

VISIT STILLWATER

Annual Report FY20-21



EXPERIENCE AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOARD OF DIRECTORS

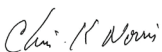
As Stillwater's destination marketing organization, we promote our community as an attractive travel destination and enhance Stillwater's public image as a dynamic place to live and work. Through the impact of travel, we strengthen our economic position and provide opportunities in our community.

Our core mission is to enhance Stillwater's economy, image, and quality of life through the promotion, marketing, and development of the region's visitor economy. In response to an ever-changing travel and tourism industry caused by the COVID-19 pandemic, we have continued to broaden our efforts from marketing to visitors to communicating with residents to support our local business partners.

Visit Stillwater coordinated and promoted the Holidays 2020 campaign to incorporate downtown's Merry Main Street event, along with other locally-held events, sales, and promotions throughout the community. The Stillwater Savings Pass enabled us to incentivize residents to shop local while motivating visitors to shop and experience Stillwater during the holidays. Additionally, our new geocaching tour and Stillwater/OSU/Payne County map appeals to both visitors and residents alike.

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 Board of Directors

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

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

Treasurer - Kent Kinzie - Leonard Jewelry

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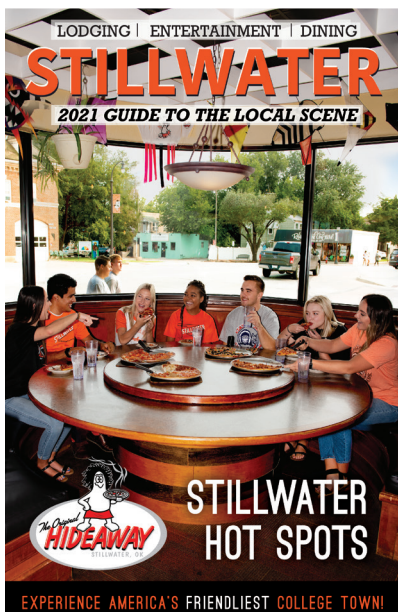
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- Chad Weiberg - OSU Athletics Department

CPA - Mark Gunkel, CPA PC

SEMI-ANNUAL HIGHLIGHTS

The Visit Stillwater team maximized the impact of an evolving comprehensive marketing plan, sales, and service resources, over the 2021 fiscal year. Flexibility and local partnerships contributed significantly toward the ability to attract visitors – primarily representing the agriculture industry – to our community. We ensured community-wide safety protocols were easily found, and did everything possible to enhance Stillwater’s image as a safe visitor destination.



2021 Stillwater Visitor Guide Cover

The *2021 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 44-page annual publication were printed this year, featuring The Original Hideaway Pizza on the cover. 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 partner’s listings to give visitors a more interactive experience.

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).

The Holidays 2020 campaign, including Merry Main Street and the Stillwater Savings Pass, were our primary focus communicated to residents through local media partners and served regionally within Oklahoma through digital marketing platforms.

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, commenting, and interacting. Social media proved to be a very quick avenue in which to update residents and visitors of event postponements, cancellations, or transition to virtual events during most of the fiscal year.

SEMI-ANNUAL HIGHLIGHTS



Snapshot from our December 2020 Video

2020 Holiday Rack Card Design

Video continues to serve as one of the most popular methods in which to connect with visitors and residents. We continued to produce monthly videos spotlighting 6 to 7 events, attractions, or businesses. Last year, 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.

Upon request by our hotel partners, we continued to produce rack cards to distribute from their front desks and within their lobbies. Rack cards spotlighting Holidays 2020, the Stillwater Savings Pass, and FlySWO 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.

Visit Stillwater also created a microsite for Merry Main Street, wrote a story for *Stillwater Living Magazine*, a column for the *Stillwater News Press*, coordinated local television appearances, spotlighted on local radio stations, featured throughout social media channels and monthly videos, and provided banner placement on the visitor center stands. Approximately \$20,267.50 in earned and paid marketing was provided.

Visit Stillwater continued to coordinate a calendar of virtual events and virtual tours, including 360° images, to enable residents to remain active with local organizations and businesses and provide motivation for individuals to decide to visit Stillwater. These features remain available at VisitStillwater.org, although most events transitioned back to in-person the last quarter of the fiscal year.

SEMI-ANNUAL HIGHLIGHTS



Visit Stillwater maintains visitor information stands within the inbound and outbound terminals at the Stillwater Regional Airport and provided approximately \$56,798.00 in earned and paid marketing July 2020 – June 2021. “FlySWO” is a consistent message within virtually all digital and printed marketing efforts.

When talking with event coordinators and meeting planners throughout most of fiscal year 2021, the Visit Stillwater team emphasized a, “postpone, don’t cancel,” mindset. Numerous events continued to postpone to a later date or cancel altogether. While events that were canceled for the second year in a row are of particular concern, we continue to work closely with event planners and meeting venues to retain and bring events back to the community.

Visit Stillwater continued to help local businesses by partnering with the City of Stillwater to serve as a distribution center for masks provided by the City during July. We minimized contact by creating a drive-thru experience for local businesses and offered flexible hours by also being available on Saturday for pick-up.

To further encourage residents to shop local and visitors to make the trip to Stillwater for holiday shopping, 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.

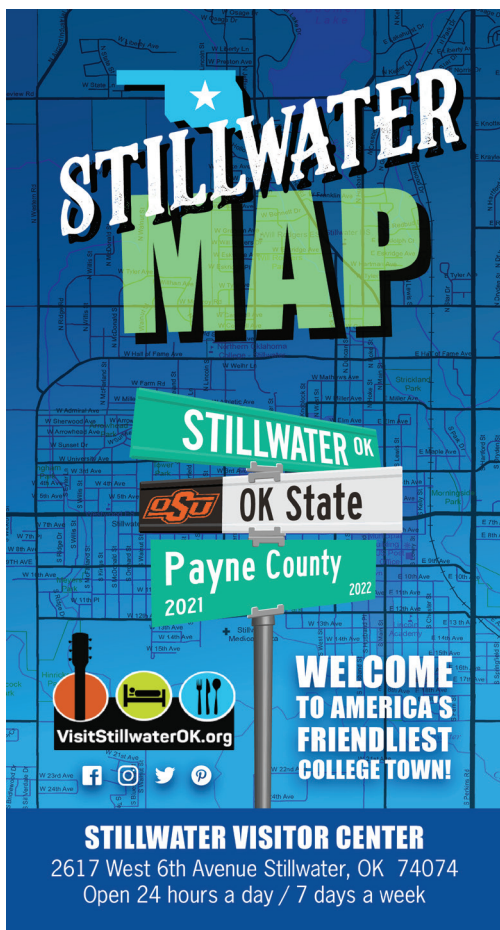


SEMI-ANNUAL HIGHLIGHTS

Through a partnership with Groundspeak, Inc, we coordinated a geocaching trail to once again engage residents 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 proven very popular given the impacts of the COVID-19 pandemic.



Stillwater maps continue to be the most requested item in the 24/7 Visitor Information Center across all age groups and by both locals and visitors. We listened to suggestions and feedback to produce a map that would align with those utilizing it. It is a manageable size, includes Stillwater with a street index, Payne County, and through a partnership with OSU their new campus map. We worked with a local cartographer and designer to produce our first map. Although we printed 12,500 copies, we anticipate producing a map annually to keep up with demand and our ever-changing community.



SEMI-ANNUAL HIGHLIGHTS

The Oklahoma Travel Industry Association held its annual RedBud Awards at the Edmond Conference Center on June 29, 2021. Open to all Oklahoma tourism entities, the RedBud Awards represent the highest honor given in the Oklahoma tourism industry. All entries were evaluated by a slate of tourism professionals on specific criteria including customer service and experience, marketing effectiveness, media relations, variety of audiences reached, value, and overall creativity.



Emceed by Lt. Governor Matt Pinnell and Jenifer Reynolds, 37 awards were given in 20 categories. The awards recognize Oklahoma's top tourism attractions, events, programs, and organizations for outstanding efforts to serve and promote Oklahoma's tourism industry. Three new categories were added to this year's Redbud Awards to recognize the efforts of organizations that successfully navigated the 2020 pandemic using creative marketing efforts. The three categories are Best Virtual Event, Best Covid Collaboration, and Best Pandemic Related Campaign.

Visit Stillwater was honored to be recognized with an unprecedented four awards this year, including the top honor:

- Tourism Organization of the Year – Large Budget Organization
- Best Website – Large Budget Category
- Best Overall Marketing Campaign – Merit Award - Large Budget Organization
- Best Pandemic Related Campaign – Merit Award

In the past, the travel and tourism industry has proven to be resilient. We have an experienced and knowledgeable team with a plan in place to continue to assist our local business partners and event planners through their rescheduling processes. We have also been diligent in monitoring the travel situation in surrounding states to host regional or national events when event planners are unable to do so in their original host site location.

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

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 1,406 total rooms. The University Inn and Suites has remained closed through fiscal year 2021, which decreased total inventory by 115 rooms. The total available listings for short-term rentals ranged from 82 to 100, July 1, 2020 – June 30, 2021.

Hotel Data:

	FY2019 FY2020 FY2021	FY2019 FY2020 FY2021	FY2019 FY2020 FY2021
	Occ %	ADR	RevPAR
Stillwater	47.40% 39.7% 40.0%	\$92.78 \$88.94 \$82.55	\$44.00 \$35.31 \$33.03
Oklahoma	56.20% 39.3% 52.6%	\$80.16 \$71.51 \$76.52	\$45.07 \$28.08 \$40.27

According to STR (subscribed source for hotel data benchmarking, analytics, and marketplace insights), the running 12 months report ending June 30, 2021, reflected Stillwater hotel properties had a 40.0% occupancy rate, \$82.55 ADR (Average Daily Rate), and \$33.03 RevPAR (Revenue Per Available Room). The figures were up from 34.8% occupancy, \$79.09 ADR, and \$27.55 RevPAR for the running 12 months ending December 31, 2020. 14 of 18 properties reported their data to STR during the fiscal year.

Visit Stillwater has invested in data for Oklahoma communities in which we compete for events (Ardmore, Bartlesville, Chickasha, Claremore, Duncan, Edmond, Enid, Muskogee, Norman, Ponca City, Shawnee – and a comparable Big 12 Conference city – Manhattan, Kansas). However, Norman, our Division I, Big 12 Conference partner, is part of the Oklahoma City metroplex with two and a half times our population and a hotel inventory of 3,100 hotel rooms. We do not compare in location, size of community, or hotel inventory with fellow rural communities. Therefore, for a significantly reduced annual contract, we chose to receive only STR data relevant to the Stillwater market moving forward.

Through our membership in the Oklahoma Hotel and Lodging Association, we receive the STR report for the state of Oklahoma and will continue to provide data points for our state. The Oklahoma data includes all reporting hotel properties including economy, upper midscale, upscale, and luxury class properties, and communities of all sizes, including urban and rural.

LODGING TAX

July 1, 2019, the Oklahoma Tax Commission (OTC) began collecting the Stillwater lodging tax. There is now 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 were only 11 months of hotel room taxes remitted during FY 2020. Total lodging tax collections for fiscal year 2021 reflected a 20% decrease over the previous year, a substantial improvement over the 35% decrease reflected at mid-year, December 31, 2020. March and April 2021 collections were comparable to 2019, pre-pandemic figures.

Airbnb and VRBO Data:

	FY 2019 <small>June 30, 2019</small>	FY 2020 <small>June 30, 2020</small>	FY 2021 <small>June 30, 2021</small>
Room Nights	2,239	2,843	2,936
Listing Nights	835	1,116	1,083
Occupancy	51.1%	53.4%	59.9%
ADR	\$141.68	\$158.67	\$163.17
RevPAR	\$72.44	\$84.81	\$97.79

Beginning July 1, 2019, lodging tax was also collected from short-term rental properties through Airbnb and remitted directly to the OTC. According to AirDNA (Vacation/Short-term rental market data), on June 30, 2021, there were 82 total available listings in Stillwater.

Stillwater's short-term rental properties ended the month of June 2021 reflecting a 59.9% occupancy rate, \$163.17 ADR (Average Daily Rate), and \$97.79 RevPAR (Revenue Per Available Room), compared to 36.6% occupancy rate, \$179.90 ADR, and \$65.82 RevPAR on December 31, 2020.

Short-term rental properties gained popularity during the COVID-19 pandemic because they are primarily private residences that serve as quarantine or social distancing retreats while traveling.



Lodging Tax:

	FY '18 Month	FY '18 Year	FY '19 Month	FY '19 Year	FY '20 Month	FY '20 Year	FY '21 Year	Delinquent
July	\$83,456.74	\$83,456.74	\$68,258.45	\$68,258.45	\$91,155.80	\$91,155.80	\$27,429.06	OTC- May Collections
Aug.	\$66,828.11	\$150,284.85	\$65,209.61	\$133,468.06	\$0	\$0	\$63,487.86	OTC - June Collections
Sept.	\$77,282.17	\$227,567.02	\$73,407.44	\$206,875.50	\$57,331.62	\$148,487.42	\$106,970.72	OTC - July Collections
Oct.	\$71,791.18	\$299,358.20	\$89,252.82	\$296,128.32	\$74,731.27	\$223,218.69	\$155,381.36	OTC- August Collections
Nov.	\$78,065.06	\$377,423.26	\$89,630.03	\$385,758.35	\$78,398.65	\$301,617.34	\$195,986.14	OTC- September Collections
Dec.	\$78,728.42	\$456,151.68	\$49,870.49	\$435,628.84	\$92,887.31	\$394,504.65	\$255,914.66	OTC-October Collections
Jan.	\$44,690.29	\$500,841.97	\$42,873.62	\$478,502.46	\$77,277.40	\$471,782.05	\$301,605.94	OTC-November Collections
Feb.	\$43,788.86	\$544,630.83	\$37,782.22	\$516,284.68	\$56,037.87	\$527,409.40	\$331,927.29	OTC - December Collections
March	\$44,463.57	\$589,094.40	\$45,820.17	\$562,104.85	\$44,589.48	\$572,409.40	\$365,054.92	OTC - January Collections
April	\$65,291.10	\$654,385.50	\$65,795.80	\$627,900.65	\$54,001.73	\$626,411.13	\$400,907.64	OTC - February Collections
May	\$75,936.23	\$730,321.73	\$72,382.19	\$700,282.84	\$28,766.95	\$655,178.08	\$468,001.93	OTC - March Collections
June	\$118,983.09	\$849,304.82	\$80,307.55	\$780,590.39	\$18,032.97	\$673,211.05	\$536,726.38	OTC - April Collections
		6% increase		8% decrease		14% decrease	20% decrease	
City's Budgeted Amount		\$750,000		\$720,000		\$800,000	\$500,000	

- FY 2020 - OTC began collecting lodging tax.
- July 2021 reflects past due collections

VISIT STILLWATER DELIVERABLES

A. Marketing & Communications	FY 18-19	FY 19-20	FY 20-21	Goal	% of Goal
Increase website traffic by 25%	249,076	281,164	297,711	351,455	85%
Increase website pageviews by 10%	568,329	446,488	462,329	491,137	94%
Increase website sessions originating from Dallas DMA by 5%	75,485	55,255	58,685	58,018	101%
Increase referred traffic from social media to website by 10%	15,219	18,570	23,702	20,427	116%
Increase social media followers by 10%	12,234 (FB)	22,663	25,889	24,929	104%
Produce 125 sweepstakes giveaways	135	64	89	125	71%
Promote 1,000 locally held events	1,213	2,411	1,185	1,000	119%
Distribute 125 news releases promoting Stillwater attractions, events, and activities	185	57	148	125	118%
Produce 12 videos promoting Stillwater attractions, events, and activities	12	9	12	12	100%
Write 24 blog posts promoting Stillwater attractions, events, and activities	24	26	29	24	121%

Although we were recognized this year with the RedBud Award for the best tourism-related website, traffic was the hardest hit of the deliverables within our marketing campaign as a result of the COVID-19 pandemic. VisitStillwater.org is heavily focused on our events page, and with numerous events canceled or postponed for the majority of the year, we had a decrease in website traffic and pageviews.

We performed much better than many of our counterparts across the country due in great part to our modified marketing plan to focus primarily on communicating with residents. To assist our local business partners during the pandemic, we served as a consistent source of updated information locally, while continuing to provide individuals motivation to visit us when the time was right. We had a reduced "Sweepstakes Giveaway" program this year due to the number of events that simply did not occur.



VISIT STILLWATER DELIVERABLES

Market/assist 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	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 (Canceled)												
Halloween Fest (Canceled)				X								
Boomer Blast (Cancelled FY2020)	X										X	X
Friday Food Trucks & Tunes (Canceled)												
Christmas Parade		X	X	X	X	X						
Merry Main St.	X	X	X	X	X	X						
Dancing with Daddy (Canceled)												
Mummy and Son Dance (Canceled)				X								
Cops & Bobbers Fishing Event (Canceled)												



VISIT STILLWATER DELIVERABLES

B. Meeting & Event Sales	FY 18-19	FY 19-20	FY 20-21	Goal	% of Goal
Increase new events booked through Visit Stillwater efforts by 10% (1a)	37	41	43	45	96%
Increase attendance at existing events and activities booked through Visit Stillwater efforts by 10% (1b)	---	13,979	14,628	15,377	95%
Generate 80 hotel room blocks (2)	80	92	83	80	104%
*Number of Potential Room Nights (3)	8,195	11,463	10,218	---	---
*Number of Actual Booked Room Nights (4)	7,178	3,965	2,884	---	---
*Number of Groups Serviced (5)	128	142	128	---	---
Increase new client sales accounts by 20% (6)	81	97	98	116	84%
Increase assisted sales account leads by 25% (7)	48	63	53	79	67%

1a & 1b. Although fewer events, there was substantial increased attendance.

2. Hotel room blocks include Definite, Tentative, and Lost Business.

3. Potential room nights include Definite and Tentative.

4. Actual booked room nights only include Definite.

5. Groups serviced includes Definite, Assisted, Tentative, and Lost Business.

6. It was a challenging year to get planners to discuss potential events.

7. There were substantially fewer groups to assist this year.

Hotel occupancy was, and continues to be, greatly impacted by the COVID-19 pandemic. We have continued to work with event coordinators, assisting them in the planning stages of their event. We have been able to retain and recruit numerous livestock events to the Stillwater area during this time, due to the facilities at the Payne County Expo Center. The last quarter of this year we were able to once again utilize event and athletic venues throughout the community and OSU campus.

These events include:

- Pistol Pete Classic Sheep Show
- Stillwater Quilting Retreat
- Cowboy Classic Junior American Boer Goat Association
- Payne County Bull Bash
- Griswold Classic Cattle Sale
- 2020 Cowboy Cup
- Cowboy Farm Toy Show
- Response Classic Hog Show
- Mid American Spectacular Goat Sale & Show
- Oklahoma Club Calf Association Summer Sensation Cattle Show
- Oklahoma Cattlemen's Association Summer Preview Show and Fitting Clinic
- International Brick Collectors Meeting & Swap
- Mini Silky Fainting Goat Show
- May Dayz Fashion and Market
- You Gotta Believe Show Goat Camp
- OK/TX Longhorn Association Show
- EPOS Sports Camp
- Southern National Dairy Show

VISIT STILLWATER DELIVERABLES

C. Meeting & Event Client Services	FY 18-19	FY 19-20	FY 20-21	Goal	% of Goal
Coordinate 12 site inspections or familiarization (FAM) tours	11	12	8	12	67%
Number of communications with existing clients	1,119	1,696	1,131	---	---

There was not an opportunity to host decision makers on tours for the majority of the year.

Reasons Why a New Event Chose Stillwater:

1. We have the same number of people for our event but we need a larger venue for social distancing and our budget did not increase. Stillwater had options for us to pick from to host our event.
2. We had a smaller group than in past years and a smaller budget for our event. Stillwater had options that would fit into our budget and also meet all of our needs.
3. We love that Stillwater has things for families to do in the evenings and during the day while attending a show at the Expo Center. It also helps that you have restaurants open late for families who don't leave the barns until after 9:00 pm during the summer.
4. Stillwater is a great place that we could call home and we want to show it off to our group.
5. We love hosting our camp at OSU. They have been great to work with and they also give us room to grow for future years.

Reasons Why a Prospective Event Chose Another City:

1. We needed a smaller venue that had most of the same options as the large venues.
2. This year we need a bigger venue with a smaller number of people and a smaller budget.
3. Our meeting is small enough this year we can host it in our own conference room.
4. Meridian Technology was unable to secure a room for the event this year.
5. We decided to host a Zoom meeting this year.

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

1. Did not host an event due to COVID-19 this year.
2. We were unable to host our event on campus with the same features we have had in past years.
3. We hosted a hybrid event this year and held the in-person part in our own conference room.

VISIT STILLWATER DELIVERABLES

D. Enhanced Visitor Experiences	FY 18-19	FY 19-20	FY 20-21	Goal	% of Goal
Distribute <i>Stillwater Visitor Guides</i> to visitors through available distribution channels and in response to online and telephone requests	For fiscal year 94,937	2020 Guide 100,000	2021 Guide 71,371	Per Edition 100,000	---
Gather demographic data on Stillwater visitors	---	---	---	---	---
Report the number of walk-in visitors to Visit Stillwater office and Visitor Center	5,515	7,107	4,036	---	---

We documented *Stillwater Visitor Guide* distribution by the edition produced on the calendar year, rather than on a fiscal year basis.

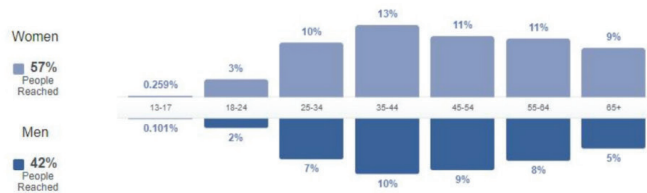
The visitor tracking equipment records each trip through the doorway, including staff, board members, and groups utilizing our conference room. It also doesn't track each individual when a door is held open for large groups to enter together. Therefore, we have estimated approximately 45% of the count is reflective of the number of visitors who stopped by the 24/7 Visitor Information Center for assistance.



VISIT STILLWATER DELIVERABLES

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

Facebook User Demographics

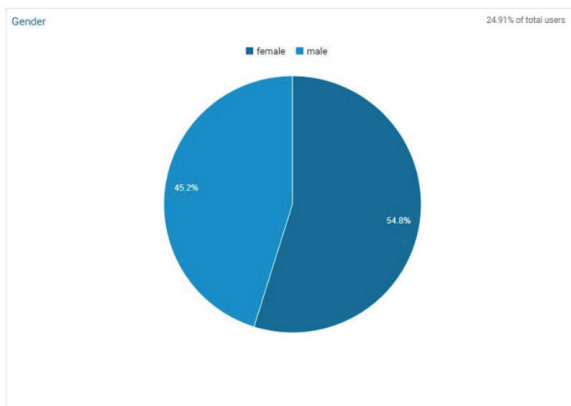
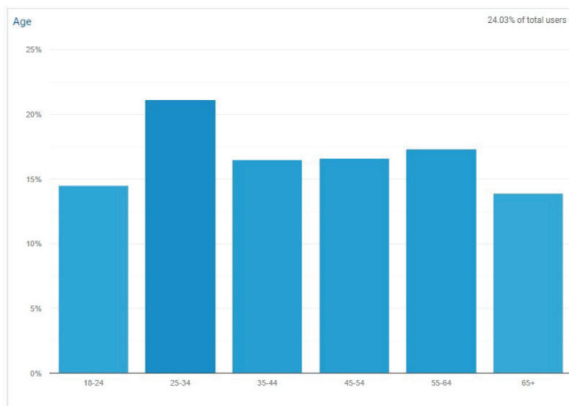


Country	People Reached	City	People Reached	Language	People Reached
United States of America	90,655	Stillwater, OK	8,729	English (US)	89,247
Canada	301	Oklahoma City, OK	4,655	English (UK)	1,092
Germany	159	Tulsa, OK	2,979	Spanish	767
United Kingdom	80	Edmond, OK	1,785	French (France)	170
Hungary	75	Enid, OK	1,359	German	171
Finland	67	Cushing, OK	1,238	Spanish (Spain)	88
India	64	Broken Arrow, OK	1,172	Portuguese (Brazil)	84
Mexico	53	Wichita, KS	1,120	Hungarian	82
Australia	48	Ponca City, OK	982	Finnish	64
France	34	Perkins, OK	960	Simplified Chinese (Chi...	37

Website Visitors by State

1.	Oklahoma	98,128 (42.83%)
2.	Texas	57,683 (25.18%)
3.	Illinois	11,505 (5.02%)
4.	Kansas	6,437 (2.81%)
5.	California	5,348 (2.33%)
6.	Missouri	5,189 (2.26%)
7.	Minnesota	4,532 (1.98%)
8.	Arkansas	4,332 (1.89%)
9.	(not set)	4,041 (1.76%)
10.	Iowa	3,223 (1.41%)

Website Visitor Demographics



STILLWATER REGIONAL AIRPORT REPORT

This report includes 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, 2020 - June 30, 2021			
Service	Date	Value	Service Description
Advertising	07/01/20 - 06/30/21	\$7,065.00	Digital Ad Campaign with Madden Media promoting Stillwater Regional Airport 2020 Payne County Fair Book™ 1/2 page color ad Banner on ad: #FlySWO on
Advertising	07/17/20	\$600.00	American Airlines
Advertising	07/24/20	\$2,200.00	Fall STATE Magazine: Full page, color ad distributed to 35,000 OSU alumni and fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	08/28/20	\$4,300.00	2021 Oklahoma Travel Guide: 1/2 page color ad Banner on ad: #FlySWO on American Airlines
Advertising	11/02/20	\$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	11/17/20	\$300.00	Fall POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	12/01/20	\$300.00	Winter POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: #FlySWO direct on American Airlines!
Advertising	12/05/20	\$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	03/12/21	\$600.00	Spring POSSE Magazine: Full Page, color ad distributed to 9500 OSU Athletics fans. Banner on ad: #FlySWO direct on American Airlines!
Advertising	04/16/21	\$750.00	Panhellenic Recruitment Guide: Full page, color ad distributed in Fall 2021 Recruitment bags handed out to incoming freshmen students
Advertising	04/19/21	\$2,200.00	Spring STATE Magazine: Full page, color ad distributed to 35,000 OSU alumni and fans. Banner on ad: #FlySWO direct on American Airlines
Partnership	07/01/20 - 06/30/21	\$3,200.00	Acquire STATE magazine, POSSE magazine, and Chamber's Commerce Magazine, along with Visit Stillwater publications for inbound and and outbound visitor information stands.
Partnership	08/21/20	\$500.00	Worked with Stillwater Regional Airport to gain letters of support to continue air service.
Promotion	07/01/20 - 06/30/21	\$5,000.00	Stillwater Visitor Guide: Page 4 Feature, Page 10 Feature, Page 41 Listing - 100,000 copies distributed and online version
Promotion	07/01/20	\$100.00	July 2020 eNewsletter Inclusion
Promotion	07/01/20	\$1,500.00	Included in 2020 Promo Video
Promotion	07/22/20	\$100.00	August 2020 SITK Postcard Front Ad
Promotion	07/31/20	\$100.00	August 2020 eNewsletter Inclusion
Promotion	08/21/20	\$75.00	Press Release Uploaded to Website: https://www.visitsstillwater.org/articles/category/stillwater-regional-airport/593f0117a1a4ee5e1a9bc5d1/
Promotion	08/22/20	\$100.00	September 2020 SITK Postcard Front Ad
Promotion	09/01/20	\$100.00	September 2020 eNewsletter Inclusion
Promotion	10/01/20	\$100.00	October 2020 eNewsletter Inclusion
Promotion	10/20/20	\$100.00	October 2020 SITK Postcard Front Ad
Promotion	10/20/20	\$100.00	November 2020 eNewsletter Inclusion
Promotion	11/14/20	\$600.00	Distributed a total of 10,000 FlySWO/Holidays 2020/Stillwater Saving Pass rack cards to local partners and hotels
Promotion	12/01/20	\$100.00	December 2020 eNewsletter Inclusion
Promotion	12/22/20	\$100.00	January 2021 SITK Postcard Front Ad
Promotion	12/30/20	\$100.00	January 2021 eNewsletter Inclusion
Promotion	02/03/21	\$100.00	February 2021 eNewsletter Inclusion
Promotion	02/03/21	\$75.00	February 2021 SITK Postcard Back Ad
Promotion	03/01/21	\$100.00	March 2021 eNewsletter Inclusion
Promotion	04/02/21	\$100.00	April 2021 eNewsletter Inclusion
Promotion	04/02/21	\$100.00	April 2021 SITK Postcard Front Ad
Promotion	04/30/21	\$75.00	May 2021 SITK Postcard Front Ad
Promotion	04/30/21	\$100.00	May 2021 eNewsletter Inclusion
Promotion	06/10/21	\$75.00	June 2021 SITK Postcard Front Ad
Promotion	06/30/21	\$100.00	June 2021 eNewsletter Inclusion
Promotion	7/1/20 - 12/31/20	\$7,425.00	Banner Placement
Promotion	7/1/20 - 06/30/21	\$600.00	On-Hold Message
Promotion	7/6/20 - 11/2/20	\$4,950.00	Banner Placement
Public Relations	07/21/20	\$100.00	"The Morning Edition" - discussed with guest
Public Relations	08/12/20	\$25.00	Stillwater Radio with Bill VanNess

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Public Relations	08/26/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	08/26/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	08/26/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	09/01/20	\$350.00	"The Morning Edition" Interview
Public Relations	09/02/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	09/02/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	09/03/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	09/14/20	\$350.00	"The Morning Edition" Interview
Public Relations	09/14/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	09/17/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	10/07/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	10/22/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	11/02/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	11/11/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	11/25/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	12/03/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/16/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	01/06/21	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	01/20/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	02/11/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	02/24/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	03/10/21	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	03/31/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	04/07/21	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	04/19/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	05/05/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	05/19/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	06/03/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	06/23/21	\$25.00	Stillwater Radio with Bill VanNess
Social Media	07/08/20	\$100.00	Facebook Post: Start your vacation or business trip out on a relaxed note by booking your flight at the Stillwater Regional Airport! Skip the long lines and avoid the wait time when you fly through security where you're guaranteed to have fewer than 49 other passengers in front of you. More information -
Social Media	07/13/20	\$100.00	Facebook Post: Whether your trip is business or pleasure, start it off right at the Stillwater Regional Airport. They offer a nonstop flight to DFW, where you can then jet off to over 800 different locations! It's the perfect way to start your trip off stress free! For more information click here - http://bit.ly/StillwaterAir
Social Media	07/25/20	\$100.00	Facebook Post: Planning your end of summer vacation? Book your flight out of Stillwater and save some extra money to put towards your trip! The Stillwater Regional Airport offers competitive fares so you can get the most out of your money! For more information click here - http://bit.ly/StillwaterAir
Social Media	08/12/20	\$100.00	Facebook Post: Whether you're traveling for business or pleasure, make sure to book your flight out of the Stillwater Regional Airport! Enjoy all of the benefits of flying out of a smaller airport like short lines, free parking and more so you can start your trip off stress-free! For more information click here - http://bit.ly/StillwaterAir
Social Media	08/12/20	\$100.00	Instagram Post: Whether you're traveling for business or pleasure, make sure to book your flight out of the Stillwater Regional Airport! Enjoy all of the benefits of flying out of a smaller airport like short lines, free parking and more so you can start your trip off stress-free! #oklahoma #stillwater #visitsstillwater
Social Media	08/26/20	\$100.00	had on air travel, American Airlines is suspending service to the Stillwater Regional Airport, along with 14 other airports nationwide. Air travel has played an important part in our travel and tourism industry as visitors, students, and business travelers rely on it for fast and easy access to the city. The shutdown will last until November 3rd, when they will then re-assess their plan based on CARES Act support, so we need to let them know how much our community relies on air service being restored. Click the link below to visit our website and learn how to contact your congress members and our partners with American Airlines to let them know how much the Stillwater Regional Airport helps improve the visitor experience, as well as the quality of life for Stillwater residents.

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			<p>had on air travel, American Airlines is suspending service to the Stillwater Regional Airport, along with 14 other airports nationwide. Air travel has played an important part in our travel and tourism industry as visitors, students, and business travelers rely on it for fast and easy access to the city.</p> <p>The shutdown will last until November 3rd, when they will then re-assess their plan based on CARES Act support, so we need to let them know how much our community relies on air service being restored. Click the link in our bio to visit our website and learn how to contact your congress members and our partners with American Airlines to let them know how much the Stillwater Regional Airport helps improve the visitor experience, as well as the quality of life for Stillwater</p>
Social Media	08/27/20	\$100.00	<p>Twitter Post: Help us save air travel to the Stillwater Regional Airport! Contact your elected officials in DC and let them know how much our community benefits from direct flights in and out of town! Click the link to read more and find out how you can help! http://bit.ly/StillwaterAirInfo</p>
Social Media	08/29/20	\$100.00	<p>Twitter Post: Flight service is returning to the Stillwater Regional Airport in Oct. and it's the perfect time to start planning your fall getaway! With benefits like free parking, short lines, & competitive fares, there's no better place to start your trip than here! http://bit.ly/StillwaterAir</p>
Social Media	09/19/20	\$100.00	<p>Facebook Post: We are so excited to see commercial flights continue at Stillwater Regional Airport! #FlySWO this fall and come experience America's Friendliest College Town!</p>
Social Media	11/11/20	\$100.00	<p>Facebook Post: The Stillwater Regional Airport makes holiday travel a breeze! Whether you're going to visit family or have family coming in from out of town, the Stillwater Regional Airport is fast, convenient, and gives you one less thing to worry about this season! For more information on the airport click here - http://bit.ly/StillwaterAir</p>
Social Media	12/20/20	\$100.00	<p>Twitter Post: The Stillwater Regional Airport makes holiday travel a breeze! Whether you're going to visit family or have family coming in from out of town, the Stillwater Regional Airport is fast, convenient, and gives you one less thing to worry about this season! http://bit.ly/StillwaterAir</p>
Social Media	12/20/20	\$100.00	<p>Facebook Post: Leave 2020 behind as you jet off to new adventures in the new year with the help of Stillwater Regional Airport! Their short lines, free parking, and convenient location make for the perfect place to start your trip off stress free! For more information click here - http://bit.ly/StillwaterAir</p>
Social Media	12/29/20	\$100.00	<p>Twitter Post: Leave 2020 behind as you jet off to new adventures in the new year with the help of Stillwater Regional Airport! Their short lines, free parking, and convenient location make for the perfect place to start your trip off stress free! http://bit.ly/StillwaterAir</p>
Social Media	12/29/20	\$100.00	<p>Instagram Post: Leave 2020 behind as you jet off to new adventures in the new year with the help of Stillwater Regional Airport! Their short lines, free parking, and convenient location make for the perfect place to start your trip off stress free! #oklahoma #stillwater #visitsstillwater #travel #2021 #newyear</p>
Social Media	12/30/20	\$100.00	<p>Facebook Post: 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</p>
Social Media	01/06/21	\$100.00	<p>Twitter Post: When it's time to travel, book your flights through Stillwater Regional Airport! Stillwater Regional Airport offers the maximum convenience along with FREE PARKING. Don't pay big bucks for your car to sit in a lot for days on end, park for free here! http://bit.ly/StillwaterAir</p>
Social Media	01/06/21	\$100.00	<p>Instagram Post: 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 #visitsstillwater #freeparking</p>
Social Media	01/14/21	\$100.00	<p>Facebook Post: Whether your trip is business or pleasure, start it off right at the Stillwater Regional Airport. They offer a nonstop flight to DFW, where you can then jet off to over 800 different locations! It's the perfect way to start your trip off stress free! For more information click here: http://bit.ly/StillwaterAir</p>
Social Media	01/14/21	\$100.00	<p>Twitter Post: Whether your trip is business or pleasure, start it off right at the Stillwater Regional Airport. They offer a nonstop flight to DFW, where you can then jet off to over 800 different locations! It's the perfect way to start your trip off stress free! http://bit.ly/StillwaterAir</p>

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Social Media	01/14/21	\$100.00	Instagram Post: Whether you're traveling for business or pleasure, make sure to book your flight out of the Stillwater Regional Airport! Enjoy all of the benefits of flying out of a smaller airport like short lines, free parking and more so you can start your trip off stress-free! #oklahoma #stillwater #visitstillwater
Social Media	02/07/21	\$100.00	Facebook Post: Free parking, shorter lines, and flexibility with American Airlines - What's not to love?! Book your flight out of Stillwater Regional Airport (SWO) today! #FlySWO For more information - http://bit.ly/TransportationVS
Social Media	02/07/21	\$100.00	Twitter Post: Free parking, shorter lines, and flexibility with American Airlines - What's not to love?! Book your flight out of the Stillwater Regional Airport (SWO) today! #FlySWO.
Social Media	02/07/21	\$100.00	For more information - http://bit.ly/TransportationVS
Social Media	04/19/21	\$100.00	Facebook Post: Who doesn't love a Stillwater sunrise? Enjoy this view along with free parking and shorter lines when you fly American Airlines through Stillwater Regional Airport.
Social Media	04/19/21	\$100.00	📷: @lyonsseeking
Social Media	04/19/21	\$100.00	Twitter Post: Who doesn't love a Stillwater sunrise? Enjoy this view along with free parking and shorter lines when you fly American Airlines through Stillwater Regional Airport.
Social Media	04/19/21	\$100.00	Camera with flash: @lyonsseeking
Social Media	04/20/21	\$100.00	Instagram Post: Who doesn't love a Stillwater sunrise? Enjoy this view along with free parking and shorter lines when you fly American Airlines through Stillwater Regional Airport. #oklahoma #stillwater #visitstillwater #travel
Social Media	04/20/21	\$100.00	📷: @lyonsseeking
Social Media	05/25/21	\$100.00	Facebook Post: Calling all Cowboys and Cowgirls! With summer months upon us, make sure to book flights through Stillwater Regional Airport on American Airlines for all your travel needs. You'll love the shorter lines, free parking, and reasonable rates. For more information click here - http://bit.ly/StillwaterAir
Social Media	05/27/21	\$100.00	Twitter Post: Calling all Cowboys and Cowgirls! With summer months upon us, make sure to book flights through Stillwater Regional Airport on American Airlines for all your travel needs. You'll love the shorter lines, free parking, and reasonable rates. More info - http://bit.ly/StillwaterAir
Social Media	05/30/21 - 07/01/20 -	\$100.00	Instagram Post: Calling all Cowboys and Cowgirls! With summer months upon us, make sure to book flights through Stillwater Regional Airport on American Airlines for all your travel needs. You'll love the shorter lines, free parking, and reasonable rates. #oklahoma #stillwater #visitstillwater #stillwaterairport
Website	06/30/21	\$5,000.00	visitstillwater.org/tools/transportation - featured content and listing
Total		\$56,798.00	

This report includes activities and avenues in which Visit Stillwater has utilized advertising, promotions, partnerships, public relations, social media, and the Visit Stillwater website to market Merry Main Street activities.

 Merry Main St. Partnership Report July 1, 2020 - December 31, 2020			
Service	Date	Value	Service Description
Advertsing	11/01/20 - 12/31/20	\$3,532.50	Digital Ad Campaign with Madden Media promoting Merry Main St. 4 Ads in Guthrie News Leader, 4 Facebook posts, and 1 digital ad on guthrienewsleader.net
Advertsing	12/01/20	\$355.00	
Advertsing	12/11/20	\$325.00	1/2 page ad in The Edmond Way
Advertsing	10/01/20	\$870.00	1/6 page ad in Oklahoma Magazine
Partnership	08/10/20	\$225.00	Brainstorming meeting with event coordinator
Partnership	08/26/20	\$150.00	Brainstorming meeting with event coordinator
Partnership	08/15/20	\$150.00	Brainstorming meeting with event coordinator
Partnership	12/16/20	\$900.00	Provided information to OETA for a story on Merry Main St. and Holiday activated happening in Downtown Stillwater
Promotion	10/30/20	\$100.00	Included in the November 2020 SITK postcard
Promotion	11/01/20	\$100.00	Included in the November eNewsletter
Promotion	11/14/20	\$600.00	Distribued 10,000 Holidays 2020/Merry Main St./Stillwater Savings Pass rack cards to local partners and surrounding communities
Promotion	11/22/20	\$100.00	Included in the December 2020 SITK postcard
Promotion	12/01/20	\$100.00	Included in December 2020 eNewsletter
Promotion	12/01/20	\$1,500.00	Included in the December Monthly Event Video
Promotion	12/15/20	\$100.00	Included in Blog Post
Promotion	12/30/20	\$100.00	Included in January 2021 eNewsletter
Promotion	12/30/20	\$100.00	Included in the January 2021 SITK postcard
Promotion	11/1/20 - 12/31/20	\$100.00	On-Hold Message
Public Relations	09/29/20	\$350.00	"The Morning Edition" Interview
Public Relations	10/12/20	\$350.00	"The Morning Edition" Interview
Public Relations	10/14/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Pubic Relations	10/14/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	10/14/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/03/20	\$350.00	"The Morning Edition" Interview
Pubic Relations	11/04/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM

MERRY MAIN ST.

Public Relations	11/04/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	11/04/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/09/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	11/11/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/11/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	11/11/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	11/16/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	11/18/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/18/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	11/18/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	11/19/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	11/23/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	11/25/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/25/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	11/25/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	12/02/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	12/02/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	12/02/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	12/03/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/07/20	\$350.00	"The Morning Edition" Interview
Public Relations	12/07/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/09/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	12/09/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	12/09/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	12/10/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/14/20	\$350.00	"The Morning Edition" Interview
Public Relations	12/14/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/16/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	12/16/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM

Public Relations	12/16/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	12/17/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/21/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/28/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	11/2/20 - 12/31/20	\$2,475.00	Banner Placement
Public Relations	11/2/20 - 12/31/20	\$2,475.00	Banner Placement
Social Media	11/05/20	\$100.00	Instagram Post: Christmas is NOT canceled! In fact it's starting early this year! Join us on November 14th for the kickoff of our Reverse Christmas Parade! Retailers and residents can deck out their businesses or houses so people can drive by and view the masterpieces that were created! Lights will stay up throughout the holiday season for a great way to enjoy things at your own pace and as many times as you want! For more info click the link in our bio!
Social Media	11/08/20	\$100.00	Twitter Post: Stillwater will be bursting with holiday cheer this season! Come celebrate with us during our Holidays 2020 events starting November 14th! You don't want to miss all of the magic of the season here in Stillwater! http://bit.ly/Holidays2020VS
Social Media	11/09/20	\$100.00	Facebook Post: Stillwater will be bursting with holiday cheer this season! Come celebrate with us during our Holidays 2020 events starting November 14th! With events such as the Christmas Parade of Lights – in reverse, Merry Main St., and dazzling lights displays set to music, you don't want to miss all of the magic of the season here in Stillwater! For more information click here - https://bit.ly/VSHolidays
Social Media	11/13/20	\$100.00	Facebook Post: Get in the holiday spirit with the Reverse Christmas Parade of Lights and Merry Main St. kicking off tomorrow at 6pm! Enjoy light displays around town and a special appearance from Santa across from Eskimo Joe's 5pm to 6:30pm. For a map of parade participants click here: https://bit.ly/ReverseMap
Social Media	11/14/20	\$500.00	Facebook Live: Planned and coordinated two separate Facebook live videos promoting Merry Main St. and the Reverse Christmas Parade of Lights.
Social Media	11/20/20	\$100.00	Facebook Post: Bring some extra magic to the holiday season with a carriage ride at Merry Main St! Experience the dazzling downtown lights in style as you enjoy a horse drawn carriage ride with your family to make the holidays extra special! For more information click here - https://bit.ly/CarriageMMS
Social Media	12/06/20	\$100.00	Facebook Post: Celebrate the holidays in Stillwater! We've put everything you need to know about all of the festive fun going on this season on one page! Whether you want to shop at one of our locally owned businesses like Typo Market for some one-of-a-kind gifts, bring the family out to look at Christmas lights, or find holiday events going on around town, you can find everything you need by clicking the link below! Get started now and plan your holiday trip to Stillwater! https://bit.ly/Holidays2020VS
Social Media	12/06/20	\$100.00	Twitter Post: Celebrate the holidays in Stillwater! We've put everything you need to know about all of the festive fun going on this season on one page so you can find exactly what you're looking for! Click the link to explore businesses, light displays, and events! https://bit.ly/Holidays2020VS

Social Media	12/12/20	\$100.00	Facebook Post: If you're in town for the Response Hog Show at the Payne County Expo Center we want to welcome you to Stillwater! While you're here make sure to check out all of the exciting holiday events going on around town and stop in for a meal at one of our local restaurants. Our Holidays 2020 page is a great place to start with a map of holiday light displays, local shopping hotspots and more - https://www.visitstillwater.org/stillwater-holidays/ . We're glad you're here!
Social Media	12/15/20	\$100.00	Facebook Post: Stillwater is bursting with holiday cheer! Whether you're looking for the perfect holiday date night or something fun and festive to do with the whole family, you'll find the perfect way to spend the holidays here in Stillwater! Click the link below to head to our blog and find information about holiday art classes, light displays, events, and more! https://bit.ly/HolidayBlogVS
Social Media	12/15/20	\$100.00	Twitter Post: Stillwater is bursting with holiday cheer! Whether you're looking for the perfect holiday date night or something fun and festive to do with the whole family, you'll find the perfect way to spend the holidays here in Stillwater! Click for info - http://bit.ly/HolidayBlogVS
Social Media	12/16/20	\$100.00	Facebook Post: Have you taken part in any of our Holidays 2020 festivities yet?! Head to our website by clicking the link below to find all of the information you need to live it up in Stillwater this holiday season! From light displays to fun holiday events to places to shop local, our Holidays 2020 celebration encompasses everything you love about this magical time of year! We look forward to celebrating with you! https://bit.ly/Holidays2020VS
Social Media	12/16/20	\$100.00	Instagram Post: Stillwater is bursting with holiday cheer! Whether you're looking for the perfect holiday date night or something fun and festive to do with the whole family, you'll find the perfect way to spend the holidays here in Stillwater! Click the link in our bio to head to our blog and find information about holiday art classes, light displays, events, and more! https://bit.ly/HolidayBlogVS
Social Media	12/17/20	\$100.00	Facebook Post: Have yourself a merry little Christmas in Stillwater and come enjoy the holiday magic of Merry Main St! Bring the family out to marvel at the incredible display of over 85,000 lights set to your favorite Christmas tunes and make memories you will cherish for years to come! For more information on Merry Main Street click here - https://bit.ly/MerryMain
Social Media	12/28/20	\$100.00	Facebook Post: Christmas has come and gone, but there is still some holiday cheer left in Stillwater! Our Holidays 2020 celebration is going on through January 10th so if you missed out on any of the fun you still have time to experience the magic of the season! For more information click here - https://bit.ly/Holidays2020VS
Website	10/20/19 - 12/22/19	\$1,000.00	Created a specific Merry Main St. page on VisitStillwater.org and included event on our calendar.
Total		\$20,267.50	