

# VISIT STILLWATER

# Annual Report FY21-22



# EXPERIENCE AMERICA'S FRIENDLIEST COLLEGE TOWN!

# BOARD OF DIRECTORS

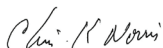
As Stillwater's destination marketing organization, we promote our community as an attractive travel destination and enhance Stillwater's public image as a dynamic place to live and work. Through the impact of travel, we strengthen our economic position and provide opportunities in our community.

Our mission is to enhance Stillwater's economy, image, and quality of life through the promotion, marketing, and development of the region's visitor economy. The core focus of Visit Stillwater is to build exceptional relationships with meeting and event planners, hospitality industry and economic development partners, media, travel influencers, leisure travelers, and residents.

Visit Stillwater represents the hotels, restaurants, meeting facilities, event venues, museums, attractions, other hospitality professionals, and business partners serving the traveling public. We invest visitor tax dollars to strategically market and promote local businesses and organizations and over two-thousand events a year.

Guided by our mission, our dedicated staff, a dutiful board of directors, and a constant commitment to our stakeholders and clients, Visit Stillwater looks forward to unwavering and full engagement with the City of Stillwater to continue the impact and growth of the area's powerful tourism industry.

Sincerely,



Chris Norris, Chairman of the Board

## Visit Stillwater Board of Directors

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

**Vice Chairman of the Board** - Blaire Atkinson - OSU Foundation

**Treasurer** - Chad Weiberg - OSU Athletics Department

**Secretary** - Ival Gregory - Retired

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- Colin Campbell - Payne County Expo Center
- Jan Harris - Retired
- Biff Horrocks - McDonald's
- Dustin MacDonald - Chris' University Spirit
- Rob McClendon - Retired
- Tommy Shreffler - OnCue Marketing
- Jill vanEgmond - Lake McMurry Friends, Inc.
- Cory Williams - Look Properties / Attorney

**CPA** - Mark Gunkel, CPA PC



# ANNUAL HIGHLIGHTS

The Visit Stillwater team maximized the impact of an evolving comprehensive business plan where flexibility and local partnerships contributed significantly toward the ability to attract visitors to our community.



2022 Stillwater Visitor Guide Cover

The *2022 Stillwater Visitor Guide - Guide to the Local Scene* - 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 original Stillwater icons and attractions on the cover. Digital and online marketing efforts consistently increase Visitor Guide requests.

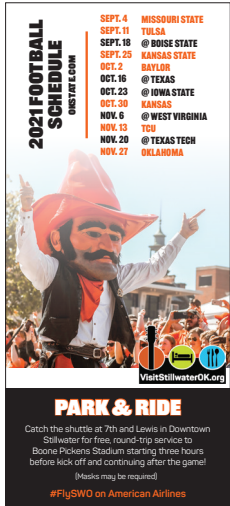
We continue to customize and upgrade VisitStillwater.org to best assist our local business partners and increase website users. We feature user-generated images throughout our site by utilizing visual content marketing software. We have also added virtual tours, including 360° images, to our business 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).

In November and December, the Holidays 2021 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 is also a very quick avenue in which to update residents and visitors of event postponements and/or cancellations.

# ANNUAL HIGHLIGHTS



Video continues to serve as one of the most popular methods in which to connect with visitors and residents. We produce monthly 60-second videos spotlighting 6 to 7 events, attractions, or businesses. We added closed-captioned messaging to better connect with the majority of viewers who watch videos on their phones while on silent.

Upon request by our hotel partners, we continue to produce rack cards to distribute from their front desks and within their lobbies. October - December, rack cards spotlighting Holidays 2021, Merry Main St., the Stillwater Savings Pass, FlySWO, the OSU football schedule, and the park and ride program 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.

A Spring 2022 rack card was distributed to promote an event lineup, FlySWO, the Stillwater GeoTour, and Stillwater Savings Pass. Then, a "Dine, Shop, and Play" rack card was produced to appeal year-round and continue to spotlight FlySWO, the GeoTour, and Savings Pass.

Visit Stillwater also created a microsite for Holidays 2021 and Merry Main Street, 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 \$20,617.50 in earned and paid marketing was provided for the evolving annual event.



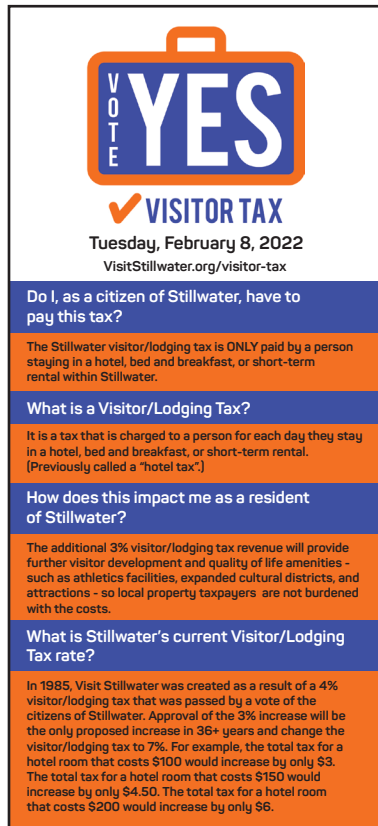
Spring 2022 Rack Card Design

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

Dine, Shop, and Play Rack Card Design



# ANNUAL HIGHLIGHTS



**VOTE YES**  
**VISITOR TAX**  
 Tuesday, February 8, 2022  
[VisitStillwater.org/visitor-tax](http://VisitStillwater.org/visitor-tax)

**Do I, as a citizen of Stillwater, have to pay this tax?**  
 The Stillwater visitor/lodging tax is ONLY paid by a person staying in a hotel, bed and breakfast, or short-term rental within Stillwater.

**What is a Visitor/Lodging Tax?**  
 It is a tax that is charged to a person for each day they stay in a hotel, bed and breakfast, or short-term rental. (Previously called a "hotel tax".)

**How does this impact me as a resident of Stillwater?**  
 The additional 3% visitor/lodging tax revenue will provide further visitor development and quality of life amenities - such as athletics facilities, expanded cultural districts, and attractions - so local property taxpayers are not burdened with the costs.

**What is Stillwater's current Visitor/Lodging Tax rate?**  
 In 1985, Visit Stillwater was created as a result of a 4% visitor/lodging tax that was passed by a vote of the citizens of Stillwater. Approval of the 3% increase will be the only proposed increase in 36+ years and change the visitor/lodging tax to 7%. For example, the total tax for a hotel room that costs \$100 would increase by only \$3. The total tax for a hotel room that costs \$150 would increase by only \$4.50. The total tax for a hotel room that costs \$200 would increase by only \$6.

**What is the Visitor/Lodging Tax rate in other Oklahoma communities?**  
 Perry, Enid, and Ponca City to the north are all 8%. Sand Springs to the east is 7%. Cushing, Guthrie, and Edmond to the south and west are currently 4%. When overflowing visitors go to these communities during Stillwater city-wide events, room rates not tax rates are considered when making lodging decisions.

**How will the additional revenue be invested?**  
 This additional revenue will keep local property taxpayers from being burdened with the cost of new visitor development and quality of life amenities - such as athletics facilities, expanded cultural districts, and attractions. With the recent announcement of a convention center development, convention sales and services will be included in efforts to substantially increase business. An increase will also enhance the number of visitor development incentive grants and sponsorships available.

**Why is visitor development important?**  
 Visitor development creates jobs, generates business for local hotels, restaurants, attractions, retailers, and service providers, and increases our sales tax revenue through visitor purchases. Also, hotels are among the largest users of city utility services; therefore, an increase in overnight stays will generate more utility revenue for the City of Stillwater to further enhance our quality of life.

**How much will the 3% increase in Visitor/Lodging Tax yield annually?**  
 The tax will generate approximately an additional \$600,000 the first year. The total visitor/lodging tax will generate approximately \$1.3M in the first year. 30%, or an estimated \$400,000, will be invested in visitor development amenities and 70%, or an estimated \$920,000, will be invested in a comprehensive marketing and sales plan for the community and over 200 businesses and 2,000 events a year.

[VisitStillwater.org/visitor-tax](http://VisitStillwater.org/visitor-tax)



Vote YES! Rack Card Design

Proposition No. 2 on the February 8, 2022 ballot is an increase in the Stillwater visitor tax from 4% to 7% - the first increase since its inception on July 1, 1985. 70% to be invested in Visit Stillwater efforts to continue long-range strategic destination marketing and management professional services and 30% to be invested in visitor development and quality of life amenities - such as athletics facilities, expanded cultural districts, and attractions.

Rack cards, signs, and banners to promote a "Yes!" vote for an increase to the Stillwater visitor tax were designed before the end of the calendar year to ensure they would be produced and ready for distribution the first week of January. Both a Stillwater visitor tax landing

page at [VisitStillwater.org/visitor-tax](http://VisitStillwater.org/visitor-tax) and Facebook page @stillwatervisitortax were developed and ready to formally launch on January 3, 2022.

The Visit Stillwater team also assisted the City of Stillwater leadership with their successful half-cent sales tax for transportation on the February 8 ballot and their \$9 million bond issue to pay for a new fire station to replace the current Fire Station 2 at Campus Corner that was on the April 5 ballot.

To further encourage residents to shop locally and visitors to make the trip to Stillwater to shop, the Stillwater Savings Pass was launched in November 2020. The Savings Pass combines tickets, purchases, and special offers into a fully branded experience available instantly on mobile phones. By establishing a one-to-one communication channel with each visitor or resident, we can fluidly enhance the on-site experience. Local businesses will see more customers, and visitors and locals will explore and experience the best of our community.

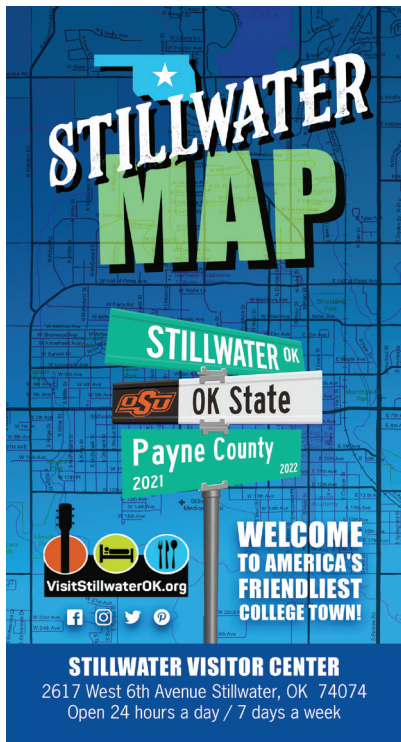


# ANNUAL HIGHLIGHTS

Through a partnership with Groundspeak, Inc, we coordinated a geocaching trail to 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 continued to increase in popularity.



During fiscal year 2022, 50 individuals from 10 different states (Arizona, Illinois, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Texas, and Oklahoma) have completed the tour and earned a Stillwater GeoCoin. They have spent 19 nights in local hotels, 9 in Airbnbs, and spent at least \$12, 420 in our community.



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. We printed 12,500 copies and anticipate producing a map every two years to keep up with demand and our ever-changing community.

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





# ANNUAL HIGHLIGHTS

Visit Stillwater maintains visitor information stands within the inbound and outbound terminals at the Stillwater Regional Airport and provided approximately \$67,861.50 in earned and paid marketing during fiscal year 2022. “FlySWO” is a consistent message within virtually all digital and printed marketing efforts.



After a two-year hiatus, the Arts and Humanities Council of Stillwater partnered with the Stillwater Community Center Foundation to combine the Stillwater Music Festival with the Stillwater Arts Festival to host the 43rd Annual Stillwater Arts Festival.

Visit Stillwater provided promotion on live local television and radio, at VisitStillwater.org, on Visit Stillwater social media platforms, within our April promotional video, and it was featured on our “Spring 2022” rack card.

Visit Stillwater also wrote the event description for each entity to use consistent messaging and ensured it was included on the Oklahoma Tourism and Recreation Department website:

*The 43rd Annual Stillwater Arts Festival, April 15-16, 2022, will appeal to all of your senses – beautiful artwork, incredible musicians, and unique food trucks. Seventy artists featuring ceramics, paintings, glass, fiber arts, sculpture, photography, and jewelry will display their creations in the heart of downtown Stillwater. We will welcome both new and repeat exhibitors from a dozen states for the juried show. Additionally, over 30 musicians will perform on 2 stages and spotlight everything from orchestra to big band, and country to hip hop. And if that isn't enough, there will also be an antique and classic car show, made in Oklahoma businesses, a kids zone with special hands-on art activities, and more. For more information, go to:*

*<https://www.visitstillwater.org/event/43rd-annual-stillwater-arts-festival/23832/>*



In addition to attending multiple meetings, assisting with general event planning, and attending the event multiple days to secure photography to better promote the 2023 event, Visit Stillwater conservatively invested \$10,250 in the annual mid-April event.

# ANNUAL HIGHLIGHTS

The Oklahoma Travel Industry Association held its annual RedBud Awards Ceremony at the Oklahoma History Center on June 14, 2022. Open to all Oklahoma tourism entities, such as destination marketing organizations, museums, and attractions, the RedBud Awards represent the highest honor given in the Oklahoma tourism industry for outstanding efforts to serve and promote Oklahoma's 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, unique marketing strategies, and overall creativity.

Emceed by Lt. Governor Matt Pinnell and Jenifer Reynolds, 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.



Visit Stillwater was honored to be recognized with two awards this year, including one of the top honors:

- Best Overall Marketing Campaign – Large Budget Organization
- Best Publication – Merit Award – Large Budget Organization





# VISITOR TAX

July 2021 - June 2022

Through fiscal year 2022, Visit Stillwater was funded primarily through a contracted amount of the Stillwater Visitor 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 specified the sum of \$720,000 of the Visitor Tax would be utilized by Visit Stillwater to carry out the services outlined within the Visit Stillwater Business Plan and scope of work.

## Visitor Tax

Stillwater is currently home to 18 hotel properties with an inventory of 1,406 total rooms. The University Inn and Suites is scheduled to reopen as a Baymont by Wyndham in the fall of 2022 with an inventory of 115 rooms, increasing the total inventory to 1,521. The total available listings for short-term rentals ranged from 84 to 140 from July 1, 2021 – June 30, 2022.

### Hotel Data:

	June 20   June 21   June 22	June 20   June 21   June 22	June 20   June 21   June 22
	Occ %	ADR	RevPAR
Stillwater	39.7%   40.0%   <b>46.6%</b>	\$88.94   \$82.55   <b>\$102.35</b>	\$35.31   \$33.03   <b>\$47.71</b>
Oklahoma	39.3%   52.6%   <b>55.6%</b>	\$71.51   \$76.52   <b>\$88.52</b>	\$28.08   \$40.27   <b>\$49.23</b>

According to STR (subscribed source for hotel data benchmarking, analytics, and marketplace insights), the running 12 months report ending June 2022, reflected Stillwater hotel properties had a 46.6% occupancy rate, \$102.35 ADR (Average Daily Rate), and \$47.71 RevPAR (Revenue Per Available Room). The figures were up from 40.0% occupancy, \$82.55 ADR, and \$33.03 RevPAR for the running 12 months ending June 30, 2021. 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.

# VISITOR TAX

July 2021 - June 2022

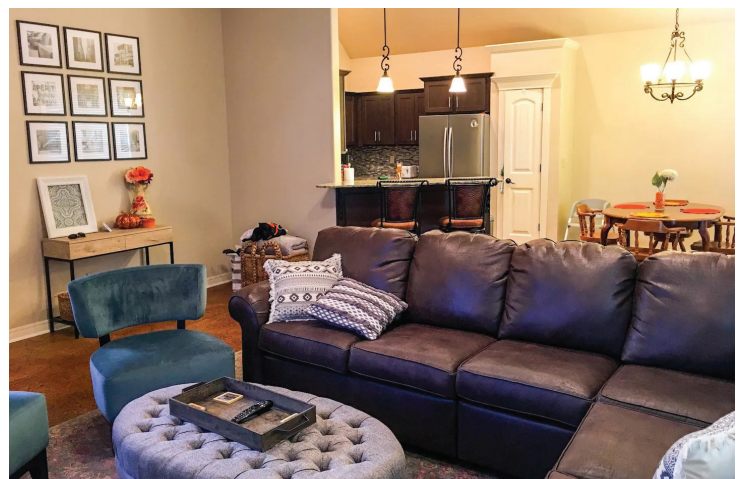
July 1, 2019, the Oklahoma Tax Commission (OTC) began collecting the Stillwater visitor tax. There is now a difference in timing of the tax revenue receipts by 2 months, rather than 1 month when the City of Stillwater collected the tax. As a result, there were only 11 months of visitor taxes remitted during FY 2020. Total visitor tax collections for fiscal year 2022 reflects a 60% increase, a substantial improvement over the previous years.

## Airbnb and VRBO Data:

	June 30, 2020	June 30, 2021	June 30, 2022
Room Nights	2,843	2,936	4,348
Listing Nights	1,116	1,083	1,689
Occupancy	53.4%	59.9%	56.5%
ADR	\$158.67	\$163.17	\$190.69
RevPAR	\$84.81	\$97.79	\$107.65

Beginning July 1, 2019, visitor tax was also collected from short-term rental properties through Airbnb and individuals with a sales tax permit and remitted directly to the OTC. According to AirDNA (Vacation/ Short-term rental market data), on June 30, 2022, there were 127 total available listings in Stillwater.

Stillwater's short-term rental properties ended the month of June 2022 reflecting a 56.5% occupancy rate, \$190.69 ADR (Average Daily Rate), and \$107.65 RevPAR (Revenue Per Available Room).





## Visitor Tax:

	FY '19 Month	FY '19 Year	FY '20 Month	FY '20 Year	FY '21 Month	FY '21 Year	FY '22 Year	
<b>July</b>	\$68,258.45	\$68,258.45	\$91,155.80	\$91,155.80	\$27,429.06	\$27,429.06	\$72,799.35	OTC- May Collections
<b>Aug.</b>	\$65,209.61	\$133,468.06	\$0	\$0	\$36,058.80	\$63,487.86	\$154,174.71	OTC - June Collections
<b>Sept.</b>	\$73,407.44	\$206,875.50	\$57,331.62	\$148,487.42	\$43,482.86	\$106,970.72	\$201,354.90	OTC - July Collections
<b>Oct.</b>	\$89,252.82	\$296,128.32	\$74,731.27	\$223,218.69	\$48,410.64	\$155,381.36	\$278,627.71	OTC- August Collections
<b>Nov.</b>	\$89,252.82	\$385,758.35	\$78,398.65	\$301,617.34	\$40,604.78	\$195,986.14	\$360,744.53	OTC- September Collections
<b>Dec.</b>	\$49,870.49	\$435,628.84	\$92,887.31	\$394,504.65	\$59,928.52	\$255,914.66	\$452,525.14	OTC-October Collections
<b>Jan.</b>	\$42,873.62	\$478,502.46	\$77,277.40	\$471,782.05	\$45,691.28	\$301,605.94	\$536,584.81	OTC-November Collections
<b>Feb.</b>	\$37,782.22	\$516,284.68	\$56,037.87	\$527,409.40	\$30,321.35	\$331,927.29	\$590,594.09	OTC - December Collections
<b>March</b>	\$45,820.17	\$562,104.85	\$44,589.48	\$572,409.40	\$33,127.63	\$365,054.92	\$626,904.52	OTC - January Collections
<b>April</b>	\$65,795.80	\$627,900.65	\$54,001.73	\$626,411.13	\$35,852.72	\$400,907.64	\$679,580.40	OTC - February Collections
<b>May</b>	\$72,382.19	\$700,282.84	\$28,766.95	\$655,178.08	\$67,094.29	\$468,001.93	\$757,173.02	OTC - March Collections
<b>June</b>	\$80,307.55	\$780,590.39	\$18,032.97	\$673,211.05	\$68,724.45	\$536,726.38	<b>\$857,672.59</b>	OTC - April Collections
		<b>8% increase</b>		<b>14% decrease</b>		<b>20% decrease</b>	<b>60% increase</b>	
<b>City's Budgeted Amount</b>		<b>\$720,000</b>		<b>\$800,000</b>		<b>\$500,000</b>	<b>\$500,000</b>	

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

# VISIT STILLWATER DELIVERABLES

July 2021 - June 2022

A. Marketing & Communications	FY 19-20	FY 20-21	FY 21-22	Goal	% of Goal
Increase website traffic by 25%	281,164	297,711	390,412	372,139	105%
Increase website pageviews by 10%	446,488	462,329	623,303	508,562	123%
Increase website sessions originating from Dallas DMA by 5%	55,255	58,685	69,843	61,619	113%
Increase referred traffic from social media to website by 10%	18,570	23,702	28,741	26,072	110%
Increase social media followers by 10%	22,663	25,889	30,719	28,735	107%
Produce 125 sweepstakes giveaways	64	89	125	125	100%
Promote 1,000 locally held events	2,411	1,185	1,830	1,000	183%
Distribute 125 news releases promoting Stillwater attractions, events, and activities	57	148	238	125	190%
Produce 12 videos promoting Stillwater attractions, events, and activities	9	12	12	12	100%
Write 24 blog posts promoting Stillwater attractions, events, and activities	26	29	25	24	100%

VisitStillwater.org is heavily focused on our events page, which is trending more in line with pre-pandemic regularity, and our “Sweepstakes Giveaway” program is also picking up again due to the increased number of events.





# VISIT STILLWATER DELIVERABLES

July 2021 - June 2022

## 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							X	X	X	X		
Halloween Fest (Canceled) SMC Trunk or Treat				X								
Boomer Blast	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)	--	--	--	--	--	--	--	--	--	--	--	--
Cops & Bobbers Fishing Event	--	--	--	--	--	--	--	--	--	--	X	--



# VISIT STILLWATER DELIVERABLES

July 2021 - June 2022

B. Meeting & Event Sales	FY 19-20	FY 20-21	FY 21-22	Goal	% of Goal
Increase new events booked through Visit Stillwater efforts by 10% (1a)	41	43	65	47	138%
Increase attendance at existing events and activities booked through Visit Stillwater efforts by 10% (1b)	13,979	14,628	18,511	16,091	115%
Generate 80 hotel room blocks (2)	92	83	100	80	125%
*Number of Potential Room Nights (3)	11,463	10,218	11,654	---	---
*Number of Actual Booked Room Nights (4)	3,965	2,884	6,350	---	---
*Number of Groups Serviced (5)	142	128	131	---	---
Increase new client sales accounts by 20% (6)	97	98	123	118	104%
Increase assisted sales account leads by 25% (7)	63	53	68	66	103%

1a & 1b. We are starting to see more events occurring in person.

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. In some markets it remains challenging to get planners to discuss potential in-person events.

7. The number of groups to assist is picking up and in different ways, such as distancing and virtual options.

We continued to work with event coordinators to retain and recruit numerous events to Stillwater.

These events include:

- AGR Winter Bonanza
- Chuck Wagons for Heroes
- Cowboy Cup
- Cowboys of Fall Music Festival
- Heart of America Brown Swiss Show
- Oklahoma Art Education Conference
- Pistol Pete Classic Sheep Show
- You Gotta Believe Livestock Camp
- Response Classic Hog Show
- Mid South
- Red River Thunder Katz Show
- Bully Expo
- OK/TX Longhorn Show
- Tulsa Rabbit Breeders Show
- Southern National Holstein & Jersey Show
- OK Jr. Cattlemen's Summer Preview Show
- Stillwater Wine Festival
- Mini Silky Fainting Goats
- Bullnanza Event
- Final X Wrestling Event



# VISIT STILLWATER DELIVERABLES

July 2021 - June 2022

C. Meeting & Event Client Services	FY 19-20	FY 20-21	FY 21-22	Goal	% of Goal
Coordinate 12 site inspections or familiarization (FAM) tours	12	8	12	12	100%
Number of communications with existing clients	1,696	1,131	1,503	---	---

## Reasons Why a New Event Chose Stillwater:

1. We have been to shows at the Payne County Expo Center before and had a great experience.
2. Stillwater is close to home and we love hosting shows here.
3. The Tumbleweed does a great job catering to us and fits all of our needs from a tradeshow to nightly concerts.
4. We can grow our music festival at The Tumbleweed.
5. We really appreciate all the support we got not only from Visit Stillwater, but the event venue as well.
6. Stillwater is a great location between Oklahoma City and Tulsa.
7. Visit Stillwater was a great help in the planning process of our meeting.

## Reasons Why a Prospective Event Chose Another City:

1. Our board decided to go another route.
2. We can hold our hybrid event on our own property.
3. We are going to do online training and not in-person this year..
4. We could not find a date that would fit our schedule and the accommodations needed.
5. Our group is not growing and we need a free venue for our event.
6. We are wanting a weekend at the Payne County Expo Center that is not available to us.
7. There is not enough camping at one location for this event to be hosted in Stillwater.

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

1. With our event being a national event, we have to move it every year or every other year.
2. We were unable to host the complete event this year and could host it in a smaller facility.
3. We have new committee members who are going in a different direction this year.
4. There is not a club member from the Stillwater area on the board right now.
5. Our club is losing members and no longer has a need for a large meeting space.
6. We are changing the format of our meetings and working more online.
7. Our board wanted to try a new location to see if we can gain more interest in our group.



# VISIT STILLWATER DELIVERABLES

July 2021 - June 2022

D. Enhanced Visitor Experiences	FY 19-20	FY 20-21	FY 21-22	Goal	% of Goal
Distribute <i>Stillwater Visitor Guides</i> to visitors through available distribution channels and in response to online and telephone requests	2020 Guide 100,000	2021 Guide 100,000	2022 Guide 100,000	Per Edition 100,000	100%
Gather demographic data on Stillwater visitors	---	---	---	---	---
Report the number of walk-in visitors to Visit Stillwater office and Visitor Center	7,107	4,036	5,937	---	---


The *Stillwater Visitor Guide - Guide to the Local Scene* - distribution is tracked 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.



## 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.

 <b>Stillwater Regional Airport Partnership Report July 1, 2021 - June 30, 2022</b>			
Service	Date	Value	Service Description
Advertising	7/1/21 - 10/31/21	\$3,252.50	Digital Ad Campaign with Madden Media Promoting FlySWO
Advertising	07/01/21	\$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	07/17/21	\$600.00	2021 Payne County Fair Book" 1/2 page color ad Banner on ad: #FlySWO on American Airlines
Advertising	08/06/21	\$300.00	Fall POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	08/09/21	\$1,000.00	OSU Football Playbill: 1/2 page color ad distributed to 60,000 football fans/game. #FlySWO on American Airlines
Advertising	08/19/21	\$2,000.00	USA Today Go Escape Texas and Southwest edition: 1/4 page full color ad
Advertising	08/28/20	\$4,300.00	2021 Oklahoma Travel Guide: 1/2 page color ad Banner on ad: #FlySWO on American Airlines
Advertising	9/1/21 - 10/31/21	\$700.00	Fall Ovarions Magazine: 1/2 Page, color ad 2,950 distribution to McKnight Center patrons. #FlySWO
Advertising	10/01/21	\$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	10/08/21	\$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	11/1/21 - 12/31/21	\$700.00	Holiday Ovarions Magazine: 1/2 page, color ads 5,000 distribution to McKnight Center patrons. #FlySWO
Advertising	11/05/21	\$300.00	Winter POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	01/12/22	\$700.00	Winter Ovarions Magazine: 1/2 page, color ads 4,150 distribution to McKnight Center patrons. #FlySWO
Advertising	02/09/22	\$1,000.00	OSU Baseball/Softball Program: 1/2 page, color ad with #FlySWO
Advertising	02/23/22	\$700.00	Spring Ovarions Magazine: 1/2 page, color ads 4,650 distribution to McKnight Center patrons. #FlySWO
Advertising	03/04/22	\$1,400.00	Spring STATE Magazine: Full page, color ad distributed to 35,000 OSU alumni and fans. Banner on ad: #FlySWO direct on American Airlines
Advertising	03/21/22	\$600.00	Spring POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: #FlySWO direct on American Airlines
Advertising	4/1/22 - 6/30/22	\$3,252.50	Digital Ad Campaign with Madden Media Promoting FlySWO
Advertising	04/06/22	\$866.00	OSU Panhellenic Recruitment Booklet: Full page, color ad distributed to 900 participants and parents. Banner on ad: #FlySWO direct on American Airlines
Advertising	04/10/22	\$50.00	Miss Rodeo Oklahoma Program: 1/3 Page Black and White Ad with #FlySWO
Partnership	07/01/21 - 12/31/21	\$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	10/07/21	\$100.00	SWO Matketing Committee Meeting at City Hall with OSU Capstone Class
Partnership	10/07/21	\$100.00	OSU Convention and Conferences Marketing Class - Discussed Air Service



## STILLWATER REGIONAL AIRPORT REPORT

Partnership	10/13-18/21	\$500.00	Multiple calls, emails, and interviews by OSU Capstone students.
Partnership	10/19/21	\$100.00	OSU Olli Guest Speaker - Discussed Air Service
Partnership	10/20/21	\$100.00	OSU Intro to Marketing Class - Discussed Air Service
Partnership	11/16/21	\$100.00	OSU Capstone project presentations on campus
Promotion	07/01/21 - 12/31/21	\$5,000.00	Stillwater Visitor Guide: Page 7 Ad, Page 10 Feature, Page 22 Map, Page 41 Listing - 100,000 copies distributed and online version
Promotion	07/01/21	\$100.00	July 2021 eNewsletter Inclusion
Promotion	07/23/21	\$100.00	August 2021 SITK Postcard Front Ad
Promotion	08/01/21	\$100.00	August 2021 eNewsletter Inclusion
Promotion	08/22/20	\$100.00	September 2021 SITK Postcard Front Ad
Promotion	09/01/20	\$100.00	September 2021 eNewsletter Inclusion
Promotion	09/01/21	\$100.00	September 2021 Event Video Inclusion
Promotion	10/01/21	\$100.00	October 2021 eNewsletter Inclusion
Promotion	10/23/21	\$100.00	October 2021 SITK Postcard Front Ad
Promotion	10/23/21	\$100.00	November 2021 SITK Postcard Front Ad
Promotion	11/01/21	\$100.00	November 2021 eNewsletter Inclusion
			Distributed a total of 10,000 FlySWO/Holidays 2021/Stillwater Saving Pass rack cards to local partners and surrounding communities
Promotion	11/14/21	\$2,000.00	
Promotion	11/22/21	\$100.00	December 2021 SITK Postcard Front Ad
Promotion	12/01/21	\$100.00	December 2021 eNewsletter Inclusion
Promotion	12/22/21	\$100.00	January 2022 SITK Postcard Front Ad
Promotion	01/01/22	\$100.00	January 2022 eNewsletter Inclusion
Promotion	01/25/22	\$100.00	February 2022 SITK Postcard Front Ad
Promotion	02/01/22	\$100.00	February 2022 eNewsletter Inclusion
			Distributed a total of 10,000 FlySWO/Spring 2022/Stillwater Saving Pass/Geocaching rack cards to local partners and surrounding communities
Promotion	02/18/22	\$2,000.00	
Promotion	02/21/22	\$100.00	March 2022 SITK Postcard Front Ad
Promotion	03/01/22	\$100.00	March 2022 eNewsletter Inclusion
Promotion	03/21/22	\$100.00	April 2022 SITK Postcard Front Ad
Promotion	04/01/22	\$100.00	April 2022 eNewsletter Inclusion
Promotion	05/01/22	\$100.00	May 2022 eNewsletter Inclusion
Promotion	05/23/22	\$100.00	June 2022 SITK Postcard Front Ad
Promotion	06/01/22	\$100.00	June 2022 eNewsletter Inclusion
			Distributed a total of 10,000 FlySWO/Visit Stillwater/Stillwater Saving Pass/Geocaching rack cards to local partners and surrounding communities
Promotion	06/17/22	\$2,000.00	
Promotion	7/1/21 - 6/30/22	\$600.00	On-Hold Message
Promotion	7/1/21 - 6/30/22	\$15,000.00	Banner Placement - 52 Weeks
Public Relations	07/28/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	07/28/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	07/28/21	\$25.00	Stillwater Radio with Jay McRae
Public Relations	08/25/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	08/25/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	08/25/21	\$25.00	Stillwater Radio with Jay McRae
Public Relations	09/02/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	09/15/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	09/15/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	09/15/21	\$25.00	Stillwater Radio with Jay McRae
Public Relations	10/04/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	10/06/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	10/06/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	10/06/21	\$25.00	Stillwater Radio with Jay McRae
Public Relations	10/25/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	10/27/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	10/27/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	10/27/21	\$25.00	Stillwater Radio with Jay McRae
Public Relations	11/10/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/10/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	11/10/21	\$25.00	Stillwater Radio with Jay McRae
Public Relations	12/06/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/15/21	\$60.00	"The Morning Scramble" with Steve Daniels



## STILLWATER REGIONAL AIRPORT REPORT

Public Relations	12/15/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	12/15/21	\$25.00	Stillwater Radio with Jay McRae
Public Relations	01/05/22	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	01/05/22	\$25.00	Stillwater Radio with Don Ray
Public Relations	01/05/22	\$25.00	Stillwater Radio with Jay McRae
Public Relations	01/17/22	\$25.00	"The Morning Scramble" with Steve Daniels
Public Relations	01/31/22	\$25.00	"The Morning Scramble" with Steve Daniels
Public Relations	02/07/22	\$25.00	"The Morning Scramble" with Steve Daniels
Public Relations	02/16/22	\$25.00	Stillwater Radio with Jay McRae
Public Relations	02/16/22	\$25.00	Stillwater Radio with Don Ray
Public Relations	02/28/22	\$350.00	"The Morning Edition" TV-31 Interview
Public Relations	03/07/22	\$25.00	"The Morning Scramble" with Steve Daniels
Public Relations	03/16/22	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	03/16/22	\$25.00	Stillwater Radio with Jay McRae
Public Relations	03/17/22	\$25.00	"The Morning Scramble" with Steve Daniels
Public Relations	03/17/22	\$350.00	"The Morning Edition" TV-31 Interview
Public Relations	03/23/22	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	03/23/22	\$25.00	Stillwater Radio with Jay McRae
Public Relations	03/28/22	\$25.00	"The Morning Scramble" with Steve Daniels
Public Relations	03/30/22	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	03/30/22	\$25.00	Stillwater Radio with Don Ray
Public Relations	03/30/22	\$25.00	Stillwater Radio with Jay McRae
Public Relations	03/31/22	\$25.00	"The Morning Scramble" with Steve Daniels
Public Relations	04/11/22	\$25.00	"The Morning Scramble" with Steve Daniels
Public Relations	04/20/22	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	04/20/22	\$25.00	Stillwater Radio with Don Ray
Public Relations	04/20/22	\$25.00	Stillwater Radio with Jay McRae
Public Relations	04/25/22	\$350.00	"The Morning Edition" TV-31 Interview
Public Relations	04/28/22	\$25.00	"The Morning Scramble" with Steve Daniels
Public Relations	05/05/22	\$25.00	"The Morning Scramble" with Steve Daniels
Public Relations	05/18/22	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	05/18/22	\$25.00	Stillwater Radio with Don Ray
Public Relations	05/18/22	\$25.00	Stillwater Radio with Jay McRae
Public Relations	06/01/22	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	06/01/22	\$25.00	Stillwater Radio with Don Ray
Public Relations	06/09/22	\$25.00	"The Morning Scramble" with Steve Daniels
Public Relations	06/29/22	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	06/29/22	\$25.00	Stillwater Radio with Don Ray
Public Relations	06/29/22	\$25.00	Stillwater Radio with Jay McRae
Social Media	07/11/21	\$100.00	Facebook Post: American Airlines has added a second mid-day flight out of Stillwater Regional Airport. You'll enjoy the convenient and fast service when you #FlySWO to visit America's Friendliest College Town! <a href="http://bit.ly/StillwaterAir">http://bit.ly/StillwaterAir</a>
Social Media	09/22/21	\$100.00	Facebook Post: Visiting Stillwater this Fall? Enjoy shorter lines, free parking, and reasonable rates when you travel to and from America's Friendlist College Town! #FlySWO #VisitStillwater <a href="http://bit.ly/StillwaterAir">http://bit.ly/StillwaterAir</a>
Social Media	09/22/21	\$100.00	Twitter Post: Visiting Stillwater this Fall? Enjoy shorter lines, free parking, and reasonable rates when you travel to and from America's Friendlist College Town! #FlySWO #VisitStillwater <a href="http://bit.ly/StillwaterAir">http://bit.ly/StillwaterAir</a>
Social Media	10/15/21	\$100.00	Facebook Post: Plan your holiday travels to America's Friendliest College Town through Stillwater Regional Airport! Direct daily flights are offered to Dallas, with the convenience of shorter lines and free parking. #FlySWO #VisitStillwater <a href="https://bit.ly/StillwaterAirInfo">https://bit.ly/StillwaterAirInfo</a>
Social Media	12/26/21	\$100.00	Facebook Post: Whether you're traveling for the holidays, OSU sporting events, or for a fun family adventure, the Stillwater Regional Airport is here to offer convenient service between America's Friendliest College Town and Dallas-Fort Worth.  ✈️: Stillwater Regional Airport  📍: <a href="http://bit.ly/StillwaterAir">http://bit.ly/StillwaterAir</a>  #VisitStillwater #FlySWO

## STILLWATER REGIONAL AIRPORT REPORT
















			<p>Facebook Post: Calling all Cowboys and Cowgirls! With spring and summer months ahead, make sure to book your flights through Stillwater Regional Airport for all your travel needs. You'll love the shorter lines, free parking, and convenience! Follow the link for more information.</p> <p>📍: Stillwater Regional Airport 🔗: <a href="https://bit.ly/StillwaterAirInfo">https://bit.ly/StillwaterAirInfo</a></p>
Social Media	01/29/22	\$100.00	#AmericasFriendliestCollegeTown #FlySWO #VisitStillwater
			<p>Instagram Post: Calling all Cowboys and Cowgirls! With spring and summer months ahead, make sure to book your flights through Stillwater Regional Airport for all your travel needs. You'll love the shorter lines, free parking, and convenience! Follow the link for more information.</p> <p>📍: Stillwater Regional Airport 🔗: <a href="https://bit.ly/StillwaterAirInfo">https://bit.ly/StillwaterAirInfo</a></p>
Social Media	1/30/22	\$100.00	#AmericasFriendliestCollegeTown #FlySWO #VisitStillwater
			<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!</p> <p>📍: @Stillwater Regional Airport 🔗: <a href="http://bit.ly/StillwaterAir">http://bit.ly/StillwaterAir</a></p>
Social Media	02/14/22	\$100.00	#FlySWO #VisitStillwater #LoveSWO
			<p>Twitter 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.</p> <p>📍: Stillwater Regional Airport 🔗: <a href="http://bit.ly/StillwaterAir">http://bit.ly/StillwaterAir</a></p>
Social Media	02/14/22	\$100.00	
			<p>Instagram 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!</p>
Social Media	02/16/22	\$100.00	#FlySWO #VisitStillwater #LoveSWO
			<p>Facebook Post: Thinking of a summer getaway or coming to Stillwater this fall for OSU football? It's time to book your flights through Stillwater Regional Airport (SWO)! Follow the link to get started.</p> <p>📍: Stillwater Regional Airport 🔗: <a href="http://bit.ly/StillwaterAir">http://bit.ly/StillwaterAir</a></p>
Social Media	03/16/22	\$100.00	#FlySWO #VisitStillwater

## STILLWATER REGIONAL AIRPORT REPORT

			<p>Twitter Post: Thinking of a summer getaway or coming to Stillwater this fall for OSU football? It's time to book your flights through Stillwater Regional Airport (SWO)! Follow the link to get started.</p> <p>📍: Stillwater Regional Airport 🔗: <a href="http://bit.ly/StillwaterAir">http://bit.ly/StillwaterAir</a></p>
Social Media	03/16/22	\$100.00	#FlySWO #VisitStillwater
			<p>Instagram Post: Thinking of a summer getaway or coming to Stillwater this fall for OSU football? It's time to book your flights through Stillwater Regional Airport (SWO)! Follow the link to get started.</p>
Social Media	03/24/22	\$100.00	#FlySWO #VisitStillwater
			<p>Facebook Post: Combining aircraft from the last hundred years in aviation, local and national vendors, food, airplane rides, a family atmosphere and more, you won't want to miss the 6th Annual Oklahoma State University Flying Aggies Fly-In! Follow the link below for more details.</p> <p>📍: Stillwater Regional Airport, Oklahoma State University Flying Aggies 📅: April 2 🕒: 11:00 am – 3:00 pm 🔗: <a href="https://www.visitstillwater.org/.../6th-annual.../25029/">https://www.visitstillwater.org/.../6th-annual.../25029/</a></p>
Social Media	03/30/22	\$100.00	#FlySWO #Okstate #aviation #VisitStillwater
			<p>Instagram Post: Combining aircraft from the last hundred years in aviation, local and national vendors, food, airplane rides, a family atmosphere and more, you won't want to miss the 6th Annual Oklahoma State University Flying Aggies Fly-In! Follow the link below for more details.</p> <p>📍: Stillwater Regional Airport, @osuflyingaggies 📅: April 2 🕒: 11:00 am – 3:00 pm 🔗: <a href="https://www.visitstillwater.org/event/6th-annual-flying-aggies-fly-in/25029/">https://www.visitstillwater.org/event/6th-annual-flying-aggies-fly-in/25029/</a></p>
Social Media	03/30/22	\$100.00	#FlySWO #Okstate #aviation #VisitStillwater
			<p>Facebook Post: Did you know the Stillwater Regional Airport offers multiple flights daily between SWO and DFW? Follow the link to book your trip today!</p> <p>📍: Stillwater Regional Airport 🔗: <a href="http://bit.ly/StillwaterAir">http://bit.ly/StillwaterAir</a></p>
Social Media	04/10/22	\$100.00	#FlySWO #VisitStillwater
			<p>Twitter Post: Did you know the Stillwater Regional Airport offers multiple flights daily between SWO and DFW? Follow the link to book your trip today!</p> <p>📍: Stillwater Regional Airport 🔗: <a href="http://bit.ly/StillwaterAir">http://bit.ly/StillwaterAir</a></p>
Social Media	04/10/22	\$100.00	#FlySWO #VisitStillwater














## STILLWATER REGIONAL AIRPORT REPORT

			<p>Instagram Post: Did you know the Stillwater Regional Airport offers multiple flights daily between SWO and DFW? Follow the link to book your trip today!</p> <p> : Stillwater Regional Airport   : <a href="http://bit.ly/StillwaterAir">http://bit.ly/StillwaterAir</a></p>
Social Media	04/10/22	\$100.00	#FlySWO #VisitStillwater
			<p>Facebook Post: Enjoy shorter lines, free parking, and reasonable rates when you travel to and from America's Friendliest College Town using Stillwater Regional Airport!</p> <p> : Stillwater Regional Airport   : <a href="https://bit.ly/StillwaterAirInfo">https://bit.ly/StillwaterAirInfo</a>   : Photo by mxersforjesus on Instagram</p>
Social Media	04/30/22	\$100.00	#FlySWO #VisitStillwater
			<p>Facebook Post: Stillwater Regional Airport offers commercial air service with American Airlines to Dallas/Fort Worth. With free parking, quick security lines, and no-hassle baggage claim, visitors and residents can easily connect to more than 200 destinations around the world.</p> <p> : Stillwater Regional Airport   : <a href="https://bit.ly/FlySWO">https://bit.ly/FlySWO</a></p>
Social Media	05/01/22	\$100.00	#VisitStillwater #FutureofTravel #NTTW22 #FlySWO
			<p>Twitter Post: Stillwater Regional Airport offers commercial air service with American Airlines to Dallas/Forth Worth so visitors and residents can easily connect to more than 200 destinations around the world.</p>
Social Media	05/01/22	\$100.00	#VisitStillwater #FutureofTravel #NTTW22 #FlySWO
			<p>Instagram Post; Stillwater Regional Airport offers commercial air service with American Airlines to Dallas/Fort Worth. With free parking, quick security lines, and no-hassle baggage claim, visitors and residents can easily connect to more than 200 destinations around the world.</p> <p> : @flystillwaterok   : <a href="https://bit.ly/FlySWO">https://bit.ly/FlySWO</a></p>
Social Media	05/01/22	\$100.00	#VisitStillwater #FutureofTravel #NTTW22 #FlySWO
			<p>Instagram Post: njoy shorter lines, free parking, and reasonable rates when you travel to and from America's Friendliest College Town using Stillwater Regional Airport!</p> <p> : @flystillwaterok   : <a href="https://bit.ly/StillwaterAirInfo">https://bit.ly/StillwaterAirInfo</a>   : Photo by @mxersforjesus</p>
Social Media	05/04/22	\$100.00	#FlySWO #VisitStillwater
			<p>Instagram Post; Congratulations to our friends at Stillwater Regional Airport! They completed their annual Federal Aviation Administration (FAA) Safety Inspection and passed with zero discrepancies, the highest rating a commercial airport can receive.</p> <p>  </p>
Social Media	05/04/22	\$100.00	#VisitStillwater #FlySWO @flystillwaterok

## STILLWATER REGIONAL AIRPORT REPORT

			<p>Facebook Post: Which of these can you enjoy when traveling through Stillwater Regional Airport? (Hint: the answer is D) 🤔</p> <p>a. Shorter lines b. Free parking c. Hassle-free baggage claim d. All of the above</p> <p>📍: @Stillwater Regional Airport 🌐: <a href="https://bit.ly/StillwaterAirport">https://bit.ly/StillwaterAirport</a></p>
Social Media	05/27/22	\$100.00	<p>#FlySWO #VisitStillwater #travel #AmericasFriendliestCollegeTown</p> <p>Twitter Post: Which of these can you enjoy when traveling through Stillwater Regional Airport? (Hint: the answer is D) 🤔</p> <p>a. Shorter lines b. Free parking c. Hassle-free baggage claim d. All of the above</p> <p>📍: Stillwater Regional Airport 🌐: <a href="https://bit.ly/StillwaterAirport">https://bit.ly/StillwaterAirport</a></p>
Social Media	05/27/22	\$100.00	<p>#FlySWO #VisitStillwater</p>
			<p>Instagram Post: Which of these can you enjoy when traveling through Stillwater Regional Airport? (Hint: the answer is D) 🤔</p> <p>a. Shorter lines b. Free parking c. Hassle-free baggage claim d. All of the above</p> <p>📍: @flystillwaterok 🌐: <a href="https://bit.ly/StillwaterAirport">https://bit.ly/StillwaterAirport</a></p>
Social Media	05/27/22	\$100.00	<p>#FlySWO #VisitStillwater #travel #AmericasFriendliestCollegeTown</p>
			<p>Facebook Post: Did you know the Stillwater Regional Airport recently received a perfect score on their annual FAA Safety Inspection? This is the highest rating a commercial airport can receive! Congratulations!</p> <p>📍: Stillwater Regional Airport 🌐: <a href="https://bit.ly/StillwaterAirport">https://bit.ly/StillwaterAirport</a></p>
Social Media	06/21/22	\$100.00	<p>#FlySWO #VisitStillwater</p>
			<p>Twitter Post: Did you know the Stillwater Regional Airport recently received a perfect score on their annual FAA Safety Inspection? This is the highest rating a commercial airport can receive! Congratulations!</p> <p>📍: Stillwater Regional Airport 🌐: <a href="https://bit.ly/StillwaterAirport">https://bit.ly/StillwaterAirport</a></p>
Social Media	06/21/22	\$100.00	<p>#FlySWO</p>

## STILLWATER REGIONAL AIRPORT REPORT

			<p>Instagram Post: Did you know the Stillwater Regional Airport recently received a perfect score on their annual FAA Safety Inspection? This is the highest rating a commercial airport can receive! Congratulations!</p> <p> : Stillwater Regional Airport   : <a href="https://bit.ly/StillwaterAirport">https://bit.ly/StillwaterAirport</a></p>
Social Media	06/22/22	\$100.00	#FlySWO #VisitStillwater
			<p>Facebook Post: Making travel plans is easier than ever with two direct flights through American Airlines with daily flights between SWO and DFW. Passengers have several options when making plans for business or leisure travel to virtually anywhere in the world. Follow the link to learn why you should #FlySWO!</p> <p> : Stillwater Regional Airport   : <a href="https://bit.ly/AirportBlog">https://bit.ly/AirportBlog</a></p>
Social Media	06/28/22	\$100.00	#VisitStillwater #FlySWO #letstravel
			<p>Twitter Post; Making travel plans is easier than ever with two direct flights through American Airlines with daily flights between SWO and DFW. Passengers have several options when making plans for business or leisure travel to virtually anywhere in the world.</p> <p> : <a href="https://bit.ly/AirportBlog">https://bit.ly/AirportBlog</a></p>
Social Media	06/28/22	\$100.00	
			<p>Instagram Post: Making travel plans is easier than ever with two direct flights through American Airlines with daily flights between SWO and DFW. Passengers have several options when making plans for business or leisure travel to virtually anywhere in the world. Follow the link to learn why you should #FlySWO!</p> <p> : @flystillwaterok   : <a href="https://bit.ly/AirportBlog">https://bit.ly/AirportBlog</a></p>
Social Media	06/29/22	\$100.00	#VisitStillwater #FlySWO #letstravelagram Post:
			<p>Facebook Post: Shorter lines <input checked="" type="checkbox"/> Free parking <input checked="" type="checkbox"/> Hassle-free baggage claim <input checked="" type="checkbox"/> Take advantage of the commercial service through American Airlines at Stillwater Regional Airport!</p> <p> : Stillwater Regional Airport   : <a href="https://bit.ly/StillwaterAirport">https://bit.ly/StillwaterAirport</a></p>
Social Media	06/30/22	\$100.00	#FlySWO #VisitStillwater
			<p>Twitter Post; Shorter lines <input checked="" type="checkbox"/> Free parking <input checked="" type="checkbox"/> Hassle-free baggage claim <input checked="" type="checkbox"/> Take advantage of the commercial service through American Airlines at Stillwater Regional Airport!</p> <p> : Stillwater Regional Airport   : <a href="https://bit.ly/StillwaterAirport">https://bit.ly/StillwaterAirport</a></p>
Social Media	06/30/22	\$100.00	#FlySWO #VisitStillwater
Website	07/01/21 - 12/31/21	\$5,000.00	visitstillwater.org/tools/transportation - featured content and listing
<b>Total</b>		<b>\$67,861.50</b>	














## MERRY MAIN ST.

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, 2021 - December 31, 2021

Service	Date	Value	Service Description
Advertising	11/01/21 - 12/31/21	\$3,532.50	Digital Ad Campaign with Madden Media promoting Merry Main St.
Partnership	07/20/21	\$150.00	Brainstorming meeting with event coordinator
Partnership	09/14/21	\$150.00	Brainstorming meeting with event coordinator
Partnership	08/15/20	\$150.00	Brainstorming meeting with event coordinator
Promotion	10/22/21	\$200.00	Holidays 2021 News Press Column and Press Release on Website
Promotion	10/25/21	\$100.00	Included in the November 2021 SITK postcard
Promotion	11/01/21	\$1,000.00	Visitor Development Incentive Sponsorship
Promotion	11/01/21	\$100.00	Included in the November eNewsletter
Promotion	11/14/21	\$2,000.00	Distributed 10,000 Holidays 2021/Merry Main St./Stillwater Savings Pass rack cards to local partners and surrounding communities
Promotion	11/01/21	\$100.00	Included in the November Monthly Event Video
Promotion	11/22/21	\$100.00	Included in the December 2021 SITK postcard
Promotion	12/01/21	\$100.00	Included in December 2021 eNewsletter
Promotion	12/01/20	\$1,500.00	Included in the December Monthly Event Video
Promotion	12/03/21	\$100.00	Included in Blog Post
Promotion	11/1/21 - 12/31/21	\$100.00	On-Hold Message
Promotion	10/25/21 - 12/31/21	\$5,220.00	Banner Placement - Two Banners for 9 Weeks
Public Relations	10/19/21	\$350.00	"The Morning Edition" Interview
Public Relations	11/15/21	\$350.00	"The Morning Edition" Interview
Public Relations	11/17/21	\$25.00	Stillwater Radio with Jay McCrae
Public Relations	10/17/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	11/17/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/22/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	11/24/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/24/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	11/24/21	\$25.00	Stillwater Radio with Jay McCrae
Public Relations	11/30/21	\$350.00	"The Morning Edition" Interview
Public Relations	12/01/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	12/01/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	12/01/21	\$25.00	Stillwater Radio with Jay McCrae
Public Relations	12/02/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/06/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/08/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	12/08/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	12/08/21	\$25.00	Stillwater Radio with Jay McCrae
Public Relations	12/13/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/13/21	\$350.00	"The Morning Edition" Interview
Public Relations	12/15/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	12/15/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	12/15/21	\$25.00	Stillwater Radio with Jay McCrae

Social Media	11/15/21	\$100.00	Facebook Cover Photo: Merry Main St.  Facebook Post: It's beginning to look a lot like Christmas! Merry Main Street begins on November 26th on Block 34! Enjoy unique shopping, carriage rides, and festive lights and decorations!  : Merry Main St Downtown Stillwater, Block 34  : November 26-28, December 2-5, December 9-12, December 16-19  : <a href="https://bit.ly/MerryMainSt21">https://bit.ly/MerryMainSt21</a>
Social Media	11/16/21	\$100.00	#VisitStillwater #Christmas #MerryMainStreet  Twitter Post: It's beginning to look a lot like Christmas! Merry Main Street begins on 11/26! Enjoy unique shopping, carriage rides, and festive lights and decorations! Round pushpin: Merry Main St Downtown Stillwater, Block 34 Calendar : Nov 26-28, Dec 2-5, Dec 9-12, Dec16-19  : <a href="https://bit.ly/MerryMainSt21">https://bit.ly/MerryMainSt21</a>
Social Media	11/16/21	\$100.00	Instagram Post: It's beginning to look a lot like Christmas! Merry Main Street begins on November 26th on Block 34! Enjoy unique shopping, carriage rides, and festive lights and decorations!   : Merry Main St Downtown Stillwater, Block 34  : November 26-28, December 2-5, December 9-12, December 16-19  : <a href="https://bit.ly/MerryMainSt21">https://bit.ly/MerryMainSt21</a>
Social Media	11/17/21	\$100.00	Twitter Post: Looking for fun things to do this Christmas season? Visit Stillwater has you covered! Check out our website below for great shopping ideas, light display locations, and more!  Christmas tree: <a href="https://bit.ly/StillyHolidays">https://bit.ly/StillyHolidays</a>
Social Media	01/17/21	\$100.00	#shoplocal #eatlocal #VisitStillwater #Christmas  Facebook Post: Looking for fun things to do this Christmas season? Visit Stillwater has you covered! Check out our website below for great shopping ideas, light display locations, and more!  : <a href="https://bit.ly/StillyHolidays">https://bit.ly/StillyHolidays</a>
Social Media	11/18/21	\$100.00	#shoplocal #eatlocal #VisitStillwater #Christmas  Facebook Post: Get into the holiday spirit and sign up for classes in the large dome at Merry Main St! Each weekend offers a different craft or activity. Week 1: Charcuterie Week 2: Candlemaking Week 3: Holiday Cocktails Week 4: Chocolate Painting  : Merry Main St, Downtown Stillwater, Block 34  : November 26-28, December 2-5, December 9-12, December 16-19  : <a href="https://bit.ly/StillyHolidays">https://bit.ly/StillyHolidays</a>
Social Media	11/18/21	\$100.00	#VisitStillwater #Christmas #MerryMainStreet #ShopSWO  Instagram Post: Looking for fun things to do this Christmas season? Visit Stillwater has you covered! Check out our website for great shopping ideas, light display locations, and more! Link in bio!
Social Media	11/19/21	\$100.00	#shoplocal #eatlocal #VisitStillwater #Christmas

Social Media	11/20/21	\$100.00	Facebook Post: 🎄 Planning your holiday activities? Don't miss the fun classes Merry Main St has this year! 👤📺 Check out all the holiday activities on the Holidays 2021 📺📺 website <a href="https://www.visitstillwater.org/stillwater-holidays/">https://www.visitstillwater.org/stillwater-holidays/</a> #visitstillwater #holidays2021 #merrymainstreet #shopswo
Social Media	11/24/21	\$100.00	Facebook Post: We are days away from the start of Merry Main Street! Diesel Christmas Trees will be there to sell live trees and wreaths from Fridays - Sundays while supplies last. 📍 : Merry Main St, Downtown Stillwater, Block 34 📅 : November 26-28, December 2-5, December 9-12, December 16-19 🖱 : <a href="https://bit.ly/MerryMainSt21">https://bit.ly/MerryMainSt21</a> #Christmas #MerryMainStreet #VisitStillwater
Social Media	11/24/21	\$100.00	Twitter Post: We are days away from the start of Merry Main St! Diesel Christmas Trees will be there to sell live trees and wreaths from Fridays-Sundays while supplies last. Round pushpin: Merry Main St, Downtown Stillwater, Block 34 Calendar : 11/26-28, 12/2-5, 12/9-12, 12/16-19 🖱 : <a href="https://bit.ly/MerryMainSt21">https://bit.ly/MerryMainSt21</a>
Social Media	12/02/21	\$100.00	Facebook Post: Going to the Stillwater Oklahoma Christmas Parade of Lights? Be sure to stay for the Drone Light Show beginning after the parade over Block 34.
Social Media	12/03/21	\$100.00	Twitter Post: Santa Claus is coming to America's Friendliest College Town! Don't miss your chance to get your photos with Jolly Old St. Nick! Visit our Holiday Events page to see his appearances.  Santa Claus: <a href="https://bit.ly/HolidayEvents21">https://bit.ly/HolidayEvents21</a>  #santaclaus #holidays2021 #VisitStillwater #familyfun
Social Media	12/04/21	\$100.00	Facebook Post: From Cocktails to Chocolate how can you go wrong? Merry Main St. is hosting holiday classes in the large dome! These hands-on activities are perfect for a girl's night out or date night! 📍 : Merry Main St, Block 34, Downtown Stillwater 📅 : Dec. 3-4, 10-11, 17-18 🖱 : <a href="https://bit.ly/MerryMainSt21">https://bit.ly/MerryMainSt21</a> #VisitStillwater #holidays2021 #ShopSWO #merrymainstreet
Social Media	12/04/21	\$100.00	Twitter Post: From Cocktails to Chocolate how can you go wrong? Merry Main St. is hosting holiday classes in the large dome! These hands-on activities are perfect for a girls night or date night! Round pushpin: Merry Main St, Block 34 Calendar: Dec. 3-4, 10-11, 17-18 🖱 : <a href="https://bit.ly/MerryMainSt21">https://bit.ly/MerryMainSt21</a>
Social Media	12/05/21	\$100.00	Facebook Post: The holidays have arrived in America's Friendliest College Town! In the heart of the community, you will find the featured event of the season, Merry Main Street! You won't want to miss the exciting weekends of cheer, wonder, and fun! 📄 Read more! 📄 📍 : Merry Main St, Block 34, Downtown Stillwater 📅 : Dec. 2-5, 9-12, 16-19 🎄 : <a href="https://bit.ly/HolidayBlogStillwater">https://bit.ly/HolidayBlogStillwater</a>



			<p>Twitter Post: The holidays have arrived in America's Friendliest College Town! In the heart of the community, you will find the featured event of the season, Merry Main St!</p> <p>Downwards arrow Read more! Downwards arrow</p> <p>Round pushpin: Merry Main St, Block 34, Downtown Stillwater</p> <p>Calendar: Dec. 2-5, 9-12, 16-19</p> <p>Christmas tree: <a href="https://bit.ly/HolidayBlogStillwater">https://bit.ly/HolidayBlogStillwater</a></p>
Social Media	12/05/21	\$100.00	Facebook Cover Photo: Merry Main St. Carriage Rides
Social Media	12/06/21	\$100.00	Facebook Post: It's time for family fun at Merry Main St. with Cookies with Cops and S'mores with Firemen! Bring the kids for delicious treats and photos with local heroes on Block 34!
			<p> : Merry Main St, Block 34, Downtown Stillwater</p> <p> : December 11 (Cops), December 18 (Firemen)</p> <p> : 2:00 – 4:00 pm</p> <p> : <a href="https://bit.ly/MerryMainStSanta">https://bit.ly/MerryMainStSanta</a></p> <p>#holidays2021 #VisitStillwater #merrymainstreet</p>
Social Media	12/08/21	\$100.00	Twitter Post: It's time for family fun at Merry Main St. with Cookies with Cops and S'mores with Firemen! Bring the kids for delicious treats and photos with local heroes on Block 34!
			<p>Round pushpin: Merry Main St, Block 34</p> <p>Calendar: 12/11 (Cops), 12/18 (Firemen)</p> <p>Alarm clock: 2:00 – 4:00 pm</p> <p> : <a href="https://bit.ly/MerryMainStSanta">https://bit.ly/MerryMainStSanta</a></p>
Social Media	12/08/21	\$100.00	Facebook Post: It's lovely weather for a sleigh ride together with you! Come to Merry Main St. on Block 34 in Downtown Stillwater for free carriage rides on Saturdays!
			<p> : Merry Main St, Block 34, Downtown Stillwater</p> <p> : Dec. 4, 11, 18</p> <p> : 3:00 – 9:00 pm</p> <p> : <a href="https://bit.ly/MerryMainStreet">https://bit.ly/MerryMainStreet</a></p> <p>#merrymainstreet #holidays2021 #VisitStillwater #ShopSWO</p>
Social Media	12/09/21	\$100.00	Instagram Post: It's lovely weather for a sleigh ride together with you! Come to Merry Main St. on Block 34 in Downtown Stillwater for free carriage rides on Saturdays!
			<p> : Merry Main St, Block 34, Downtown Stillwater</p> <p> : Dec. 4, 11, 18</p> <p> : 3:00 – 9:00 pm</p>
Social Media	12/09/21	\$100.00	#merrymainstreet #holidays2021 #VisitStillwater #ShopSWO
			Twitter Post: It's lovely weather for a sleigh ride together with you! Come to Merry Main St. on Block 34 in Downtown Stillwater for free carriage rides on Saturdays!
			<p>Round pushpin: Merry Main St, Block 34, Downtown Stillwater</p> <p>Calendar: Dec. 4, 11, 18</p> <p>Alarm clock: 3:00 – 9:00 pm</p> <p> : <a href="https://bit.ly/MerryMainStreet">https://bit.ly/MerryMainStreet</a></p>
Social Media	12/09/21	\$100.00	

Social Media	12/13/21	\$100.00	<p>Facebook Post: Have you been naughty or nice this year? Come see Jolly Old St. Nicholas in his holiday house at Merry Main St.!</p> <p> : Merry Main St, Block 34, Downtown Stillwater</p> <p> : Dec. 9, 16, 19</p> <p> : Thursday 5:30 - 7:00 pm, Sunday 12:00 - 1:30 pm</p> <p> : <a href="https://bit.ly/MerryMainStreet">https://bit.ly/MerryMainStreet</a></p> <p>#santaclaus #merrymainstreet #holidays2021 #VisitStillwater #ShopSWO</p>
Social Media	12/13/21	\$100.00	<p>Twitter Post: Have you been naughty or nice this year? Come see Jolly Old St. Nicholas in his holiday house at Merry Main St.!</p> <p>Round pushpin: Merry Main St, Block 34, Downtown</p> <p>Calendar: Dec. 9, 16, 19</p> <p>Alarm clock: 5:30 – 7:00 pm</p> <p> : <a href="https://bit.ly/MerryMainStreet">https://bit.ly/MerryMainStreet</a></p> <p>#merrymainstreet #holidays2021 #VisitStillwater #ShopSWO</p>
Social Media	12/17/21	\$100.00	<p>Facebook Post: It's the final weekend of Merry Main St.! Don't miss your chance to shop in the covered domes on Block 34 in Downtown Stillwater!</p> <p> : Merry Main St., Block 34, Downtown Stillwater</p> <p> : Dec. 16-19</p> <p> : <a href="https://bit.ly/MerryMainStreet">https://bit.ly/MerryMainStreet</a></p> <p>#merrymainstreet #VisitStillwater #holidays2021 #ShopSWO</p>
Social Media	12/17/21	\$100.00	<p>Instagram Post: It's the final weekend of Merry Main St.! Don't miss your chance to shop in the covered domes on Block 34 in Downtown Stillwater!</p> <p> : Merry Main St., Block 34, Downtown Stillwater</p> <p> : Dec. 16-19</p> <p> : <a href="https://bit.ly/MerryMainStreet">https://bit.ly/MerryMainStreet</a></p> <p>#merrymainstreet #VisitStillwater #holidays2021 #ShopSWO</p>
Social Media	12/17/21	\$100.00	<p>Twitter Post: It's the final weekend of Merry Main St.! Don't miss your chance to shop in the covered domes on Block 34 in Downtown Stillwater!</p> <p>Round pushpin: Merry Main St., Block 34, Downtown Stillwater</p> <p>Calendar: Dec. 16-19</p> <p> : <a href="https://bit.ly/MerryMainStreet">https://bit.ly/MerryMainStreet</a></p> <p>#merrymainstreet #VisitStillwater #holidays2021 #ShopSWO</p>
Social Media	12/19/21	\$100.00	<p>Facebook Post: Take a festive cruise down Main Street to experience the dazzling holiday light display! Be sure to drive by Provalue.net to see the colorful Christmas tree.</p> <p> : Downtown Stillwater</p> <p> : <a href="https://bit.ly/StillyHolidays">https://bit.ly/StillyHolidays</a></p> <p>#holidays2021 #christmaslights #VisitStillwater</p>

			Facebook Video: December 19th is the final day to shop and experience Merry Main St. on Block 34 in Downtown Stillwater! Don't miss your chance to visit for the season, and be sure to check out our full website of Holiday activities for even more fun below!
			📍 : Merry Main St., Block 34, Downtown Stillwater
			🖱️ : <a href="https://bit.ly/StillyHolidays">https://bit.ly/StillyHolidays</a>
Social Media	12/19/21	\$100.00	#shopSWO #holidays2021 #visitstillwater
Social Media	12/21/21	\$100.00	Facebook Cover Photo: Holidays 2021
Website	11/1/21 - 12/31/21	\$1,000.00	Created a specific Merry Main St. page on VisitStillwater.org and included event on our calendar.
Total		\$20,617.50	





## STILLWATER ARTS FESTIVAL 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 the Stillwater Arts Festival.



### Stillwater Arts Festival Partnership Report January 1, 2022 - June 30, 2022

Service	Date	Value	Service Description
Partnership	02/04/22	\$100.00	Discussed in Downtown Stillwater Merchants Meeting
Partnership	02/17/22	\$100.00	Discussed in the Stillwater Cultural District Meeting
Partnership	03/04/22	\$100.00	Discussed in Downtown Stillwater Merchants Meeting
Partnership	04/01/22	\$100.00	Discussed in the Downtown Stillwater Merchants Meeting
Promotion	02/18/22	\$2,000.00	Distributed 10,000 Spring 2022/Stillwater Savings Pass/GeoCaching/FlySWO rack cards to local partners and surrounding communities
Promotion	03/21/22	\$100.00	Included in the April 2022 SITK postcard
Promotion	03/24/22	\$200.00	Spring Events 2022 News Press Column and Press Release on Website
Promotion	04/01/22	\$100.00	Included in the April 2022 eNewsletter
Promotion	04/01/22	\$500.00	Included in the April 2022 Monthly Event Video
Promotion	04/01/22	\$1,000.00	Visitor Development Incentive Sponsorship
Promotion	04/08/22	\$100.00	Included in Blog Post for Easter Weekend Activities
Promotion	3/21/22 - 4/18/22	\$1,150.00	Banner Placement - Two Banners for 9 Weeks
Public Relations	03/21/22	\$25.00	"The Morning Scramble" with Steve Daniels
Public Relations	03/21/22	\$350.00	"The Morning Edition" Interview
Public Relations	04/11/22	\$25.00	"The Morning Scramble" with Steve Daniels
Public Relations	04/12/22	\$350.00	"The Morning Edition" Interview
Public Relations	04/13/22	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	04/13/22	\$25.00	Stillwater Radio with Don Ray
Public Relations	04/13/22	\$25.00	Stillwater Radio with Jay McCrae
Public Relations	04/14/22	\$25.00	"The Morning Scramble" with Steve Daniels
Public Relations	04/14/22	\$350.00	"The Morning Edition" Interview
Public Relations	4/14/22 - 4/16/22	\$500.00	Payne County Expo Center Banner Placement
Social Media	03/18/22	\$100.00	Facebook Post: The Stillwater Arts Festival returns this year on April 15-16! Don't miss this fine arts celebration and destination for art collectors and enthusiasts. This year's event will be held in Downtown Stillwater and will feature over 25 musicians, activities, food trucks, a bike night and a car show! Follow the link for more details. 📄 : <a href="https://bit.ly/StillyArtsFest22">https://bit.ly/StillyArtsFest22</a> 📅 : April 15-16 😊 : Stillwater Arts and Humanities Council #artsfestival #VisitStillwater #LoveSWO
Social Media	03/18/22	\$100.00	Twitter Post: The Stillwater Arts Festival returns this year on from 4/15-4/16! This year it will be held in Downtown Stillwater and will feature over 25 musicians, activities, food trucks, a bike night and a car show! 📄 : <a href="https://bit.ly/StillyArtsFest22">https://bit.ly/StillyArtsFest22</a> 😊 : Stillwater Arts and Humanities Council

## STILLWATER ARTS FESTIVAL REPORT

			<p>Instagram Post: The Stillwater Arts Festival returns this year on April 15-16! Don't miss this fine arts celebration and destination for art collectors and enthusiasts. This year's event will be held in Downtown Stillwater and will feature over 25 musicians, activities, food trucks, a bike night and a car show! Follow the link for more details.</p> <p> : <a href="https://bit.ly/StillyArtsFest22">https://bit.ly/StillyArtsFest22</a></p> <p> : April 15-16</p> <p> : Stillwater Arts and Humanities Council</p> <p>#artsfestival #VisitStillwater #LoveSWO</p>
Social Media	03/18/22	\$100.00	
			<p>Facebook Post: Experience the return of the Stillwater Arts Festival! 70 artists featuring ceramics, paintings, glass, fiber arts, sculpture, photography, and jewelry will display their creations in the heart of Downtown Stillwater!</p> <p> : Stillwater Arts and Humanities Council</p> <p> : April 15-16</p> <p> : <a href="https://www.visitstillwater.org/.../43rd-annual.../23832/">https://www.visitstillwater.org/.../43rd-annual.../23832/</a></p> <p>#artsfestival #VisitStillwater #LoveSWO</p>
Social Media	04/02/22	\$100.00	
			<p>Instagram Post: Experience the return of the Stillwater Arts Festival! 70 artists featuring ceramics, paintings, glass, fiber arts, sculpture, photography, and jewelry will display their creations in the heart of Downtown Stillwater!</p> <p> : Stillwater Arts and Humanities Council</p> <p> : April 15-16</p> <p> : <a href="https://www.visitstillwater.org/.../43rd-annual.../23832/">https://www.visitstillwater.org/.../43rd-annual.../23832/</a></p> <p>#artsfestival #VisitStillwater #LoveSWO</p>
Social Media	04/02/22	\$100.00	
Social Media	04/04/22	\$100.00	<p>Facebook Cover Photo</p> <p>Twitter Post: Experience the return of the Stillwater Arts Festival! 70 artists featuring ceramics, paintings, glass, fiber arts, sculpture, photography, &amp; jewelry will display their creations in the heart of Downtown Stillwater!</p> <p> :</p> <p>@artstillwaterok</p> <p> : April 15-16</p> <p> : <a href="https://bit.ly/StillyArtsFest22">https://bit.ly/StillyArtsFest22</a></p>
Social Media	04/05/22	\$100.00	
			<p>Facebook Post: Coming to the Stillwater Arts Festival? Be sure to check out the antique and classic car show, made in Oklahoma businesses, and kids' zone with special hands-on art activities!</p> <p> : Stillwater Arts and Humanities Council</p> <p> : April 15-16</p> <p> : <a href="https://bit.ly/StillyArtsFest22">https://bit.ly/StillyArtsFest22</a></p> <p>#artsfestival #VisitStillwater #LoveSWO</p>
Social Media	04/06/22	\$100.00	
			<p>Twitter Post: Coming to the Stillwater Arts Festival? Be sure to check out the antique and classic car show, made in Oklahoma businesses, and kids' zone with special hands-on art activities!</p> <p> :</p> <p>@artstillwaterok</p> <p> : April 15-16</p> <p> : <a href="https://bit.ly/StillyArtsFest22">https://bit.ly/StillyArtsFest22</a></p>
Social Media	04/06/22	\$100.00	#artsfestival #VisitStillwater

## STILLWATER ARTS FESTIVAL REPORT

			<p>Instagram Post: Coming to the Stillwater Arts Festival? Be sure to check out the antique and classic car show, made in Oklahoma businesses, and kids' zone with special hands-on art activities!</p> <p>☺: Stillwater Arts and Humanities Council</p> <p>📅: April 15-16</p> <p>🔗: <a href="https://bit.ly/StillyArtsFest22">https://bit.ly/StillyArtsFest22</a></p> <p>#artfestival #VisitStillwater #LoveSWO</p>
Social Media	04/06/22	\$100.00	<p>Friday, April 15 - 8th and Duncan</p> <p>12:00 pm - Bull Frog Boys</p> <p>1:00 pm - Time Out</p> <p>2:00 pm - Mark Christian</p> <p>3:00 pm - Bruce Benson - Edmond</p> <p>4:00 pm - Pokeapella (roaming)</p> <p>5:00 pm - Da Prophecy</p> <p>6:00 pm - Rigby Summer</p> <p>6:30 pm - Bike Night announcements</p> <p>7:00 pm - Charlie Redd &amp; Full Flava Kings</p> <p>Friday, April 15 - 7th and Husband</p> <p>3:00 pm - Mark Christian</p> <p>4:00 pm - Bull Frog Boys</p> <p>5:00 pm - Emma Rose</p> <p>5:30 pm - Cary Younge</p> <p>Saturday, April 16 - 8th and Duncan</p> <p>10:00 am - Functional Polly</p> <p>11:00 am - Martial Arts Demonstrations</p> <p>12:00 pm - Stillwater Community Singers</p> <p>12:30 pm - Town and Gown Theatre</p> <p>1:30 pm - Stillwater High School Orchestra</p> <p>2:30 pm - Us and Them - Broken Arrow</p> <p>3:30 pm - Aalim Dance Academy Belly Dancers</p> <p>4:00 pm - Stillwater Big Band (formerly Stillwater Jazz Band)</p> <p>5:00 pm - Tulsa Reqs Belly Dance</p>
Social Media	04/13/22	\$100.00	<p>5:30 pm - Grand Apollo</p> <p>Friday, April 15 - 8th and Duncan</p> <p>12:00 pm - Bull Frog Boys</p> <p>1:00 pm - Time Out</p> <p>2:00 pm - Mark Christian</p> <p>3:00 pm - Bruce Benson - Edmond</p> <p>4:00 pm - Pokeapella (roaming)</p> <p>5:00 pm - Da Prophecy</p> <p>6:00 pm - Rigby Summer</p> <p>6:30 pm - Bike Night announcements</p> <p>7:00 pm - Charlie Redd &amp; Full Flava Kings</p> <p>Friday, April 15 - 7th and Husband</p> <p>3:00 pm - Mark Christian</p> <p>4:00 pm - Bull Frog Boys</p> <p>5:00 pm - Emma Rose</p> <p>5:30 pm - Cary Younge</p> <p>Saturday, April 16 - 8th and Duncan</p> <p>10:00 am - Functional Polly</p> <p>11:00 am - Martial Arts Demonstrations</p> <p>12:00 pm - Stillwater Community Singers</p> <p>12:30 pm - Town and Gown Theatre</p> <p>1:30 pm - Stillwater High School Orchestra</p> <p>2:30 pm - Us and Them - Broken Arrow</p> <p>3:30 pm - Aalim Dance Academy Belly Dancers</p> <p>4:00 pm - Stillwater Big Band (formerly Stillwater Jazz Band)</p> <p>5:00 pm - Tulsa Reqs Belly Dance</p>
Social Media	04/13/22	\$100.00	<p>5:30 pm - Grand Apollo</p>



Social Media	04/13/22	\$100.00	Facebook Post: Hop over to America's Friendliest College Town! on Easter weekend for events that are sure to please the whole family! Follow the link to learn more. 📄: <a href="https://bit.ly/EasterBlog22">https://bit.ly/EasterBlog22</a> 📍: Ultimate Air Trampoline Park Stillwater, Payne County Expo Center, Modella Art Gallery, Oklahoma State Cowgirl Softball, Stillwater Arts and Humanities Council, Remember the Ten Run, Humane Society of Stillwater, Stillwater Bible, McKnight Center for the Performing Arts, Lost Creek Safari, LLC #LoveSWO #VisitStillwater #HappyEaster
			Twitter Post: Hop over to America's Friendliest College Town! on Easter weekend for events that are sure to please the whole family! Follow the link to learn more.  📄: <a href="https://visitstillwater.org/blog/post/easter-weekend-is-hopping-in-stillwater/">https://visitstillwater.org/blog/post/easter-weekend-is-hopping-in-stillwater/</a>
Social Media	04/13/22	\$100.00	#LoveSWO #VisitStillwater #HappyEaster Instagram Post: Hop over to America's Friendliest College Town! on Easter weekend for events that are sure to please the whole family! Follow the link to learn more. 📄: <a href="https://bit.ly/EasterBlog22">https://bit.ly/EasterBlog22</a> 📍: Ultimate Air Trampoline Park Stillwater, Payne County Expo Center, Modella Art Gallery, Oklahoma State Cowgirl Softball, Stillwater Arts and Humanities Council, Remember the Ten Run, Humane Society of Stillwater, Stillwater Bible, McKnight Center for the Performing Arts, Lost Creek Safari, LLC #LoveSWO #VisitStillwater #HappyEaster
Social Media	04/13/22	\$100.00	
			Facebook Post: The Bullfrog Boys are a multi-generational group that performs a genre called simply "newageredirtbluesgrasssoulrockafolk" that is performed with enthusiasm, grit and a tasteful dash of artistic expression. Although they had to abandon the elaborate dance routines in their acts due to arthritis, hip, knee, back and general situational awareness issues, you can still see movement and signs of life in the older members.  Hear The Bullfrog Boys along with 30 other performing groups live from two stages at the Stillwater Arts Festival in Downtown Stillwater! Follow the link for the full lineup and schedule.  🎭: Stillwater Arts and Humanities Council 📅: April 15-16 📄: <a href="https://bit.ly/StillwaterArts22">https://bit.ly/StillwaterArts22</a>
Social Media	04/14/22	\$100.00	#artfestival #VisitStillwater #LoveSWO See less
			Twitter Post: Hear The Bullfrog Boys along with 30 other performing groups live from two stages at the Stillwater Arts Festival in Downtown Stillwater! Follow the link for the full lineup and schedule.  🎭: Stillwater Arts and Humanities Council 📅: April 15-16 📄: <a href="https://bit.ly/StillwaterArts22">https://bit.ly/StillwaterArts22</a>
Social Media	04/14/22	\$100.00	

## STILLWATER ARTS FESTIVAL REPORT

Social Media	04/15/22	\$100.00	Facebook Post: The Stillwater Arts Festival is here! Come Downtown for the beautiful artwork, incredible musicians, unique food trucks, and more! ☺: Stillwater Arts and Humanities Council 📅: April 15-16 🔗: <a href="https://bit.ly/StillwaterArts22">https://bit.ly/StillwaterArts22</a> #artfestival #VisitStillwater #LoveSWO
			Twitter Post: The Stillwater Arts Festival is here! Come Downtown for the beautiful artwork, incredible musicians, unique food trucks, and more!  ☺: Stillwater Arts and Humanities Council 📅: April 15-16 🔗: <a href="https://bit.ly/StillwaterArts22">https://bit.ly/StillwaterArts22</a>
Social Media	04/15/22	\$100.00	#artfestival #VisitStillwater #LoveSWO
Social Media	04/15/22	\$100.00	Instagram Post: The Stillwater Arts Festival is here! Come Downtown for the beautiful artwork, incredible musicians, unique food trucks, and more! ☺: Stillwater Arts and Humanities Council 📅: April 15-16 🔗: <a href="https://bit.ly/StillwaterArts22">https://bit.ly/StillwaterArts22</a> #artfestival #VisitStillwater #LoveSWO
Website	1/1/22 - 4/16/22	\$1,000.00	Included on event calendar on VisitStillwater.org
Total		\$10,250.00	

