



Together, Investing in Municipal Excellence

STILLWATER ECONOMIC DEVELOPMENT AUTHORITY MEETING AGENDA

AUGUST 17, 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 June 15, 2026 regular meeting minutes.	
b.	Approve a budget amendment in the amount of \$88,200 to appropriate funds for the FY27 increase in the Visit Stillwater contract amount.	Jared Thulin

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. Questions and Inquiries

7. Reports from Officers and Boards

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

8. Adjourn

On August 13, 2026 at 4:00 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 JUNE 11, 2026 AT 4:40 P.M. AT THE MUNICIPAL BUILDING,
723 SOUTH LEWIS, STILLWATER, OKLAHOMA**

**MINUTES
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
COUNCIL HEARING ROOM
723 S. LEWIS
JUNE 15, 2026**

PRESENT: CHAIR WILLIAM H. JOYCE, VICE CHAIR AMY DZIALOWSKI,
TRUSTEES KEVIN CLARK AND TIM HARDIN

ABSENT: TRUSTEE CHRISTIE HAWKINS

1. CALL MEETING TO ORDER

Chair Joyce called the meeting to order at 6:16 p.m.

2. CONSENT DOCKET

- a. Approve June 1, 2026 regular meeting minutes.
- b. Approve a budget amendment increasing transfers from the City's Visitor Tax Fund to the Stillwater Economic Development Authority's Destination Marketing Fund and Visitor Amenities Fund to reflect an increased projection of dedicated Visitor Tax receipts.

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

ROLL CALL VOTE: JOYCE-YEA, DZIALOWSKI-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. QUESTIONS & INQUIRIES

None.

6. REPORTS FROM OFFICERS & BOARDS

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

7. ADJOURN

MOTION BY VICE CHAIR DZIALOWSKI, SECOND BY TRUSTEE CLARK TO ADJOURN THE JUNE 15, 2026 REGULAR MEETING OF THE STILLWATER ECONOMIC DEVELOPMENT AUTHORITY.

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

The regular meeting of the Stillwater Economic Development Authority adjourned at 6:17 p.m.

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

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



Department of Finance
723 S. Lewis Street/P.O. Box 1449
Stillwater, OK 74076-1449
Office: 405.372.0025
Web: stillwater.org

Budget Amendment Request
For Budget Year 2027

Date: 07/29/2026

Department: SEDA

Requested by: Jared Thulin

Explanation:

Expenditures:

Appropriate funds for the increase in the executed FY27 Visit Stillwater contract. Funding is provided by the budgeted transfer-in from the Visitors and Special Events Promotion Fund for FY27.

Account Name	Account Number (xxxxxxx-xxxx)	Project Number	Current Budget Amount	Amount of Change	New Budget Amount
Destination Mktg / Contract for Serv	8520000 - 53064		\$ 1,260,000	\$ 88,200	\$ 1,348,200
	-				\$ 0
	-				\$ 0
	-				\$ 0
	-				\$ 0
	-				\$ 0
	-				\$ 0
	-				\$ 0
	-				\$ 0
	-				\$ 0

Increase:

Decrease:

Net Change: (will usually result in a total increase or decrease)

\$ 88,200

Reviewed by Department Manager:

Date:

Reviewed by Finance:

Date: 8/5/2026

Approved by CMO:

Date:

Approved by City Council:

Date:

Processed by Finance:

Date:

Set ID:

Date Sent to SA&I:

--Print on Yellow Paper--

VISIT STILLWATER

FY26 Annual Report



AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOARD OF DIRECTORS

July 2025 - June 2026

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

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, Director of Sales
- Madelyn Trentham, Director of Marketing & Communications

CPA - Mark Gunkel, CPA PC

ANNUAL HIGHLIGHTS

July 2025 - June 2026

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

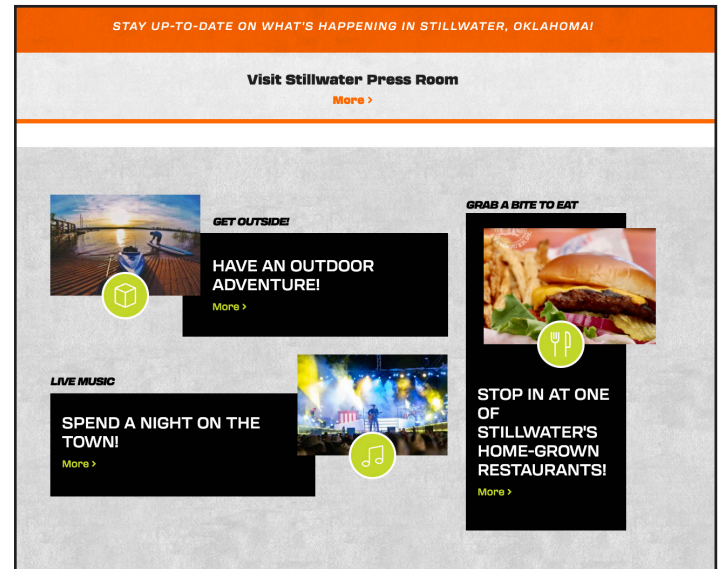
We continue to customize and upgrade VisitStillwater.org to best assist our local business partners and increase website users. We feature user-generated images throughout our site by utilizing visual content marketing software. We also include virtual tours, including 360° images, to our business partner's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

WELCOME

TO AMERICA'S FRIENDLIEST COLLEGE TOWN!

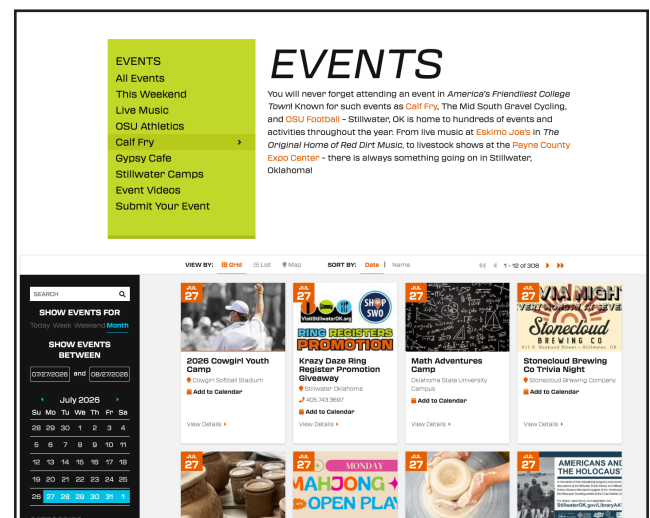
Why yes, we really do believe Stillwater, Oklahoma is the place where smiles from strangers are abounding and hometown hospitality is a way of life. Our welcoming spirit is rooted in our Oklahoma history, the diversity forged by Oklahoma State University, and even community hardships that have spurred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



Calendar of Events

Visit Stillwater coordinates the most extensive local calendar of events to support organizations and businesses and to provide motivation for individuals to decide to visit Stillwater and residents to take advantage of events in their own backyard. The calendar is user-friendly to enable event coordinators to submit their events and graphics. It also enables individuals to search by date, date range, or area of interest - such as live music, athletics, or a specific event.



ANNUAL HIGHLIGHTS

July 2025 - June 2026



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 - June 2026

Microsites



We developed a dedicated microsite for **405 Day** to promote community pride and drive local spending on April 5, 2026. The microsite provided details on how to participate in the one-day promotion, including entry instructions for a giveaway of five \$100 American Airlines gift cards. It encouraged residents and visitors to support Stillwater by shopping, dining, fueling up, and staying overnight while showcasing the ease and convenience of flying American Airlines through Stillwater Regional Airport (SWO).

Visit Stillwater launched a new microsite to support **STOKd**, a community-wide music festival designed to celebrate Stillwater's historic Red Dirt music roots and encourage visitors to explore the city throughout the week leading up to The Boys From Oklahoma concert on April 11. The microsite served as a comprehensive, one-stop hub for all festival information, including schedules, venue details, parking, shuttle services, road closures, special activations, and community events taking place across Stillwater and Oklahoma State University.



The site also acted as the primary visitor resource for **The Boys From Oklahoma** concert at Boone Pickens Stadium, which was one of the largest events in Stillwater's history for its inaugural year in 2025, providing attendees with important event logistics and information while promoting additional activities throughout the community. In addition, the microsite highlighted the **Bob Childers' Gypsy Café** music festival following the concert on Sunday, along with performances and events at local venues including Eskimo Joe's, The Tumbleweed, The Twelves, Stonecloud, The Dirty Rooster, The Salty Bronc, and more.

By centralizing information for STOKd, The Boys From Oklahoma, and Gypsy Café into a single digital experience, Visit Stillwater helped create a seamless visitor experience while driving engagement across the community and extending the economic impact of the festival week.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Additionally, to support **National Travel and Tourism Week** from May 3–9, 2026, Visit Stillwater launched a microsite to promote the 6th Ring Registers Promotion of the year. The microsite outlined participation details, prize eligibility, and encouraged hospitality related purchases at local restaurants, hotels, retail stores, attractions, and more. The campaign highlighted the vital impact of visitor spending on Stillwater's economy and reinforced SWO as the gateway for seamless regional travel.



A comprehensive microsite was created to promote **Calf Fry 2026**, the largest annual three-day outdoor Red Dirt and Country music festival held at the historic Tumbleweed Dance Hall & Concert Venue. The microsite featured full artist lineups for each day, as well as pre-party and after-party schedules, ticket information, blog content, and a giveaway entry form. Visitors could find details on Thursday, Friday, and Saturday performances.

In support of America's 250th anniversary celebration, Visit Stillwater developed a dedicated **America 250** microsite to promote local shopping initiatives throughout the year. The microsite served as a central hub for information related to the campaign and highlighted the "Ring the Registers" promotion, designed to encourage residents and visitors to support Stillwater businesses during key patriotic holidays.

Promotions were held during Presidents Day and Memorial Day, with additional campaigns planned for the 4th of July, Labor Day, and Veterans Day. The microsite provides participating business information, FlySWO branded t-shirt sales, promotional details, and event updates while helping create a unified community campaign tied to the nationwide America 250 initiative. Through this effort, Visit Stillwater encouraged local spending and increased awareness of participating businesses during the nation's historic milestone.

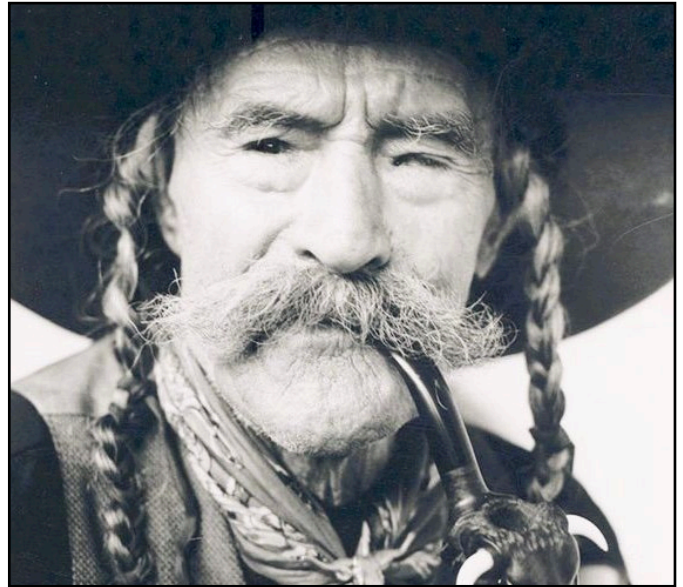


ANNUAL HIGHLIGHTS

July 2025 - June 2026

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.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

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.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

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. 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.



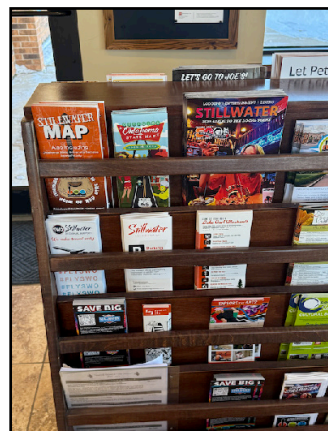
Information Stand - National Cowboy Western Heritage Museum



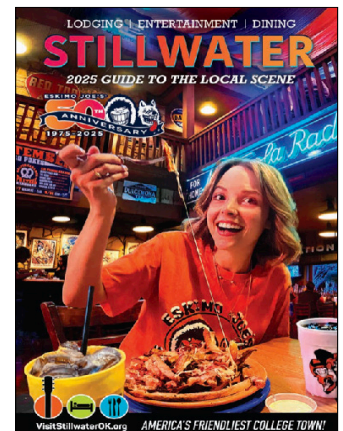
Information Stand Located at City Hall



Information Stands at Stillwater Regional Airport (SWO)



24/7 Visitor Information Center



2025 Guide to the Local Scene

ANNUAL HIGHLIGHTS

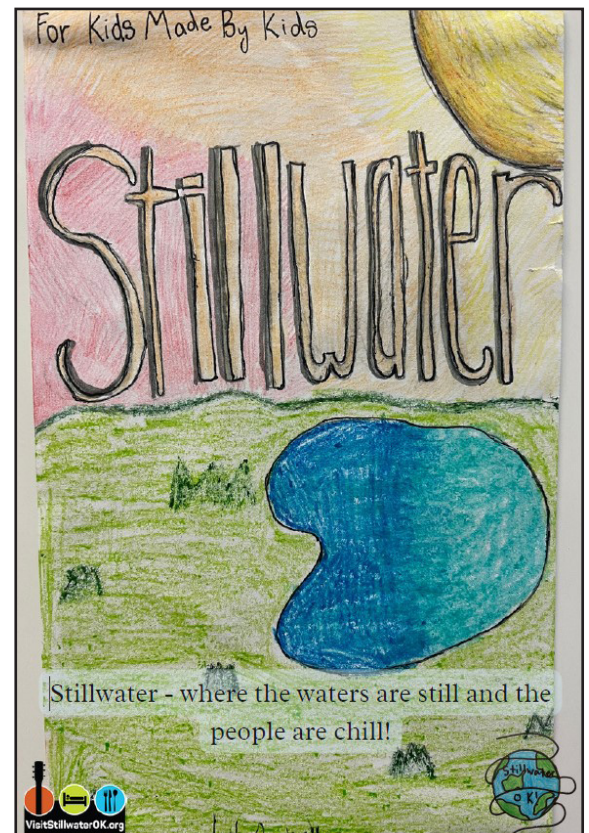
July 2025 - June 2026

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

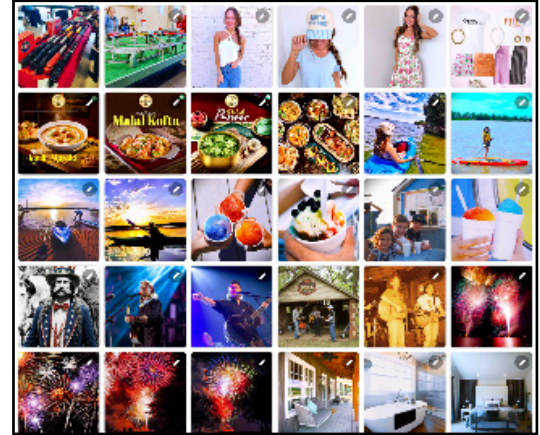
After serving as the guest speaker for a local organization, one of the attendees asked us to assist our Spanish-speaking residents. After several conversations, we composed a "Welcome" message, promoted American Airlines services through the Stillwater Regional Airport, and listed Spanish-speaking businesses 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.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

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 41,000 Facebook followers at the end of June 2026 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.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

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.

- **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.
- **January-March** featured the 2026 Guide to the Local Scene, with the cover highlighting the National Wrestling Hall of Fame & Museum's 50th Anniversary.
- **March-June** highlighted spring events in *America's Friendliest College Town* and #FlySWO.



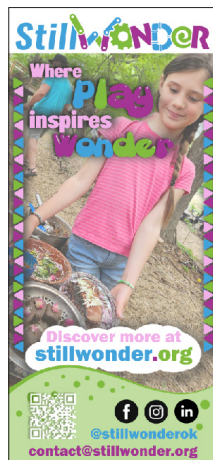
July - August 2025 Rack Card Design



August - November 2025 Rack Card Design



October - December 2025 Rack Card Design



StillWonder Rack Card Design



March - June 2026 Rack Card Design

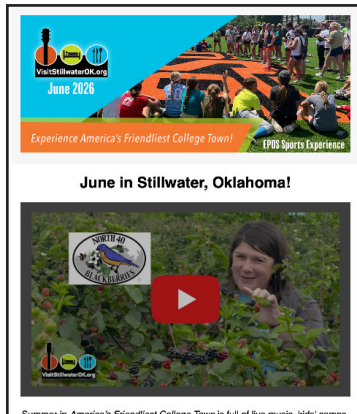


ANNUAL HIGHLIGHTS

July 2025 - June 2026

eNewsletter

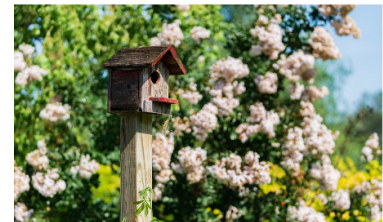
Our monthly eNewsletter is sent on the 1st of each month to over 9,500 subscribers. It features our monthly promo video and includes details about each of the events and businesses contained within it. There is also always a reminder to FlySWO, to enter our Sweepstakes Giveaways, and a calendar of events for the month with a link to each event for details.



June Calendar of Events

4 CEAT K-12 Engineering Adventure STEM Camp | ENDEAVOR Lab
5 Launch Pad STEM Camp | Oklahoma State University Willard Hall
6 Camp Colvin Session One | OSU Colvin Recreation Center
26 Adventure Camp | Lake McMurry
4 Base Summer Camp 7th-9th Grade | Meridian Technology Center
Reading Magic Show | Stillwater Public Library
6 Discover Architecture Camp | OSU Architecture Building
4 Cowboys Care and Cure: Nursing Discovery Camp | Wentz Hall, Oklahoma State University
6 Nike Soccer Camp - College Experience Camp | Neal Patterson Soccer Stadium
Slither into Summer Teen Program | Stillwater Public Library
7, 10-14, 17-21 Town & Gown Theatre: My Fair Lady | Town and Gown Theatre
11, 18, 25 Summer on The Plaza | Oklahoma State University Student Union Plaza
Prairie Arts Center Field Trip | Prairie Arts Center
6 OK Junior Cattlemen's Association Summer Preview Show | Payne County Expo Center
6 Steve Lutz Basketball Team Camp | Gallagher-Iba Arena, Oklahoma State University
7 Camp Fierce Stillwater | OSU Fire Service Training Center
7 National Wrestling Hall of Fame Honors Weekend | National Wrestling Hall of Fame and Museum
7 USSSA State Tournament | Whittenburg & Babcock Ballparks
Family Movie Friday | Stillwater Public Library
11 OSU Golf Camp | Oklahoma State University
11 OSU Women's Golf Camp | Oklahoma State University
6 PAX Tools Workshop | Our Daily Bread Stillwater
7 Dancing Turtle Arts Festival | Block 34, Downtown Stillwater
7 Free Fishing Days | Lake Carl Blackwell

The Botanic Garden at OSU



Take a summer stroll through The Botanic Garden at OSU, where winding trails, native plants, and vibrant display gardens create a peaceful escape.

Stroll the Gardens!

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.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

Banners

Visit Stillwater utilizes two outdoor banner stands with both east- and west-facing displays to promote upcoming events, seasonal campaigns, and community initiatives. Located in a highly visible area, the banners provide year-round exposure to residents and visitors while encouraging participation in local events and experiences.



Flyers

Four community poster boards located inside the 24/7 Information Center are available for local organizations, event planners, and community partners to promote upcoming events and activities. These displays serve as a valuable resource for visitors seeking things to do in Stillwater while providing an additional promotional outlet for the community.

Email Signatures

Staff email signatures are updated weekly to feature upcoming Stillwater events and seasonal promotions. Each signature includes a direct link to the event's listing on the Visit Stillwater website, extending the reach of community events through everyday communication and driving additional traffic to the online events calendar.



Cristy Morrison
President & CEO
Visit Stillwater
2617 West 6th Avenue
Stillwater, OK 74074
(o) 405-743-3697 (c) 405-780-5656
[Facebook](#) | [Instagram](#) | [Website](#)
America's Friendliest College Town!



JUNETEENTH
Community Celebration
PICNIC

FRIDAY,
June 19
5:30-7:30 P.M.
SOUTHERN WOODS PARK
400 W 12TH AVE | STILLWATER, OK

Join us for an evening filled with food, games, prizes, live music, and friends—new and old!



Nicole Horn
VP & Director of Sales
Visit Stillwater
2617 West 6th Avenue
Stillwater, OK 74074
(o) 405-743-3697
[Facebook](#) | [Instagram](#) | [Website](#)
America's Friendliest College Town!



Madelyn Trentham
Director of Marketing
Visit Stillwater
2617 West 6th Avenue
Stillwater, OK 74074
(o) 405-743-3697
[Facebook](#) | [Instagram](#) | [Website](#)
America's Friendliest College Town!



ANNUAL HIGHLIGHTS

July 2025 - June 2026

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

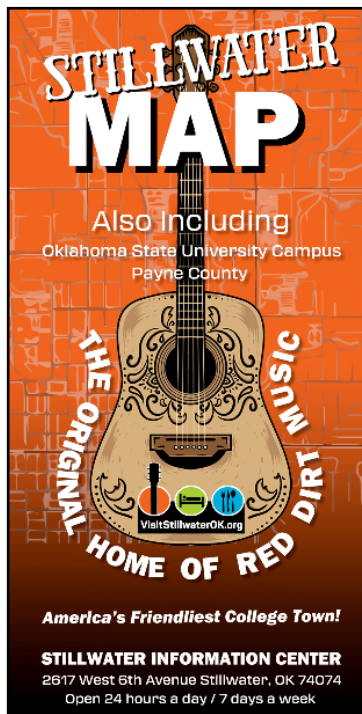
Visit Stillwater has written a monthly column for the *Stillwater News Press* for over a decade. The column appears on the last weekend of the month and spotlights destination marketing as an integral component of local economic development efforts. Visit Stillwater also advertises in and provides the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

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



ANNUAL HIGHLIGHTS

July 2025 - June 2026



Stillwater, OSU, and Payne County Map

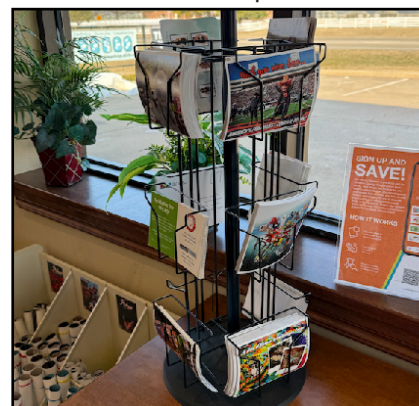
Stillwater maps continue to be one of the most requested resources at the 24/7 Visitor Information Center, serving both residents and visitors across all age groups. Based on ongoing feedback and usage patterns, Visit Stillwater produced an updated map designed to better meet the needs of those utilizing 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*.



ANNUAL HIGHLIGHTS

July 2025 - December 2025

Retail Center and T-shirt Stand

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.

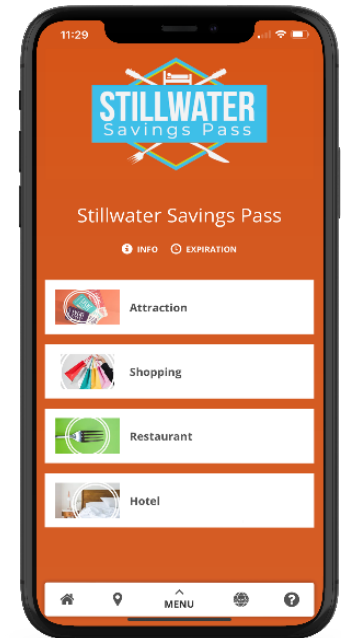


ANNUAL HIGHLIGHTS

July 2025 - June 2026

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.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

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

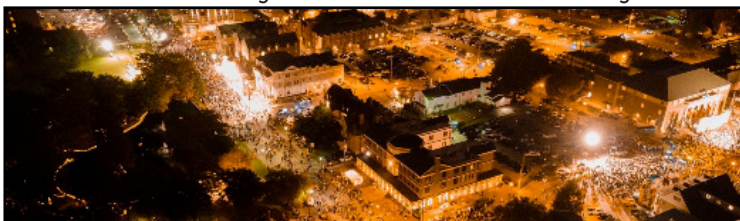
Visit Stillwater provided hospitality and curated 30 welcome gift bags for a worldwide tour stop, along with covering hospitality costs. A welcome banner was also created for the Visit Stillwater website homepage to greet players to *America's Friendliest College Town!*



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.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

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.

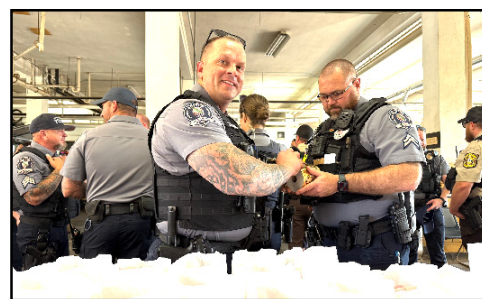
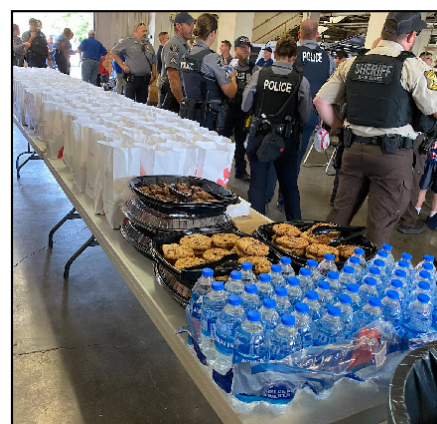


On October 17, Visit Stillwater delivered and served 165 Chick-fil-A meals with City staff to first responders working the OSU Homecoming Walkaround event to show appreciation for their service and support during one of Stillwater's largest annual gatherings.

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.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

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.

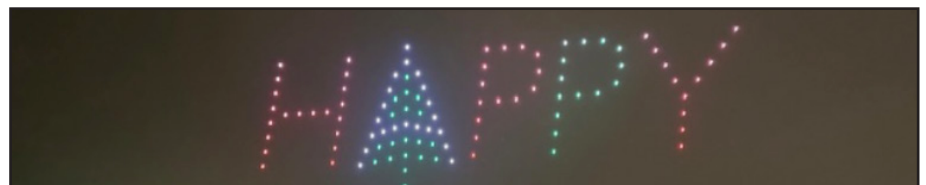


Live 12-Foot Christmas Tree

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

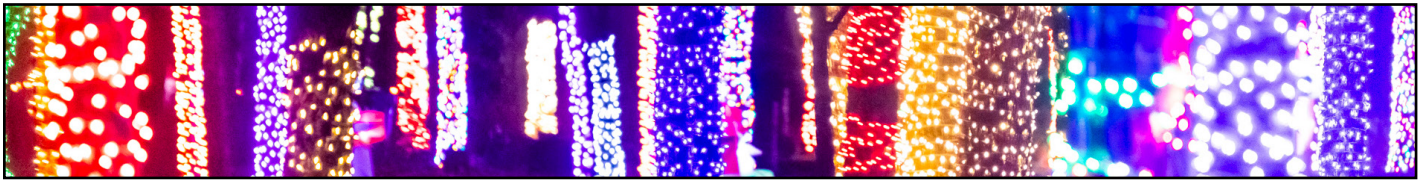
The City of Stillwater coordinated the 2nd annual "Festive Skies: Our Holiday Heroes Celebration and Drone Show" this year in the heart of downtown Stillwater spotlighting and celebrating our first responders. Visit Stillwater and the Chamber of Commerce split the cost to provide residents and visitors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

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Lights on the Lake

Lake McMurry'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



ANNUAL HIGHLIGHTS

July 2025 - June 2026

405 Day

In April 2023, Visit Stillwater created a one-day event on the day symbolized by our area code, 405 – April 5. This fiscal year, we continued the event to remind visitors and residents to shop Stillwater and that flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze. Anyone who shopped in one of our retail stores or boutiques, dined in one of our many restaurants, grabbed a coffee, filled up with gas, or spent the night during the 24 hours of April 5, 2026, spending \$50 or more, could be entered to win one of five \$100 American Airlines gift cards.



STOKd and The Boys From Oklahoma

Visit Stillwater played a key role in supporting The Boys From Oklahoma concert weekend and the expanded STOKd music festival, which celebrated Stillwater's legacy as the Original Home of Red Dirt Music. Through the newly created STOKd microsite, Visit Stillwater provided a comprehensive, one-stop resource for visitors attending The Boys From Oklahoma concert at Boone Pickens Stadium, as well as Bob Childers' Gypsy Café and additional live music events taking place across the community throughout the week.

To help improve the visitor experience during The Boys From Oklahoma concert on April 11, Visit Stillwater also sponsored a complimentary community shuttle service connecting Downtown, The Strip, Elm Street, Campus Corner, and Boone Pickens Stadium. The shuttle service helped reduce parking challenges, improve accessibility, and encouraged visitors to safely experience multiple areas of the community throughout the event weekend.



Visit Stillwater also partnered with community organizations, Oklahoma State University, OSU Athletics, local live music venues, and City of Stillwater leadership to help coordinate logistics, visitor communication, and event promotion leading up to the festival. Through digital marketing, media outreach, social media coverage, and the STOKd microsite, Visit Stillwater helped position Stillwater as a premier destination for live music.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

National Travel and Tourism Week

National Travel and Tourism Week (NTTW) is an annual celebration that underscores travel's essential role in driving our nation's economy, cultivating vibrant communities, and forging connections. Established by the U.S. Travel Association in 1983, NTTW has become a cherished tradition, celebrating the U.S. travel community and highlighting how travel stimulates economic growth, creates quality jobs, inspires new businesses, and elevates the quality of life for Americans. This year, Visit Stillwater coordinated the NTTW Ring Registers Promotion to continue to spotlight the importance of visitor dollars on the local economy, to remind residents of the importance of shopping locally, and to further increase the number of passengers flying through the Stillwater Regional Airport (SWO). Visitors and residents simply needed to spend a minimum of \$50 and keep their receipts for any hospitality related purchases from May 3, 2026, to May 9, 2026, to be eligible to win one of three \$500 American Airlines gift cards.



America 250

In celebration of America's upcoming 250th anniversary, Visit Stillwater launched a yearlong "Ring the Registers" promotion designed to encourage residents and visitors to support local businesses during key patriotic holidays. Promotions were held during Presidents Day and Memorial Day, with additional campaigns planned for the Fourth of July, Labor Day, and Veterans Day. Participants were encouraged to shop, dine, and explore Stillwater businesses for the opportunity to win \$250 American Airlines gift cards, helping increase engagement with local retailers, restaurants, attractions, and hospitality partners.

As part of the campaign, Visit Stillwater also sold limited-edition FlySWO and America 250 branded t-shirts to further promote community involvement and encourage support for Stillwater Regional Airport and local tourism efforts. Through the America 250 campaign, Visit Stillwater helped to align Stillwater with the nationwide celebration of America's historic milestone.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

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. This year we 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.
- Spring – STOKd, The Boys From Oklahoma, Stillwater Arts Festival, Orange Power Weekend, and Remember the 10.



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.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

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.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

Community Involvement

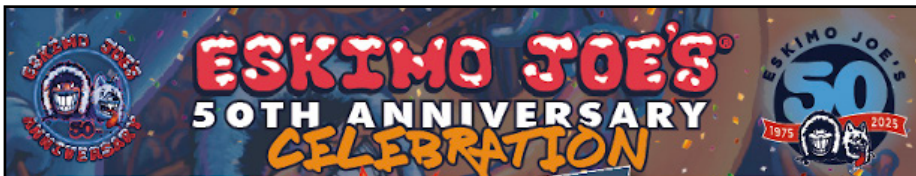
The Visit Stillwater team values giving back to the community and actively participating alongside local partners, organizations, and businesses. Whether through collaboration, promotion, or volunteer support, our staff is committed to uplifting those who make Stillwater a vibrant place to live, work,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



ANNUAL HIGHLIGHTS

July 2025 - June 2026

Jr. National Braford Show

During the Junior National Braford Expo at the Payne County Expo Center, Visit Stillwater team members served as judges for the sales talk competition, where youth participants presented sales pitches on agricultural products, livestock equipment, and related industry topics.



Braford Junior National Show | Stillwater, OK | July 17 - 19

FIFA Team Base Camp Bid

Visit Stillwater partnered with Oklahoma State University, the City of Stillwater, local law enforcement, Emergency Management, and Holiday Inn & Suites West to explore the opportunity to host a FIFA team base camp. Staff coordinated planning meetings, assisted with the bid process, and participated in site tours of potential lodging and training facilities while working alongside public safety officials to evaluate security and logistics.

College Coupon Books

We continued our partnership with College Coupon Books to connect Oklahoma State University students with local businesses. Visit Stillwater staff coordinate storage and distribution ensuring coupon books are available throughout the community and in our 24/7 visitor informations center.



Payne County Free Fair Booth

Visit Stillwater hosted an informational booth throughout the week of the Payne County Free Fair, providing a space for community partners to engage with attendees and share information about their organizations, programs, and upcoming events. The booth serves as a collaborative resource that highlights the many attractions, services, and opportunities available throughout Stillwater and Payne County. The groups that Visit Stillwater hosted this year were the Downtown Stillwater Association, OSU Orange Glow, the Holiday Inn and Suites West, the Stillwater Cultural District, The Stillwegien, and Our Daily Bread.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

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.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

Merit Award Presentation – The Twelves

For The Oklahoma Travel Industry Association and Oklahoma Tourism and Recreation Department annual RedBud Awards, Visit Stillwater nominated The Twelves for Outstanding Agritourism Attraction and had the privilege of presenting the Merit Award in recognition of the business's contributions to agritourism and the visitor experience in Stillwater. The award celebrates excellence in promoting Oklahoma's agricultural heritage while attracting visitors to the community.



Stillwater Medical Ribbon Pining

Team members participated in placing ribbons on the Stillwater Strong memorial piece that was featured as part of the Stillwater Medical OSU Homecoming Parade float. The float honors the lives impacted by the tragic events of the 2015 OSU Homecoming parade and serves as a symbol of hope and community strength.



Stillwater Medical

Payne County Health Department Presentation

Visit Stillwater hosted and presented to the Payne County Health Department, sharing an overview of the organization's mission, tourism's economic impact, current events and happenings in Stillwater, as well as the ease of flying through the Stillwater Regional Airport (SWO). The presentation provided an opportunity to strengthen community and county partnerships and increase awareness of the important role tourism plays in supporting the local economy.

ANNUAL HIGHLIGHTS

July 2025 - June 2026



Downtown Stillwater Scarecrow Competition

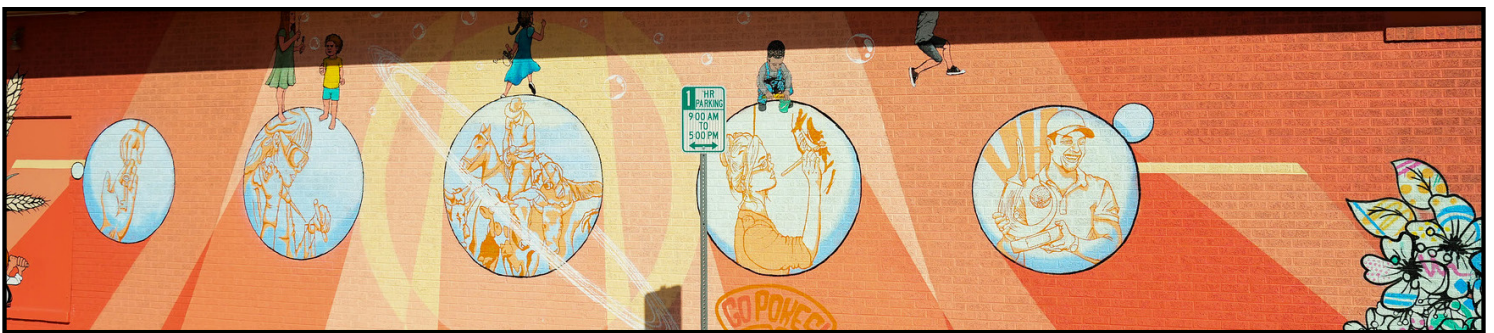
Visit Stillwater proudly participated in the Downtown Stillwater Association (DSA) Scarecrow Contest with our scarecrow, "Tourist Tim." Tim was equipped with a #FlySWO boarding pass and a waterproof camera for visitors and residents shopping in Downtown Stillwater to snap a picture with him!

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.



Holiday Happenings on News9

Visit Stillwater partnered with News 9 for its Holidays Happening segment, which aired on Thanksgiving Day, to showcase Stillwater's holiday events, attractions, and seasonal experiences. The feature highlighted the community as a festive destination for visitors and was broadcast throughout the Oklahoma City television market, reaching audiences across central and much of western Oklahoma through one of the state's leading local television stations.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

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.

StillWonder Trailer Unveiling

Team members attended the unveiling of StillWonder's new Wonder on Wheels trailer on January 22 at Stillwater Medical Pediatrics. The trailer serves as a mobile learning experience designed to bring hands-on STEAM education and learning through play opportunities directly into the community. The fully equipped trailer expands access to early childhood engagement resources and creates new opportunities for children and families to explore, learn, and connect.

OSU Alumni Association February APPreciation Month

In February 2026, Visit Stillwater once again partnered with the OSU Alumni Association to support its annual Member APPreciation Month campaign. This initiative encouraged downloads and engagement with the Orange Connection app, as well as new and continued alumni memberships. Participants who made qualifying membership payments were entered into a drawing to win one of five \$500 American Airlines giftcards to remind alumni of the ease they will experience traveling through the Stillwater Regional Airport (SWO). Visit Stillwater was featured prominently throughout the campaign, including on the Orange Connection app, the OSUAA website, email blasts, social media, and even the Association's new texting platform, reaching tens of thousands of OSU alumni.

"Wear Red for Women" Day

On February 6, Visit Stillwater staff participated in "Wear Red for Women Day" to show support for Stillwater Medical and help raise awareness about women's heart health. By wearing red, our team joined the nationwide effort to educate the public on how heart disease affects women and how symptoms can differ from those experienced by men. It was a meaningful opportunity to stand in solidarity with healthcare professionals and promote vital health education within our community.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

Library Lovers Read-a-thon

Visit Stillwater President and CEO served as co-master of ceremonies for the Stillwater Public Library's annual Library Lovers Read-a-thon on February 13 alongside Beau Simmons of the *Stillwater News Press*. The community fundraising event brought together local readers, authors, and book lovers to celebrate literacy while raising funds for the Stillwater Public Library Trust, supporting an important community resource.

OSU Admitted Students Day

On February 28, an informational Visit Stillwater booth at Oklahoma State University's Admitted Students Day welcomed prospective students and their families to the Stillwater community. Staff shared Visit Stillwater resources, highlighted the community events calendar, and provided information on local attractions, dining, shopping, recreation, and the Stillwater Regional Airport to help future Cowboys discover everything Stillwater has to offer both on and off campus.

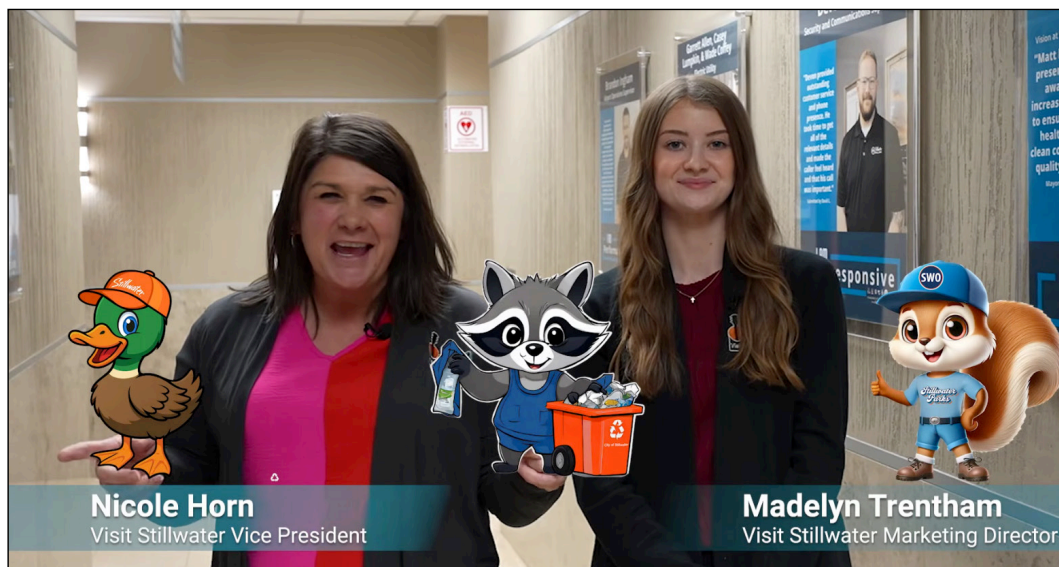
OSU Rodeo Banquet

Also on February 28, Visit Stillwater staff attended the Oklahoma State University Rodeo Team's annual banquet in support of the student-athletes and the program's accomplishments throughout the season. We were also honored to be presented with the 2026 OSU Rodeo Alumni and Friends Sponsor of the Year Award at the banquet.



City of Stillwater Employee Appreciation Day

For Employee Appreciation Day in March, Visit Stillwater participated in the City of Stillwater's celebration by visiting City Hall to film and produce a "thank you" video recognizing the contributions of Stillwater Stormwater, Waste Management, and Parks employees.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

The HUB Grand Opening

On March 12, staff attended the Stillwater Chamber's grand opening celebration for The HUB, touring the new facility, connecting with community partners, and welcoming one of Stillwater's newest family entertainment destinations. The event provided an excellent opportunity to build relationships with The HUB team and learn more about the venue's offerings for hosting groups, special events, and parties.



OSU Jr. Day

On April 25, Visit Stillwater once again manned an informational booth, this time at Oklahoma State University's Junior Day, and welcomed high school juniors and their families to the Stillwater community. Staff shared Visit Stillwater resources, highlighted the community events calendar, and provided information on local attractions, dining, shopping, recreation, and the Stillwater Regional Airport to help prospective Cowboys experience why Stillwater is known as *America's Friendliest College Town*.



Kaleidoscope

Visit Stillwater staff attended Kaleidoscope 2026 in support of our community partners and the festival's mission to raise awareness for Week of the Young Child and Child Abuse Prevention Month. The annual family-friendly festival brought the Stillwater community together through live music, activities, food, and entertainment while promoting child well-being.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

YMCA Groundbreaking

On April 30, team members attended the groundbreaking ceremony for the new Stillwater YMCA, celebrating a significant investment in the community's future. The \$33 million, 56,000-square-foot facility will provide expanded recreational, wellness, and childcare opportunities for residents and visitors while serving as a hub for community connection and collaboration.

Behind the Scenes Oklahoma

In May, Visit Stillwater partnered with the Oklahoma Film & Music Office and the Oklahoma Tourism and Recreation Department to support the filming of an episode of *Behind the Scenes Oklahoma* during Calf Fry. The production highlighted Stillwater's rich Red Dirt music heritage, the history and impact of Calf Fry, and the community's role as the Original Home of Red Dirt Music. Visit Stillwater helped coordinate on-site interviews and assisted the production team in showcasing the festival's unique atmosphere, musicians, and visitor experience.



Block 34 Redbud Award

Visit Stillwater prepared and submitted the nomination for Block 34 in the Oklahoma Tourism and Recreation Department and Oklahoma Travel Industry Association's annual RedBud Awards program. The nomination highlighted Block 34's transformation into a premier downtown gathering space and its impact on tourism, community events, live music, and visitor experiences in Stillwater.

As a result of the nomination, Block 34 was selected as the recipient of the RedBud Award for Outstanding New Attraction, one of the highest honors in Oklahoma's tourism industry. The statewide recognition celebrates attractions that make a significant contribution to tourism and quality of life, while reinforcing Stillwater's reputation as a vibrant destination for visitors and residents alike.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

Special Olympics Oklahoma

During the annual Special Olympics Oklahoma Summer Games, Visit Stillwater volunteered and supported the event that brings approximately 10,000 athletes, coaches, families, volunteers, and supporters from across the state to Stillwater. Team members assisted at event headquarters by answering calls, providing information, and helping walk-in visitors with questions throughout the competition.

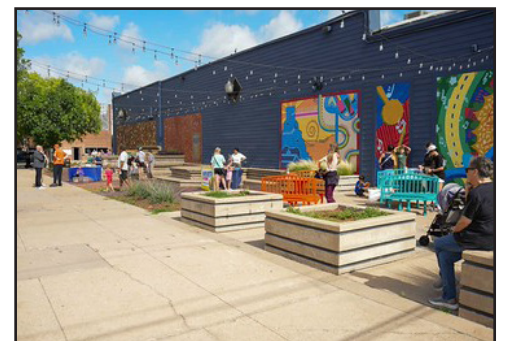
**Special
Olympics**
Oklahoma



Early Childhood Coalition “Let’s Play” Initiative

Visit Stillwater participated in the Early Childhood Coalition’s “Let’s PLAY” planning committee, collaborating through monthly meetings with community partners including Stillwater Public Library and the Stillwater History Museum to help develop and promote the initiative. The project was designed to encourage playful family engagement throughout the community by incorporating interactive QR codes at murals, statues, and public art locations around Downtown Stillwater.

Visit Stillwater assisted with promotional efforts leading up to the June 11 launch event by helping secure television and radio coverage to increase community awareness and encourage participation. Created in conjunction with the Stillwater Public Library’s Summer Reading Program, the “Let’s PLAY” initiative invited families of all ages to explore Historic Downtown Stillwater through interactive activities that fostered connection and child development.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

EJPPG Client Day

The Eskimo Joe's Promotional Products Group Client Day featured a special Route 66 Centennial theme in celebration of the historic highway's 100th anniversary. Visit Stillwater attended the event to stay informed on Route 66 travel trends, upcoming centennial celebrations, and opportunities for collaboration with destination partners located along the Mother Road. The program featured a presentation from Kerry Barrick, Oklahoma Route 66 Director, highlighting the history and significance of Route 66, along with opportunities to connect with industry partners and explore ways to promote the region during this milestone year.

OKC Thunder Community Court

On June 26, team members attended the grand opening of the new Oklahoma City Thunder Community Court at Southern Woods Park, celebrating Stillwater's addition to a statewide network of communities benefiting from this initiative. The new court marks the 32nd Thunder Community Court in Oklahoma, joining locations including Oklahoma City, Tulsa, Ardmore, Altus, Boise City, Chickasha, Elk City, El Reno, Enid, Lawton, McAlester, Moore, Norman, Sand Springs, Weatherford, Wewoka, and Woodward.



City-Wide Light Coordination

Visit Stillwater coordinated the citywide lighting calendar throughout the year, organizing themed lighting displays in recognition of holidays, Oklahoma State University events, awareness campaigns, and nationally recognized observances. Participating locations included Visit Stillwater, Interlaced, Simmons Bank, Block 34, and Chris Salmon Plaza, creating a unified visual presence across the community.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

Gift Baskets & Bags

Visit Stillwater proudly supports local partners, organizations, and sporting events by assembling welcome bags, hospitality baskets, and silent auction donations that showcase Stillwater while enhancing the visitor experience.

For the Universal Tennis Rating (UTR) Pro Summer Slam (Women's) in July, Visit Stillwater provided 24 Visit Stillwater and FlySWO reusable bags filled with branded promotional items and local goodies to welcome players and participants, valued at \$500. In November, Visit Stillwater provided 42 welcome bags for participants in the NCAA Cross Country Championships, valued at approximately \$1,000. Later in March, during the Big 12 Equestrian Championships hosted by Oklahoma State University, Visit Stillwater assembled three hospitality baskets stocked with essential items for participants, along with welcome bags for coaches, judges, and scribes, with a combined value of \$850.

Throughout the year, Visit Stillwater supported community fundraising efforts through several silent auction donations, including a suitcase filled with travel essentials and a \$50 American Airlines gift card for the Town & Gown Theatre Diamonds Are Forever Gala, valued at \$350; a \$500 American Airlines gift card and travel-themed suitcase for the Stillwater Frontier Rotary Wine Into Water fundraiser, valued at \$850; a silent auction basket for the Stillwater Elks Lodge, valued at \$200; and a \$50 American Airlines gift card for Summer on the Strip's basket prize giveaway. These contributions reflect Visit Stillwater's continued commitment to supporting local organizations and promoting Stillwater as a welcoming destination for visitors and residents alike.

Stillwater Frontier Rotary Wine Into Water



Town & Gown Theatre Diamonds Are Forever Gala



ANNUAL HIGHLIGHTS

July 2025 - June 2026

Education

To remain at the forefront of destination marketing and tourism industry best practices, the Visit Stillwater team actively participates in professional development opportunities throughout the year. These conferences provide valuable education and networking with industry leaders, ensuring our staff stays informed on emerging trends, innovative marketing strategies, advocacy efforts, leadership development, and evolving visitor expectations.

In addition to attending industry conferences, team members regularly participate in webinars, virtual trainings, and online education sessions offered by leading tourism organizations, allowing staff to stay informed on current trends and best practices year-round.

During the reporting period, Visit Stillwater team members participated in the following professional development opportunities:

- U.S. Travel Association – ESTO (Educational Seminar for Tourism Organizations)
- U.S. Travel Association – Destinations Capitol Hill (representing the OK Travel Industry Association)
- Destinations International – Annual Convention, CEO Summit, Advocacy Summit, Marketing & Communications Summit
- One West Tourism Alliance – Leadership Summit, Education Summit, MarTech Summit
- Connect eTourism Marketplace
- Oklahoma Conference on Tourism
- AilveonPacific – Airport RoundTable (with SWO director)
- Routes – TakeOff North America (with SWO director)

Continued investment in education ensures Visit Stillwater remains an effective advocate for the Stillwater tourism industry and positions the destination for long-term success.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

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 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
- Lexicon Committee
- Payne County Expo Center
- Special Olympics Summer Games Committee
- Washington Street Merchants Group
- National Wrestling Hall of Fame 50th Anniversary Celebration
- Early Childhood Coalition “Let’s Play” Initiative

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.

VISITOR TAX

July 2025 - June 2026

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 43). Total visitor tax collections for the year reflected a 11% decrease due to a company filing amended returns in December 2024 and remitting substantial additional amounts due for prior reporting periods.

VISITOR TAX

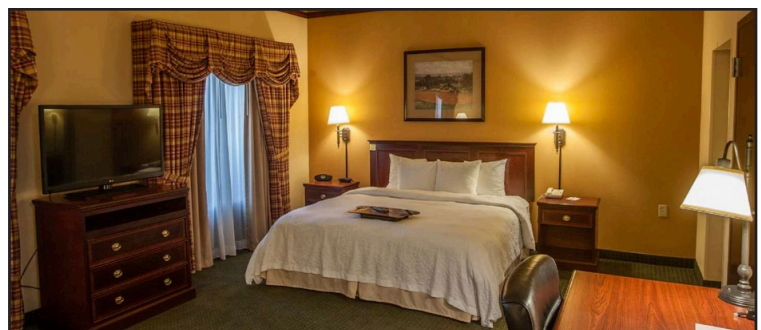
July 2025 - June 2026

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%)
FY '23	\$1,300,000	\$1,566,718.40	\$1,096,702.88	\$470,015.52	\$975,000	\$121,702.80
FY '24	\$1,300,000	\$1,647,237.87	\$1,153,066.50	\$494,171.37	\$1,120,000	\$33,066.50
FY '25	\$2,300,000 (from \$1,600,000)	\$2,547,734.29	\$1,783,413.90	\$764,320.26	\$1,120,000	\$663,413.90
FY '26 mid-year	\$1,800,000	\$2,262,512.02	\$1,583,748.40	\$678,753.70	\$1,260,000	\$323,758.90
TOTAL:		\$8,024,202.58	\$5,616,941.68	\$2,407,260.75		\$1,141,941.20

Since successfully passing the referendum to increase the visitor tax from 4% to 7% effective July 1, 2022, **\$2,407,260.75** has been generated to develop and maintain visitor development amenities for Stillwater. At the end of the fiscal year 2026, an additional **\$1,141,941.20** 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 **\$4,585, 259** since FY 2023. 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	
July	\$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
Aug.	\$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
Sept.	\$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
Oct.	\$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
Nov.	\$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
Dec.	\$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
Jan.	\$165,293.62	\$971,737.06	\$142,854.05	\$1,061,601.01	\$176,726.68	\$1,750,184.58	\$157,443.89	\$1,431,015.96	OTC - November Collections
Feb.	\$89,331.65	\$1,061,068.71	\$98,479.86	\$1,160,080.87	\$136,249.76	\$1,886,434.34	\$111,605.96	\$1,542,621.92	OTC - December Collections
March	\$85,858.59	\$1,146,927.30	\$84,870.55	\$1,244,951.42	\$106,699.53	\$1,993,133.87	\$124,652.76	\$1,667,274.68	OTC - January Collections
April	\$95,679.60	\$1,242,606.90	\$92,800.84	\$1,337,752.26	\$140,607.38	\$2,133,741.25	\$142,364.64	\$1,809,639.32	OTC - February Collections
May	\$176,634.56	\$1,419,241.46	\$129,978.01	\$1,467,730.27	\$194,630.99	\$2,328,372.24	\$194,627.89	\$2,004,267.21	OTC - March Collections
June	\$147,476.94	\$1,566,718.40	\$179,507.70	\$1,647,237.97	\$219,362.05	\$2,547,734.29	\$258,244.81	\$2,262,512.02	OTC - April Collections
		83% increase		5% increase		55% increase		11% decrease	
City's Budgeted Amount		\$1,300,000		\$1,300,000		\$2,300,000		\$1,800,000	

• 4% July & August • 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 - June 2026

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 471 and 520 active listings from, July 1, 2025 – June 30, 2026.

Annual Lodging Performance

Hotels experienced higher occupancy and longer stays, while short-term vacation rentals "STVR" continued to command strong nightly rates.



ADR - Average Daily Rate

STR - Short Term Rental

VISITOR TAX

July 2025 - June 2026

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 - June 2026

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 - June 2026

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	* 521,937	622,330	84%
Increase website page views by 3% *	904,007	1,284,254	* 977,028	1,322,782	74%
Increase website sessions originating from Dallas DMA by 2% *	82,230	86,957	* 67,827	88,696	76%
Increase referred traffic from social media to website by 3%*	44,858	68,769	* 56,943	70,832	80%
Publish 365 original social media posts	501	434	374	365	102%
Increase social media followers by 5%	40,235	42,993	47,471	45,143	105%
Increase social media reactions by 5%	107,059	203,311	175,488	213,477	82%
Increase Facebook reach by 3%	3,877,937	8,183,045	8,602,152	8,592,197	100%
Provide 100 sweepstakes giveaways	130	132	130	125	104%
Promote 2,000 locally held events at VisitStillwaterOK.org	2,002	2,005	2,023	2,000	101%
Load 50 primary local events on the OK Tourism and Recreation Department website	53	51	56	50	112%
Create 12 videos highlighting Stillwater events, attractions, and businesses	12	12	12	12	100%
Create 4 :30 second commercials	---	4	4	4	100%
Publish 24 blog posts	24	24	26	24	108%

* 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 - June 2026

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	22	12	183%
Distribute 100,000 Stillwater Guides to the Local Scene (per calendar year) (1)	2024 Guide 100,000	2025 Guide 100,000	2026 Guide 100,000	100,000	100%
Write 12 News Press columns	12	12	12	12	100%
Distribute 12 "Still in the Know" postcards	12	12	12	12	100%
Email 12 eNewsletters	12	12	14	12	116%
Distribute 10,000 copies of 4 different rack cards	44,887	44,465	44,680	40,000*	111%
Display 72 banner placements outside the 24/7 visitor information center & VS office	101	104	84	72	117%

* In addition to FlySWO and StillWonder rack cards we designed, produced, and distributed.



VISIT STILLWATER DELIVERABLES

July 2025 - June 2026

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	466	200	233%
Manage 115 360° degree virtual tours for online platforms through Threshold 360 (1)	115	115	115	115	100%
Provide the program, serve as a speaker, or exhibit at trade shows for 12 organizations/classes	19	24	22	12	183%
Coordinate guests weekday mornings for Tv-31's "The Morning Edition" - # of guests	238	230	225		
Appear on live local radio weekday mornings to share upcoming event information - # of appearances	153	148	149		
Record podcasts with media partners to promote events and services - # of podcasts (2)	50	49	37		

(1) Threshold 360 provides the leading platform for 360° virtual tour creation and publishing in the hospitality and tourism industry. They enable Visit Stillwater to significantly increase digital engagement and conversion by bringing locations to life online.

(2) The Stillwater Radio podcast was discontinued in April of 2026.



VISIT STILLWATER DELIVERABLES

July 2025 - June 2026

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	5,416		
Number of potential new clients for future meetings or events =	43	48	52		
Number of events booked and/or serviced through Visit Stillwater = (2)	42	45	65		
Increase new events booked and/or serviced through Visit Stillwater by 5%	71	73	75	73	103%

(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	\$146,584
- Total estimated number of day visitors =	59,310	58,646	56,891
- Total estimated number of overnight visitors =	17,350	14,299	13,473
Total estimated visitor spending (through the Destinations International Event Impact Calculator) = \$ (3)	\$6,573,530	\$12,970,618	\$12,442,541

(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, STOKd Shuttle \$10,000, 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 - June 2026

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	\$115,556		
- Total estimated number of day visitors =	55,840	56,029	54,365		
- Total estimated number of overnight visitors =	16,436	11,142	10,655		
Total estimated visitor spending (through the Destinations International Event Impact Calculator) = \$	\$8,220,659	\$11,403,424	\$11,157,025		
Host 4 (quarterly) Stillwater Hotel Education Luncheons	4	4	4	4	100%

(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	6,423
Number of groups assisted =	905	1,191	1,278
Conservative estimated value of services provided = \$ (3)	\$1,117,419	\$1,262,842	\$1,284,110

(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

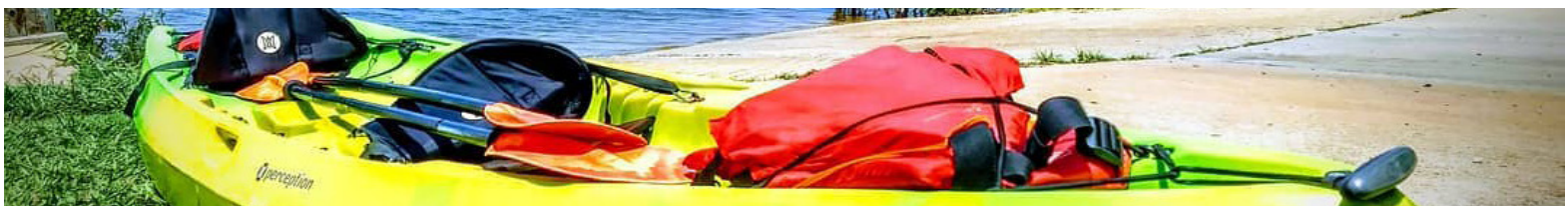
July 2025 - June 2026

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	2,421
Number of publications distributed from 2 visitor information stands at SWO - inbound and outbound terminals =	1,777	1,845	1,924
405 Day - April 5 - Shop & Fly SWO campaign			
- Number of individuals who participated =	46	15	11 *
- Number of entries =	77	75	21 *
- Total sales generated =	\$3,850	\$3,784	\$1,608 *
National Travel & Tourism Week - May - Shop & Fly SWO campaign			
- Number of individuals who participated =	105	156	96
- Number of entries =	125	198	116
- Total sales generated =	\$6,275	\$12,844	\$9,835
Krazy Daze - July - Shop & Fly SWO campaign			
- 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 ***
Fly Home for the Holidays - End of Nov. - First of Jan. - Shop & Fly SWO campaign			
- Number of individuals who participated =	58	66	70 **
- Number of entries =	1,509	949	663 **
- Total sales generated =	\$75,466	\$79,322	\$77,468 **

* 405 Day fell on Easter Sunday in 2026.

** 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 - June 2026

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.

28%

28% of all observed devices belonged to visitors, down slightly from 29% last year.

27%

27% of all spending in Stillwater came from visitors, down from 30% last year.

Includes all visitor spending across categories (gas, grocery, restaurants, local businesses, etc.)

\$41

Visitors spent an average of \$41 per day, compared with \$52 last year.

Overall Visitor Impact Across the Destination

A visitor is someone who:

- **Traveled from over 50 miles away**
- **Stayed more than 2 hours in the destination**
- **Visited at least one place of impact**

All three must be met to count as a visitor. There's no minimum time required at the POI.

Visitor Spending:

Spending is counted when the transaction occurs **60+ miles** from the cardholder's home zip code.

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 - June 2026

Zartico Data:

34%

*Visitors generated 34% of spending at local businesses, compared with 36% last year.

26%

Visitor spending at local restaurants increased to 26%, up from 24% last year.

31%

Visitors accounted for 31% of spending at local retailers, down from 41% last year.

57%

57% of spending at arts, entertainment, and attractions came from visitors, down from 68% last year.

*Visitor Spending at Local Businesses (Excluding Big Box and Chains)

These metrics focus on locally owned businesses by excluding national chains, big box retailers, gas stations, grocery stores, and hotel chains.

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.

Top Markets Driving Visitor Spending

Visitor Origin Market	% of Visitor Spend	Visitor Spend Last Year	% of Visitors	% of Visitors Last Year
Tulsa OK	19%	16%	20%	22%
Oklahoma City OK	14%	14%	20%	21%
Dallas-Ft. Worth TX	12%	10%	14%	12%
Wichita Falls TX-Lawton OK	4%	4%	2%	2%
Wichita-Hutchinson KS	3%	3%	3%	3%
Amarillo TX	3%	3%	1%	1%
Sherman TX-Ada OK	2%	3%	2%	2%
Houston TX	2%	2%	3%	3%
Denver CO	2%	2%	1%	2%
Ft. Smith-Fayetteville-Springdale-Rogers AR	2%	3%	2%	2%
Kansas City MO	2%	1%	1%	2%

STILLWATER

REGIONAL AIRPORT

FY '26
Annual Report



#FLYSWO



AIRPORT OVERVIEW

July 2025 - June 2026

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:

(18 total employees)

- Kellie Reed, Airport Director
- Serge Walczak, Airport Business Manager
- Brandon Ingham, Operations & Security Manager
- Devon Shiplett, Operations & Security Manager
- Doug Nichols, Senior Maintenance Lead

Visit Stillwater & SWO Marketing Team:

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

ANNUAL ADVERTISING

July 2025 - June 2026

Cowboy Sports Properties

OSU Football 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

SWO Stillwater
REGIONAL AIRPORT

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

ANNUAL ADVERTISING

July 2025 - June 2026

Cowboy Sports Properties

Winter Sports Playbill

Visit Stillwater **#FlySWO**

FREE ROUND-TRIP SHUTTLE
DOWNTOWN
BOONE PICKENS STADIUM

GAMEDAY PARK & RIDE
OKLAHOMA STATE

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!

OSU Cowboy Stampede Rodeo

Visit Stillwater

Stay, eat, shop, and play with deals and discounts from Stillwater businesses. Sign up for the Stillwater Savings Pass today!

ESKIMO JOE'S 50
1975-2025

#FlySWO
Direct on American Airlines

QR CODE

VisitStillwaterOK.org

EXPERIENCE AMERICA'S FRIENDLIEST COLLEGE TOWN!

OSU Wrestling - Enter to Win Campaign (\$500 American airlines gift card)

GIVEAWAY
ENTER TO WIN

2 HOME DUAL TICKETS VS IOWA ON FEB. 22

\$500 AMERICAN AIRLINES FLIGHT CREDIT

GIVEAWAY
ENTER TO WIN

ANNUAL ADVERTISING

July 2025 - June 2026

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	CEBB	11	1,080,433	12,740	33,597	3.11%
Wheels Up	Stillwater Regional Airport	93	1,052,254	11,315	45,743	4.35%
Cowboy Golf	OSU Athletics	102	1,000,136	8,896	38,238	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%
Get 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%
Baseball Player of the	Simmons Bank	46	438,057	9,523	14,591	3.33%

MAXIMIZING EXPOSURE

NEW ELEMENTS:

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



ANNUAL ADVERTISING

July 2025 - June 2026

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



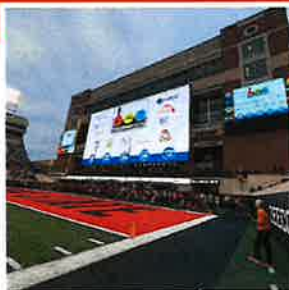
580,000

Email Blast



137,000

Social Media



The Bone Thorns Skidmore Concert returned to Boone Pickens Stadium after missing the year for what the City of Tulsa, OK is a schedule of in 2025. The Bone Thorns Skidmore is returning to Boone Pickens Stadium for round two in 2026.

Former Oklahoma Sooners and Tornado Tim Lincecum returned for the April 11 event with special guests Wyatt Parris, Shane Smith & the Saints and The Great Dicks at the football home of the Oklahoma Sooners.

A limited number of tickets are available for purchase now.

[Buy Now](#)

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



ANNUAL ADVERTISING

July 2025 - June 2026

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:

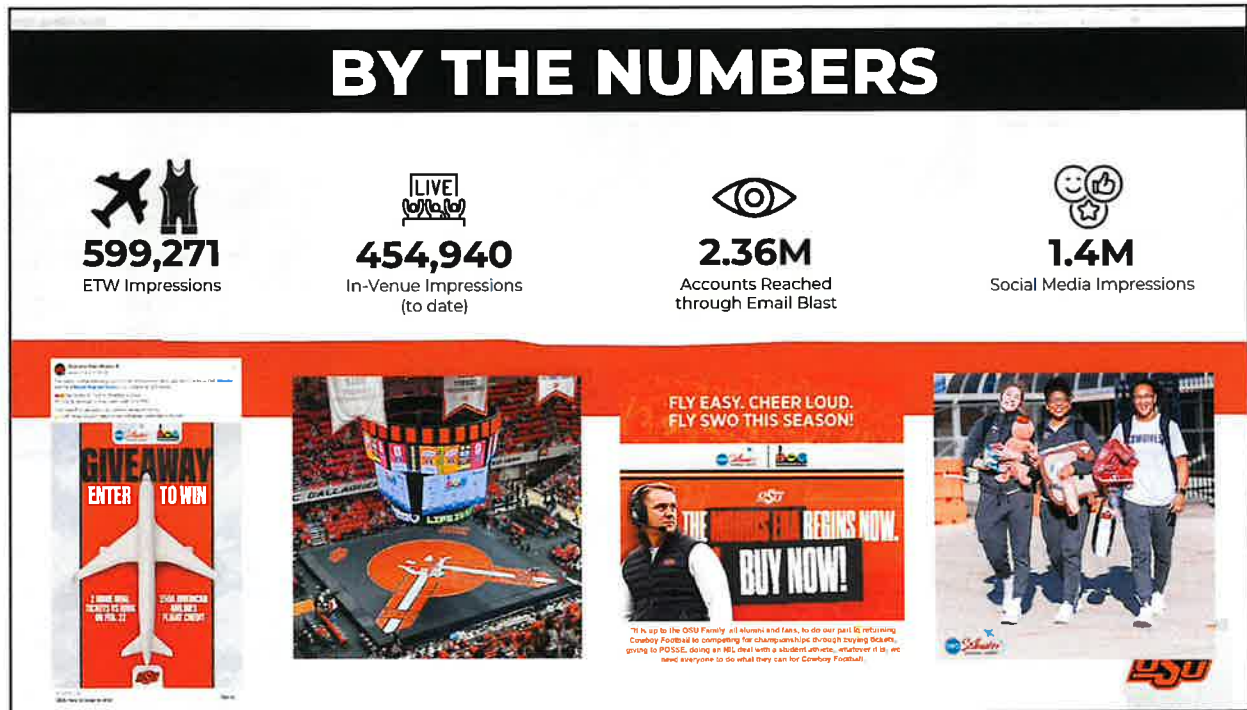
- Shop, Dine & Stay Partner – all sports
- Email Marketing
- 1M Fan365 Impressions
 - Impressions (to date): 295,022
 - Clicks: 152
 - CTR: .05%
- OSU College Rodeo
 - October 24th
- Influencer Marketing | NIL
- Social Media Content Series
 - Team Travel
- 500K Impression Social Media Enter To Win
 -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



ANNUAL ADVERTISING

July 2025 - June 2026

Cowboy Sports Properties



And More:

- 30 in-venue Videoboard Commercials
- Stadium Concourse & Suite TV ad placement (FanConnect)
- Exposure in all ESPN+ broadcasts



ANNUAL ADVERTISING

July 2025 - June 2026

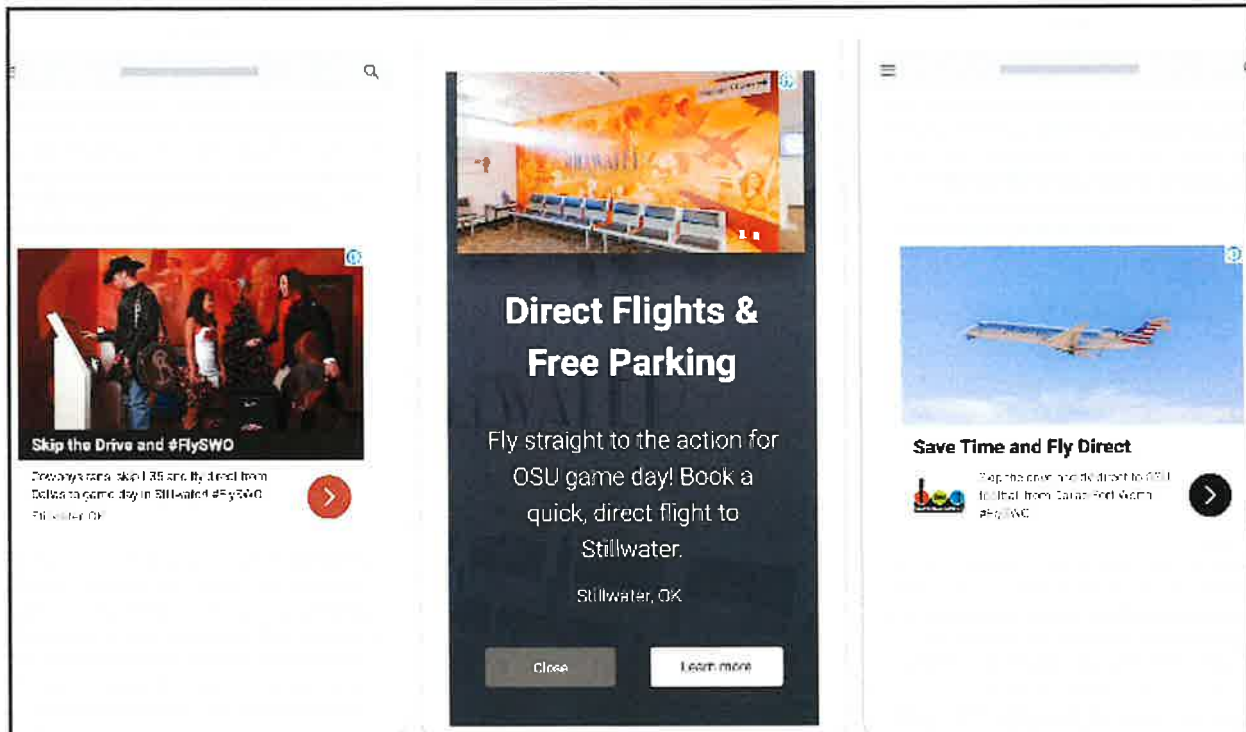
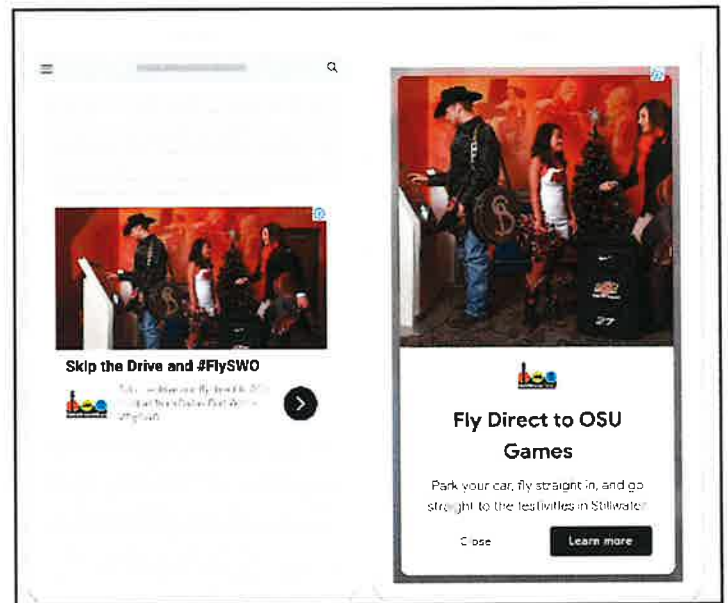
Madden Media

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%.



ANNUAL ADVERTISING

July 2025 - June 2026

STATE Magazine

3 Issues: Fall, Winter, and Spring

2-page ad, inside back cover and facing page

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

POSSE Magazine

3 Issues: Fall, Winter, and Spring

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)

Fall Ad for both:

Visit Stillwater **#FLYSWO**

FREE ROUND-TRIP SHUTTLE

GAMEDAY PARK & RIDE Stillwater OKLAHOMA

OKLAHOMA STATE OSU

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!**

ANNUAL ADVERTISING

July 2025 - June 2026

STATE Magazine & POSSE Magazine

Winter Ad for both:

Visit Stillwater

Want to know what's happening in Stillwater?

#FlySWO

SCAN HERE and find out!

Seriously!

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

SO MUCH TO DO!

VisitStillwaterOK.org

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

Spring Ad for both:

Visit Stillwater

ESKIMO JOE'S 50 1975 2025

ORIGINAL HOME OF RED DIRT MUSIC

#FlySWO

VisitStillwaterOK.org

AMERICA'S FRIENDLIEST COLLEGE TOWN!

Attractions
Activities
Events
Dining
Lodging
Community

ANNUAL ADVERTISING

July 2025 - June 2026

Ovations! Magazine Ad

Fall 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

Visit Stillwater **#FlySWO**

FREE SHUTTLE **GAMEDAY PARK & RIDE** **OKLAHOMA STATE**

WIN TICKETS

The ULTIMATE GAMEDAY GUIDE

SWO Stillwater REGIONAL AIRPORT

SHORT SECURITY LINES • QUICK BAGGAGE CLAIM • FREE PARKING

American

VisitStillwaterOK.org AMERICA'S FRIENDLIEST COLLEGE TOWN!

Winter Ad

Holidays **#FlySWO**

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

GO TO VisitStillwater.org/Stillwater-Holidays

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

Spring Ad

Visit Stillwater **#FlySWO**

Everything Stillwater,

SO MUCH TO DO!

Seriously, pull your phone out and scan this.

all in one place.

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

ANNUAL ADVERTISING

July 2025 - June 2026

Oklahoma Travel Guides

Oklahoma Tourism & Recreation Department

- 1/3 Page ad in each calendar year issue ('25 & '26)



2026 ad



2025 ad

Green Country Travel Guide

Green Country Tourism

- Full page editorial and ad combo feature



ANNUAL ADVERTISING

July 2025 - June 2026

PowerPlay Marketing

USA Today - Go Escape - Texas and the Southwest Edition

- 1/2 page color 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.



The Oklahoman - Oklahoma City Thunder Preview

- 1/2 page color ad

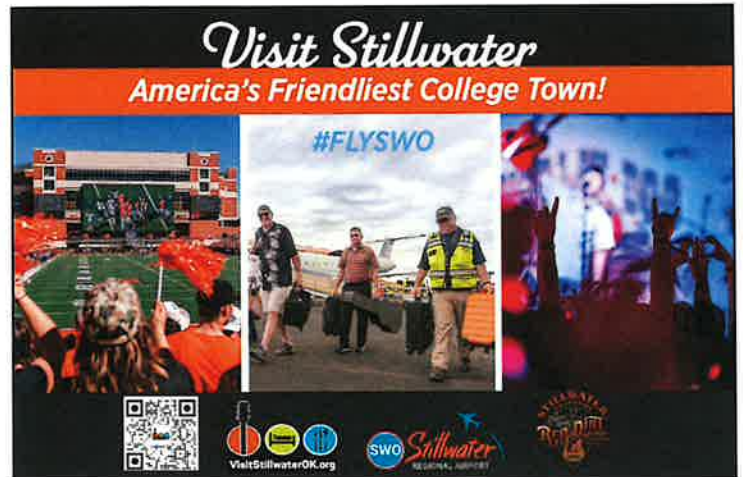


ANNUAL ADVERTISING

July 2025 - June 2026

OSU Cowboy Journal

- 7,000 copies distributed
- 2 issues - 1/2 page
- OSU student designed for class experience



Town & Gown Theatre Season Playbill

75th Season Partner - B/W ad within Playbill for each production

- Full page ad and featured with a link at townandgown.org
- 5,300 printed this year



ANNUAL ADVERTISING

July 2025 - June 2026

Stillwater Chamber of Commerce

Commerce Magazine

- 2-page spread - pages 10 & 11
- Back Cover
- Distributed to all Stillwater Chamber members

Terminal Size: 81,378 sq. ft.
Project Cost: \$30 million
Completion Date: August 2026
Funding: FAA, CDA, City of Stillwater
Commercial Airline: American Airlines to DFW
Pilot Terminal Built: 1958

American

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 81,378-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 is funded through partnerships with the Federal Aviation Administration, the Oklahoma Department of Transportation and the City of Stillwater. The new terminal will replace two gates, expanded amenities, a four-lane drop-off area, and design elements inspired by local history and local character.

Growth by the Numbers:
 Since commercial service began in 2016, Stillwater Regional Airport has exceeded expectations. By the end of 2025, the airport is projected to reach 33,000 passengers, a 100% increase from 2016. More than 7,000 passengers, including the general public, will meet the growing demand for air travel and set the stage for future expansion, including the potential to host a new airline service.

Regional Impact:
 SWO is one of only two airports in Oklahoma offering scheduled commercial service, providing direct connectivity to Dallas Fort Worth through American Airlines. The new facility will enhance accessibility for residents, businesses, and Oklahoma State University. It will play a vital role in revitalizing, growing, and sustaining the community.

Future Vision:
 The new terminal is just a first in SWO's 50-year master plan, developed by the SWO Board. The plan includes infrastructure upgrades, such as a new taxiway and general aviation improvements. The plan is flexible and designed to evolve in response to the changing needs of the city and aviation needs, ensuring Stillwater remains the hub of innovation and connectivity that it is.

Designed for the Decade:
 Planning a building originally constructed in 1992, the terminal is a reflection of decades of growth and partnerships. From the modern amenities to the thoughtful design, the facility will serve Stillwater travelers for generations to come. Students, fans, and flyers of all kinds will be welcomed by the new terminal with this comfort and convenience.

Stay Connected:
 Follow @VisitStillwater.org and @StillwaterRegionalAirport for updates to win American Airlines flights to fly SWO 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

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

VisitStillwaterOK.org

Conference Room Presenting Sponsor

- Displayed in the front of the room 24/7

#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

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

VisitStillwaterOK.org

Mayoral State of the City - Premier Sponsor

- PowerPoint Slide shown throughout event



ANNUAL ADVERTISING

July 2025 - June 2026

Chamber Economic Summit (Premier Sponsor) and Agriculture Banquet

- PowerPoint slide shown throughout the event(s)



Quarterly Manufacturers Council

- Breakfast sponsor
- Staff distributes FlySWO materials including:
 - Airplane & round SWO stickers
 - VS luggage tags, rack cards
 - FlySWO tri-fold brochure - by The City of Stillwater, then replaced by rack cards

ANNUAL ADVERTISING

July 2025 - June 2026

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.

Krazy Daze

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

(Sticky Note)



ENTER FOR A CHANCE TO
WIN
1 of 5
\$500
American Airlines
Gift Cards

KRAZY DAZE

RING REGISTERS PROMOTION GIVEAWAY July 1-31
COLLECT DOUBLE ENTRIES
DURING **KRAZY DAZE**
July 16-20

View all the Krazy sales at
visitstillwater.com/krazy-daze

(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 1-31 at Stillwater hospitality-related businesses
including retailers, restaurants, and lodging.

One entry may be submitted
per \$50 spent.

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

FLY STILLWATER
#FlySWO

COLLECT
DOUBLE
ENTRIES
JULY
16-20

KRAZY DAZE

SHOP DINE PLAY



WIN \$500 American Airlines Gift Cards
COLLECT DOUBLE ENTRIES July 16-20

Stillwater News Press
Thursday, July 10, 2025
\$2.25

Free meals for all

Former Stillwater Pioneer Booster Club president charged with embezzlement

Oklahoma State parts ways with women's tennis coach Chris Young following NCAA investigation.



WIN \$500 American Airlines Gift Cards
COLLECT DOUBLE ENTRIES July 16-20

Stillwater News Press
Thursday, July 3, 2025
\$2.25

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

ANNUAL ADVERTISING

July 2025 - June 2026

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

ANNUAL ADVERTISING

July 2025 - June 2026

Stillwater News Press Critter Chronicles

1/2 page ad plus 5K online impressions.



**BOOK DAILY DIRECT FLIGHTS
THRU STILLWATER! #FLYSWO**

VisitStillwaterOK.org

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

**BOOK DAILY
DIRECT FLIGHTS THRU
STILLWATER**

**SHORT SECURITY LINES
QUICK BAGGAGE CLAIM
FREE PARKING #FLYSWO**



VisitStillwaterOK.org



**Kelmar joins Saville Center as
new therapy dog**

By [Name] [Date]

...Kelmar, a 3-year-old Weimaraner, was adopted by the Saville Center for the Arts and Sciences as a therapy dog. Kelmar is a friendly, energetic dog who loves to play and interact with people. She is currently living with her owner, [Name], and is available for adoption. For more information, visit [Link].

SHOP DINE PLAY

Visit Stillwater

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

**WIN \$500
American Airlines
Gift Cards**

**FLY STILLWATER
#FLYSWO**

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

**BOOK DAILY
DIRECT
FLIGHTS
THRU
STILLWATER**

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



VisitStillwaterOK.org
#FLYSWO

**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

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

ANNUAL ADVERTISING

July 2025 - June 2026

Stillwater Magazine

Six issues - August, October, November, December, February, April, and June

- Full page and inside back 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

(August and October)

#FlySWO
Visit Stillwater

GAMEDAY PARK & RIDE
Stillwater OKLAHOMA
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!**

(November and December)

Visit Stillwater **#FlySWO**

Stillwater Holidays 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!

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

ENTER THE Fly Home for the Holidays PROMOTION
WIN \$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.

ANNUAL ADVERTISING

July 2025 - June 2026

Stillwater Magazine

(February)

Visit Stillwater

#Fly SWO

Everything Stillwater, all in one place.

SO MUCH TO DO!

Seriously, pull your phone out and scan this.

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

(April)

Visit Stillwater

#Fly SWO

Everything Stillwater, all in one place.

SO MUCH TO DO!

Seriously, pull your phone out and scan this.

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

(June)

American

#Fly SWO

Stillwater Regional Airport (SWO) is preparing to take off into a new era.

A new terminal is officially under construction, marking one of the biggest infrastructure projects in Stillwater's recent history. The 31,375-square-foot facility, set to open with a Grand Opening Celebration on August 23, 2026 at 10:00 a.m., will elevate the passenger experience and strengthen Stillwater's connection to the world.

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

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

Scan for more Stillwater fun!

SWO DFW & Onward!

SWO Stillwater REGIONAL AIRPORT

VisitStillwaterOK.org

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

ANNUAL ADVERTISING

July 2025 - June 2026

College Kickoff/Gameday Guide Package

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

Hometown Welcome/Newcomers Mailer

- Welcome postcard to all new residents in Coyle, Cushing, Glencoe, Perkins, Perry, Ripley, Stillwater, & Yale



Breast Cancer Awareness Tabloid

compress the tissue. This compression spreads out the breast so the X-ray can capture clear, detailed images from different angles. While most women describe the pressure 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

With another view. The results of a mammogram 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

breast imaging using multiple pictures of breast tissue from different angles. These advancements 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 necessary to stage it, and five-year survival rate 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

said. Every time a woman walks 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, call 405-712-5622 to request a mammogram today at the location of your choice.



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



ANNUAL ADVERTISING

July 2025 - June 2026

Stillwater Strong Tab

Visit Stillwater #FLYSWO

GAMEDAY PARK & RIDE
FREE SHUTTLE
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!

American

VisitStillwaterOK.org

Honor Roll

2026
Celebrating the success of our community businesses

45 YEARS Douglas Building Center 1104 E 4th, Stillwater 405-743-4489 Owner: Ben Douglas	43 YEARS Coke & Associates 110 E 6th, Stillwater 405-743-4097 Owner: Roger & Stephen Coke	42 YEARS Shawnee Appraisals Dorcas Road 724 E Bay Ave, Stillwater 405-875-2570 Owner: Kelly Silbert	40 YEARS Visit Stillwater 3017 W 4th, Stillwater 405-743-4187 VisitStillwater.org
38 YEARS Candy & Candy Co. Stillwater Antique Mall 114 E 6th, Stillwater 405-743-7901	35 YEARS Papa John's Three Seasons Inc. 2666 N Sunset, Stillwater 405-875-2111 pj.com	30 YEARS Knight Medical Supply LLC 102 E 1st, Stillwater 405-743-1648 knightmedicalsupply.com	27 YEARS El Tugaleto 825 S Perkins, Stillwater 405-525-5144 Owners: Luth & Constance Thompson
24 YEARS Bliss Day Bank 4111 W 4th, Stillwater 405-525-3127 blissday.com	24 YEARS Diaperland Antebaby 5805 E 4th, Stillwater 405-875-2111 diaperlandantebaby.com Owners: Craig Schapp & Jon McMillan	21 YEARS Providence Flooring & Design 116 E Perkins, Stillwater 405-577-0200 providenceflooring.com Owner: Will Allen	

Downtown Stillwater Pocket Guide

- Back cover

#Fly Visit Stillwater SWO

SWO Stillwater REGIONAL AIRPORT

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

SCAN HERE

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

American

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 5 \$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

Holidays 2025

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

ANNUAL ADVERTISING

July 2025 - June 2026

America250 Milestone



Entertainment Weekly Insert Package

- Saturday: Full-color Back Cover
- Tuesday: Color Pickup in Print
- Wednesday & Friday: Color Pickup in both eEditions
- Changes weekly



ANNUAL ADVERTISING

July 2025 - June 2026

Oklahoma Living Magazine

- June Travel Issue
- Full page ad with 2.5 pages of editorial with images

American **#FlySWO**

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.

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

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

Scan for your chance to **WIN** American Airlines gift cards **#FlySWO**

SWO Stillwater
REGIONAL AIRPORT

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

VisitStillwaterOK.org

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.

PAID ADVERTISEMENT



Get your store in on Krazy Daze

Krazy Daze brings shoppers to stores and boutiques across Stillwater July 15-19. Get your business on the event map — submit your sales, deals, and store hours to Visit Stillwater today.

SUBMIT YOUR SALES

The Stillwegian

- The Stillwegian's enewsletter links Visit Stillwater's monthly video, and is sent to 1,087 subscribers.
- Website sponsor banner and community bulletin board

ANNUAL ADVERTISING

July 2025 - June 2026

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

(December Radio Ads)



(Last Visual of :30 Commercial)

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 for more information.

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 to learn more about Fly Home for the Holidays and enter to win a \$500 American Airlines gift card.

ANNUAL ADVERTISING

July 2025 - June 2026

KWEM Tv-31 and Tv-31@1

- Monthly commercials aired daily on “The Morning Edition”
- Weekly weather sponsorship
- Holiday special (Parade/Here Comes Santa Claus/Christmas Ad Package)
- SHS Sports Package - with live on-air messaging during time-outs and halftime
- Tv-31@1 Radio show simulcast on TV



(Last Visual of :30 Commercial)

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”



ANNUAL ADVERTISING

July 2025 - June 2026

Stillwater Radio

- Monthly commercials aired daily
- Holiday Package - 96x ads/station (384 total) - Cowboy Country, Hot 93.7, Classic Hits
- National FFA Week - 40 :15 ads
- National Ag Week - 40 :15 ads
- Graduation Congratulations/salutes
- Memorial Day salutes
- 4th of July Salutes

Team Radio

- Holiday package - 1,008 :30 ads - KLOR, KPNC, KOSN-FM, Triple Play Sports, WBBZ

Sports Profile on TEAM Radio

- Monthly commercials aired daily

Griffin Media - KWTW News 9

Fall Adventures Promo:

- KWTW - :30 commercial aired on Sept 23
- KSBI - repeated the show twice the following weekend on KSBI
- Digital - News9.com mid-roll

Holiday Happenings Promo:

- KWTW - 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



EXPERIENCE
AMERICA'S
FRIENDLIEST
COLLEGE TOWN!

BOOK DAILY
DIRECT FLIGHTS THRU
STILLWATER

SHORT SECURITY LINES
QUICK BAGGAGE CLAIM
FREE PARKING #FLYSWO



EXPERIENCE
AMERICA'S
FRIENDLIEST
COLLEGE TOWN!

BOOK DAILY
DIRECT FLIGHTS THRU
STILLWATER



ANNUAL ADVERTISING

July 2025 - June 2026

College Coupon Book

Shipped to our offsite storage and distributed from the 24/7 Info Center

- 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

Fall '25



Spring '26



ANNUAL ADVERTISING

July 2025 - June 2026

Payne County Sheriff's Office Magnet

Law Enforcement Partners



Langston Chamber of Commerce 2nd Annual Big Classic Spring Rodeo

3'x8' rodeo arena banner



ANNUAL PROMOTIONS

July 2025 - June 2026

Stillwater Guide to the Local Scene

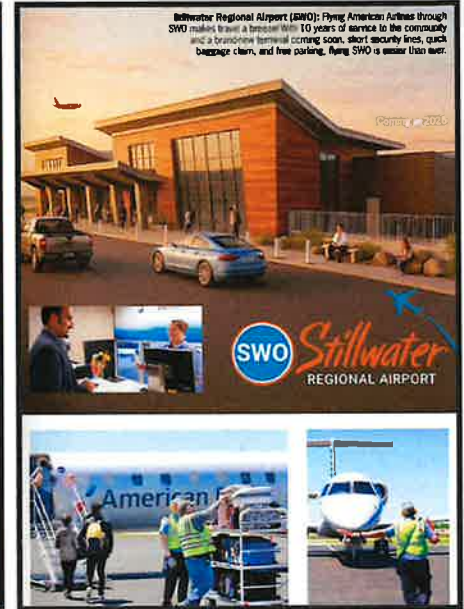
2025 Visitor Guide:

- Page 13 feature
- Page 26 map
- Page 45 listing
- 100,000 copies distributed and an online version

2026 Visitor Guide:

- Page 13 feature
- Page 26 map
- Page 45 listing
- 100,000 copies distributed and an online version

Rack Cards



Produced and distributed to local partners & surrounding communities.

- 10,000 Krazy Daze and FlySWO
- 10,000 Football Schedule, Online Gameday Guide, Park & Ride, and FlySWO
- StillWonder
- 10,000 Holidays 2025, Events, Fly Home for the Holidays, and FlySWO
- 10,000 SWO Specific rack cards spotlighting the new terminal
- 10,000 Summer GeoTour, Stillwater Savings Pass, and FlySWO



ANNUAL PROMOTIONS

July 2025 - June 2026

eNewsletter

Emailed to almost 10k monthly.

- Featured in the footer of each issue July-June
- Krazy Daze Eing Registers feature - promoting FlySWO & shop locally
- Holiday Happenings/Fly Home for the Holidays Feature - promoting FlySWO & shop locally
- Fly Home for the Holidays Feature - promoting FlySWO & shop locally
- America250 Feature (President's Day) - promoting FlySWO & shop locally
- 405 Day Feature - promoting FlySWO & shop locally
- NTTW (National Travel and Tourism Week) - promoting FlySWO & shop locally



Still in the Know Postcard

Mailed monthly to almost 400 local businesses, restaurants, and hotels.

- Front Page feature: July, August, September, November, December, January, February, March, and May.



ANNUAL PROMOTIONS

July 2025 - June 2026

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

Four 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-June promo videos.

Plays on:

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



ANNUAL PROMOTIONS

July 2025 - June 2026

Calendar of Events Listing

(Including FlySWO):

- Krazy Daze
- Fly Home for the Holidays
- America250 - Presidents Day Week
- 405 Day
- National Travel & Tourism Week
- America250 - Memorial Day Weekend

Flyer Placement in 24/7 Information Center

- Campaigns & event flyers throughout the year



Banner Production

- 3x3'x8' banners: FlySWO only - design 1
- 2x3'x8 banners: FlySWO only - design 2

Banner Placement

- 38 weeks - East Side
- 12 weeks - West side

JUL 28

VisitStillwaterOK.org

RING REGISTERS PROMOTION

Krazy Daze Ring Register Promotion Giveaway

Stillwater Oklahoma

405.743.3697

Add to Calendar

[View Details ▶](#)



ANNUAL PROMOTIONS

July 2025 - June 2026

Window Painting

- July - Boomer Blast, Krazy Daze, FlySWO, Joe's 50th Anniversary, OSU Big 3 Field Days
- October - OSU Football, Orange Glow, Homecoming, OSU rodeo, FlySWO
- November/December - Holidays 2025, Fly Home for the Holidays, FlySWO
- February/March - Presidents' Day/ America 250, FlySWO, & Shop Local Campaign
- May - Calf Fry, OSU & SHS Graduations, Special Olympics Summer Games, FlySWO

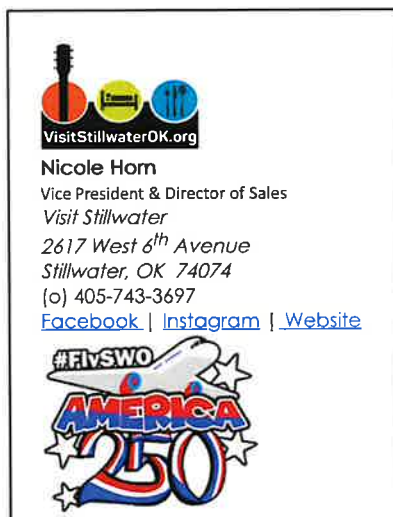


On Hold Messaging

"Stillwater is soaring! When you need to fly, #FlySWO! With direct daily flights..."

Email Signature

- #FlySWO
- "America250" FlySWO & ShopSWO promotion
- "National Travel and Tourism Week"
- "Special Olympics Oklahoma OK Summer Games" (the theme was fly)
- "America250" FlySWO & ShopSWO promotion



Promotional Items

3x5 "FlySWO" magnet (5,000)

Distributed at:

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



ANNUAL PROMOTIONS

July 2025 - June 2026

Airplane stickers (5,000)

Distributed at:

- Visit Stillwater
- SWO Airport



Airport Socks (1,000)

Distributed at:

- Visit Stillwater



Owala Water Bottles

- Leadership OK Class Gifts



America250 FlySWO T-shirts



Industry Events

- AilevonPacific Airport Roundtable - Wilmington, NC
- TakeOFF North America/Routes - Tallahassee, FL



TakeOff

NORTH AMERICA

ANNUAL PROMOTIONS

July 2025 - June 2026

Items & Donations

- 24 Universal Tennis Rating Pro-Series - VS and FlySWO bags with SWAG
- Town & Gown Theatre Diamonds are Forever Gala - Silent Auction Item
- History & Homecoming - \$500 American Airlines gift card, and 2 Visit Stillwater team members served as greeters at 2 doors of Gallagher Iba.
- Stillwater Frontier Rotary Wine Into Water Event - Silent Auction Item
- 42 VS & FlySWO Gift bags for OSU Cross country - NCAA Regional
- Washington School Heritage Foundation Gala - VVS & FlySWO silent auction w/\$500 American Airlines gift card
- Brighter Orange of North Texas Scholarship Gala - Dallas Country Club. (Donated by Visit Stillwater, Stillwater Regional Airport, and OSU Alumni Association)
- Mid South 2026 - provided SWAG goodies bags for 12 residents on Duck St
- Big 12 Equestrian Championship - Banner, Team Baskets, and Coaches/Officials Bags
- The Boys From Oklahoma - Bus Signs, Bus Window clings, social media, website, etc.
- OSU POSSE Auction - VS and FlySWO Silent auction item with a \$500 American Airlines gift card
- Stillwater Medical - Nurses Week drawings
- Washington School Merchants Association/The Strip - Summer on the Strip \$50 American Airlines giftcard
- Lion's Meadows of Hope Golf Tournament - Silent Auction item featuring a cup of goodies and an American Airlines gift card
- Kalidascope at Stonecloud - 500 FlySWO rack cards & magnets



ANNUAL PUBLIC RELATIONS

July 2025 - June 2026

Stillwater Coffee Station at SWO

Visit Stillwater partnered with the Stillwater Regional Airport to provide a complimentary gourmet coffee station in the outbound terminal for passengers to enjoy a free coffee/latte before departure.



Stillwater News Press

Monthly Column:

- "Ring Registers and win through July and Krazy Daze"
- "Holidays 2025"
- "Fly Home for the Holidays"
- "Plan for Vacation Day and FlySWO" with SWO logo
- "Spring Events for the Whole Family" with SWO logo
- "405 Day in Stillwater"
- "Win American Airlines gift cards during National Travel & Tourism Week"
- "Oklahoma's Only Official GeoTour" with SWO logo
- "Ring Registers and win through July and Krazy Daze"

405 DAY IN STILLWATER

Visit Stillwater has created a one-day event on April 5, 2026, the day symbolized by our area code, 405, to remind visitors and residents to shop, dine, and explore Stillwater.

Anyone who shops in one of our retail stores or boutiques, dines in one of our many restaurants, grabs a coffee, fills up with gas, or spends the night during the 24 hours of April 5, 2026, spending \$50 or more, can be entered to win one of five \$100 American Airlines gift cards.

The 405 Day celebration is also a reminder that Flying American Airlines through the Stillwater

Regional Airport (SWO) makes travel a breeze. No long security lines, quick baggage claim, and free parking are all part of the hassle-free experience.

One entry may be submitted per \$50 spent.

Sunday, April 5, 2026 - for 24 hours starting at 12:00 am and ending at midnight
Shop, Dine, and Stay in Stillwater on 405 Day!

Monday, April 6, 2026, to Friday, April 10, 2026:
Provide receipts or copies of receipts for purchases at Stillwater hospitality-related businesses, such as retailers, restaurants, and lodging.

Friday, April 10, 2026:
Forms must be received by Visit Stillwater staff online, by mail, or dropped off at the office located at 2617 West 6th Avenue.



Go to VisitStillwater.org to download a 405 Day form or submit your receipts electronically.

For the most current and up-to-date information regarding the Stillwater hospitality industry, go to VisitStillwater.org, and follow Visit Stillwater on social media - Visit Stillwater, Cristy Morrison, Visit Stillwater, President and CEO, can be reached at Cristy@VisitStillwater.org or by calling 405-743-3697.

Monday, April 13, 2026:

Five winners will be randomly selected in the drawings to win a \$100 American Airlines gift card to FlySWO.

Winners will be contacted by phone and/or email. If Visit Stillwater staff is unable to reach an individual by Wednesday, April 15, 2026, another individual will be drawn.

Friday, April 17, 2026:
Winners will be confirmed and posted at VisitStillwater.org and on Visit Stillwater on social media.



NATIONAL PLAN FOR VACATION DAY & FLY SWO

National Plan for Vacation Day is celebrated annually on the last Tuesday of January - January 27, 2026. It is a day to encourage Americans to plan their vacation days for the whole year and to use those days to explore the rest of the country.

Each year, Americans leave millions of vacation days unused. National Plan for Vacation Day highlights the importance of taking time off to travel - both for personal well-being and for the overall economic prosperity of our nation.

Across every sector, from big to small organizations and in all corners of our

country, the travel and tourism industry comes together this time of year to celebrate and spread the word about the importance of taking your vacation days. Individuals are encouraged to use the National Plan for Vacation Day as an intentional step to slow down, unplug, and carve out vacation time in their busy schedules.

Burnout might not reset with the new year. However, studies show planning for a trip boosts morale, reduces stress, and prevents burnout. The most effective remedy for American workers who want to take their well-deserved time off is better planning. Individuals who plan are more likely to use all of their time off, take more vacation days at once,



and report greater levels of happiness at work and home.

By committing to a plan on January 27, Americans can all reap the benefits of taking a break and give themselves something to look forward to with family and friends. Whether it's packing up for the beach, a foodie exploring a new

city or destination, or a coveted family road trip, consumers find moments of joy in dreaming for - and planning for - a vacation.

Flying American Airlines through the Stillwater Regional Airport (SWO) makes travel a breeze. Short security lines, quick baggage claim, and free parking are all part of the hassle-free experience. The new terminal is scheduled to open in August 2026, which will also align with the 10th anniversary of our partnership with American Airlines. Connect through

DFW to almost 200 domestic cities and more than 70 international nonstop locations.

"Plan for Vacation Day" originated as a campaign launched in 2017 by the U.S. Travel Association's "Project: Time Off" initiative to encourage Americans to actively plan their vacation days for the entire year at the beginning of the year. Tourism organizations across the country marketed the concept to reduce the amount of unused vacation days, which at the time accounted for an estimated \$236 billion loss to the U.S. economy.

When planning your upcoming vacations, contact the experts. A local's Destination Marketing Organization

- such as Visit Stillwater - will offer expertise and insight to make your travels run smoothly while providing valuable insight into major attractions, unique shopping, local cuisine, and hotel and short-term rental options.

For the most current and up-to-date information regarding the Stillwater hospitality industry, go to VisitStillwater.org, and follow Visit Stillwater on social media @ VisitStillwater, Cristy Morrison, Visit Stillwater President and CEO, can be reached at Cristy@VisitStillwater.org or by calling 405-743-3697.



ANNUAL PUBLIC RELATIONS

July 2025 - June 2026

News Release

TSA Certificate of Appreciation from the Transportation Security Administration



Local Events

- **Festive Skies: Holidays & Heros Drone show** - FlySWO image with moving plane
- **Payne County Junior Livestock Show** - Premium Sale Announcements



Presentations, Tradeshow, Guest Speaker, and Interview Events

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:

- 8/20/25: OSU College of Education & Human Sciences (CHES) Fall Kick-off
- 8/21/25: OSU Hoemcoming Executive Team & Directors (messaging from the stage)
- 8/23/25: 9th Anniversary with American Airlines - SWAG table at the inbound terminal
- 8/27-8/30/25: Payne County Free Fair - Visit Stillwater/FlySWO/Local partner table
- 10/2/25: PEO Chapter hosted in the VS conference room and provided a program
- 10/2/25: OSU Intro to Hospitality Class - guest lectureers for the class
- 10/14/25: Oklahoma State Department of Health - presentation in VS conference room

ANNUAL PUBLIC RELATIONS

July 2025 - June 2026

Presentations, Tradeshows, Guest Speaker, and Interview Events

(continued)

- 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
- 1/8/25: American Legion - guest speaker for their monthly dinner meeting
- 2/10/25: Kiwanis - guest speaker for the lunch meeting
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- 4/25/26: OSU Junior Day - managed a "Welcome to Stillwater" table including SWO information
- 6/9/26: Interview and news story in the Stillwater News Press - including marketing services
- 6/9/26: Kiwanis - guest speaker for the lunch meeting
- 6/10/26: Quarterly Hotel Education Luncheon - Kellie Reed, SWO director, served as guest speaker

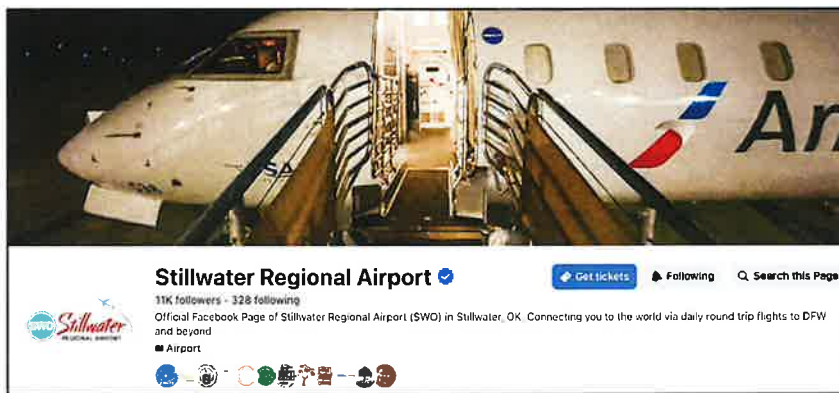


ANNUAL WEBSITE & SOCIAL MEDIA

July 2025 - June 2026

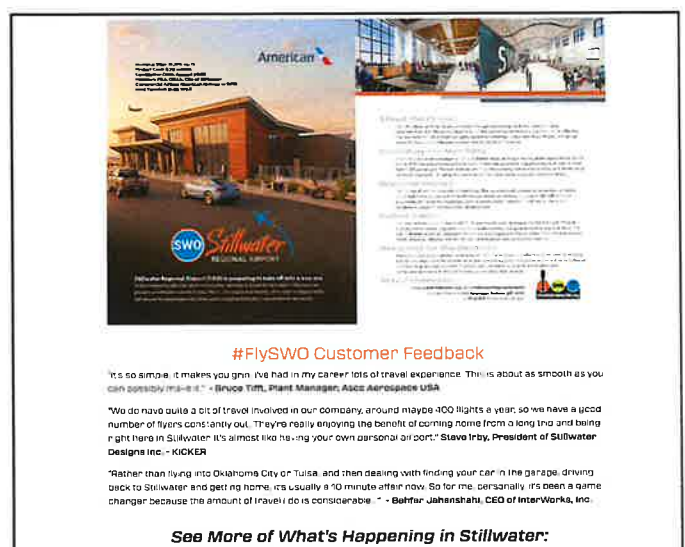
Social Media

- The SWO Facebook page has 11,000 followers
- The SWO Instagram page has 984 followers.
- We shared 262 posts to Facebook and Instagram on the SWO and Visit Stillwater social media pages promoting FlySWO.



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.



ANNUAL CAMPAIGNS

July 2025 - June 2026

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



T-Shirts



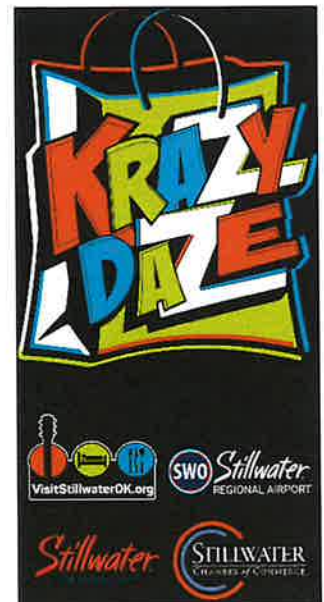
Flyer (Front)



Flyer (Back)



(Bag Art - 1,500 Produced)



ANNUAL CAMPAIGNS

July 2025 - June 2026

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

Tabletoppers



Fly Home for The Holidays

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



VisitStillwaterOK.org



Flyer (Front)

Holidays

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 sales and 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 (2617 W. 6th Ave.)
- Wednesday, January 14, 2026: 5 winners will be randomly selected in the drawings.
 - Winners will be contacted by phone and 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)

Holidays

Fly Home for The Holidays



Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Email Address: _____

Phone Number: _____ Mobile Phone: _____ Home Phone: _____

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 or to stay in the know of the activities, events, and fun shops and businesses in Stillwater.

Return your form to:
Visit Stillwater
2617 W. 6th Ave.
Stillwater, OK 74054
(405) 462-3087

OR

Online at: VisitStillwater.org



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!**



ANNUAL CAMPAIGNS

July 2025 - June 2026

America250

Presidents Day and Memorial Day: Ring Registers Promotion

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

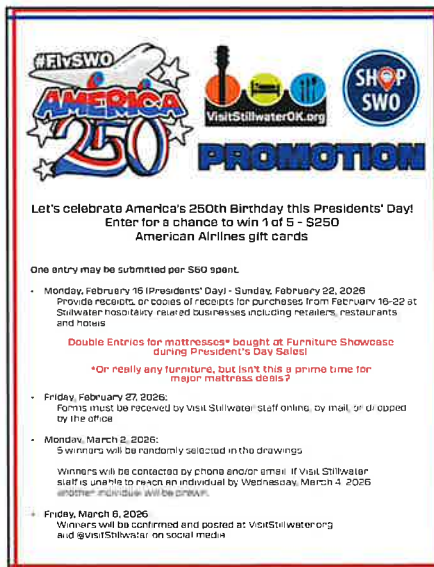
Microsite



Tabletoppers



Flyer (Front)



Flyer (Back)



ANNUAL CAMPAIGNS

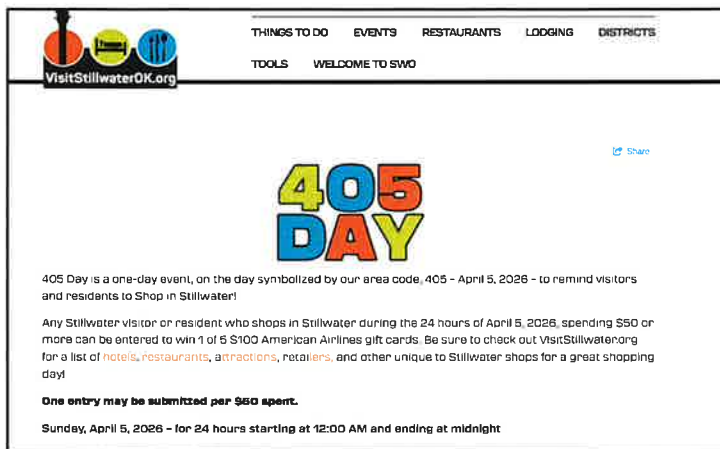
July 2025 - June 2026

405 Day

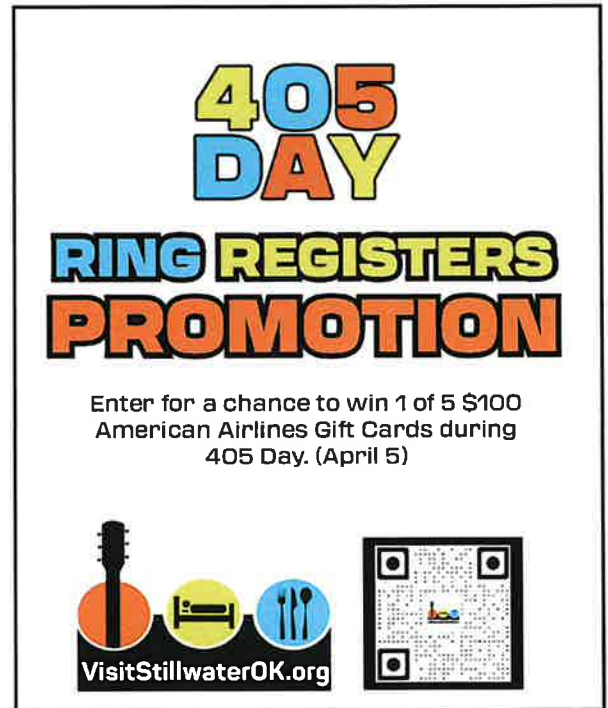
April 5 Ring Registers Promotion

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

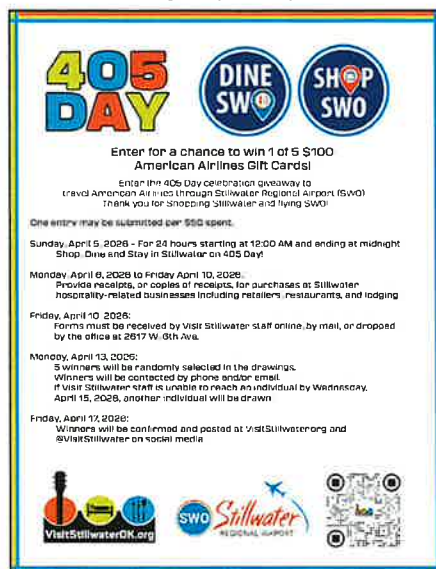
Microsite



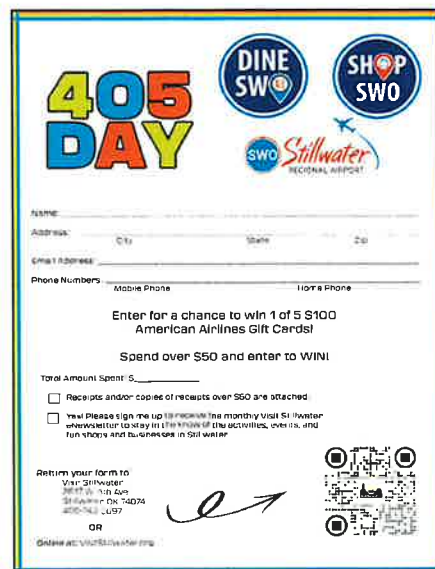
Tabletoppers



Flyer (Front)



Flyer (Back)



ANNUAL CAMPAIGNS

July 2025 - June 2026

National Travel and Tourism Week

Presidents Day and Memorial Day: Ring Registers Promotion

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

Microsite



Tabletoppers



Flyer (Front)



Flyer (Back)



ANNUAL CAMPAIGNS

July 2025 - June 2026

E. Stillwater Regional Airport	Date	Value	Service Description
6. Campaigns:			
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 entires
America250 - Presidents Day	Feb	\$5,128	America250 Ring Registers - 47 participated, 102 entires
405 Day	April	\$1,608	405 Day Ring Registers - 11 participated, 21 entires
National Travel and Tourism Week	May	\$9,835	NTTW Ring Registers - 96 participated, 116 entires
America250 - Memorial Day	May	\$5,495	America250 Ring Registers - 15 participated, 90 entires





Stillwater Regional Airport FY 2026 Annual Report



ADVERTISING:	\$323,150	
FY 2026		Cowboy Sports Properties - Learfield
		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 (\$500 American Airlines gift card)
FY 2026		Madden Media
		Google Responsive Display Ad campaigns
FY 2026		OSU STATE Magazine - 3 issues - 2-page - inside back cover & facing page - 35K distri.
		Fall (August), Winter (December), and Spring (April)
FY 2026		OSU POSSE Magazine - 3 issues - 2-page - inside front cover & facing page - 9.5K distri.
		Fall (August), Winter (December), and Spring (April)
FY 2026		Ovations! 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 2026		Oklahoma Travel Guides (Calendar year '25 & '26) - OK Tourism & Recreation Department
		1/3 page ad in each calendar year issue
FY 2026		Green Country Travel Guide - Green Country Tourism
		Full page editorial and ad combo feature
		PowerPlay Marketing:
August		USA Today - Go Escape - Texas and the Southwest Edition
		1/2 page color ad
September		The Oklahoman: Oklahoma City Thunder Preview
		1/2 page color ad (total cost = \$6,500 - split with Chamber Economic Development)
FY 2026		OSU Cowboy Journal - 7K distributed
		2 issues - 1/2 page
FY 2026		Town & Gown Playbill - Full Season/Each Production
		Full page ad and featured with a link at townandgown.org
FY 26		Chamber Commerce (Calendar year '25 & '26):
		Commerce Magazine - 2026 calendar year - back cover
		2-page SWO spread - pages 10 & 11 - wrote, designed, formatted, and submitted
		Conference Room - Presenting Sponsorship
		Mayoral State of the City - Premier Sponsor
		Economic Summit - Premier Sponsor
		Leadership Stillwater - Economic Development Session Sponsor
		Quarterly Manufacturers Council - Breakfast Sponsor - distribute FlySWO materials
		Airplane & round SWO stickers, VS luggage tags, rack cards, FlySWO tri-fold brochure
		Stillwater News Press:
July		Krazy Daze Ads, Sticky Note - 7 issues, Wrap
7/3-31/25		Krazy Daze - Sticky Note - 7 issues (4 free)
7/12/25		Krazy Daze - Wrap
7/24/25		Critter Chronicles Tabloid
FY 2026		Stillwater Magazine - 6 issues - full-page - Inside Back Page - 20K distributed
		August, October, November, February, April, June
Aug-Nov		College Kickoff/Gameday Guide Package- Cover - 13 issues
Oct-June		Hometown Welcome/Newcomers Mailer
		Welcome Postcard to all new residents in Coyle, Cushing, Glencoe, Perkins, Perry, Ripley, Stillwater & Yale

Sept-Feb		Weather Strip Map Package (Alternating to run every 4 weeks - both print & digital)
Oct		Stillwater Strong Tab
10/7/25		Breast Cancer Awareness Tabloid
11/26/25		Holidays Gift Guide
Nov & May		Downtown Stillwater Pocket Guide - back cover
June		Honor Roll
Feb		America250 Milestone
Mar-June		Entertainment Weekly Insert Package
		Saturday: Full-color Back Cover
		Tuesday: Color Pickup in Print
		Wednesday & Friday: Color Pickup in both eEditions
FY 2026		The Stillwegian
		eNewsletter & Calendar links
		Website Sponsor Banner & Community Bulletin Board
June		Oklahoma Living Magazine
		June Travel Issue - full page ad with 2.5 page editorial with images
FY 2026		KWEM Tv-31 and Tv-31@1
		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		Stillwater Radio
		Monthly commercials aired daily
		Holiday Package - 96X ads/station/384 total - Cowboy Country, Hot93.7, Classic Hits, Pete
		National FFA Week - 40 :15 ads - "VS and SRA, reminding you to fly AA through SWO"
		Nat'l Ag Week - 40 :15 ads - 105.5 & 93.7 "VS & SRA, reminding you to fly AA thru SWO"
		Graduation Congratulations/Salutes -
		Memorial Day Salutes -
		4th of July Salutes (before July 1) -
		TEAM Radio
Dec		Holiday Package - 1,008 :30 ads - KLOR, KPNC, KOSN-FM, Triple Play Sports, WBBZ
FY 2026		Sports Profile on TEAM Radio
		Monthly commercials aired daily
		Griffin Media - KWTW News 9:
Sept		Fall Adventures Promo
		KWTW - :30 commercial aired on Sept 23
		KSBI - repeated the show twice the following weekend on KSBI
		Digital - News9.com mid-roll
Nov-Dec		Holiday Happenings Promo
		KWTW - 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
		College Coupon Book:
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		Payne County Sheriff's Office Magnet - Law Enforcement Partners
4/25/26		Langston Chamber of Commerce 2nd Annual Big Classic Spring Rodeo
		3' x 8' rodeo arena banner
PROMOTIONS:	\$136,254	
FY 2026		Stillwater Guide to the Local Scene
July-Dec		2025 Visitor Guide: Page 13 Feature, Page 26 Map, Page 45 Listing - 100,000 copies distributed and online version
Jan-June		2026 Visitor Guide: Page 13 Feature, Page 26 Map, Page 45 Listing - 100,000 copies distributed and online version
FY 2026		Rack Cards - produced/distributed to local partners & surrounding communities:
July		10,000 Krazy Daze and FlySWO
Aug-Oct		10,000 Football Schedule, Online Gameday Guide, Park & Ride, and FlySWO
Nov		2,000 StillWonder Rack Cards - also featuring FlySWO - VS 24/7 Info Center and StillWonder

Oct-Dec		10,000 Holidays 2025, Events, Fly Home of the Holidays, and FlySWO
Jan-June		10,000 SWO-specific rack cards spotlighting the new terminal
Jan-Mar		10,000 GeoTour, Stillwater Savings Pass, and FlySWO
April-June		10,000 Spring Events and FlySWO rack cards to local partners and surrounding communities
		eNewsletter - emailed to almost 10K/month
FY 2026		Featured in the footer of each issue
July		Krazy Daze Ring Registers Feature - promoting FlySWO & shop locally
Nov-Jan		Holiday Happenings/Fly Home for the Holidays Feature - promo FlySWO & shop locally
Dec		Fly Home for the Holidays Feature - promoting FlySWO & shop locally
Feb		Shop Local This Presidents' Day Week - Shop Local to Win a \$250 AA Gift Card
April		405 Day - Shop Local to Win a \$100 American Airlines Gift Card
May		National Travel & Tourism Week - Shop Local to Win a \$500 American Airlines Gift Card
FY 2026		Still In The Know (SITK) Postcard - mailed to almost 400/month
FY 2026		Front Page Feature - July, Aug, Sept, Nov, Dec, Jan, Feb, March, May
FY 2026		:60 Monthly Promo Video
FY 2026		:30 Quarterly Commercial (produce for & split cost with the City & Chamber also add SWO)
		Calendar of Events Listings (including FlySWO)
July		Krazy Daze
Nov-Jan		Fly Home for the Holidays
Dec		SWO Home for the Holidays
Feb		America250 - Presidents Day Week
Apr		405 Day
May		National Travel & Tourism Week
May		America250 - Memorial Day Weekend
FY 2026		Flyer Placement (24/7 Information Center)
		Campaign & Event Flyers throughout the year
FY 2026		Banner Production:
		3 x 3'x8' banners - FlySWO only - design 1
		2 x 3'x8' banners - FlySWO only - design 2
		Banner Placement:
FY 2026		38 Weeks - East Side
FY 2026		12 Weeks - West Side
		Window Painting
July		July - Boomer Blast, Krazy Daze, FlySWO, Joe's 50th Anniv, OSU Big 3 Field Days
Sept-Oct		October - OSU Football, Orange Glow, Homecoming, OSU Rodeo, FlySWO
Nov-Jan		November/December - Holidays 2025, Fly Home for the Holidays, FlySWO
		February/March - Presidents' Day/America250 FlySWO & Shop Local Campaign
		May - Calf Fry, OSU & SHS Graduations, Special Olympics Summer Games, FlySWO
FY 2026		On-Hold Message:
		" Stillwater is soaring! When you need to fly, #FlySWO! With direct daily flights . . . "
		Email Signature:
Jan-Feb		"#FlySWO"
Feb-Mar		"America250" FlySWO & ShopSWO promotion
5/5-10/26		"National Travel & Tourism Week"
5/11-16/26		"Special Olympics OK Summer Games" - theme was fly
5/16-29/26		"America250" FlySWO & ShopSWO promotion
FY 2026		Promotional Items:
		FlySWO information/promo magnets
		Homecoming Magnet Strip - VS logo, Red Dirt Music logo, Homecoming logo, FlySWO logo
		Round FlySWO stickers - 5,000
		Airplane shaped stickers - 5,000
		FlySWO & VS logo SWAG Bags
		Owala Water Bottles - Leadership OK Class Gifts
		Airplane shaped stickers - 5,000 (reorder)
		America250 FlySWO T-shirts
		Items:
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
10/17/25		History and Homecoming - \$500 American Airlines gift card
		2 VS team members served as greeters at 2 doors of Gallagher-Iba for 4 hours each
11/7/25		Stillwater Frontier Rotary - Wine Into Water - Silent Auction Item
11/12/25		42 VS & FlySWO Gift Bags for OSU Cross Country - NCAA Regional

2/27/26		Washington School Heritage Foundation Gala - VS and FlySWO silent auction w/\$500 American Airlines gift card
2/28/26		Brighter Orange of North Texas Scholarship Gala - Dallas Country Club
		Donated by VS, SWO (SWO), and OSU Alumni Assoc.
3/12-15/26		Mid South - provided SWAG for goodie bags for 12 residents on Duck St
3/27-28/26		Big 12 Equestrian Championships - Banner, Team Baskets, Coaches/Officials Bags
4/11/26		The Boys From Oklahoma - Bus Signs, Bus Window Clings, Social Media, website, etc.
4/25/26		OSU POSSE Auction - VS and FlySWO silent auction w/\$500 AA gift card
5/6-12/26		Stillwater Medical - Nurses Week drawings
6/18/26		Washington Street Merchants Assoc/The Strip - Summer on the Strip - \$50 AA gift card
6/29/26		Lion's Meadows of Hope Golf Tournament - Silent Auction - Cup of goodies & AA gift card
4/26/26		Kalidascope @ Stonecloud - 500 FlySWO rack cards & magnets
		Industry Events:
5/6-8/25		AilevonPacific Airport Roundtable - Wilmington, NC
11/4/6/25		TakeOff North America/Routes - Tallahassee, FL
PUBLIC RELATIONS:	\$62,703	
FY 2026		Gourmet Coffee Station located in the outbound terminal at SWO for passengers to enjoy a free coffee/latte before departure (Imperial Coffee & Grimsley's)
		Stillwater News Press - Monthly Column:
June-July		"Ring Registers and win through July and Krazy Daze"
Oct-Nov		"Holidays 2025"
Nov-Dec		"Fly Home for the Holidays"
Jan-Feb		"Plan for Vacation Day and FlySWO" with SWO Logo
Feb-Mar		"Spring Events for the Whole Family" with SWO Logo
Mar-Apr		"405 Day in Stillwater"
Apr-May		"Win American Airlines gift cards during National Travel & Tourism Week"
May-June		"Oklahoma's Only Official GeoTour" with SWO Logo
June-July		"Ring Registers and win through July and Krazy Daze"
		News Release:
		TSA Certificate of Appreciation from the Transportation Security Administration
		Local Events:
12/6/25		Festive Skies: Holiday Heroes & Drone Shows - Fly SWO image with moving plane
2/21-26/26		Payne County Junior Livestock Show - Premium Sales Announcements
		Presentations/Tradeshows/Guest Speaker/Interviews:
8/20/25		OSU College of Ed & 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 - VS/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 - Promo Dec. 18 event & FlySWO as on-air emcee
1/8/26		American Legion - guest speaker for the monthly dinner meeting
2/10/26		Kiwanis - guest speaker for the lunch meeting
2/13/26		Library Lovers Readathon - co-hosted the event and reminded everyone to FlySWO
2/19/26		Daughters of the American Revolution - guest speaker for the monthly meeting
2/28/26		OSU Admitted Student Day - OSU Student Union - VS & SWO
3/18/26		Payne County Bar Association - guest speaker for the monthly lunch meeting
3/26/26		OK Department of Commerce - session at the Community Center with info at each seat
4/2/26		OSU Intro to Hospitality Class - guest lecturers for the class
4/25/26		OSU Junior Day - managed a "Welcome to Stillwater" table including SWO information
6/9/26		Interview & News Story in the Stillwater News Press - including marketing services
6/9/26		Kiwanis - guest speaker for the lunch meeting
6/10/26		Quarterly Hotel Education Luncheon - Kellie Reed, SWO Director, served as guest speaker
		Tv-31's The Morning Edition:
FY 2026		Mention/Discussion of FlySWO during co-host convos - first/last segments of the show
		Mention/Discussion of FlySWO with the morning guest:
7/16/25		Gavin Lang - OSU Athletics
7/30/25		Brady Moore - City Manager

8/4/25		Detrick Bombarger - OSU Athletics
8/6/25		Mayor Will Joyce
9/11/25		Town & Gown Theatre 75th Anniv Gala (mentioned FlySWO silent auction item)
9/3/25		Mayor Will Joyce
9/15/25		Detrick Bombarger - OSU Athletics
9/17/25		Kevin Klintworth - OSU Athletics
9/29/25		Dawn Dodson - City of Stillwater, Chief Public Affairs Officer
10/13/25		Detrick Bombarger - OSU Athletics
10/15/25		Kevin Klintworth - OSU Athletics
10/16/25		Mayor Will Joyce
10/29/25		Brady Moore - City Manager
11/5/25		Mayor Will Joyce
11/10/25		Detrick Bombarger - OSU Athletics
11/13/25		Dawn Dodson - City of Stillwater, Chief Public Affairs Officer
11/19/25		Kevin Klintworth - OSU Athletics
12/3/25		Mayor Will Joyce
1/7/26		Mayor Will Joyce
1/20/26		Frontier Rotary Trivia Fest Challenge (mentioned FlySWO silent auction item)
2/4/26		Mayor Will Joyce
2/16/26		Washington School Heritage Found Gala (mentioned FlySWO silent auction item)
3/18/26		Kevin Klintworth - OSU Athletics
4/29/26		Brady Moore - City Manager
4/30/26		Kellie Reed - SWO Director
5/14/26		Lions Meadows of Hope Golf Tournament (mentioned FlySWO silent auction item)
6/3/26		Mayor Will Joyce
6/9/26		Lions Meadows of Hope Golf Tournament (mentioned FlySWO silent auction item)
		Tv-31's Out of Bounds:
6/8/26		Mentioned FlySWO when filling in as co-host with Tom Dirato
FY 2026		TEAM Radio - The Morning Scramble with Steve Daniels:
		Mention/Discussion of FlySWO during conversation with Steve Daniels
		Mention/Discussion of FlySWO during convos with another guest on at the same time
		Extended Conversations about Krazy Daze, 9th Anniv. of Service with AA, OSU History & Homecoming (sponsored/donated AA gift card), Fly Home for the Holidays, SWO Home for the Holidays, America250 - Presidents' Day Week, 405 Day, National Travel & Tourism Week, America250 - Memorial Day Weekend, and new SWO terminal grand opening
FY 2026		Stillwater Radio - One-on-One Podcast with Bill VanNess:
		Extended Conversations about Krazy Daze, 9th Anniv. of Service with AA, OSU History & Homecoming (sponsored/donated AA gift card), Fly Home for the Holidays, SWO Home for the Holidays, America250 - Presidents' Day Week, 405 Day, National Travel & Tourism Week, America250 - Memorial Day Weekend, and new SWO terminal grand opening
FY 2026		Stillwater Radio - Live on air with Jay McRae on Cowboy Country 105.5FM:
		Extended Conversations about Krazy Daze, 9th Anniv. of Service with AA, OSU History & Homecoming (sponsored/donated AA gift card), Fly Home for the Holidays, SWO Home for the Holidays, America250 - Presidents' Day Week, 405 Day, National Travel & Tourism Week, America250 - Memorial Day Weekend, and new SWO terminal grand opening
8/7/25		Rotary - Announcement about the importance to FlySWO and presented Dittmeyers with FlySWO gifts for recent challenging travel experience
SOCIAL MEDIA:	\$97,000	
FY 2026		Social Media Management & FB Media/Advertising Buy (Digital Generator)
7/1/25		VS FB Post: Catch some hot deals and cool fun this July here in America's Friendliest College Town!...
7/1/25		VS Insta Post: Catch some hot deals and cool fun this July here in America's Friendliest College Town!...
7/4/25		SWO FB Post: Happy 4th of July from SWO!...
7/5/25		VS FB 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		VS Insta 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		SWO FB Post: 🦋 Ready to celebrate a true Oklahoma icon? Fly into Stillwater for the 50th Anniversary of Eskimo Joe's...

7/9/25		SWO FB 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		SWO FB Post: ✈ Summer Travel Hack: Fly Smart from SWO!...
7/11/25		VS Insta 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		SWO FB Post: ✈ Travel Tip #22: Plan smart, fly cheaper...
7/15/25		SWO FB 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		VS FB Post: If you've been waiting for some Krazy deals, wait no more!...
7/16/25		VS Insta Post: If you've been waiting for some Krazy deals, wait no more!...
7/17/25		SWO FB Post: ✈ TSA Gives Shoe Removal Policy the Boot!...
7/19/25		SWO FB Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ ✈ Spotlight International Destination: Reykjavik, Iceland...
7/19/25		VS FB Post: 🛍️ CALLING ALL SHOPPERS! 🛍️ Enjoy some krazy deals this weekend during Krazy Daze!...
7/19/25		VS Insta Post: 🛍️ CALLING ALL SHOPPERS! 🛍️ Enjoy some krazy deals this weekend during Krazy Daze!...
7/22/25		SWO FB 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		SWO FB Post: ✈ #NationalAmeliaEarhartDay On July 24, 1897, a legend was born. Today we honor Amelia Earhart...
7/26/25		SWO FB Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ From Cowboy country to the perfect vacation...
7/30/25		SWO FB Post: ✈ Flying soon? Make your trip through the skies a little more comfortable with these travel-tested tips from SWO...
7/30/25		VS FB 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		VS Insta 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		SWO FB 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		SWO FB 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		SWO FB Post: ✈ Got travel plans but no REAL ID yet? Skip the daytime rush—Service Oklahoma is coming to SWO for a special after-hours "Backpacks & Boarding Passes" event, August 11–16...
8/12/25		SWO FB Post: ✈ Travel Tip from SWO ✈ 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		SWO FB Post: ⚡ Golden Hour at SWO ⚡ There's something special about this time of day at SWO...
8/15/25		VS FB Post: !!KRAZY DAZE GIVEAWAY WINNERS!! We're proud to announce the winners of our Krazy Daze Giveaway!...
8/15/25		VS Insta Post: !!KRAZY DAZE GIVEAWAY WINNERS!! We're proud to announce the winners of our Krazy Daze Giveaway!...
8/17/25		SWO FB Post: ❤️✈️❤️ Flying in for Cowboy Football? Make SWO (SWO) your gameday go to!...
8/19/25		SWO FB Post: ✈ Happy National Aviation Day! August 19th marks the birthday of aviation pioneer Orville Wright...
8/22/25		SWO FB Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ ✈ Spotlight International Destination: Zurich, Switzerland...
8/23/25		SWO FB Post: #OnThisDate — August 23, 2016 marked a milestone for us!...
8/23/25		VS FB Post: #OnThisDate: On August 23, 2016, Stillwater welcomed its first-ever commercial flight into SWO (SWO)!...
8/24/25		VS Insta Post: #OnThisDate: On August 23, 2016, Stillwater welcomed its first-ever commercial flight @stillwater_regional_airport (SWO)!...

8/25/25		SWO FB Post: Fall is in the air here in Stillwater, and today's crisp weather has us dreaming of autumn adventures...
8/27/25		SWO FB Post: The wait is almost over—OSU Football is back!...
8/29/25		SWO FB Post: SWO is family-friendly from the start...
9/2/25		SWO FB Post: 🇺🇸 Happy Labor Day from SWO!...
9/3/25		SWO FB Post: 🕒 The countdown is on! Boys From Oklahoma presale registration kicks off this Friday...
9/5/25		SWO FB Post: ✈️ Mark your calendars — the Oklahoma State University Flying Aggies Fly-In is set for October 4th at SWO!...
9/8/25		SWO FB 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		SWO Insta 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		SWO FBPost: ❤️ ❤️ 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		SWO FB Post: ✈️ Make your trip to OSU Homecoming hassle-free by flying straight into SWO!...
9/12/25		SWO Insta Post: ✈️ Make your trip to OSU Homecoming hassle-free by flying straight into SWO!...
9/13/25		SWO FB 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		SWO FB Post: ✈️ ✈️ Travel Tip Time! ✈️ ✈️ Make your next trip smoother with these handy travel hacks:...
9/17/25		SWO Insta 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		SWO FB 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		SWO FB Post: 🎮 It's game day in Stillwater, and you know what that means—Go Pokes!...
9/19/25		SWO Insta Post: 🎮 It's game day in Stillwater, and you know what that means—Go Pokes!
9/21/25		SWO FB Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ ✈️ Spotlight International Destination: San José, Costa Rica...
9/23/25		SWO FB Post: Flying is better when it's simple. At SWO, you'll enjoy:...
9/24/25		SWO Insta Post: Flying is better when it's simple. At SWO, you'll enjoy:...
9/25/25		SWO FB 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		SWO FB Post: ❤️ Go Pokes! ❤️ The SWO is cheering loud and proud for the Oklahoma State Cowboys as they hit the field today!...
9/29/25		SWO FB Post: 🏆 ✈️ Don't forget - the Oklahoma State University Flying Aggies Fly-In is landing THIS Saturday!...
9/30/25		VS FB Post: Fly high this weekend at the Oklahoma State University Flying Aggies Fly-In! Just head to the Ray & Linda Booker Flight Center at SWO...
9/30/25		VS Insta 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		SWO FB Post: ✈️ Sky's the limit, Stillwater! The 3rd Annual Model Aviation Day is happening...
10/3/25		SWO FB Post: ✈️ Take to the skies this Saturday at the Oklahoma State University Flying Aggies Fly-In!...
10/4/25		SWO Insta Post: ✈️ Sky's the limit, Stillwater! The 3rd Annual Model Aviation Day is happening...
10/5/25		SWO FB Post: ✈️ 🎮 Headed to Stillwater for game day this season? Flying into SWO puts you just minutes from Boone Pickens Stadium and all the action...
10/7/25		SWO FB 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		SWO Insta 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		SWO FB 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		VS FB 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		VS Insta 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		SWO Insta 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		SWO FB Post: ✈️ History Takes Flight! On this day in aviation history, President Theodore Roosevelt became the first U.S. president to fly...
10/12/25		SWO FB Post: 💖 ✈️ Welcome Home, Cowboys! 🎉 It's that special time of year when Stillwater shines brightest — OSU Homecoming Week!...
10/14/25		SWO Insta Post: 💖 ✈️ Welcome Home, Cowboys! 🎉 It's that special time of year when Stillwater shines brightest — OSU Homecoming Week!...
10/15/25		SWO FB Post: ✈️ This Day in Aviation History – October 14, 1947...
10/16/25		SWO FB Post: 💖 💖 Start in Stillwater. Explore more. 💖 💖 ✈️ Spotlight International Destination: Rome, Italy...
10/17/25		SWO FB Story: Don't miss History and Homecoming!
10/17/25		VS FB Story: Don't miss History and Homecoming!
10/17/25		Payne County Expo Center FB Post: 💖 💖 History & Homecoming in Stillwater! 💖 💖 ...
10/18/25		SWO FB Post: 💖 💖 It's Homecoming Day in Stillwater — Go Pokes! 💖 💖 ...
10/20/25		SWO FB Post: ✈️ 🌐 Happy International Air Traffic Controllers Day! 🌐 ✈️ ...
10/21/25		SWO Insta Post: 💖 💖 Start in Stillwater. Explore more. 💖 💖 ✈️ Spotlight International Destination: Rome, Italy...
10/22/25		SWO FB 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		SWO FB Post: ✈️ 💖 A big thank-you to the Perkins Girl Scouts for visiting SWO...
10/25/25		SWO Insta 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		SWO Insta Post: ✈️ 💖 A big thank-you to the Perkins Girl Scouts for visiting SWO on...
10/26/25		SWO FB Post: ✈️ Start in Stillwater. Explore more. 🌐 ...
10/28/25		SWO FB Post: 🌅 Golden hour in the fall is a beautiful sight at SWO. ✈️ 🍂 ...
10/31/25		SWO FB Post: 🎃 Happy Halloween from SWO! 🎃 ...
11/1/25		VS FB 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		VS Insta 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		SWO FB 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		SWO FB Post: ✈️ IMPORTANT ANNOUNCEMENT ✈️ The Federal Aviation Administration (FAA) and Department of Transportation (DOT) announced that...
11/11/25		SWO FB Post: ✈️ Honoring Those Who've Served This Veterans Day, we salute the brave men and women who've served our nation...
11/11/25		SWO Insta Post: ✈️ Honoring Those Who've Served This Veterans Day, we salute the brave men and women who've served our nation...
11/12/25		SWO FB Post: ✈️ This Day in Aviation History – November 12, 1921...
11/12/25		SWO Insta Post: ✈️ This Day in Aviation History – November 12, 1921...
11/16/25		SWO FB Post: 💖 💖 Start in Stillwater. Explore more. 💖 💖 ✈️ Spotlight International Destination: Cancún, Mexico...
11/17/25		SWO FB Post: ✈️ Looking to get home for the holidays — or maybe plan a getaway straight after? Fly from SWO and keep an eye out for some great deals with American...
11/18/25		SWO FB 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		SWO Insta 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...
11/20/25		SWO FB Post: ✈️ Flying home for the holidays or visiting Stillwater this season? Land at SWO and step right into the festive charm of America's Friendliest College Town!...

11/22/25		SWO FB Post: ✈️ Traveling with kids this holiday season? SWO makes family travel easier — and a few simple tips can make your trip even smoother!...
11/22/25		VS FB Post: Find everything you'll need for those special names on your gift list with a holiday shopping trip to Stillwater!...
11/22/25		VS Insta Post: Find everything you'll need for those special names on your gift list with a holiday shopping trip to Stillwater!...
11/24/25		SWO FB Post: ✈️ Traveling made easy starts at SWO!...
11/27/25		SWO FB Post: 🍷 🍷 Happy Thanksgiving from SWO!...
11/29/25		SWO FB 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		VS FB Post: This December, celebrate the holidays in America's Friendliest College Town!...
12/1/25		VS Insta Post: This December, celebrate the holidays in America's Friendliest College...
12/4/25		SWO FB Post: 🚧 Temporary Road Closure Near SWO 🚧 ...
12/10/25		SWO FB 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		SWO FB Post: 🗺️ 🌟 December Destination Spotlight: New York City!...
12/13/25		SWO FB Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ How many hats does one cowgirl need for the National Finals Rodeo?...
12/15/25		SWO FB Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ Spotlight International Destination: Paris, France...
12/17/25		SWO FB Post: This Day in Aviation History ✈️ On December 17, 1903, Wilbur and Orville Wright made history...
12/18/25		SWO Insta Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ How many hats does one cowgirl need for the National Finals Rodeo?...
12/18/25		SWO FB Post: Santa is landing at the SWO tonight!...
12/18/25		VS FB Post: Santa is landing at the @stillwater_regional_airport tonight!...
12/18/25		VS Insta Post: Santa is landing at the @stillwater_regional_airport tonight!...
12/19/25		SWO FB Post: ❤️ ❤️ Start in Stillwater. Explore More. ❤️ ❤️ Did you know there's another Stillwater worth exploring?...
12/20/25		VS FB 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		VS Insta 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		SWO FB Post: Lights, camera... Stillwater! 🎬 ✈️ Did you know the movie Christmas in the Heartland features scenes with characters flying into SWO?...
12/22/25		SWO Insta Post: ❤️ ❤️ Start in Stillwater. Explore More. ❤️ ❤️ Did you know there's another Stillwater worth exploring?...
12/23/25		SWO FB Post: 🚗 Parking Alert for Holiday Travelers at SWO 🚗 ...
12/25/25		SWO FB Post: May your holidays be merry, your travels smooth, and your season full of bright moments...
12/29/25		SWO FB Post: Starting February 1, 2026, travelers flying out of SWO who do not have a REAL ID or another acceptable form...
12/29/25		SWO Insta Post: Starting February 1, 2026, travelers flying out of SWO who do not have a REAL ID or another acceptable form...
12/31/25		SWO FB Post: Soaring into the New Year with gratitude for our amazing travelers, partners, and community!...
1/4/26		SWO Insta Post: Winter adventures are calling — and a little prep goes a long way when traveling this time of year!...
1/9/25		SWO FB Post: SWO is proud to offer convenient commercial air service—but we're also a great destination for general aviation...
1/9/25		SWO Insta Post: SWO is proud to offer convenient commercial air service—but we're also a great destination for general aviation...
1/12/25		SWO FB Post: ❤️ ❤️ Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Buenos Aires, Argentina...
1/13/25		SWO FB Post: From work to entertainment, technology has become an essential part of how we travel today...
1/14/25		SWO Insta Post: ❤️ ❤️ Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Buenos Aires, Argentina...
1/15/25		SWO FB Post: One layover. A world of destinations...

1/17/25		SWO FB Post: Beginning February 1, 2026, passengers without a REAL ID or another TSA-accepted form of identification will need to complete the TSA Confirm ID process before going through security...
1/19/25		SWO FB Post: ✈️ On This Date in Aviation History ✈️ January 19, 1784 marks a pivotal moment in the story of flight...
1/19/25		SWO Insta Post: ✈️ On This Date in Aviation History ✈️ January 19, 1784 marks a pivotal moment in the story of flight...
1/21/25		SWO FB Post: ✈️ On This Date in Aviation History ✈️ January 21, 1976 marked a groundbreaking moment in air travel with the first commercial flight of the Concorde...
1/23/25		SWO FB Post: We're proud to be recognized in OMAG's City Spotlight, showcasing the role SWO plays in connecting our community...
1/23/25		SWO FB Post: American Airlines has preemptively cancelled all SWO flights beginning with the 10:30pm arrival Friday, January 23rd, through Sunday morning, January 25th...
1/25/25		SWO FB Post: American Airlines is cancelling all SWO commercial flights until Monday afternoon, January 26th...
1/26/25		SWO FB Post: While this afternoon's American flight out of SWO has been cancelled, the SWO remains open and commercial flight schedules are expected to resume on Tuesday...
1/29/25		SWO FB Post: ✈️ On This Date in Aviation History ✈️ January 29, 1959 marked a major milestone in air travel when American Airlines launched the first jet passenger service across the United States using Boeing 707 jetliners...
1/31/25		SWO FB Post: ✈️ Window Seat Photo Drop! ✈️ There's nothing quite like the view from a window seat...
2/2/26		SWO FB Post: 🌐 Domestic Destination Spotlight: Scottsdale, Arizona...
2/4/26		SWO FB Post: ✈️ Travel Day Checklist (Worth Saving) Before you head to SWO, double-check these:
2/9/26		SWO FB Post: Domestic Destination Spotlight: New Orleans, Louisiana 🍷🍸 ...
2/14/26		SWO FB Post: Love is in the air! 💕 ✈️ This Valentine's Day, we're feeling grateful for every departure, every arrival, and ...
2/14/26		SWO Insta: Love is in the air! 💕 ✈️ This Valentine's Day, we're feeling grateful for every departure ...
2/15/26		VS FB Post: Help us congratulate Bill Barnes, who just won tickets to Oklahoma State Wrestling's final home match of the season – next Sunday's SOLD OUT ...
2/15/26		VS Insta Post: Help us congratulate Bill Barnes, who just won tickets to @cowboywrestling's final home match of the season...
2/16/26		VS FB Post: Happy Presidents' Day! Celebrate America's 250th birthday in 2026 during our America250 promotion! Just shop, dine, and stay in...
2/16/26		VS Insta Post: Happy Presidents' Day! Celebrate America's 250th birthday in 2026 during our America250 promotion! Just shop...
2/17/26		SWO FB Post: There's nothing quite like golden hour on the ramp. 🌅 ✈️ General aviation is a big part of what makes SWO so special...
2/17/26		SWO Insta: There's nothing quite like golden hour on the ramp. 🌅 ✈️ General aviation is a big part of what makes Stillwater...
2/20/26		VS FB Post: AMERICA250 GIVEAWAY - FINAL WEEKEND! Celebrate 250 years of America in America's Friendliest College...
2/20/26		SWO FB Post: 💕💕 Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Dublin, Ireland...
2/20/26		SWO Insta Post: 💕💕 Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Dublin, Ireland...
2/22/26		SWO FB Post: ✈️ Spring break travel starts easy at SWO!...
2/25/26		SWO FB Post: It was a pleasure and an honor to welcome Lyle Lovett to Stillwater for the recent Jimmy Webb special performance at The McKnight Center.
2/25/26		SWO FB Post: You never know who you might bump into at SWO 🤝 ✈️ We loved seeing the Oklahoma State Cowgirl Basketball team heading out for their recent...
2/25/26		SWO Insta Post: You never know who you might bump into at SWO 🤝 ✈️ We loved seeing the Oklahoma State Cowgirl Basketball team heading out for their recent matchup! It's always exciting to watch hometown talent take off...
3/1/26		VS FB Post: March is packed with things to see, do and experience in Stillwater! From live performances and events at the Payne County Expo Center, to local shopping...
3/2/26		SWO FB Post: Skip the long lines, crowded terminals, and big-city airport stress. Traveling through Stillwater...

3/4/26		SWO FB Post: Start in Stillwater. Explore more. Spotlight Domestic Destination: Savannah, Georgia...
3/6/26		SWO FB Post: Gravel. Grit. And a whole lot of heart. The Mid South Endurance Festival is rolling back into Stillwater, March...
3/9/26		SWO FB Post: You may notice some additional aircraft at SWO — and they're here for an important reason...
3/9/26		SWO Insta Post: You may notice some additional aircraft at SWO — and they're here for...
3/10/26		SWO FB Post: Big 12 competition is coming to Stillwater! The Big 12 Equestrian Championship is set to take...
3/10/26		SWO Insta Post: Big 12 competition is coming to Stillwater! The Big 12 Equestrian Championship is set to take place...
3/12/26		SWO FB Post: Big music is coming to Stillwater! Fans from across the country will soon be heading to town for The Boys From Oklahoma, taking...
3/14/26		SWO FB Post: Did you know SWO played a role in the early days of tornado research? In the 1950s, Dr. Herbert "Cyclone" Jones from Oklahoma State University...
3/16/26		SWO Post: Calf Fry is almost here... have you made your travel plans yet? The 34th Annual Calf Fry returns to...
3/16/26		SWO Post: Parking Alert for Spring Break Travelers at SWO The SWO terminal...
3/17/26		SWO FB Post: The Cowgirls are headed to California for March Madness! The Oklahoma State Cowgirl Basketball team is back...
3/18/26		SWO Insta Post: The Cowgirls are headed to California for March Madness! The Oklahoma State Cowgirl Basketball team...
3/19/26		SWO Post: Travel Tip: Don't Forget the Snacks! Every traveler has their go-to snack for the journey. Whether...
3/19/26		SWO Insta Post: Travel Tip: Don't Forget the Snacks! Every traveler has their go-to snack for the journey. Whether...
3/21/26		SWO Post: Flying into Stillwater for spring or summer travel plans? Make the most of your visit with the Stillwater Savings Pass! This free mobile pass gives you...
3/20/26		SWO Insta Post: Travel Tip: Don't Forget the Snacks! Every traveler has their go-to snack for the journey. Whether it's trail mix...
3/23/26		SWO FB Post: Start in Stillwater. Explore more. Spotlight International Destination: Tokyo, Japan. Dreaming of a spring getaway filled with beauty and wonder? Set..
3/27/26		SWO Insta Post: Spotlight International Destination: Tokyo, Japan Dreaming of a spring getaway filled with beauty and...
3/27/26		SWO Post: Start in Stillwater. Experience more. Stillwater's music scene comes alive on April 12 with Bob...
3/28/26		SWO Insta Post: Start in Stillwater. Experience more. Stillwater's music scene comes alive on April 12...
3/28/26		SWO FB Post: There's something special about watching the day wind down on the runway at SWO. As the sun sets and the skies...
3/30/26		SWO Insta Post: There's something special about watching the day wind down on the runway at Stillwater Regional...
3/31/26		SWO FB Post: Start in Stillwater. Feel the music. The countdown is on for one of the biggest Red Dirt music events...
4/1/26		VS Insta Post: April is Arts Month here in Stillwater, so don't miss out on all the amazing concerts, arts events...
4/3/26		SWO FB Post: It's almost time to celebrate 405 Day in Stillwater! This Sunday, April 5, visitors and locals alike are invited to experience the best of...
4/4/26		SWO Insta Post: It's almost time to celebrate 405 Day in Stillwater! This Sunday, April 5, visitors and locals alike are invited to experience the best of America's Friendliest...
4/5/26		SWO Insta Post: Wishing you a sky full of sunshine, smooth travels, and a very Happy Easter! Whether...
4/5/26		SWO FB Post: Wishing you a sky full of sunshine, smooth travels, and a very Happy Easter! Whether you're heading out for...
4/8/26		SWO FB Post: Big moments and inspiring stories are on the way to Stillwater From May 13–15, Stillwater will welcome thousands of athletes, coaches...
4/9/26		SWO FB Post: The wait is almost over—The Boys From Oklahoma takes over Boone Pickens Stadium this weekend Fans from across the...

4/9/26		VS Insta Post: !!405 Day Reminder: Turn In Those Receipts!!Thanks to everyone who shopped, dined or stayed in Stillwater on April 5th for 405 Day! Just a ...
4/9/26		SWO FB Post: The wait is almost over—The Boys From Oklahoma takes over Boone Pickens Stadium this weekend 🎵💧 Fans from across the region...
4/13/26		SWO FB Post: 💖💖 Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Barcelona, Spain...
4/13/26		SWO Insta Post: 💖💖 Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Barcelona, Spain...
4/14/26		SWO FB Post: 💖💖 The music doesn't stop in Stillwater... 🎵 Now that The Boys From...
4/16/26		SWO FB Post: 💖💖 Start in Stillwater. Explore more. ✈️ One layover. Endless possibilities...
4/18/26		SWO FB Post: 💖💖 Start in Stillwater. Explore more. ✈️ Spotlight Domestic Destination: San Diego, California...
4/19/26		SWO Insta Post: 💖💖 Start in Stillwater. Explore more. ✈️ One layover. Endless possibilities...
4/21/26		SWO FB Post: Spring days at SWO are hard to beat! ✈️ General aviation plays a big role at SWO, with student pilots, private aircraft, and...
4/21/26		SWO Insta Post: Spring days at SWO are hard to beat! ✈️ Gen aviation plays a big role...
4/25/26		SWO FB Post: 💖💖 Start in Stillwater. Explore more. ✈️ Travel Tip: Pack smarter for a smoother trip...
4/25/26		SWO Insta Post: 💖💖 Start in Stillwater. Explore more. ✈️ Travel Tip: Pack smarter for a smoother trip...
4/27/26		SWO FB Post: Flying doesn't have to be complicated. ✈️ At SWO, getting from curb to gate...
4/27/26		SWO Insta Post: Flying doesn't have to be complicated. ✈️ At SWO, getting from curb to gate...
5/1/26		SWO FB Post: There's nothing better than seeing that Cowboy and Cowgirl spirit in action ✈️💖💖 SWO is proud...
5/1/26		SWO Insta Post: There's nothing better than seeing that Cowboy and Cowgirl spirit in action ✈️💖💖 SWO is proud to play...
5/4/26		VS Airport FB Post: !!National Travel & Tourism Week Ring Registers Giveaway!!Join VS in celebrating the power of travel...
5/4/26		VS Insta Post: Join VS in celebrating the power of travel and tourism to stimulate economic growth, cultivate vibrant communities, and improve...
5/4/26		SWO FB Post: Parking just got easier at SWO ✈️ Our newly opened parking area is now ready for travelers, giving...
5/4/26		SWO Insta Post: Parking just got easier at SWO ✈️ Our newly opened parking area
5/5/26		SWO FB Post: Mom called... and she wants a vacation for Mother's Day ✈️👩 Good news—you can make it happen with one easy flight out of Stillwater...
5/5/26		SWO Insta Post: Mom called... and she wants a vacation for Mother's Day ✈️👩 Good news—you can make...
5/7/26		SWO FB Post: 🏠 Welcome to Stillwater! 💖💖 We're excited to welcome the family...
5/7/26		SWO Insta Post: 🏠 Welcome to Stillwater! 💖💖 We're excited to welcome the family and friends of the Oklahoma ...
5/10/26		SWO FB Post: Happy Mother's Day to all the moms and mother figures who lift us up, guide us, and show up with love every...
5/10/26		SWO Insta Post: Happy Mother's Day to all the moms and mother figures who lift us up, guide us, and show...
5/12/26		SWO Insta Post: 💖💖 Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Lima, Peru Dreaming of a getaway with fewer crowds...
5/12/26		SWO FB Post: 💖💖 Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Lima, Peru -- Dreaming of a getaway with...
5/13/26		SWO FB Post: SWO is proud to welcome the athletes, coaches, families, volunteers, and supporters traveling...
5/13/26		SWO Insta Post: SWO is proud to welcome the athletes, coaches, families, volunteers, and supporters...
5/15/26		SWO FB Post: Big things are on the horizon at SWO ✈️ Our new terminal is coming soon, bringing a fresh, modern space designed...
5/15/26		SWO Insta Post: Big things are on the horizon at SWO ✈️ Our new terminal is coming soon, bringing a fresh...

5/20/226		SWO FB Post: ❤️❤️ This day in aviation history ✈️ Charles Lindbergh completed the first solo nonstop flight across...
5/20/26		VS FB Post: usAMERICA250 GIVEAWAY!us Celebrate America's 250th birthday in America's Friendliest College...
5/20/26		SWO Insta Post: ❤️❤️ This day in aviation history ✈️ Charles Lindbergh completed the first solo nonstop flight across...
5/22/26		SWO FB Post: Some views never lose their magic. ✈️ Waiting on the runway with the panels lit up and clear skies...
5/22/26		SWO Insta Post: Some views never lose their magic. ✈️ Waiting on the runway with the panels lit up and clear skies ahead...
5/24/26		SWO FB Post: What was once a blank stucco wall is now a colorful welcome to Oklahoma aviation. ✈️🎨 Artist Haley Spradlin...
5/25/26		SWO FB Post: This Memorial Day, SWO honors and remembers the brave men and women who gave their lives in service to our country...
5/25/26		SWO Insta Post: This Memorial Day, SWO honors and remembers the brave men and women who...
5/26/26		SWO FB Post: This Day in Aviation History ✈️ On May 26, 1909, Count Ferdinand von Zeppelin's rigid airship...
6/3/26		SWO FB Post: SWO is proud to recognize VS President & CEO Cristy Morrison for recently receiving...
6/3/26		SWO Insta Post: SWO is proud to recognize VS President & CEO, Cristy Morrison...
6/5/26		Stillwater Regionals Airport Post: Looking for a summer getaway with coastal charm? Portland, Maine, is especially magical this time of year as lobster season begins and the city comes alive...
6/5/26		SWO Insta Post: Looking for a summer getaway with coastal charm? Portland, Maine is especially magical this time of year as lobster season begins and the city ...
6/10/26		SWO FB Post: One flight from Stillwater can open the door to the world ✈️🌍 When you fly out of SWO and connect through DFW Airport, you're...
6/10/26		SWO Insta Post: One flight from Stillwater can open the door to the world ✈️🌍 When you fly out of SWO and connect through DFW...
6/11/26		SWO FB Post: For pilots, it's more than getting from point A to point B — it's about the freedom to go where the day takes you ✈️...
6/11/26		SWO Insta Post: For pilots, it's more than getting from point A to point B — it's about the freedom to go where the day takes you ✈️...
6/12/26		SWO FB Post: Dad doesn't want another tie... he wants a vacation ✈️🌍 This Father's Day, skip the guesswork and give Dad what he really wants — a getaway...
6/12/26		SWO Insta Post: Dad doesn't want another tie... he wants a vacation ✈️🌍 This Father's Day, skip the guesswork and give Dad...
6/14/26		SWO Post: Congratulations to these students on successfully passing their checkrides and reaching an exciting milestone in their aviation journey ✈️🎓...
6/14/26		SWO Post: Congratulations to these students on successfully passing their checkrides and reaching an exciting milestone in their aviation journey ✈️🎓...
6/16/26		SWO FB Post: ✈️ This Day in Aviation ✈️ On July 16, 1957, Marine Corps Major John H. Glenn, Jr. made aviation history by setting...
6/16/26		SWO Insta Post: ✈️ This Day in Aviation ✈️ On July 16, 1957, Marine Corps Major John H. Glenn, Jr. made...
6/18/26		SWO FB Post: Big things are taking off at SWO ✈️ We're excited to share that our brand-new terminal is set to open this August—just in time to...
6/18/26		SWO Insta Post: Big things are taking off at SWO ✈️ We're excited to share that our brand-new terminal...
6/21/26		SWO FB Post: Today, we're celebrating the dads who make the journey worth it. ✈️❤️ Whether they're the ones planning the trip, carrying the bags, teaching life...
6/21/26		SWO Insta Post: Today, we're celebrating the dads who make the journey worth it. ✈️❤️...
6/25/26		SWO FB Post: ❤️❤️ Today we're celebrating the people who help make travel possible every day. Happy Airport Workers Day from SWO! ✈️...
6/25/26		SWO Insta Post: ❤️❤️ Today we're celebrating the people who help make travel possible every day. Happy Airport Workers Day from SWO! ✈️...
6/26/26		SWO FB Post: ✈️ Save the Date! A new chapter for air travel in Stillwater, Oklahoma, is about to take flight...
6/26/26		VS FB Post: ✈️ Save the Date! A new chapter for air travel in Stillwater is about to take flight and you're invited to the grand opening celebration...

6/30/26		SWO FB Post: ✂ Spotlight International Destination: Montego Bay, Jamaica Dreaming of turquoise water, warm sunshine, and a laid-back Caribbean escape?...
6/30/26		SWO Insta Post: ✂ Spotlight International Destination: Montego Bay, Jamaica Dreaming of turquoise water, warm sunshine, and...
WEBSITE:	\$32,589	
FY 2026		visitstillwater.org/tools/transportation - featured content and listing
FY 2026		Threshold 360 Feature Site Location
FY 2026		Featured on VS's website home page
July		Microsite created for Krazy Daze campaign - win one of 5 x \$500 American Airlines gift cards
Nov-Jan		Microsite created for Fly Home for the Holidays - win one of 5 x \$500 American Airlines gift cards
Jan-June		Microsite for Win Your Wins / Ticket to Win It
Feb		Microsite for America250 Presidents Day Week - win one of 5 x \$250 American Airlines gift cards
April		Microsite for 405 Day campaign - win one of 5 x \$100 American Airlines gift cards
May		Microsite for National Travel & Tourism Week - win one of 3 x \$500 American Airlines gift cards
May		Microsite for America250 Memorial Day Weekend - win one of 5 x \$250 American Airlines gift cards
CAMPAIGNS:	\$13,663	
		Annual Fly SWO & Sales Tax Generating Promotions:
July		Krazy Daze
		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		Fly Home for the Holidays - November 22, 2025 - January 4, 2026
		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		SWO Home for the Holidays - December 18, 2025
		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
Feb		America250 Presidents Day - February 16-22, 2026
		Entered 1x for every \$50 spent during the promotion - 2x entries for Furniture Showcase
		Winners = 5 x \$250 American Airlines Gift Card
		Advertising/Promotions/Public Relations/Social Media/Website outlined above
April		405 Day - April 5, 2026
		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		National Travel & Tourism Week - May 4-10, 2026
		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
May		America250 Memorial Day Week - May 23-25, 2026
		Entered 1x for every \$50 spent during the promotion - 2x entries for Furniture Showcase
		Winners = 5 x \$250 American Airlines Gift Card
		Advertising/Promotions/Public Relations/Social Media/Website outlined above
FY 2026		Win Your Wings - Ticket to Win It - January - June 2026 - Regional Chamber Partners
		Cushing, Enid, Guthrie, Sand Springs, Stillwater
Total	\$665,359	Paid & Earned Marketing for FlySWO FY 2026