

VISIT STILLWATER

Annual Report FY2019



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

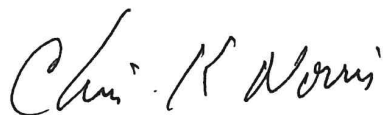
BOARD OF DIRECTORS

As Stillwater's destination marketing organization, we are responsible for promoting our community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, we strengthen the economic position and provide opportunity for people in our community.

Visit Stillwater promotes the long-term development of our community, focusing on convention sales, tourism marketing, and service. We are the masterminds behind campaigns marketing our entire community to meeting professionals, business travelers, and individual visitors. We represent the hotels, restaurants, meeting facilities, event venues, museums, attractions, and other hospitality professionals serving the traveling public.

Our community has supported Stillwater's destination marketing organization since our inception in 1985. Visit Stillwater is in the unique position to have a proven track-record of providing visitor development marketing, promotion, public relations, communications, sales, and services for our community. Guided by our mission, our dedicated staff, a dutiful board of directors, and a constant commitment to our stakeholders and customers, Visit Stillwater looks forward to unwavering and full engagement with the City of Stillwater to continue the impact and growth of the area's powerful tourism industry.

Sincerely,



Chris Norris
Chairman of the Board
Visit Stillwater OK, Inc.

Visit Stillwater Board of Directors

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

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

Treasurer - Kent Kinzie - Leonard Jewelry

Secretary - Jan Harris - Best Western PLUS Cimarron Hotel & Suites

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

Directors

- Blaire Atkinson - OSU Alumni Association
- Dale Brendel - Stillwater News Press
- Colin Campbell - Payne County Expo Center
- Ival Gregory - Retired
- Biff Horrocks - McDonald's
- Joe Martin - Hampton Inn & Suites
- Chad Weiberg - OSU Athletics Department

CPA - Mark Gunkel, Mark Gunkel, CPA PC

OCCUPANCY TAX

Visit Stillwater is funded primarily through a contracted amount of the Stillwater Hotel Room 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 Hotel Room Tax will be utilized by Visit Stillwater to carry out the scope of services outlined within the Visit Stillwater Business Plan.

Hotel Room Tax:

Stillwater is home to 19 hotel properties with an inventory of 1,520 total rooms. According to STR (subscribed source for hotel data benchmarking, analytics, and marketplace insights), Stillwater hotel properties ended the calendar year showing a 47.3% occupancy rate, \$89.59 ADR (Average Daily Rate), and \$42.42 RevPAR (Revenue Per Available Room).

	2017 2018 2019	2017 2018 2019	2017 2018 2019
	Occ %	ADR	RevPAR
Stillwater	43.4% 48.8% 47.3%	\$90.83 \$93.81 \$89.59	\$39.46 \$45.75 \$42.42
Comp Set	52.9% 54.2% 53.9%	\$77.87 \$78.05 \$78.99	\$41.33 \$42.49 \$42.77
Oklahoma	55.0% 57.3% 57.6%	\$78.95 \$79.51 \$80.61	\$43.42 \$45.60 \$46.40

When measuring to comparable and competitive communities (Ardmore, Bartlesville, Broken Arrow, Durant, Duncan, Enid, Edmond, Miami, Midwest City, Norman, Ponca City, Shawnee), occupancy was lower. However, Stillwater hotel properties recognized substantially higher average daily rates than most within the comp set as well as the average across Oklahoma.

Total hotel room tax collections for the year was \$780,590.39, an 8% decrease over the same time period in fiscal year 2018, with two hotel properties delinquent for a total of three payments. Year-to-year comparisons to fiscal year 2018 are skewed due to habitually delinquent hotel room tax remittance, which has been the case for over four consecutive years. May collections, reflected in June, were greatly impacted in 2019 due to flooding and event cancellations. May 2018 also included the Women’s and Men’s NCAA Golf Championships and the cast and crew of the movie, “Unplanned.”

Hotel Room Tax:

	FY '17 Month	FY '17 YTD	FY '18 Month	FY '18 Year	FY '19 Month	FY '19 Year	Deliquent
July	\$74,374.07	\$74,374.07	\$83,456.74	\$83,456.74	\$68,258.45	\$68,258.45	1 - 1-30 days & 1 60-90 days
Aug.	\$58,771.44	\$133,145.51	\$66,828.11	\$150,284.85	\$65,209.61	\$133,468.06	1 - 1-30 days, 1 - 30-60 days, 1 - 60-90 days & 1 - 90-120 days
Sept.	\$61,157.32	\$194,302.83	\$77,282.17	\$227,567.02	\$73,407.44	\$206,875.50	1 - 1-30 days, 1 - 30-60 days, 1 - 60-90 days & 1 - 90-120 days
Oct.	\$100,608.30	\$294,911.13	\$71,791.18	\$299,358.20	\$89,252.82	\$296,128.32	1 - 1-30 days, 1 - 30-60 days, 1 - 60-90 days & 1 - 90-120 days
Nov.	\$94,083.09	\$388,994.22	\$78,065.06	\$377,423.26	\$89,630.03	\$385,758.35	1 - 1-30 days, 1 - 30-60 days, 1 - 60-90 days & 1 - 90-120 days
Dec.	\$55,461.40	\$444,455.62	\$78,728.42	\$456,151.68	\$49,870.49	\$435,628.84	2 - 1-30 days, 1 - 30-60 days, 1 - 60-90 days & 1 - 90-120 days
Jan.	\$42,008.34	\$486,463.96	\$44,690.29	\$500,841.97	\$42,873.62	\$478,502.46	1 - 1-30 days, 1 - 30-60 days, 1 - 60-90 days & 1 - 90-120 days
Feb.	\$56,649.22	\$543,113.18	\$43,788.86	\$544,630.83	\$37,782.22	\$516,284.68	3 - 1-30 days, 1 - 30-60 days, 1 - 60-90 days & 1 - 90-120 days
March	\$44,944.67	\$588,057.85	\$44,463.57	\$589,094.40	\$45,820.17	\$562,104.85	1 - 1-30 days & 1 90-120 days
April	\$64,488.65	\$652,546.50	\$65,291.10	\$654,385.50	\$65,795.80	\$627,900.65	1 - 1-30 days & 1 90-120 days
May	\$67,165.61	\$719,712.11	\$75,936.23	\$730,321.73	\$72,382.19	\$700,282.84	1 - 1-30 days & 1 90-120 days
June	\$82,897.47	\$802,609.58	\$118,983.09	\$849,304.82	\$80,307.55	\$780,590.39	2 - 1-30 days & 1 90-120 days
		9% increase		6% increase		8% decrease	3 deliquent payments
City's Budgeted Amount		\$700,000		\$750,000		\$720,000	

VISIT STILLWATER DELIVERABLES

A. Marketing & Communications	2017-2018	2018-2019	Goal	% of Goal
Increase website traffic by 25%	207,120	249,076	258,900	96%
Increase website pageviews by 10%	511,622	568,329	562,784	101%
Increase website sessions originating from Dallas DMA by 5%	64,065	75,485	67,268	112%
Increase referred Facebook website traffic by 20%	12,578	15,219	15,093	101%
Increase Facebook followers by 10%	11,149	12,234	12,263	99%
Provide 125 sweepstakes giveaways	116	135	125	108%
Promote a minimum of 1,000 locally held events	1,017	1213	1,000	121%
Distribute 125 new releases	127	185	125	148%
Create 12 videos highlighting Stillwater events and attractions	12	12	12	100%
Write 24 blog posts	24	24	24	100%

B. Meeting & Event Sales	2017-2018	2018-2019	Goal	% of Goal
Generate 80 hotel room block leads ¹	72	80	80	100%
*Number of Potential Room Nights ²	--	8,195	--	--
*Number of Bookings	--	60	--	--
*Booked Room Nights ³	--	7,178	--	--
*Number of Groups Serviced ⁴	--	128	--	--
Increase new client sales accounts by 20%	67	81	80	101%
Book 25 new events	--	37	25	148%
*37 new events equal 4,686 hotel room nights				
1500 communications to new or prospective clients	1719	1879	1500	125%
Increase assisted sales account leads by 25%	30	48	38	126%
Attend 3 tradeshow and/or industry events	7	8	3	266%
Fill 100% of potential client inquiries	100%	100%	100%	100%

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

2. Potential room nights include Definite and Tentative

3. Actual booked room nights only include Definite

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

VISIT STILLWATER DELIVERABLES

	Invested Amount	# of Events ¹	Potential Room Nights	Booked Room Nights	Est. Day Visitors	Estimated Visitor Spending
Visitor Development Incentive Grants	\$23,195	14	834	698	3,729	\$1,229,977
Visitor Development Sponsorships	\$14,500	6	1,115	2,090	8,150	\$1,243,818
Events Booked By Visit Stillwater	--	23	1,889	1,459	4,590	\$1,770,277
Events with hotel leads from Visit Stillwater	--	11	216	196	32,560	\$256,051
Totals:	\$37,695	54	4,054	4,443	49,029	\$4,500,123

1. Events which occurred from 07/01/18 - 06/30/2019

C. Client Services	2017-2018	2018-2019	Goal	% of Goal
Coordinate 12 site inspections or familiarization (FAM) tours	12	12	12	100%
720 communications to existing client accounts	751	1,119	720	155%
Personally welcome attendees to at least 36 events	36	36	36	100%

VISIT STILLWATER DELIVERABLES

D. Visitor Experience	2017-2018	2018-2019	Goal	% of Goal
Distribute 100,000 Stillwater Visitor Guides to visitors and online users	100,000	100,000	100,000	100%
Increase the number of consumer inquiries by 10%	2,552	3,780	2,807	135%
Track the number of walk-in visitors to Visit Stillwater office and Visitor Information Center with door counters	8,486	12,256	--	--
Keep guest books in the Visit Stillwater office and Visitor Information Center and send 100% of visitors who leave addresses a handwritten follow-up thank you note for visiting Stillwater	100%	100%	100%	100%
Conduct at least 24 staff site inspections to remain knowledgeable and up-to-date on Stillwater's attractions, hotels, and restaurants	28	30	24	125%



Stillwater Regional Airport Partnership Report July 1, 2018 - June 30, 2019

Service	Date	Value	Service Description
Advertising	07/01/18	\$1,800.00	Fall STATE Magazine: Full page, color ad distributed to 35,000 OSU alumni and fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	07/06/18	\$600.00	Fall POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	07/16/18	\$5,000.00	Digital Banner Ads on OSU Athletics Website promoting #FlySWO
Advertising	8/24/18	\$1,250.00	OSU Homecoming Magazine: Full page, color ad distributed to 8,000 alumni and fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	9/1/18 - 10/31/18	\$5,000.00	Fall Digital Ad Campaign with Trip Advisor: targeting Dallas/Ft. Worth and Designated Marketing Area (DMA) across the US (256,744 impressions, 728x90, 300 x 250, 300 x 600, 160 x 600)
Advertising	10/01/18	\$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	11/02/18	\$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	12/01/18	\$600.00	Winter POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	01/01/19	\$1,355.00	In-Kind quarter page ad in Stillwater Visitors Guide - designed by Visit Stillwater
Advertising	01/01/19	\$1,570.00	Frontier Country Travel Guide: Quarter Page color ad, distributed to 85,000 travelers to Oklahoma
Advertising	01/14/19	\$3,391.00	Article in Convention South: Oklahoma Planner's Edition (Circulation 18,000)
Advertising	01/29/19-05/31/19	\$20,000.00	Madden Media Digital Ad Campaign including Retargeting banner ads and Facebook ads for Spring 2019
Advertising	03/01/19	\$1,800.00	Spring STATE Magazine: Full page, color ad distributed to 35,000 OSU alumni and fans. Banner on ad: #FlySWO direct on American Airlines!
Advertising	3/1/19	\$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	04/01/19-05/31/19	\$5,000.00	Spring Digital Ad Campaign with Trip Advisor: targeting Dallas/Ft. Worth and Designated Marketing Area (DMA) across the US (256,744 impressions, 728x90, 300 x 250, 300 x 600, 160 x 600)
Advertising	04/30/19	\$500.00	Articles in the Stillwater News Press - National Travel and Tourism Week
Partnership	07/01/18 - 06/30/19	\$3,200.00	Provided local information on attractions, hotels, dining, etc. for Stillwater Regional Airport stands.
Partnership	07/25/18	\$1,500.00	Coordinated with local partners and put together 100,000th passenger giveaway

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Partnership	08/27/18	\$500.00	Visit Stillwater booth at the Payne County Free Fair - American Airlines/SWO had an allotted time to promote and market the Airport
Promotion	07/01/18	\$75.00	Still-in-the-Know Postcard: Back of Postcard Ad for July
Promotion	07/01/18	\$150.00	July eNewsletter Header: #FlySWO
Promotion	07/01/18 - 09/8/18	\$2,500.00	FlyStillwaterOK Banner Placement
Promotion	7/1/18 - 06/30/19	\$600.00	On-Hold Message: American Airlines now flies direct to Stillwater Regional Airport! With flights to DFW, American Airlines' largest hub, Stillwater is now connecting travelers to both local and international destinations twice a day! Learn more at visitsstillwater.org . (\$50/month)
Promotion	07/10/18	\$3,000.00	Interview with RFD-TV in Guthrie at the National Little Britches Rodeo about Stillwater and ways to get here.
Promotion	07/26/18	\$75.00	Still-in-the-Know Postcard: Back of Postcard Ad for August
Promotion	08/01/18 - 11/30/18	\$250.00	Distributed 4,250 FlySWO + Park and Ride + OSU Football Schedule rack cards to local partners and hotels
Promotion	09/11/18	\$100.00	Provided information about the role of Visit Stillwater, the local hospitality industry, and FlySWO direct flights to and from Stillwater to ONEGAS/ONEOK Retiree's
Promotion	09/18/18	\$100.00	Provided information about the role of Visit Stillwater, the local hospitality industry, and FlySWO direct flights to and from Stillwater to Stillwater Kiwanis
Promotion	9/23/18 - 9/25/18	\$2,000.00	Met with 33 meeting and event planners representing small to medium sized events promoting Stillwater to the meetings market. Spoke about FlySWO with each individual to help secure meeting or event in Stillwater
Promotion	09/26/18	\$75.00	Still-in-the-Know Postcard: Back of Postcard Ad for October
Promotion	10/28/18 - 02/03/19	\$3,500.00	FlyStillwaterOK Banner Placement
Promotion	11/01/18	\$75.00	Still-in-the-Know Postcard: Back of Postcard Ad for November
Promotion	11/05/18	\$200.00	Speaker at OSU Family Resource Center Expert Series - spoke at length about flying into and out of Stillwater with SWO to mostly international students and their spouses.
Promotion	01/15/19	\$200.00	Speaker at OSU Family Resource Center Expert Series - spoke at length about flying into and out of Stillwater with SWO to mostly international students and their spouses.
Promotion	01/28/19	\$75.00	Still-in-the-Know Postcard: Back of Postcard Ad for February
Promotion	02/16/19	\$500.00	Admitted Student Day at OSU Booth - spoke in length about flying in and out of Stillwater with SWO and American Airlines
Promotion	03/01/19	\$1,500.00	Included in the March event video: (in the cock-pit of American Airline plane) <i>"March is packed with events worth flying in for – so catch the next direct flight to America's Friendliest College Town!"</i>
Promotion	03/28/19	\$250.00	Women's Night Out at the Payne County Expo Center - distributed literature about FlySWO

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Promotion	04/08/19 - 06/30/19	\$3,000.00	FlyStillwaterOK Banner Placement
Promotion	04/18/19	\$175.00	Oklahoma Tourism and Recreation Department Roadshow at Blue Cross Blue Shield in Tulsa, OK - distributed literature about FlySWO and spoke to participants about direct airfare
Promotion	04/26/19	\$100.00	Provided information about the role of Visit Stillwater, the local hospitality industry, and FlySWO direct flights to and from Stillwater to Resilient Community Initiatives
Promotion	04/30/19	\$200.00	Speaker at OSU Family Resource Center Expert Series - spoke at length about flying into and out of Stillwater with SWO to mostly international students and their spouses.
Promotion	04/30/19	\$150.00	Included in the May eNewsletter
Promotion	05/01/19	\$1,500.00	Included in the May event video: (footage of passengers unloading at Stillwater Regional Airport: <i>"How can you celebrate National Tourism Week? Pick one of the three round-trip flights through Stillwater Regional Airport."</i>
Promotion	06/17/19	\$200.00	Interview with Inside OSU Podcast - spoke about flying into and out of Stillwater with SWO and the new three daily flights
Public Relations	07/20/18	\$350.00	"The Morning Edition" Interview on July 20th, 2018
Public Relations	07/25/18	\$25.00	Stillwater Radio July 25, 2018 with Bill VanNess
Public Relations	07/26/18	\$60.00	"The Morning Scramble" July 26, 2018 w/ Steve Daniels
Public Relations	07/30/18	\$60.00	"The Morning Scramble" July 30, 2018 w/ Steve Daniels
Public Relations	08/09/18	\$60.00	"The Morning Scramble" August 9, 2018 w/ Steve Daniels
Public Relations	08/11/18	\$75.00	Posted Press Release on VisitStillwater.org
Public Relations	08/16/18	\$75.00	Posted Press Release on VisitStillwater.org
Public Relations	08/16/18	\$60.00	"The Morning Scramble" August 16, 2018 w/ Steve Daniels
Public Relations	08/20/18	\$60.00	"The Morning Scramble" August 20, 2018 w/ Steve Daniels
Public Relations	08/22/18	\$25.00	Stillwater Radio August 22, 2018 with Bill VanNess
Public Relations	08/23/18	\$60.00	"The Morning Scramble" August 23, 2018 w/ Steve Daniels
Public Relations	08/29/18	\$25.00	Stillwater Radio August 29, 2018 with Bill VanNess
Public Relations	09/20/18	\$60.00	"The Morning Scramble" Sept 20, 2018 w/ Steve Daniels
Public Relations	09/24/18	\$60.00	"The Morning Scramble" Sept 24, 2018 w/ Steve Daniels
Public Relations	09/27/18	\$60.00	"The Morning Scramble" Sept 27, 2018 w/ Steve Daniels
Public Relations	10/29/18	\$60.00	"The Morning Scramble" Oct 29, 2018 w/ Steve Daniels
Public Relations	10/31/18	\$25.00	Stillwater Radio Oct 31, 2018 with Bill VanNess
Public Relations	11/01/18	\$60.00	"The Morning Scramble" Nov 1, 2018 w/ Steve Daniels
Public Relations	11/29/18	\$60.00	"The Morning Scramble" Nov 29, 2018 w/ Steve Daniels

STILLWATER REGIONAL AIRPORT REPORT

Public Relations	12/10/18	\$60.00	"The Morning Scramble" Dec 10, 2018 w/ Steve Daniels
Public Relations	12/13/18	\$60.00	"The Morning Scramble" Dec 13, 2018 w/ Steve Daniels
Public Relations	12/17/18	\$60.00	"The Morning Scramble" Dec 17, 2018 w/ Steve Daniels
Public Relations	12/20/18	\$60.00	"The Morning Scramble" Dec 20, 2018 w/ Steve Daniels
Public Relations	12/27/18	\$60.00	"The Morning Scramble" Dec 27, 2018 w/ Steve Daniels
Public Relations	01/07/19	\$75.00	Posted Press Release on VisitStillwater.org
Public Relations	02/07/19	\$75.00	Posted Press Release on VisitStillwater.org
Public Relations	02/14/19	\$60.00	"The Morning Scramble" Feb 14, 2019 w/ Steve Daniels
Public Relations	02/20/19	\$25.00	Stillwater Radio Feb 20, 2019 with Bill VanNess
Public Relations	02/21/19	\$60.00	"The Morning Scramble" Feb 21, 2019 w/ Steve Daniels
Public Relations	02/25/19	\$60.00	"The Morning Scramble" Feb 25, 2019 w/ Steve Daniels
Public Relations	02/27/19	\$25.00	Stillwater Radio Feb 27, 2019 with Bill VanNess
Public Relations	02/28/19	\$60.00	"The Morning Scramble" Feb 28, 2019 w/ Steve Daniels
Public Relations	03/04/19	\$60.00	"The Morning Scramble" March 4, 2019 w/ Steve Daniels
Public Relations	03/06/19	\$25.00	Stillwater Radio March 6, 2019 with Bill VanNess
Public Relations	03/07/19	\$60.00	"The Morning Scramble" March 7, 2019 w/ Steve Daniels
Public Relations	03/11/19	\$60.00	"The Morning Scramble" March 11, 2019 w/ Steve Daniels
Public Relations	03/13/19	\$25.00	Stillwater Radio March 13, 2019 with Bill VanNess
Public Relations	03/14/19	\$60.00	"The Morning Scramble" March 14, 2019 w/ Steve Daniels
Public Relations	03/18/19	\$60.00	"The Morning Scramble" March 18, 2019 w/ Steve Daniels
Public Relations	03/21/19	\$60.00	"The Morning Scramble" March 21, 2019 w/ Steve Daniels
Public Relations	03/25/19	\$60.00	"The Morning Scramble" March 25, 2019 w/ Steve Daniels
Public Relations	03/28/19	\$60.00	"The Morning Scramble" March 28, 2019 w/ Steve Daniels
Public Relations	04/01/19	\$60.00	"The Morning Scramble" April 1, 2019 w/ Steve Daniels
Public Relations	04/04/19	\$60.00	"The Morning Scramble" April 4, 2019 w/ Steve Daniels
Public Relations	04/05/19	\$350.00	"The Morning Edition" Interview on April 5th, 2018
Public Relations	04/08/19	\$60.00	"The Morning Scramble" April 8, 2019 w/ Steve Daniels
Public Relations	04/30/19	\$60.00	"The Morning Scramble" April 30, 2019 w/ Steve Daniels
Public Relations	05/22/19	\$25.00	Stillwater Radio May 22, 2019 with Bill VanNess
Public Relations	05/23/19	\$60.00	"The Morning Scramble" May 23, 2019 w/ Steve Daniels
Public Relations	05/29/19	\$25.00	Stillwater Radio May 29, 2019 with Bill VanNess
Public Relations	05/30/19	\$60.00	"The Morning Scramble" May 30, 2019 w/ Steve Daniels

STILLWATER REGIONAL AIRPORT REPORT

Public Relations	06/03/19	\$60.00	"The Morning Scramble" June 3, 2019 w/ Steve Daniels
Public Relations	06/10/19	\$75.00	Posted Press Release on VisitStillwater.org
Public Relations	06/10/19	\$60.00	"The Morning Scramble" June 10, 2019 w/ Steve Daniels
Public Relations	06/13/19	\$60.00	"The Morning Scramble" June 13, 2019 w/ Steve Daniels
Public Relations	06/17/19	\$60.00	"The Morning Scramble" June 17, 2019 w/ Steve Daniels
Public Relations	06/20/19	\$60.00	"The Morning Scramble" June 20, 2019 w/ Steve Daniels
Public Relations	06/24/19	\$60.00	"The Morning Scramble" June 24, 2019 w/ Steve Daniels
Public Relations	06/27/19	\$60.00	"The Morning Scramble" June 27, 2019 w/ Steve Daniels
Social Media	07/06/18	\$100.00	Twitter: That's why we love Stillwater! Thanks for representing! 😊😊 #visitstillwater
Social Media	07/27/18	\$100.00	Facebook Post: We can't wait to find out who the 100,000th passenger to #flyswow with Stillwater Regional Airport will be! Book your flight today and you could win this AMAZING prize package worth over \$1,300!
Social Media	07/27/18	\$100.00	Instagram Post: We can't wait to find out who the 100,000th passenger to #flyswow with Stillwater Regional Airport will be! Book your flight today and you could win this AMAZING prize package worth over \$1,300! *\$500 #flyswow ticket voucher from @visitstillwater *One night stay at the @athertonhotel *More swag than you'll know what to do with from @americanair, @okstateu, @eskimojoes, and @chrisuniversityspirit!
Social Media	07/27/18	\$25.00	Twitter Retweet: Need a break? It's easy to take a weekend getaway when you fly on @AmericanAir from Stillwater! Connect to 200+ global destinations at @DFWAirport. ✈️ Book your trip now using airport code SWO at https://www.aa.com/ #FlySWO #StwOK #Travel #Getaways
Social Media	07/30/18	\$100.00	Facebook Post: Congratulations to the 100,000 passenger to #FlySWO, Cindy Martin of Stillwater, who is traveling with her husband Earl, passenger 99,999. Maybe she'll share her prize package valued at over \$1,500 😊 Thank you to our partners Stillwater Regional Airport, American Airlines, Oklahoma State University, Eskimo Joe's, Chris' University Spirit, and The Atherton Hotel at OSU! ❤️
Social Media	07/30/18	\$100.00	Instagram Post: Congratulations to the 100,000 passenger to #FlySWO, Cindy Martin of Stillwater, who is traveling with her husband Earl, passenger 99,999. Maybe she'll share her prize package valued at over \$1,500 😊 Thank you to our partners Stillwater Regional Airport, @americanair, @okstateu, @eskimojoes, @chrisuniversityspirit, @athertonhotel! ❤️
Social Media	07/30/18	\$25.00	Twitter Retweet: Congratulations Cindy! #FlySWO
Social Media	08/13/18	\$100.00	Facebook Post: Show your support for Stillwater Regional Airport and Oklahoma's Aviation and Aerospace industry! We love the hint of #orange! ❤️❤️❤️ #FlySWO #visitstillwater

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Social Media	08/20/18	\$25.00	Twitter Retweet: Come celebrate Oklahoma's Airport of the Year at their Partnership Celebration on August 24th! #FlySWO
Social Media	08/21/18	\$100.00	Facebook Post: Love #FlySWO and want to help celebrate all of their accomplishments? Join Stillwater Regional Airport on August 24th at 10:30am for their Partnership Celebration!
Social Media	08/23/18	\$25.00	Twitter Retweet: We are excited to celebrate with @FlyStillwaterOK tomorrow at 10:30am! Congrats on all of your accomplishments over the past two years!
Social Media	08/24/18	\$100.00	Facebook Post: We are so excited to have had American Airlines at the Stillwater Regional Airport for the past two years - we look forward to many more! #FlySWO #visitstillwater
Social Media	09/07/18	\$25.00	Twitter Retweet: Searching for flights? Use our Cost Comparison Calculator to help you plan your trip! ➡ http://ht.ly/TASZ30IJhAm ✈️ Take advantage of free parking, shorter drive times & more. Book @AmericanAir flights with airport code SWO at https://www.aa.com/ #FlySWO #StwOK #okstate
Social Media	09/20/18	\$25.00	Facebook Share: Stay at the Best Western Plus Cimarron Hotel & Suites and always have door-to-door transportation to and from Stillwater Regional Airport!
Social Media	10/31/18	\$100.00	Facebook: Make the Stillwater Regional Airport part of your Halloween route this evening and find candy, games, and more starting at 6pm! ✈️🍬👻
Social Media	10/31/18	\$25.00	Twitter Retweet: Make a stop on your trick or treat route tonight. 🍬 Come to our Halloween Open House from 6 to 8 p.m. All ghouls & goblins welcome! 👻👽♀
Social Media	11/16/18	\$100.00	Facebook Post: American Airlines and Envoy Air Careers are collecting socks and canned goods this holiday season for local shelters! Drop off your donations at Stillwater Regional Airport before December 31st! #flyswow #visitstillwater
Social Media	11/16/18	\$100.00	Instagram Post: American Airlines and Envoy Air Careers are collecting socks and canned goods this holiday season for local shelters! Drop off your donations at Stillwater Regional Airport before December 31st! #flyswow #visitstillwater
Social Media	11/19/18	\$100.00	Facebook Post: American Airlines and Envoy Air Careers are collecting socks and canned goods this holiday season for local shelters! Drop off your donations at Stillwater Regional Airport before December 31st! #flyswow #visitstillwater
Social Media	11/19/18	\$25.00	Twitter retweet: Avoid the lines at the larger airports. #FlySWO ✈️ for all of your travel needs. 👉 See @AmericanAir flight times & book using airport code SWO at http://aa.com
Social Media	11/28/18	\$25.00	Twitter Retweet: It's time to get excited about 2019. What vacation are you planning? 🌴 Enjoy the benefits of flying directly to & from Stillwater, including free parking no matter how long you're away. 👉 See @AmericanAir flight times & book using airport code SWO at http://aa.com

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Social Media	12/03/18	\$25.00	Facebook Share: #FlySWO this holiday season and enjoy free parking, shorter security lines, and hassle-free baggage claim!
Social Media	12/05/18	\$25.00	Twitter Retweet: Forever grateful for @FlyStillwaterOK 🙌 #homesweetstilly #gamechanger
Social Media	12/21/18	\$25.00	Twitter Retweet: For those heading out this weekend for holiday travel, have great trip & stay safe! 🌲 For those who haven't yet booked, we've got you covered. 🙌 http://flystillwaterok.com
Social Media	01/02/19	\$25.00	Facebook Share: What are your 2019 vacation plans? Wherever you go, be sure to #FlySWO! ✈️
Social Media	01/04/19	\$100.00	Instagram Post: Waving hello to our visitors in the sky! 🛩️ #FlySWO #visitstillwater #americasfriendliestcollegetown
Social Media	01/04/19	\$100.00	Facebook Post: Waving hello to our visitors in the sky! 🛩️ #FlySWO #visitstillwater #americasfriendliestcollegetown
Social Media	01/18/19	\$25.00	Twitter Retweet: How about a quick trip to DFW with your special one for Valentines Day? ❤️ Make romantic weekend plans in the Dallas Fort Worth Area easily with SWO.
Social Media	01/22/19	\$25.00	Twitter Retweet: Come out and join us January 31st at Stillwater Airport (SWO)! We will be taking a tour of SWO to see the operational side of things. Pizza will be provided to due paying members!
Social Media	02/01/19	\$100.00	Instagram Post: Karen has been with #FlySWO since we first got direct air service to/from Stillwater! We will miss her so much but wish her all the best on her new adventure! ❤️❤️
Social Media	02/04/19	\$25.00	Facebook Share: Congratulations Stillwater Regional Airport! ✈️
Social Media	02/06/19	\$25.00	Twitter Retweet: What are you waiting for? Start your adventure from right here in Stillwater, any day of the week.
Social Media	02/07/19	\$25.00	Twitter Retweet: March will be here before we know it ! If you're thinking about traveling on spring break (we know you want to), then consider flying SWO for shorter lines & free parking while you're on your trip. #FlySWO
Social Media	02/11/19	\$25.00	Facebook Share: #FlySWO with Stillwater Regional Airport! ✈️
Social Media	02/13/19	\$25.00	Twitter Retweet: We are so excited for more opportunities to fly with #SWO! ✈️
Social Media	02/19/19	\$100.00	Instagram Post: It's a full house (#plane) on board #FlySWO! Enjoyed free parking and quick check-in this morning! 🧡✈️ #visitstillwater
Social Media	02/19/19	\$100.00	Twitter Post: It's a full house (#plane) on board #FlySWO! Enjoyed free parking and quick check-in this morning! 🧡✈️ #visitstillwater – at Stillwater Regional Airport (SWO)

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			Twitter Retweet: Attention all OSU students, friends & family: Make the commute to graduation this May even easier. #FlySWO directly in to Stillwater & avoid traffic, long security lines & the commute to or from OKC & Tulsa.
Social Media	02/19/19	\$25.00	 Book now using airport code SWO at http://aa.com
			Twitter Retweet: #DYK we provided convenient travel for over 50,000 passengers in 2018? 
Social Media	02/27/19	\$25.00	When you #FlySWO to DFW, you're flying close to home. This means eliminating your commute to OKC or Tulsa & enjoying free parking in the meantime.
Social Media	02/28/19	\$100.00	Twitter Post: March is packed with events worth flying in for – so catch the next direct flight to America's Friendliest College Town!  http://visitsstillwater.org/events
Social Media	02/28/19	\$100.00	Facebook Post: March is packed with events worth flying in for – so catch the next direct flight to America's Friendliest College Town!  visitsstillwater.org/events
Social Media	02/28/19	\$100.00	Instagram Post: March is packed with events worth flying in for - so catch the next direct flight to America's Friendliest College Town! 
Social Media	03/06/19	\$25.00	Twitter Retweet: We can't wait for May 3rd - three flight options into and out of SWO! 
Social Media	03/06/19	\$25.00	Twitter Retweet: @FlyStillwaterOK killing it with the short waits, free parking, and easy boarding!
Social Media	03/15/19	\$25.00	Twitter Retweet: Today we are wishing the @okstate students safe travels & a happy spring break! 🌻🌸 #FlySWO
Social Media	03/19/19	\$25.00	Twitter Retweet: Choose to #FlySWO on your 2019 vacation & see how good it feels to fly close to home. 🏠
Social Media	04/11/19	\$25.00	Facebook Share: (Cristy's testimonial about FlySWO): Stillwater Regional Airport is always upping the game - we can't wait for 3 flights in and out of #SWO starting May 3rd! 
Social Media	04/12/19	\$100.00	Instagram Post: The @osuflyingaggiesare ready to meet you at their Annual Fly-In tomorrow at the Stillwater Regional Airport! 
Social Media	04/15/19	\$100.00	Facebook Post: Stop in at the Stillwater Regional Airport and help welcome Viktor Hovland back to Stillwater at 1:30pm! ❤️
Social Media	04/15/19	\$25.00	Twitter Retweet: If you are free in the next hour, stop by the @FlyStillwaterOK at 1:30pm and help welcome Viktor Hovland back to Stillwater! ❤️
Social Media	04/15/19	\$25.00	Twitter Retweet: With bus service to and from the airport, and direct flights to Stillwater. Why would you not #flystillwaterok @FlyStillwaterOK
Social Media	05/05/19	\$25.00	Twitter Retweet: Good morning, Stillwater! ❤️
Social Media	05/06/19	\$25.00	Twitter Retweet: Coming to Stillwater for graduation? Book through #FlySWO and fly direct! 

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Social Media	05/08/19	\$25.00	Twitter Retweet: We've got that 3rd round trip flight you need. 😊 ✈️ Book flights now by using airport code SWO at http://aa.com #FlySWO
Social Media	05/08/19	\$100.00	Instagram Post: Travel keeps us connected, which is why we love having #FlySWO and @americanair as an option, right here in Stillwater! Join us in celebrating National Travel & Tourism Week with the @ustravel_association by sharing how travel matters to you! #ntw19#TravelMatters
Social Media	05/08/19	\$100.00	Facebook Post: Keeping us connected is the foundation of travel and one reason why we love having #FlySWO and American Airlines as an option, right here in Stillwater! ✈️ Join us in celebrating National Travel & Tourism Week with the U.S. Travel Association by sharing how travel matters to you! #ntw19 #TravelMatters
Social Media	05/08/19	\$100.00	Twitter Post: Travel keeps us connected, which is why we love having #FlySWO and @AmericanAir as an option, right here in Stillwater! ✈️ Join us in celebrating National Travel & Tourism Week with the U.S. Travel Association by sharing how travel matters to you! #ntw19 #TravelMatters
Social Media	05/17/19	\$25.00	Twitter Retweet: #TGIF What are your plans for this weekend? Ours are the usual- flying to @DFWAirport 🏠 #FlySWO
Social Media	06/04/19	\$100.00	Facebook Post: We had a great time browsing the new products at Eskimo Joe's Promotional Products Group Client Day today! We think travel buds would be the perfect carry-on for a flight with American Airlines! ✈️ #FlySWO
Website	07/01/18 - 06/30/19	\$3,800.00	VisitStillwaterOK.org/Fly website landing page
Website	7/1/2018 - 6/30/19	\$1,800.00	Visitstillwater.org/tools/transportation - Featured content + listing
Website	07/01/18 - 06/30/19	\$1,300.00	Crowdriff Header - User Generated Content curated from social media dedicated to transportation in Stillwater focusing on SWO.
Website	11/1/2018 - 06/30/19	\$1,200.00	Home Page Sponsor Listing on VisitStillwater.org
Total:		\$92,579.00	