direction of the program, including basic sign types, order of magnitude and preliminary phasing plan.
3. Programming to include sign locations and messages including approved general sign location plans and message schedule.
4. Design development including a presentation to SEDA to include a fully developed sign family menu, photo-renderings, material samples, color palettes, budget analysis, and phasing strategy.
5. Documentation to include a sign standards manual, construction drawings, sign

location plans, and message schedules necessary to solicit competitive bids from qualified vendors.

6. Bidding assistance and construction administration for implementation of Wayfinding Program, if requested.

VISIT STILLWATER ANNUAL REPORT TRACKING

ATTACHMENT B

A. Marketing & Communications	FY 2027	Goal	% of Goal
Monitor and track website traffic			
Monitor and track website page views			
Monitor and track website sessions originating from Dallas DMA			
Monitor and track referred traffic from social media to website			
Publish 365 original social media posts			
Increase social media followers by 5%			
Increase social media reactions by 5%			
Increase Facebook reach by 3%			
Provide 100 sweepstakes giveaways			
Promote 2,000 locally held events at VisitStillwaterOK.org			
Load 50 primary local events on the OK Tourism & Recreation Dept website			
Create 12 videos highlighting Stillwater events, attractions & businesses			
Create 4 :30 second commercials			
Publish 24 blog posts			
Produce 12 display/print ads in partnership publications (i.e.: OK Travel Guide, Green Country Travel Guide, STATE, POSSE, Ovations!, etc.)			
Distribute 100,000 Stillwater Guides to the Local Scene (per calendar year)			
Write 12 News Press columns			
Distribute 12 "Still In the Know" postcards			
Email 12 eNewsletters			
Distribute 10,000 copies of 4 different rack cards			
Display 72 banner placements outside the 24/7 visitor info center and VS office			
Display 200 event flyers inside the 24/7 visitor info center			
Manage 112 360° degree virtual tours for online platforms through Threshold360			
Provide the program, serve as a speaker, or exhibit at trade shows for 12 organizations/classes			
Coordinate guests weekday mornings for Tv-31's "The Morning Edition" - # of guests			
Appear on live local radio weekday mornings to share upcoming event information - # of appearances			

B. Meetings & Events Sales	FY 2027	Goal	% of Goal
Number of sales communications with existing client accounts =			
Number of potential new clients for future meetings or events =			
Number of events booked and/or serviced through VS =			
Increase new events booked and/or serviced through VS by 5%			
Provide visitor development incentive grants & sponsorships to future or expanding events: (Reflects grants & sponsorships awarded during the year)			
-Total amount of grants & sponsorships awarded = \$			
-Total estimated number of day visitors =			
-Total estimated number of overnight visitors =			

-Total estimated visitor spending (through Event Impact Calculator) = \$			
Post event impact of events receiving visitor development incentive grants & sponsorships during the year:			
(Reflects granted & sponsored events occurring during the year)			
-Total amount of grants & sponsorships awarded = \$			
-Total estimated number of day visitors =			
-Total estimated number of overnight visitors =			
-Total estimated visitor spending (through Event Impact Calculator) = \$			
Host 4 (quarterly) Stillwater Hotel Education Luncheons			
C. Meetings & Events Client Services	FY 2027	Goal	
Number of services communications with existing client accounts =			
Number of groups assisted =			
Conservative estimated value of services provided = \$			
D. Visitor Experiences	FY 2027	Goal	
Number of publications distributed from 24/7 visitor information center =			
Number of publications distributed from 2 visitor information stands at SWO - inbound & outbound terminals =			
405 Day - April 5 - Shop & Fly SWO campaign			
Number of individuals who participated =			
Number of entries =			
Total sales generated =			
National Travel & Tourism Week - May - Shop & Fly SWO campaign			
Number of individuals who participated =			
Number of entries =			
Total sales generated =			
Krazy Daze - July - Shop & Fly SWO campaign			
Number of individuals who participated =			
Number of entries =			
Total sales generated =			
Fly Home for the Holidays - end of Nov. - first of Jan. - Shop & Fly SWO campaign			
Number of individuals who participated =			
Number of entries =			
Total sales generated =			



FY 2027 Marketing Plan via Visit Stillwater

Brand Awareness, Logo & Style Guide:

- City of Stillwater (City) and Stillwater Regional Airport (SWO) brands and logos are owned and maintained by the City.
- All marketing and communications designed solely for SWO must adhere to the **FY27 SWO Brand Guide**. The guide outlines proper use of logos, icons, fonts, colors, taglines, approved usage, and other key elements to ensure consistent branding and clear SWO identification. When including SWO in VS marketing, the approved SWO logo will be utilized.
- Use of the brand shall be coordinated through the City's Communications and Airport Directors.

SWO Reporting

Reporting on the marketing plan, including reach, impressions, and engagement, shall be incorporated into the semi-annual reports required under the contract between Visit Stillwater and the Stillwater Economic Development Authority (SEDA). The report will continue to be outlined by Advertising, Promotions, Public Relations, Social Media, Website, and Campaigns.

SWO Marketing Expectations:

- VS will contract with an external marketing agency specializing in aviation to produce SWO-specific marketing. VS and the City will agree upon selection of the external marketing agency; VS will lead this effort.
- VS will also continue to include SWO within its annual marketing campaign, when beneficial to the partnership and collaborative growth.
- Marketing materials and efforts must be focused on the following:
 - Increasing use of SWO commercial service by residents, businesses of Stillwater, the SWO catchment area, and visitors coming into and out of Stillwater.
- Coordinate quarterly marketing team meetings to include Visit Stillwater, City of Stillwater, SWO, OSU, OSU Athletics, Cowboy Sports Properties-Learfield, OSU Alumni Association, Stillwater Chamber of Commerce, Stillwater Chamber of

Commerce Economic Development Department, and other community representatives as determined by the City and/or Visit Stillwater.

- Coordination with and approval by American Airlines is required for all marketing opportunities that reference American Airlines name, image, likeness, in accordance with the air service agreement. *Include both the City's Communications Director and the Airport Director in the marketing approval process with American Airlines.* The City's Communications Director and the Airport Director agree to respond via email to Visit Stillwater within three (3) business days after receipt of the marketing materials with written approval or a written request for changes.
 - Air Service Agreement: 10. Promotional Materials. Nothing contained herein shall give either party a license or other right to use the trademarks or servicemarks of the other party or any of American's subsidiaries or Affiliates. Any such use shall require the prior written consent of the party that owns the trademarks or servicemarks. Guarantor will, and will cause its Affiliates and representatives to, submit to American for review and approval, prior to publication or use, the portion of any and all artwork, scripts, copy, advertising, promotional materials, direct mail, press releases, newsletters or other communications or any other publicity published or distributed by Guarantor (or at its direction or authorization) that specifically references this Agreement, the Air Service, American (or any of American's Affiliates), or uses any trademark, service mark, logo or trade name of American or any of its Affiliates ("American Marks") (collectively, the "Promotional Materials"). Under no circumstances will any Promotional Materials include any Confidential Information. American may provide Guarantor with limited access to the American Airlines brand center website (<https://brand.aa.com>) to obtain digital renditions of the American Marks that conform to American's corporate graphics standards. Guarantor agrees that it will not (a) use or display any American Marks that it has not obtained from American or from the American Airlines brand center website; (b) alter the American Marks in any way; or (c) display the American Marks without the appropriate proprietary rights notices. American shall have the right, at its sole discretion, to modify the graphics standards and disclaimers from time to time. All promotional or informational material distributed or electronically transmitted by Guarantor using the American Marks will require the tag line listing the marks and stating "are trademarks of American Airlines, Inc." American agrees to respond to Guarantor within five (5) business days after receipt of the Promotional Materials with written approval or written request for changes. Guarantor further agrees that no changes will be made to any of the Promotional Materials after approval by American unless such changes are first approved by American in writing. For the purpose of this Agreement, "Affiliate" shall mean, with respect to either party, any person directly or indirectly controlling, controlled by, or under common control with, such party.

SWO Website:

- VS will contract with a marketing agency to produce a SWO-specific webpage, utilizing the FY27 SWO Brand Guide, to create a more prominent marketing page. Links to the City's SWO webpage, VS website, and AA website will be included. The focal point of the page will be to grab attention, increase marketing efforts, and book flights. There will be no more than 3 "clicks" from the advertisement to the landing page, to the booking page. The webpage will be updated as needed to ensure success. The contracted marketing agency will report to VS, and work with the City's Website Manager, as needed.
- Continue to invest in SEO (Search Engine Optimization) – keywords and phrases within social and website content.

- Continue to include the most up-to-date images and progress of the new terminal
- Continue to link to promotional videos and 30-second commercials
- Continue to include 360° images and virtual tours, including updated images when the new terminal is completed
- Provide links to relevant Stillwater business and organizational partners
- Coordination with and approval by the City's Communications Director and Airport Director, and American Airlines is required for all marketing opportunities that reference SWO and American Airlines name, likeness, in accordance with the air service agreement. The City's Communications Director and the Airport Director agree to respond via email to Visit Stillwater within three (3) business days after receipt of the marketing materials with written approval or a written request for changes.

SWO Social Media:

- VS will contract with a marketing agency specializing in aviation to manage the SWO-specific social media platforms.
- The Visit Stillwater SWO marketing agency will coordinate a monthly social media plan with the City's Communications Director and Airport Director for SWO Facebook and Instagram accounts to enhance daily posts.

SWO Rack Cards and Visitor Information Stands:

- Distribution:
 - 2 Visit Stillwater Information Stands at SWO departure and arrival terminals
 - Visit Stillwater 24/7 Information Center
 - Info Stands inside the doors at the City of Stillwater
- Visit Stillwater will distribute SWO rack cards to:
 - All Stillwater hotels
 - Core Commercial Districts (Downtown, Campus Corner, and The Strip)
 - Downtown Stillwater Cultural Districts
 - Downtown Stillwater Association
 - Surrounding communities and catchment areas
 - Apply for distribution through the OK Tourism & Recreation Department for their Tourism Information Centers

Videos and Commercials:

- Produce one quarterly 30-second television commercial to increase awareness of SWO commercial air service, the ease of the travel experience, in line with the FY27 SWO Brand Guide, and final approval from American Airlines, and both the City's Communications Director and Airport Director. The City's Communications Director and the Airport Director agree to respond via email to Visit Stillwater within three (3) business days after receipt of the marketing materials with written approval or a written request for changes.
 - Provide the commercial for use in both paid and unpaid manners
 - For use on television and social media
 - Provide current commercials on the SWO website and social media channels

- Continue to produce one monthly 15- or 30-second radio commercial that markets SWO commercial air service, to follow the brand guide and approval process. The City's Communications Director and the Airport Director agree to respond via email to Visit Stillwater within three (3) business days after receipt of the marketing materials with written approval or a written request for changes.
- Continue to regularly include SWO commercial air service within Visit Stillwater monthly promo videos

Video Boards at Visit Stillwater & SWO:

- Continue to regularly include SWO commercial air service marketing photos and information in reception area messaging at Visit Stillwater
- Upon request, provide content, including images, video, and screenshots, to the City's Communications Director and Airport Director to include within the content on their monitors.
- Include testimonials from local businesses, residents, and community members

Marketing/Ad Campaigns:

- Cowboy Sports Properties/Learfield
 - Video Board marketing for SWO commercial air service at all home athletics events
 - Weekly eNewsletters SWO logo inclusion and tag line in line with the FY27 SWO Brand Guide
 - Digital marketing promotion
- PowerPlay Marketing, Texas Southwest Region
- Local Television – Tv-31
 - Produce a quarterly 30-second television commercial
 - Ads on various daily/weekly/seasonal shows
- Local Radio
 - Produce a monthly 15- or 30-second radio commercial.
 - Ads on various radio shows
 - Tv-31@1 – 1-3 pm on Triple Play Sports Radio
 - Triple Play Sports Radio advertising package
 - “The Morning Scramble”/Sports Profile with Steve Daniels
 - Stillwater Radio advertising package
- Local Print
 - Stillwater News Press, The Journal, and the Stillwegian
- Regional/Catchment Area
 - If the SWO marketing agency agrees it's cost-effective, develop ad packages and participate in radio commercials and publications with regional and catchment area media.

Banners:

- Produce 2, 3'x8' banners to display on the City's and Visit Stillwater banner stands by end of Q1 2027. Display during peak SWO marketing periods, as directed by the City, providing Visit Stillwater with at least three months' notice to get requested placement weeks on the banner schedule.

Visit Stillwater eNewsletter:

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

Still in the Know Postcard:

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

SWO SWAG:

- Provide advisement on beneficial SWO swag that is a better investment for marketing, may include SWO T-shirts, SWO luggage tags, SWO stickers, and other SWO promotional items solely marketed to SWO commercial air service.

Complimentary Coffee Bar:

- Provided by Visit Stillwater (Visit Stillwater covers 100% of the cost) in the departure area of the existing terminal until air service moves to the new terminal. The new terminal does not have the infrastructure to support a complimentary coffee bar.

SWO & Ring Register Campaigns:

- Ring Register Campaigns to promote SWO and shopping/dining locally
- At least 4 annual SWO & sales tax-generating promotions each year
 - **America250 – 4th of July Weekend (Saturday, July 4) – July 3-5, 2026**
 - SWO & sales tax generating promotion
 - Entered 1x for every \$50 spent during the weekend
 - Winners = 5 x \$250 American Airlines Gift Card
 - **Krazy Daze – July 15-19, 2026**
 - Annual summer SWO & sales tax generating promotion
 - July 1-31 = Entered 1x for every \$50 spent during the month
 - July 15-19 = Entered 2x for every \$50 spent during Krazy Daze
 - Winners = 5 x \$500 American Airlines Gift Card
 - **America250 – Labor Day Weekend (September 5-7, 2026)**
 - SWO & sales tax generating promotion
 - Entered 1x for every \$50 spent during the weekend
 - Winners = 5 x \$250 American Airlines Gift Card
 - **America250 – Veterans Day Week (November 11, 2026) – November 9-15, 2026**
 - SWO & sales tax generating promotion
 - Entered 1x for every \$50 spent during the weekend
 - Winners = 5 x \$250 American Airlines Gift Card
 - **Fly Home for the Holidays – Sat., November 21, 2026 – Sun., January 7, 2027**
 - Annual SWO & sales tax generating promotion
 - Entered 1x for every \$50 spent during the promotion
 - Winners = 5 x \$500 American Airlines Gift Card
 - **SWO Home for the Holidays – TBD**
 - Those attending the event are entered to win

- Winners = 5 x \$100 American Airlines Gift Card
- **405-Day Promotion – April 5**
 - Annual SWO & sales tax generating promotion
 - Entered 1x for every \$50 spent during the 24 hours
 - Winners = 5 x \$100 American Airlines Gift Card
- **National Travel & Tourism Week – May 3-9, 2026 (Set by U.S. Travel Association)**
 - Annual SWO & sales tax generating promotion
 - Entered 1x for every \$50 spent during the week
 - Winners = 3 x \$500 American Airlines Gift Card

Billboards:

- If the SWO marketing agency agrees it's cost-effective, provide a billboard advertising daily commercial service from SWO. The billboard design shall be approved by the City's Communications Director and the Airport Director. The City's Communications Director and the Airport Director agree to respond via email to Visit Stillwater within three (3) business days after receipt of the marketing materials with written approval or a written request for changes. *Note: Billboards may not work for FY27, with budget.*

Regional Chambers of Commerce memberships:

- Monitor the return on investment in chamber memberships within the catchment area.
 - Pursue opportunities to speak to committees about SWO commercial air service
 - Advertise SWO commercial air service in publications.
 - Social media boosted posts and/or ad campaigns in support of SWO commercial air service
 - SWO commercial air service publications distributed from the office and at meetings.

Public Relations/Communications – Earned coverage:

Local Media:

- Television
 - Schedule appearances on Tv-31's "The Morning Edition" weekdays @ 7:00 a.m.
- Radio
 - Triple Play Sports Radio – "The Morning Scramble" with Steve Daniels
 - Stillwater Radio –
 - Provide news releases, event information, updates, etc.
 - "One-on-One" Podcast with Bill VanNess
 - Join Jay McRae on his morning show on Cowboy Country 105.1FM
- Print
 - *Stillwater News Press*
 - Provide news releases, event information, updates, etc.
 - Provide updated photographs consistently throughout the year
 - Offer to write a quarterly column
 - Offer to write a quarterly Q-5 with questions & answers
 - *The Journal*
 - Provide news releases, event information, updates, etc.

- Provide updated photographs consistently throughout the year
- *Stillwegian*
 - Provide news releases, event information, updates, etc.
 - Provide updated photographs consistently throughout the year

Surrounding Media:

- Provide news department with event information, campaigns, and general updates. If contacted by news media regarding SWO, outside of marketing, and in the case of emergencies or airport operations, direct media to the City's Communications Director.

Local/Regional Public Speaking Trail to Market SWO Commercial Air Service with Participation from the Stillwater Regional Airport Director and the City's Communications Director:

- To include the Rotary, Lions, Kiwanis, VS Board of Directors, Hotel Quarterly Luncheons, Chamber Board of Directors & Committees, Core Commercial Districts Quarterly Meeting, Downtown Stillwater Merchants, PTAs, Church Groups, and OSU staff, student, and other group meetings (including an ad within the annual Panhellenic Recruitment Booklet-