

VISIT STILLWATER

Annual Report FY19-20



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

BOARD OF DIRECTORS

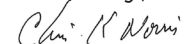
As Stillwater's destination marketing organization, we promote our community as an attractive travel destination and enhance Stillwater's public image as a dynamic place to live and work. Through the impact of travel, we strengthen our economic position and provide opportunities in our community.

The first eight months of this fiscal year we focused on our core mission to enhance Stillwater's economy, image, and quality of life through the promotion, marketing, and development of the region's visitor economy. Visit Stillwater promoted the long-term development of our community, focusing on conference sales, tourism marketing, and service. Our team focused on marketing to meeting professionals, business travelers, and leisure visitors.

In March, we transitioned our focus from marketing to visitors to communicating with residents in order to support our local business partners. Our staff called nearly two hundred local businesses weekly to promote their hours of operation, delivery, pick-up, curbside services, online shopping options, and the availability of gift cards. We provided up-to-date information on our website for dining, retail businesses, and virtual events, as well as COVID-19 resource information.

Visit Stillwater represents the hotels, restaurants, meeting facilities, event venues, museums, attractions, other hospitality professionals and business partners serving the traveling public. 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,



Chris Norris

Chairman of the Board

Visit Stillwater OK, Inc.

Visit Stillwater Board of Directors

Chairman of the Board - Chris Norris - CJB Properties, LLC

Vice Chairman of the Board - Scott Leming - State Farm Insurance

Treasurer - Kent Kinzie - Leonard Jewelry

Secretary - Jan Harris - Retired

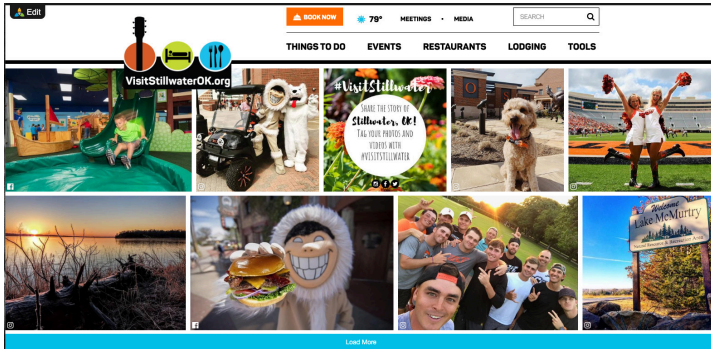
Past Chairman of the Board - Willie Baker - Baker, Ihrig, & Corley, P.C.

Directors

- Blair Adkinson - OSU Alumni Association
- Colin Campbell - Payne County Expo Center
- Ival Gregory - Retired
- Biff Horrocks - McDonald's
- Joe Martin - Hampton Inn & Suites
- Jill vanEgmond - Lake McMurry Friends, Inc.
- Chad Weiberg - OSU Athletics Department

CPA - Mark Gunkel, Mark Gunkel, CPA PC

ANNUAL HIGHLIGHTS



July – February

While maximizing the impact of our comprehensive marketing plan, sales, and service resources, Visit Stillwater's efforts over the first eight months contributed significantly toward attracting visitors to our community to enhance Stillwater's image as a visitor destination.

The *2020 Stillwater Visitor Guide* was 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 annual publication were printed and increased from 40 to 44 pages this year, including a 2-page spread highlighting City of Stillwater events and attractions. Digital and online marketing efforts have consistently increased Visitor Guide requests over the years.

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 have also added virtual tours, including 360° images, to our business partners listings to give visitors a more interactive experience.

Our digital marketing efforts were directed toward meeting and event planners July-September and served to markets within an approximate 300-mile radius, including the Dallas-Fort Worth metroplex. Merry Main Street was our focus October-December and served regionally within Oklahoma. We concentrated efforts on FlySWO January-mid-March, when we ceased digital marketing campaigns due to nationwide shelter-in-place declarations.

Visit Stillwater utilizes social media platforms to post daily reminders of the events occurring in our community, the variety of hotel and dining options, and the unique attractions available to visitors and locals. We optimize our content through ads and boosted posts, listen to our audience, and connect with them through tagging, sharing, and interacting.

Video continues to serve as one of the most popular methods in which to connect with visitors and residents. We produced monthly videos spotlighting 6 to 7 events, attractions, or businesses. In October, we added closed captioned messaging to better connect with the majority of viewers who watch videos on their phones while on silent, as well as to become ADA compliant. We ran a general promo video for April, May and June.

ANNUAL HIGHLIGHTS

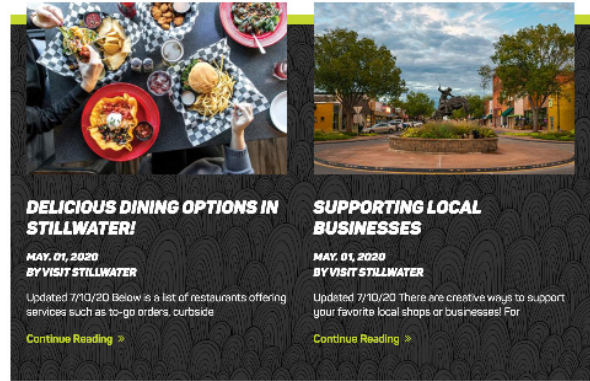
Upon request by our hotel partners, we continued to produce rack cards to distribute from their front desks and within their lobbies. They were also available in the 24/7 Visitor Information Center, the airport visitor information stands, OnCue convenience stores, local business partners, as well as all hotels located in Perry, Guthrie, and Cushing.

In addition to cash contributions in the form of a sponsorship, offsetting the cost of holiday lighting, and a digital and print advertising campaign, Visit Stillwater also served as a distribution source for the Merry Main Street maps throughout Stillwater, Perry, Guthrie, and Cushing. Promotion was provided on local TV, radio, and print publications. Merry Main Street was featured in the November and December Visit Stillwater video, on VisitStillwater.org, through social media platforms, and banner placement on the visitor center stands. The Visit Stillwater team wrote a feature story for *Stillwater Living Magazine* and a column for the *Stillwater News Press*. The team wore the Merry Main Street T-shirts for 6 weeks prior to and during the event to engage conversation and encourage attendance at the weekend attraction. Approximately \$24,012.50 in earned and paid marketing was provided.



Merry Main St./Airport Rack Cards

ANNUAL HIGHLIGHTS



March-June

Mid-March, the international travel and tourism industry virtually came to a halt in an effort to save lives and flatten the curve of COVID-19. The pandemic resulted in the cancellation or postponement of nearly every event for most of the last quarter of the fiscal year. Hotels, restaurants, and retailers either closed or greatly altered the manner in which they were able to do business.

Within a week of the national state of emergency, Visit Stillwater employees had reached out to every hotel and restaurant in Stillwater to monitor the manner in which business would be conducted within the foreseeable future. The information was made available on VisitStillwater.org and social media channels to better serve Stillwater residents. Information changed throughout the day, every day, for almost four months.

By the first of April, the Visit Stillwater team added retail and service providers to their call list, and coordinated another channel of information to encourage locals to continue to support the business community by shopping online or purchasing gift cards.

A COVID-19 resources page was added to VisitStillwater.org that includes CARES-Act summary information, local, state, and national resources links, online learning and creativity options, and Stillwater Zoom backgrounds.

A calendar of virtual events and virtual tours, including 360° images, were added to the Visit Stillwater website to enable residents to remain active with local organizations and businesses and provide motivation for individuals to make the decision to visit Stillwater in the future.

To stay in the forefront of future visitors, we focused on outdoor activities, our unique retail businesses, and local restaurants.

Visit Stillwater continued to maintain visitor information stands within the inbound and outbound terminals at the Stillwater Regional Airport and provided approximately \$ 58,050.50 in earned and paid marketing throughout the year. "FlySWO" is a consistent message within virtually all digital and printed marketing efforts.

ANNUAL HIGHLIGHTS

"At the end of March, we are looking at the worst month for DMO website traffic in, literally, the recorded history of the industry. However, your site's 29% drop in organic traffic was far below the 40% drop we are seeing as the industry average."

- Constantino Nuzzo, SEO Analyst, Simpleview

A three-phase strategic comeback campaign was developed to assist in a smooth transition within the areas of budget and finance, marketing and communications, sales and services, and maintaining the office and visitor information center.

When talking to event coordinators and meeting planners, the Visit Stillwater team adapted the term, "postpone, don't cancel." While not all, numerous events have postponed to a later date. We continue to work closely with event planners and meeting venues to combat a cancel culture to retain and bring events back to the area.

There was always an employee present at the Visitor Information Center, 8:00 a.m. – 5:00 p.m. Monday-Friday, and phone lines were forwarded to Visit Stillwater employees in the evenings and weekends to provide assistance to business partners all day, every day, seven days a week.

Visit Stillwater efforts the last four months of the year were primarily to encourage residents to support local businesses by sheltering in place or staying close to home. We enhanced partner relationships and took the time to establish and build new relationships through countless phone calls, emails, and online interactions. We have recently seen the positive impact on sales tax collections when local dollars stay local.

The impact to every industry will most likely be long-lasting. The travel and tourism industry has proven to be very resilient in the past. We have an experienced and knowledgeable team with a plan in place to assist our local business partners and event planners through their rescheduling processes as we navigate through these unprecedented times.

The Visit Stillwater team is engrained into the fabric of our destination which enables us to better assist meeting and event planners and leisure travelers, while generating wealth for our local business partners. As a result, Visit Stillwater drives economic success and enhances the quality of life of our residents.

I am very excited and know that Stillwater will show them the best conference ever!! I have appreciated everyone's efforts-you have made this easy for my first time planning a conference!

- Penny Dowell, County Treasurers Association of Oklahoma

LODGING TAX

Visit Stillwater is funded primarily through a contracted amount of the Stillwater Lodging Tax that is to be, “used exclusively for the purpose of encouraging, promoting and fostering conventions, conferences, and tourism development in the city” (ARTICLE IV. – HOTEL ROOM TAX Sec. 39-272. - Use of funds).

A Professional Services Agreement between the Stillwater Economic Development Authority (SEDA) and Visit Stillwater specifies the sum of \$720,000 of the Lodging Tax will be utilized by Visit Stillwater to carry out the services outlined within the Visit Stillwater Business Plan and scope of work.

Lodging Tax:

Stillwater is home to 18 hotel properties with an inventory of 1,405 total rooms. The University Inn and Suites remained closed fiscal year 2020 which decreased total inventory by 115 rooms. Additionally, the Wyndham Garden Hotel closed the months of April, May, and June in response to the COVID-19 pandemic.

	2018 2019 2020	2018 2019 2020	2018 2019 2020
	Occ %	ADR	RevPAR
Stillwater	48.8% 47.40% 39.7%	\$93.81 \$92.78 \$88.94	\$45.75 \$44.00 \$35.31
Comp Set	54.2% 53.39% 38.6%	\$78.05 \$78.88 \$71.90	\$42.49 \$42.32 \$27.73
Oklahoma	57.3% 56.20% 39.3%	\$79.51 \$80.16 \$71.51	\$45.60 \$45.07 \$28.08

According to STR (subscribed source for hotel data benchmarking, analytics, and marketplace insights), Stillwater hotel properties ended the month of June showing a 39.7% occupancy rate, \$88.94 ADR (Average Daily Rate), and \$35.31 RevPAR (Revenue Per Available Room) at year end, June 30, 2020. 13 of 18 properties reported to STR during the month of June.

When measuring to Oklahoma communities in which we compete for events (Ardmore, Bartlesville, Chickasha, Claremore, Duncan, Edmond, Enid, Muskogee, Norman, Ponca City, Shawnee – removed Broken Arrow, Durant, Miami, and Midwest City and added Chickasha, Claremore, and Muskogee) and a comparable Big 12 Conference city – Manhattan, KS – occupancy was lower. However, Stillwater hotel properties reported substantially higher average daily rates than most within the comp set as well as the average across Oklahoma.

Only 3 communities out of 12 have a hotel inventory over 1,000 rooms, including Ardmore, Norman, and Manhattan, Kansas. Another 5 communities have a hotel inventory between 500-1,000 rooms, including Bartlesville, Edmond, Enid, Muskogee, and Shawnee.

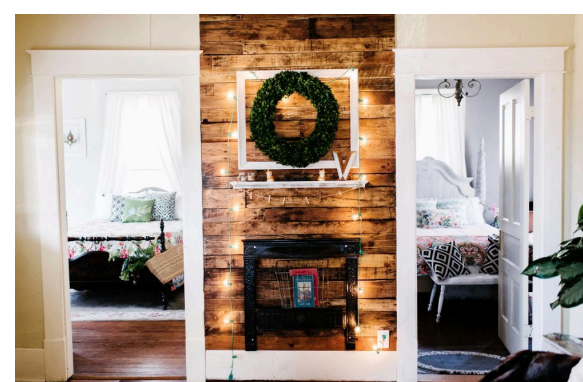
LODGING TAX

July 1, 2019, the Oklahoma Tax Commission (OTC) began collecting the Stillwater lodging tax. The July tax, less a 5% retention and plus interest, was remitted to the City of Stillwater in September. Therefore, there will now be a difference in timing of the tax revenue receipts by 2 months, rather than 1 month when the City of Stillwater collected the tax. As a result, there will be only 11 months of hotel room taxes remitted during FY 2020. Total lodging tax collections was a 14% decrease over the previous year. This figure is reflective of 11 months, rather than 12 months of lodging tax, and virtually all events were cancelled March through June.

Lodging tax is now also collected from short-term rental properties through Airbnb and remitted directly to the OTC. There are currently 47 short-term rental permits approved by the City of Stillwater.

According to AirDNA (Vacation/Short-term rental market data), Stillwater Airbnb properties ended the month of June showing a 53.4% occupancy rate, \$158.67 ADR (Average Daily Rate), and \$84.81 RevPAR (Revenue Per Available Room) at year end, June 30, 2020.

Short-term rental properties have gained popularity during the COVID-19 pandemic because they are primarily private residences which can serve as quarantine or social distancing retreats while traveling. Airbnb and other short-term rentals are also able to offer homes for extended stays which allows the hosts to develop relationships of trust with their guests.



Lodging Tax:

	FY '17 Month	FY '17 YTD	FY '18 Month	FY '18 Year	FY '19 Month	FY '19 Year	FY '20 Month	FY '20 Year	Delinquent
July	\$74,374.07	\$74,374.07	\$83,456.74	\$83,456.74	\$68,258.45	\$68,258.45	\$91,155.80	\$91,155.80	1-90-120 days
Aug.	\$58,771.44	\$133,145.51	\$66,828.11	\$150,284.85	\$65,209.61	\$133,468.06	\$0	\$0	
Sept.	\$61,157.32	\$194,302.83	\$77,282.17	\$227,567.02	\$73,407.44	\$206,875.50	\$57,331.62	\$148,487.42	OTC - July Collections
Oct.	\$100,608.30	\$294,911.13	\$71,791.18	\$299,358.20	\$89,252.82	\$296,128.32	\$74,731.27	\$223,218.69	OTC- August Collections
Nov.	\$94,083.09	\$388,994.22	\$78,065.06	\$377,423.26	\$89,630.03	\$385,758.35	\$78,398.65	\$301,617.34	OTC- September Collections
Dec.	\$55,461.40	\$444,455.62	\$78,728.42	\$456,151.68	\$49,870.49	\$435,628.84	\$92,887.31	\$394,504.65	OTC-October Collections
Jan.	\$42,008.34	\$486,463.96	\$44,690.29	\$500,841.97	\$42,873.62	\$478,502.46	\$77,277.40	\$471,782.05	OTC-November Collections
Feb.	\$56,649.22	\$543,113.18	\$43,788.86	\$544,630.83	\$37,782.22	\$516,284.68	\$56,037.87	\$527,409.40	OTC - December Collections
March	\$44,944.67	\$588,057.85	\$44,463.57	\$589,094.40	\$45,820.17	\$562,104.85	\$44,589.48	\$572,409.40	OTC - January Collections
April	\$64,488.65	\$652,546.50	\$65,291.10	\$654,385.50	\$65,795.80	\$627,900.65	\$54,001.73	\$626,411.13	OTC - February Collections
May	\$67,165.61	\$719,712.11	\$75,936.23	\$730,321.73	\$72,382.19	\$700,282.84	\$28,766.95	\$655,178.08	OTC - March Collections
June	\$82,897.47	\$802,609.58	\$118,983.09	\$849,304.82	\$80,307.55	\$780,590.39	\$18,032.97	\$673,211.05	OTC - April Collections
		9% increase		6% increase		8% decrease		14% decrease	
City's Budgeted Amount		\$700,000		\$750,000		\$720,000		\$800,000	

VISIT STILLWATER DELIVERABLES

A. Marketing & Communications	FY 17-18	FY 18-19	FY 19-20	Goal	% of Goal
Increase website traffic by 25%	207,120	249,076	211,422	311,345	67.9%
Increase website pageviews by 10%	511,622	568,329	446,488	625,161	71.4%
Increase website sessions originating from Dallas DMA by 5%	64.065	75.485	47,325	79,259	59.7%
Increase referred traffic from social media to website by 10%	12,578	15,219	18,570	16,741	110.9%
Increase social media followers by 10%	11,149 (FB)	12,234 (FB)	22,880	20,759	110.2%
Produce 125 sweepstakes giveaways	116	135	69	125	55.2%
Promote 1,000 locally held events	1,107	1,213	2,411	1,000	241.1%
Distribute 125 news releases promoting Stillwater attractions, events, and activities	127	185	71	125	56.8%
Produce 12 videos promoting Stillwater attractions, events, and activities	12	12	11	12	91.6%
Write 24 blog posts promoting Stillwater attractions, events, and activities	24	24	24	24	100%

Website traffic was the hardest hit aspect of our marketing campaign. VisitStillwater.org is heavily focused on our events page, and in an effort to flatten the curve, events were cancelled in our busiest months of April, May, and June. This impacted our website traffic numbers greatly. We combated this, and stayed above the industry average for website traffic by creating virtual tours, updating blog content, and creating new landing pages.

In an effort to assist our local business partners during the pandemic, we completely changed our marketing plan to focus on residents rather than visitors to be a source of information in unprecedented times. We continue to serve as a vital resource for local information, as we implement our comeback campaign targeting visitors to the area.



VISIT STILLWATER DELIVERABLES

Market the following City of Stillwater Events & Attractions :

	07	08	09	10	11	12	01	02	03	04	05	06
Stillwater Regional Airport	X	X	X	X	X	X	X	X	X		X	X
Lake McMurtry	X	X	X	X	X	X	X	X	X	X	X	X
Downtown Stillwater Cultural District	X	X	X	X	X	X	X	X	X	X	X	X
Downtown Stillwater	X	X	X	X	X	X	X	X	X	X	X	X
Stillwater Arts Festival								X	X			
Halloween Fest			X	X								
Boomer Blast	X											X
Friday Food Trucks & Tunes		X	X									
Christmas Parade					X	X						
Holiday Pop-Up Shops on Block 34	X	X	X	X	X	X						
Dancing with Daddy							X	X				
Mummy and Son Dance				X								
Cops & Bobbers Fishing Event												



VISIT STILLWATER DELIVERABLES

B. Meeting & Event Sales	FY 17-18	FY 18-19	FY 19-20	Goal	% of Goal
Increase new events booked through Visit Stillwater efforts by 10%	x	37	41	41	100%
Increase attendance at existing events and activities booked through Visit Stillwater efforts by 10%	---	---			
Generate 80 hotel room blocks (1)	72	80	92	80	115%
*Number of Potential Room Nights (2)	x	8,195	11,463	---	---
*Number of Actual Booked Room Nights (3)	x	7,178	3,965	---	---
*Number of Groups Serviced (4)	x	128	142	---	---
Increase new client sales accounts by 20%	67	81	97	97	100%
Increase assisted sales account leads by 25%	30	48	63	60	105%

1. Hotel room blocks include Definite, Tentative, and Lost Business
2. Potential room nights include Definite and Tentative
3. Actual booked room nights only include Definite
4. Groups serviced includes Definite, Assisted, Tentative, and Lost Business

Hotel occupancy was, and continues to be, greatly impacted by the COVID-19 pandemic. The data above reflects a substantial number of potential room nights. However, rescheduled and cancelled events resulted in approximately 7,416 lost hotel room nights.

These events include:

- Big 12 Men's & Women's Tennis Championships
- NCAA Men's & Women's Tennis Championships
- NCAA Regional Softball Tournament
- NCAA Regional Baseball Tournament
- Special Olympics Oklahoma Summer Games
- Calf Fry 2020
- OSU Graduation
- Surrounding Communities & Stillwater High School Graduation
- Stillwater Arts Festival
- South Devon Jr. National Cattle Show
- Buckles & Banners Spring Goat Sale

VISIT STILLWATER DELIVERABLES

C. Meeting & Event Client Services	FY 17-18	FY 18-19	FY 19-20	Goal	% of Goal
Coordinate 12 site inspections or familiarization (FAM) tours	12	11	12	12	100%
Number of communications with existing clients	751	1,119	1,696	---	---

Reasons Why a New Event Chose Stillwater:

1. The Payne County Expo Center was open and large enough to host the Mini Hereford Jr. Nationals.
2. The Pistol Pete Classic is in Stillwater because the space at the Payne County Expo Center works great for their event.
3. Stack Up or Shut Up Bulldog Show chose The Payne County Expo Center to host their event because it is a great fit for the size of the event they host.
4. The Expo Center was great to work with and Stillwater is in a great location for exhibitors and their families.
5. The Neal Patterson Stadium is a top notch facility.
6. The Tumbleweed was a great location for this event. We had room for everything from a trade show to a concert in one location.
7. The Expo Center is the only facility in Stillwater with electrical drop downs every 15 feet. The space works great for quilting and has enough room to display all 250 quilts. We also had enough space to have vendors for our event.
8. Loved all that Stillwater has to offer for exhibitors and fans. It is a great central location to host bull riders from surrounding states

Reasons Why a Prospective Event Chose Another City:

1. The Payne County Expo Center did not have enough barn space to host Simmental Jr. Nationals.
2. Simmental Regional Sweepstakes was not able to find a date at the Payne County Expo Center to host their event in July.
3. Oklahoma Red Angus Association held their event at the Grady County Fairgrounds with the Kirk Stierwalt Clinic.
4. Need a venue with a hotel connected, breakout rooms, and tradeshow space
5. What we really need is a hotel that can handle a group of about 100 attendees on site for meetings - a bit more at the banquet.
6. Stillwater is not a fit for us. Not able to cover the price of the Expo Center for such a small group, even with a grant.
7. The breed at this point is not big enough to pay for the facilities we have in Stillwater. They are tied in with the Missouri State Fair right now.
8. Require meeting space with breakout rooms under the same roof or within walking distance of a hotel.

VISIT STILLWATER DELIVERABLES

Reasons Why an Event Previously Held in Stillwater Moved to Another City:

1. Crisis Negotiators of Oklahoma could not find a venue in Stillwater that would work for their budget with social distancing in place.
2. The Summer Spectacular Event held all their clinics in Kingfisher due to dates and availability of facilities.
3. NCAA sports that were scheduled in Stillwater will not be back until OSU bids on Spring Championships again.
4. Convention would overlap fall show this year. This would not allow sufficient numbers to have a fall show.
5. Could not find a date that would work for group to host an event in Stillwater this year.
6. Moving to another city, because of the fact the convention center and hotel are connected.
7. Able to find more of what was needed at an affordable price in Shawnee.
8. Is now tied in with the Tulsa State Fair. Do not want to lose number of exhibitors who attend by moving it to a new location and new dates.

Simpleview Lost Codes *

Alternative Location	6
Board/Committee/Member Vote	2
Health Concerns - COVID-19	29
Lack of Hotel Convention Center	2
Room Rates	3
Other	5

*Simpleview - Web-based Destination Management System

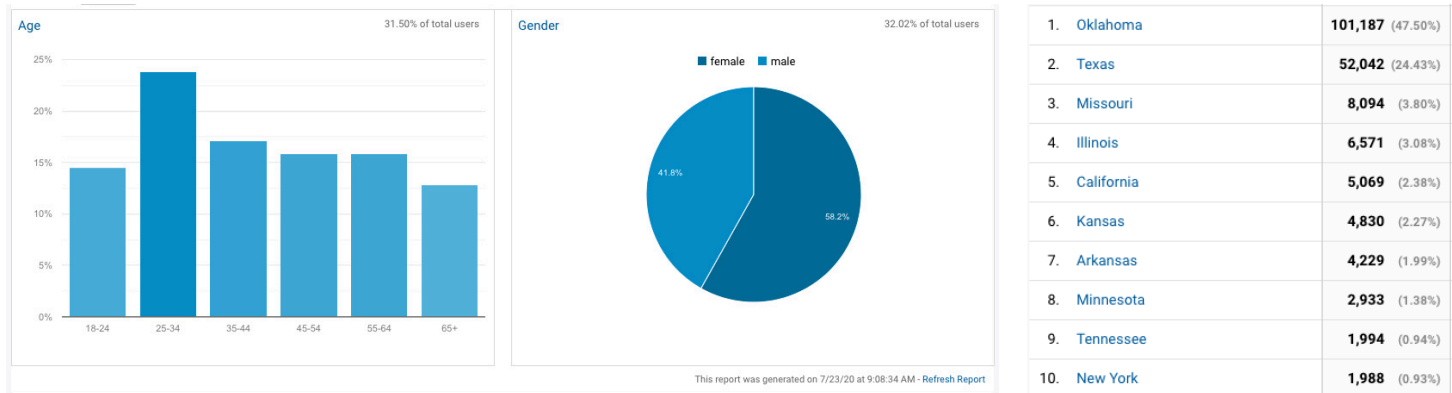


VISIT STILLWATER DELIVERABLES

D. Enhanced Visitor Experiences	FY 17-18	FY 18-19	FY 19-20	Goal	% of Goal
Distribute <i>Stillwater Visitor Guides</i> to visitors through available distribution channels and in response to online and telephone requests	81,672	94,937	86,571	100,000	86.5%
Gather demographic data on Stillwater visitors	---	---	---	---	---
Report the number of walk-in visitors to Visit Stillwater office and Visitor Center	8,486	12,256	15,793	---	---

The Visit Stillwater team embraces the diversity of our visitors, and have collected demographic data from various sources:

Breakdown of Visit Stillwater website users by age group, gender, and location.



Page	Pageviews	% Pageviews
1. /event/calf-fry-2020/5242/	30,598	6.85%
2. /	25,357	5.68%
3. /events/	19,384	4.34%
4. /event/cowboy-football-vs-baylor-osu-homecoming-2019/11634/	14,876	3.33%
5. /things-to-do/attractions/	14,410	3.23%
6. /restaurants/	9,062	2.03%
7. /listing/tumbleweed-dancehall-&-concert-venue/85/	8,744	1.96%
8. /things-to-do/	7,080	1.59%
9. /tools/visitors-guide/	6,367	1.43%
10. /blog/post/food-service-options-in-stillwater/	5,806	1.30%

Most visited pages on VisitStillwater.org

STILLWATER REGIONAL AIRPORT REPORT

Report will include all activities and avenues in which Visit Stillwater has utilized advertising, promotions, partnerships, public relations, social media, and the Visit Stillwater website to market commercial air service through the Stillwater Regional Airport and American Airlines.



Stillwater Regional Airport Partnership Report July 1, 2019 - December 31, 2019

Service	Date	Value	Service Description
Advertising	07/29/19 - 09/15/19	\$3,532.50	Digital Ad Campaign with Madden Media promoting Stillwater Regional Airport and OSU Athletics
Advertising	08/29/19	\$1,800.00	Fall STATE Magazine: Full page, color ad distributed to 35,000 OSU alumni and fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	9/1/19 - 10/31/19	\$5,000.00	Fall Digital Ad Campaign with Trip Advisor: targeting Dallas/Ft. Worth and Designated Marketing Area (DMA) across the US (256,744 impressions, 728x90, 300 x 250, 300 x 600, 160 x 600)
Advertising	09/16/19	\$700.00	Inagrual Edition of Ovations!, McKnight Center publication: 1/2 page, color ad, 7,000 distribution. Content on ad: #FlySWO direct on American Airlines!
Advertising	11/01/19	\$700.00	Ovations!, McKnight Center publication: 1/2 page, color ad, 7,000 distribution. Content on ad: #FlySWO direct on American Airlines!
Advertising	11/02/19	\$1,193.00	Guide to Green Country Travel Guide: 1/4 page, color ad 100,000 distribution. Content on ad: #FlySWO direct on American Airlines!
Advertising	11/17/19	\$600.00	Fall POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	12/01/19	\$600.00	Winter POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	12/05/19	\$1,800.00	Winter STATE Magazine: Full page, color ad distributed to 35,000 OSU alumni and fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	01/01/20	\$3,700.00	2020 Oklahoma Travel Guide: 1/3 page add, full color distributed up to 200,000. Banner on Ad: #FlySWO
Advertising	01/01/20	\$1,355.00	In-Kind quarter page ad in Stillwater Visitor Guide - designed by Visit Stillwater
Advertising	03/16/20	\$1,800.00	Spring STATE Magazine: Full page, color ad distributed to 35,000 OSU alumni and fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Partnership	07/01/19 - 6/30/20	\$3,200.00	Aquire STATE magazine, POSSE magazine, and Chamber's Commerce Magaize, along with Visit Stillwater publications for inboundand outbound visitor information stands.
Partnership	08/27/19	\$500.00	Visit Stillwater Booth at the Payne County Free Fair - American Airlines/SWO had an allotted time to promote and market the Airport
Promotion	01/01/19	\$2,000.00	Included ad and information in 2019 Stillwater Visitor Guide with 100,000 copies disributed.
Promotion	07/01/19 - 08/08/19	\$275.00	Banner Placement
Promotion	7/01/19 - 6/30/20	\$600.00	On Hold Message

STILLWATER REGIONAL AIRPORT REPORT

Promotion	7/1/2019-12/31/19	\$300.00	On Hold Message:
Promotion	07/03/19	\$3,000.00	Interview with RFD-TV in Guthrie at the National Little Britches Rodeo about Stillwater and ways to get here.
Promotion	07/11/19	\$75.00	Edited and Uploaded Press Release to website. https://www.visitstillwater.org/articles/post/stillwater-regional-airport-director-appointed-to-regional-american-association-of-airport-executive/
Promotion	07/22/19	\$75.00	Included on the back ad space for the August 2019 Still in the Know Postcard
Promotion	07/24/19	\$150.00	Sent Marketing Survey: Hello Stillwater Hotel Partners! Our friends at the Stillwater Regional Airport have requested we distribute a very short survey for them in regard to potential marketing opportunities. The survey will take you less than a minute to complete. Go to the survey link by clicking: https://www.surveymonkey.com/r/6QMZY58 Thank you so much for your assistance! Cristy Morrison
Promotion	07/30/19	\$100.00	Blog Uploaded to Website promoting airport. https://www.visitstillwater.org/blog/post/up-up-and-away-to-and-from-stillwater/
Promotion	08/01/19	\$75.00	Distributed rack cards to OnCue locations in Stillwater and surrounding areas
Promotion	8/1/19 - 11/30/19	\$600.00	Distributed a total of 15,000 FlySWO + Park and Ride + OSU Football Schedule rack cards to local partners and hotels
Promotion	08/5/19 - 09/2/19	\$1,100.00	Banner Placement
Promotion	08/5/19 - 09/2/19	\$1,100.00	Banner Placement
Promotion	08/14/19	\$75.00	Provided rack cards for OSU Residential House Move - In
Promotion	08/15/19	\$100.00	Included in the August eNewsletter
Promotion	08/21/19	\$150.00	Distributed rack cards at Visit Stillwater booth at Lights on Stillwater
Promotion	8/26/19 - 9/1/19	\$225.00	Distributed rack cards from Visit Stillwater booth at the Payne County Fair
Promotion	08/27/19	\$75.00	Included on the back ad space for the September 2019 Still in the Know postcard.
Promotion	09/09/19 - 09/16/19	\$275.00	Banner Placement
Promotion	09/15/19	\$100.00	Included in the September eNewsletter
Promotion	09/30/19 - 12/28/19	\$3,575.00	Banner Placement
Promotion	10/01/19	\$75.00	Press Release Uploaded to Website. https://www.visitstillwater.org/articles/post/getting-air-travelers-real-id-ready/
Promotion	10/02/19 - 10/31/19	\$200.00	Flier Posted in VIC
Promotion	10/09/19	\$200.00	Speaker at OSU Family Resource Center Expert Series - spoke at length about flying into and out of Stillwater with SWO to mostly international students and their spouses.

STILLWATER REGIONAL AIRPORT REPORT

Promotion	10/19/19	\$250.00	OKC Tourism Info Center Bedlam Promotion with Visit Stillwater booth display and distributed rack cards
Promotion	11/25/19	\$600.00	Designed, printed, and distributed 15,000 rack cards promoting Merry Main St. and Fly SWO. Distributed these to businesses and hotel in Stillwater and the surrounding area.
Promotion	11/26/19	\$75.00	Included on the back ad space for the 2019 October Still in the Know Postcard
Promotion	12/03/19	\$150.00	Promoted and provided box of canned goods for campaign to assist Our Daily Bread
Promotion	12/22/19 - 12/28/19	\$275.00	Banner Placement
Promotion	01/02/20	\$100.00	Included in the January 2020 eNewsletter
Promotion	1/4/20- 3/9/20	\$2,750.00	Banner Placement
Promotion	02/01/20	\$100.00	Included in the February 2020 eNewsletter
Promotion	02/01/20	\$75.00	Included on the back ad space for the February 2020 SITK postcard
Promotion	02/13/20	\$600.00	Designed, printed and distributed rack cards featuring the airport at Stillwater Radio's Womens Night Out.
Promotion	02/13/20	\$75.00	Press Release Uploaded to Website, https://www.visitstillwater.org/articles/post/stillwater-airport-sees-record-number-of-passengers-in-2019/
Promotion	02/13/20	\$75.00	Press Release Uploaded to Website: https://www.visitstillwater.org/articles/post/flashvote-airport-survey-results-now-live/
Promotion	02/20/20	\$200.00	Flier Posted in VIC
Promotion	03/01/20	\$1,500.00	Included in our March 2020 Monthly Event Video
Promotion	03/01/20	\$75.00	Included on the back ad space for the March 2020 SITK Postcard
Promotion	06/01/20	\$1,500.00	Included in our 2020 Promo Video
Public Relations	07/01/19	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	07/03/19	\$60.00	Stillwater Radio with Bill VanNess
Public Relations	07/10/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	07/24/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	07/30/19	\$750.00	Visit Stillwater Monthly column in Stillwater Newspress featuring Stillwater Regional Airport
Public Relations	07/31/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	08/05/19	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	08/07/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	08/08/19	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	08/12/19	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	08/14/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	08/15/19	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	08/21/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	08/28/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	09/10/19	\$75.00	Guest Speaker at Stillwater Centennial Rotary to promote local air service.
Public Relations	09/19/19	\$75.00	Guest Speaker at Stillwater Centennial Rotary to promote local air service.
Public Relations	10/09/19	\$75.00	Guest Speaker at Stillwater Centennial Rotary to promote local air service.
Public Relations	10/28/19	\$60.00	"the Morning Scramble" with Steve Daniels

STILLWATER REGIONAL AIRPORT REPORT

Public Relations	10/29/19	\$750.00	Visit Stillwater Monthly column in Stillwater Newspress featuring Stillwater Regional Airport
Public Relations	10/30/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	10/31/19	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/11/19	\$1,000.00	Invited Stillwater Airport employees to tak with local hoteliers at quartlery Hotel Luncheon about assisting guests in finding flight information.
Public Relations	01/15/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	01/16/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	01/20/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	01/22/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	01/23/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	01/27/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	01/29/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	01/30/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	02/03/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	02/10/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	02/17/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	03/04/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	03/05/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	04/21/20	\$750.00	Helped connect James Roland with the ONG/ONEOK group to Paul Priegal to talk about and promote the airport.
Social Media	07/10/19	\$25.00	Retweet: Flying with a friend? 🐶🐱 Find the info you need here: http://ow.ly/1IEV50uSRZR #FlySWO
Social Media	07/12/19	\$100.00	Tweet: Planning a trip to Stillwater for @eskimojoes Anniversary Celebration? #FlySWO and experience shorter lines, free parking, and speedy baggage claim! ✈️
Social Media	08/12/19	\$25.00	Retweet: There's still time left to have your #summeradventure ☀️ Tell us where you're going. We'll be heading to @DFWAirport ✈️😄 #FlySWO
Social Media	08/15/19	\$25.00	Retweet: Flying clients in & out of Stillwater is easy & convenient when you #FlySWO ✈️
Social Media	08/19/19	\$25.00	Retweet: In just a handful of generations, we've gone from air travel being beyond our wildest dreams, to an everyday reality. Isn't that crazy? Happy National Aviation Day! ✈️
Social Media	08/21/19	\$25.00	Retweet: Have you considered flying SWO for @okstate football games? 🏆 Enjoy free parking & an airport close to home. #FlySWO Book flights now using airport code SWO at http://aa.com

STILLWATER REGIONAL AIRPORT REPORT

Social Media	08/23/19	\$100.00	FB Post: Happy 3rd Birthday Stillwater Regional Airport! You have changed the landscape for visitors coming to and leaving from Stillwater! ✈️
Social Media	09/27/19	\$100.00	FB Post: It's World Tourism Day! Check out the 2019 theme in action - "Tourism and jobs: a better future for all". Helping visitors around Stillwater is the best part of our day! 🌍✈️. #flyswo
Social Media	12/03/19	\$100.00	FB Post: What better way to spend #givingtuesday than donating in your local community! Stillwater Regional Airport will be accepting canned good donations until December 15th! All donations will go to Our Daily Bread here in Stillwater! #flyswo
Social Media	12/05/19	\$25.00	Retweet: Has anybody seen these flying over Stillwater lately?
Social Media	12/06/19	\$25.00	Retweet: With free parking, shorter lines, and faster baggage claim what are you waiting for!?
Social Media	12/18/19	\$25.00	Retweet: Free Parking! Just one of the reasons we love to #FlySWO
Social Media	01/06/20	\$25.00	Retweet: Mike and his wife used #FlySWO and skipped the lines, parked free, and started their vacation off right! Be more like Mike, book your flight today!
Social Media	01/14/20	\$25.00	Retweet: Donate supplies to the Humane Society of Stillwater through Envoy's drive! Dog faceCat face Just drop your donations in the basket next to the check-in counter in the main terminal.
Social Media	01/27/20	\$100.00	Facebook: Two thumbs up for Stillwater Regional Airport! 👍👍 Stop by before February 18th and drop off donations for the Humane Society of Stillwater. For a full list of items check out our website.
Social Media	02/12/20	\$25.00	Retweet: Make sure to complete the survey below! #FlySWO
Social Media	02/16/20	\$100.00	Facebook: Enjoy the convenience of our very own Stillwater Regional Airport! Skip the lines and parking hassles and start your trip off stress-free! Over 100,000 flights have been booked out of Stillwater Regional Airport, so click the link below for more information and book your tickets for your next getaway! http://bit.ly/StillwaterAir
Social Media	02/16/20	\$100.00	Twitter: Enjoy the convenience of our very own Stillwater Regional Airport! Skip the lines and parking hassles and start your trip off stress-free! Over 100,000 flights have been booked out of Stillwater Regional Airport, so click the link below for more info! http://bit.ly/StillwaterAir
Social Media	03/05/20	\$100.00	Facebook: If you're looking for a fun, family-friendly activity this weekend, head out to the 5th Annual OSU Flying Aggie Fly-In! Whether you're an aviation lover or just looking for an exciting way to spend the day with the family, this event is perfect for everyone! Come out to the Stillwater Regional Airport on March 7th for aircraft displays, local vendors, concessions, a kids zone and craft area, and more! You can even purchase airplane rides to see the city from above! For more information click here - http://bit.ly/FlyingAggies

STILLWATER REGIONAL AIRPORT REPORT

Social Media	03/05/20	\$100.00	Twitter: If you're looking for a fun, family-friendly activity this weekend, head out to the 5th Annual OSU Flying Aggie Fly-In! Come out to the Stillwater Regional Airport on 3/7 for aircraft displays, local vendors, concessions, a kids zone & craft area, & more! http://bit.ly/FlyingAggies
Social Media	06/17/20	\$100.00	College Town! Dig into an order of the iconic cheese fries at Eskimo Joe's, catch a live music performance, grab a drink at your favorite spot on The Strip and shop for a unique find in the downtown boutiques. Whether you fly into Stillwater Regional Airport or make us part of your road trip, we can't wait to see your smiling face! Find more information at https://www.visitstillwater.org/ .
Social Media	06/01/20	\$100.00	Facebook: When it's time to travel, book your flights through Stillwater Regional Airport. Whether you are flying in to Stillwater, or need to travel elsewhere, Stillwater Regional Airport offers the maximum convenience. Need a great reason beyond the shorter lines and non-stop flights? How about free airport parking? Don't pay big bucks for your car to sit in a lot for days on end, park for free here! More information - http://bit.ly/StillwaterAir
Social Media	06/25/20	\$100.00	Twitter: When it's time to travel, book your flights through Stillwater Regional Airport. Whether you are flying in to Stillwater, or need to travel elsewhere, Stillwater Regional Airport offers the maximum convenience. You can also park for FREE! What a perk! http://bit.ly/StillwaterAir
Social Media	06/26/20	\$100.00	Facebook: Make your next flight a much smoother experience by flying through Stillwater Regional Airport. You'll be rewarded with short security lines, free parking and friendly faces! Learn more - http://bit.ly/StillwaterAir
Social Media	06/28/20	\$100.00	Instagram: Make your next flight a much smoother experience by flying through Stillwater Regional Airport. You'll be rewarded with short security lines, free parking and friendly faces! Learn more - http://bit.ly/StillwaterAir #stillwater #stillwaterok #stillwaterairport #airport #travel #convenient
Social Media	06/28/20	\$100.00	Twitter: Make your next flight a much smoother experience by flying through Stillwater Regional Airport. You'll be rewarded with short security lines, free parking and friendly faces! Learn more -
Social Media	06/29/20	\$100.00	Facebook: Fly Stillwater Regional Airport and you're home! More info - http://bit.ly/StillwaterAir
Social Media	06/29/20	\$100.00	Instagram: When it's time to travel, book your flights through Stillwater Regional Airport. Don't pay big bucks for your car to sit in a lot for days on end, park for free here! It's just a few minutes from the free parking lot through the short security lines. More information - http://bit.ly/StillwaterAir . #flystillwaterok #flystillwater #visitstillwater #freeparking
Social Media	06/29/20	\$100.00	Twitter: When it's time to travel, @FlyStillwaterOK ! Stillwater Regional Airport offers amenities including shorter lines, non-stop flights and free airport parking. More information - http://bit.ly/StillwaterAir

STILLWATER REGIONAL
AIRPORT REPORT

Website	07/01/19 - 6/30/20	\$1,800.00	visitstillwater.org/tools/transportation - featured content and listing
Total		\$58,050.50	

MERRY MAIN ST. POP-UP SHOPS

Following is a glimpse of activities and avenues in which Visit Stillwater has utilized advertising, promotions, partnerships, public relations, social media, and the Visit Stillwater website to market the Stillwater Holiday Pop-Up Shops on Block 34 Merry Main St.



Merry Main St. Partnership Report July 1, 2019 - December 31, 2019

Service	Date	Value	Service Description
Advertsing	10/01/19 - 12/15/19	\$3,532.50	Digital Ad Campaign with Madden Media promoting Merry Main St.
Advertsing	11/18/19 - 11/30/19	\$1,000.00	Geo-Fencing digital ad campaign promoting Merry Main St. with Stillwater Newspress leading up to Bedlam football game.
Advertsing	12/04/19	\$800.00	Merry Main St. Digital Billoard Placement at Highway 177 north and south for 20 days
Advertsing	12/05/19	\$1,000.00	Stillwater Newspress: 1/4 page Multimedia pacakge in full color
Partnership	07/10/19	\$225.00	Brainstorming meeting with event coordinator
Partnership	07/17/19	\$1,000.00	Event sponsorship for Merry Main St.
Partnership	09/11/19	\$150.00	Brainstorming meeting with event coordinator
Partnership	10/09/19	\$150.00	Brainstorming meeting with event coordinator
Partnership	11/20/19	\$2,100.00	Offset cost of holiday lights in 3 areas outlined by event coordinator
Partnership	12/16/19	\$1,600.00	Christmas tree of lights on Block 34 for Merry Main St.
Promotion	10/24/19	\$75.00	Included on the back ad space for the November Still in the Know postcard
Promotion	11/01/19	\$1,500.00	Included in our November Monthly Event Video distrubted on social media, BancFirst TV, and TV -31
Promotion	11/01/19	\$75.00	Press release uploaded to webiste. https://www.visitstillwater.org/articles/post/merry-main-st-in-downtown-stillwater/
Promotion	11/01/19	\$100.00	Included in our November eNewsletter distributed to 1,800 people
Promotion	11/01/19 - 12/23/19	\$400.00	Event Flier posted in the Visitor Informaiton Center
Promotion	11/10/19-12/22/19	\$1,925.00	Merry Main St. Banner Placement
Promotion	11/10/19-12/22/19	\$500.00	Visit Stillwater employees wore Merry Main St. shirts for six weeks to help promote the event
Promotion	11/25/19	\$75.00	Included on the back ad space for the December Still in the Know postcard
Promotion	11/25/19	\$100.00	Included on the front ad space for the December Still in the Know postcard
Promotion	11/27/19	\$600.00	Designed and distributed 15,000 rack cards promoting Merry Main St. to businesses around Stillwater.
Promotion	11/27/19	\$150.00	Distributed rack cards to al Stillwater hotels, OnCue locations, Visitor stands at Stillwater Regional Airport, Stillwater Radio, Team Radio, TV-31, Stillwater NewsPress, Community Center, Payne County Expo Center, Chamber of Commerce, City of Stillwater, Stillwater Public Library, Postal Pack & Ship, and Downtown Merchants.

MERRY MAIN ST. POP-UP SHOPS

Promotion	12/02/19	\$1,500.00	Included in our December Monthly Event Video distributed on social media, BancFirst TV, and TV -31
Promotion	12/03/19	\$100.00	Blog Posted to Website. https://www.visitstillwater.org/blog/post/holiday-happenings-in-americas-friendliest-college-town/
Public Relations	08/13/19	\$350.00	"The Morning Edition" Interview
Public Relations	09/20/19	\$350.00	"The Morning Edition" Interview
Public Relations	10/15/19	\$350.00	"The Morning Edition" Interview
Public Relations	11/21/19	\$60.00	"The Morning Scramble" November 21, 2019 with Steve Daniels
Public Relations	11/22/19	\$750.00	Visit Stillwater monthly column in the Stillwater Newspress features Merry Main St. events and weekend vendors.
Public Relations	11/25/19	\$350.00	"The Morning Edition" Interview
Public Relations	11/25/19	\$60.00	"The Morning Scramble" November 25, 2019 with Steve Daniels
Public Relations	11/27/19	\$25.00	Stillwater Radio November 27, 2019 with Bill VanNess
Public Relations	12/02/19	\$60.00	"The Morning Scramble" December 2, 2019 with Steve Daniels
Public Relations	12/04/19	\$25.00	Stillwater Radio December 4, 2019 with Bill VanNess
Public Relations	12/05/19	\$60.00	"The Morning Scramble" December 5, 2019 with Steve Daniels
Public Relations	12/06/19	\$500.00	Distributed rack cards to all hotels located in Perry, Guthrie, and Cushing.
Public Relations	12/09/19	\$60.00	"The Morning Scramble" December 9, 2019 with Steve Daniels
Public Relations	12/11/19	\$25.00	Stillwater Radio December 11, 2019 with Bill VanNess
Public Relations	12/12/19	\$60.00	"The Morning Scramble" December 12, 2019 with Steve Daniels
Public Relations	12/13/19	\$350.00	"The Morning Edition" Interview
Public Relations	12/16/19	\$60.00	"The Morning Scramble" December 16, 2019 with Steve Daniels
Public Relations	12/18/19	\$25.00	Stillwater Radio December 18, 2019 with Bill VanNess
Public Relations	12/19/19	\$60.00	"The Morning Scramble" December 19, 2019 with Steve Daniels
Social Media	08/15/19	\$25.00	FB Share: Interested in renting a retail igloo for the holidays? Fill out the form below and be a part of Stillwater's newest event - Merry Main St!
Social Media	08/19/19	\$25.00	FB Share: We can't wait for the holidays and Merry Main St! 🎁
Social Media	10/11/19	\$25.00	FB Share: We look forward to shopping local this holiday season! Merry Main St will be the place to do it!
Social Media	10/11/19	\$100.00	IG: We look forward to shopping local this holiday season! Merry Main St will be the place to do it!
Social Media	10/16/19	\$25.00	FB Share: With only 10 Wednesday's until Christmas, we're excited to share week 2 of Merry Main St vendors! 🎄🎁

MERRY MAIN ST. POP-UP SHOPS

Social Media	10/16/19	\$100.00	IG: With only 10 Wednesday's until Christmas, we're excited to share week 2 of Merry Main St vendors! 🎄🎁
Social Media	10/17/19	\$25.00	FB Share: Here they are shoppers! Week 3 Merry Main St vendors! Get ready to shop 'til you drop! 🎁🎁🎁
Social Media	10/17/19	\$100.00	IG: Here they are shoppers! Week 3 Merry Main St vendors! Get ready to shop 'til you drop! 🎁🎁🎁
Social Media	10/21/19	\$25.00	FB Share: The 4th and final weekend of Merry Main St has been announced! Stillwater small businesses will be featured! #shoplocal
Social Media	10/21/19	\$100.00	IG: The 4th and final weekend of Merry Main St has been announced! Stillwater small businesses will be featured! #shoplocal
Social Media	11/21/19	\$25.00	FB Share: Who doesn't love a charcuterie board?! And right on time for the holiday season. Find out how to impress your friends and family and sign up today!
Social Media	11/30/19	\$100.00	Twitter: Merry Main Street is happening now! Christmas cheer is in the air in Stillwater! Come out and get a jump on your Christmas shopping and shop the incredible week one vendors to grab some gifts or pick up something special for yourself! Info - http://bit.ly/MerryMainStWk1
Social Media	12/01/19	\$100.00	IG: Merry Main Street is happening now! Thanksgiving is over and Christmas cheer is in the air in Stillwater! Come out and get a jump on your Christmas shopping and shop the incredible week one vendors - The Vinedresser, Woodsman Trading Co., Twisted Horn Boutique, and Bella Marie's! It's the perfect place to grab some gifts or pick up something special for yourself! #oklahoma #stillwater #visitstillwater #christmas #merrymainstreet
Social Media	12/05/19	\$100.00	Twitter: It's time for Week 2 of Merry Main Street here in Stillwater! Come shop this week's vendors to get some of your holiday shopping knocked out or to pamper yourself with a holiday treat! For more information - http://bit.ly/MerryMainStWk2
Social Media	12/05/19	\$100.00	Twitter: Looking to get in the Christmas spirit? Check out our blog for a list of Holiday Happenings you don't want to miss! https://www.visitstillwater.org/blog/post/holiday-happenings-in-america's-friendliest-college-town/
Social Media	12/10/19	\$100.00	Twitter: Family coming in for graduation and need something to do? Check out Merry Main St. at Block 34 for a new set of vendors, live music, and a @IronMonkBeergarden! #visitstillwater
Social Media	12/11/19	\$100.00	Twitter: There are only two weekends left to come experience Merry Main Street! There are also other fun activities to go along with the shopping like a Christmas tree farm, S'mores with Firemen, live music, and drinks from IRON MONK Brewing Company! Info- http://bit.ly/MerryMainStWk3

MERRY MAIN ST. POP-UP SHOPS

			IG: There are only two weekends left to come experience Merry Main Street here in Stillwater! Get in the holiday spirit and come check out this week's vendors - DearBritt and C2g Sisters, Pic Print Press, The Round House Bakery and Hey Sister Boutique! There are also other fun activities this weekend to go along with the shopping like a Christmas tree farm, S'mores with Firemen, live music, and a chance to get drinks from IRON MONK Brewing Company! Don't miss this fun weekend of holiday festivities! #oklahoma #stillwater #visitstillwater #merrymainstreet #christmas #holidayshopping
Social Media	12/12/19	\$100.00	
Website	10/20/19 - 12/22/19	\$500.00	Each weekend was listed on the events page of our website.
Total		\$24,012.50	

STILLWATER ARTS FESTIVAL

Report will include all activities and avenues in which Visit Stillwater has utilized advertising, promotions, partnerships, public relations, social media, and the Visit Stillwater website to market the Stillwater Arts Festival.



Stillwater Arts Festival Partnership Report July 1, 2019 - June 30, 2020

Service	Date	Value	Service Description
Promotion	02/13/20	\$600	Designed, printed, and distributed rack cards featuring the Arts Festival at Stillwater Radios Women's Night Out.
Promotion	03/09/20 - 03/16/20	\$500	Banner Placement (Each side)
Promotion	04/01/20	\$1,500	April Monthly Event Video Inclusion
Website	03/01/20 - 03/20/20	\$800	Featured Landing Page on VisitStillwater.org
	Total	\$3,400	



**Free Parking,
Shorter Lines, and
Faster Baggage Claim!**

Calculate your savings
when you Fly Stillwater
with our cost calculator at
FlyStillwaterOk.com.

#FlySWO on American Airlines!



April 17-18
Downtown Stillwater

For more information go to
VisitStillwater.org

Rack Card Design for Women's Night Out