

VISIT STILLWATER

FY25 Annual Report



AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOARD OF DIRECTORS

July 2024 - June 2025

As Stillwater's destination marketing and management organization, our mission is to enhance Stillwater's economy, image, and quality of life through the promotion, marketing, and development of the region's visitor economy.

Our focus is to build exceptional relationships with meeting and event planners, hospitality industry and economic development partners, media, travel influencers, leisure travelers, and residents.

We represent hotels, restaurants, meeting facilities, event venues, museums, attractions, hospitality professionals, and business partners serving the traveling public. We invest visitor tax dollars to strategically market and promote over 250 local businesses and organizations and over two-thousand events a year.

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

Sincerely,



Blaire Atkinson, Visit Stillwater Board Chair

Visit Stillwater Board of Directors and Staff

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Vice Chair - Ival Gregory - Retired

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- Constance Williamson - Meditations Banquet Facility & Zannotti's Wine Bar
- Madelyn Trentham, Marketing & Communications Manager
- Mak Vandruff, Marketing & Communications Manager

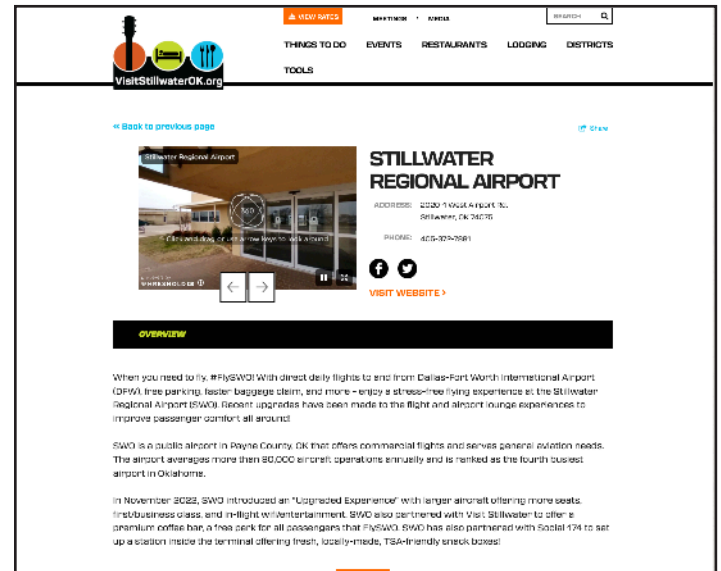
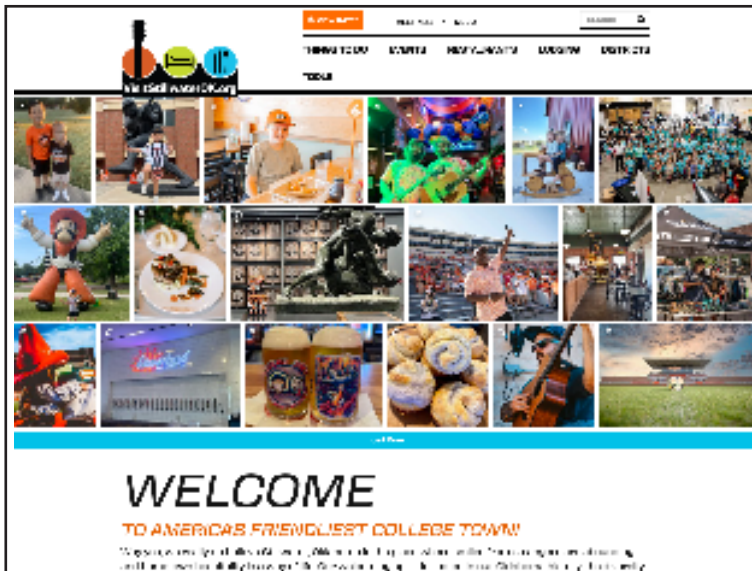
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July 2024 - June 2025

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

Website - VisitStillwater.org & VisitStillwaterOK.org

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



Calendar of Events

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



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Microsites

In July 2024, a **Krazy Daze** landing page was featured on VisitStillwater.org. It served as a one-stop page to find a list of participating retailers and restaurants, along with their discounts and hours of operation. Our team reached out to local businesses to populate the page. We also had our #FlySWO campagin listed on this site.

Visit Stillwater staff served actively on the coordinating committee and hosted a microsite for the resurrected **LexiCon** event in October. LexiCon was the Stillwater Downtown Cultural District's free mini-comic convention for fans of comic books, science fiction, gaming, cosplay, anime, and pop culture. The event spanned three days and occurred in multiple downtown locations including Prairie Arts Center, Stillwater Community Center, Stillwater Public Library, and Stonecloud Patio and Taproom.

Visit Stillwater enhanced a new microsite to spotlight the **OSU home game day** experience. It included OSU links to each game, game themes, ticket information, parking, park and ride, RV options, Boone Pickens Stadium policies, tailgating, Orange Glow, Hall of Fame Block Party, The Walk, street closures, postgame traffic, how to avoid parking violations, game day activities around town, and more.

We continued to coordinate a **Holidays 2024** microsite that featured information on holiday events, a holiday light displays map, shop locally for the holidays, Stillwater Holiday Parade of Lights, and Where is Santa Claus?



Visit Stillwater coordinated a community-wide holiday promotion – “**Fly Home for the Holidays**” – to enhance exposure for the Stillwater Regional Airport and service on American Airlines while emphasizing the importance of shopping locally. We designed a microsite to outline the 44-day shop local and FlySWO campaign to spotlight how individuals could enter to win one of five \$500 American Airlines gift cards. The campaign generated just under \$80,000 in local sales. We also provided five \$100 American Airlines gift cards for the City’s **SWO Home for the Holidays** event with Santa Claus.

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Microsites

One of our newest Microsites, **Stillwater Tidbits & History**, is constantly enhanced to include stories that have also performed extremely well on social media such as “Washington Irving’s Tour on the Prairies,” “How Stillwater Was Named,” “OSU’s Historic Old Central”, “OSU’s First Football Team,” and “America’s First Sonic Location”. The site also includes **History Makers**, such as Frank “Pistol Pete” Eaton, Billy McGinty, Ed Gallagher, Henry “Hank” Iba, Barry Sanders, Garth Brooks, and more to paint a vivid picture of Stillwater’s past, that continues to influence our present and future.



A growing microsite revolves around **Red Dirt Music** and features, “The Birthplace of Red Dirt Music: The Farm,” “Red Dirt Relief Fund,” “Bob Childers,” “Tom Skinner,” “Jimmy LaFave”, and “Garth Brooks.”



We have hosted a microsite for the **Downtown Stillwater Cultural District** since inception. We encourage residents and visitors to browse through the listings to learn more about the different organizations that make up the district – Modella Art Gallery, OSU Museum of Art, Prairie Arts Center, Stillwater Community Center, Stillwater History Museum, and the Stillwater Public Library – and stay in the know on all events and activities happening in Downtown Stillwater. Washington School will be included in the district activities, events, and microsite in the future.



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Microsites

We also built sites for the three core business **Districts** – Downtown, Campus Corner, and The Strip – to provide residents and visitors easy access to the restaurants, nightlife, shopping, as well as health and beauty options available to them in each of the districts. Additionally, an interactive map is provided for each district that highlights business locations and descriptions when clicked.



As active members of the **Stillwater Community United Committee**, Visit Stillwater created a microsite to serve as a community resource and promote the activities surrounding the Dr. Martin Luther King Junior Celebration and March, the Juneteenth Picnic, and other events throughout the year.



In response to the devastating wildfires that impacted Stillwater in March, Visit Stillwater launched the **Stillwater Strong** microsite as a centralized resource hub for affected residents and community members. The site provided constantly updated information on local disaster relief efforts, fundraising events, donation opportunities, benefit concerts, and emergency alerts from the City of Stillwater and partnering organizations. It also included contact details for emergency services, mental health resources, and tools for navigating property loss and insurance. Additionally, Visit Stillwater worked closely with local businesses and event organizers to amplify community-wide recovery efforts, from benefit T-shirt sales and concerts to donation drives and volunteer coordination.

#STILLWATERSTRONG



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July 2024 - June 2025

Microsites

Visit Stillwater launched a new microsite to support **The Boys From Oklahoma** concert series, held April 10–13, 2025. The microsite served as a comprehensive, one-stop resource for event attendees, featuring regularly updated information on parking, camping, road closures, shuttle services, special t-shirt sales, side stage performances, and related Red Dirt music events. It also promoted activities at venues including The Tumbleweed, The Twelves, and others, helping both locals and visitors navigate the largest event in Stillwater's history.



A comprehensive microsite was created to promote **Calf Fry 2025**, the largest annual three-day outdoor Red Dirt and Country music festival held at the historic Tumbleweed Dance Hall & Concert Venue. The microsite featured full artist lineups for each day, as well as pre-party and after-party schedules, ticket information, blog content, and a giveaway entry form. Visitors could find details on Thursday, Friday, and Saturday performances, along with information encouraging attendees to extend their stay through May 4 for the **Gypsy Café** songwriter festival. The microsite positioned Calf Fry and Gypsy Café as key events in Stillwater's music heritage, providing fans and visitors with a seamless resource for planning their weekend.

Visit Stillwater developed a dedicated microsite for **405 Day** to promote community pride and drive local spending on April 5, 2025. The microsite provided details on how to participate in the one-day promotion, including entry instructions for a giveaway of five \$100 American Airlines gift cards. It encouraged residents and visitors to support Stillwater by shopping, dining, fueling up, or staying overnight while showcasing the ease and convenience of flying American Airlines through Stillwater Regional Airport (SWO).

Additionally, to support **National Travel and Tourism Week** from May 4–10, 2025, Visit Stillwater launched a microsite to promote the 4th Ring Registers Promotion of the year. The microsite outlined participation details, prize eligibility, and encouraged hospitality-related purchases at local restaurants, hotels, retail stores, attractions, and more. The campaign highlighted the vital impact of visitor spending on Stillwater's economy and reinforced SWO as the gateway for seamless regional travel.

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Stillwater Guide to the Local Scene



2025 Guide to the Local Scene

The *Stillwater Guide to the Local Scene* is designed to provide visitors and residents a quick reference to easily plan activities in Stillwater. It is offered as a traditional print publication with a digital version available at VisitStillwater.org. 100,000 copies of the 48-page (increased from 44 pages this year) publication are printed annually. Digital and online marketing efforts consistently increase Guide requests.

The annual publication is distributed through our 24-7 Visitor Information Center, our visitor information stands at the Stillwater Regional Airport, all Oklahoma Welcome Centers, Big 12 Conference visitor centers, Stillwater/Perry/Guthrie/Cushing hotels and chambers, media press kits, conference and event attendees, through Certified Folder, and mailed directly to visitors who request a copy, and are available at more than 225 Stillwater locations.

Certified Folder

Certified Folder Display Service distributes travel brochures, guides, and promotional material in over 20,000 rack locations and digital displays throughout North America.

Thanks to our long-time partnership and the size of our guide, we have premier placement in the top right-hand corner in their stands throughout Oklahoma, southern Kansas, and northwest Arkansas.



Information Stand - National Cowboy Western Heritage Museum



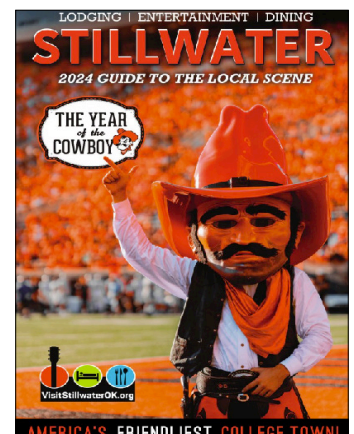
Information Stand Located at City Hall



Information Stands at Stillwater Regional Airport (SWO)



24/7 Visitor Information Center



2024 Guide to the Local Scene

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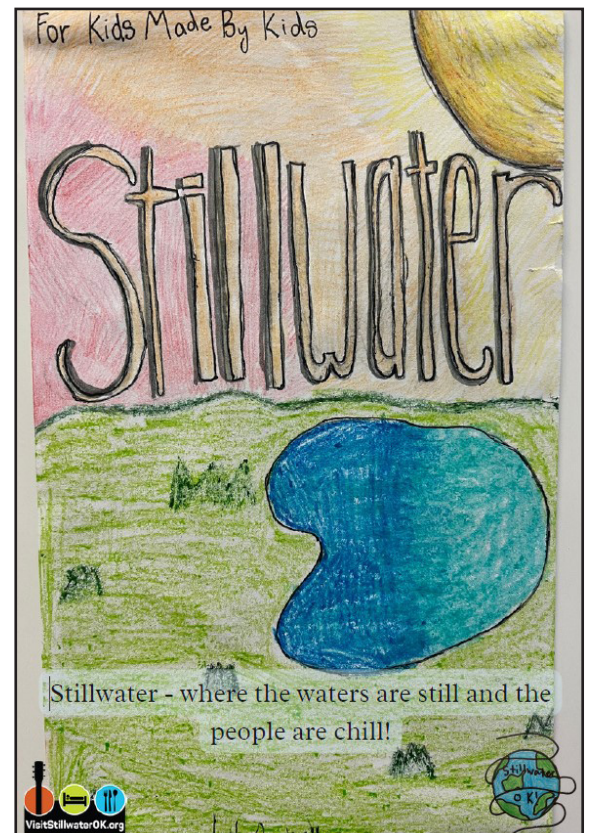
July 2024 - June 2025

Stillwater Visitor Guide for Kids

We were honored to partner with Stillwater Middle School students to produce and financially support the inaugural Stillwater Visitor Guide for Kids for distribution through our 24/7 Visitor Information Center. We printed 1,000 copies of the 20-page full-color guide through Career Tech Printing Services to make it a 100% locally produced publication.

In July, Tracy Pendred, 5th Grade Gifted and Talented teacher, came to us with her concept to produce a visitor guide for kids through her class. We were honored to visit with the class on multiple occasions and include them through every step of the process – overall concept, layout and design, decisions on publication size as it relates to pricing, decisions on featured site locations, content style, photographs, meeting with the printer, proofreading, etc.

In June, the publication earned a RedBud Award for Best Partnership.



Spanish Tri-Fold "Welcome" Brochure

After serving as the guest speaker for a local organization, one of the attendees asked us to assist our Spanish-speaking residents. After several conversations, we composed a "Welcome" message, promoted American Airlines services through the Stillwater Regional Airport, listed Spanish-speaking businesses and residents who will serve as resources, important contacts, and how to stay in the know. The information was translated into Spanish and made into a tri-fold brochure that was initially distributed at an event hosted at the Stillwater Middle School for our Spanish-speaking residents. It is now available in our 24/7 Information Center.

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Social Media - @visitstillwater

Visit Stillwater utilizes social media platforms to post daily reminders of the events occurring in our community, the variety of lodging and dining options, and the unique attractions and retail shops available to visitors and locals. We optimize our content through ads and boosted posts, listen to our audience, and connect with them through tagging, commenting, and interacting. Social media is also a very quick avenue in which to update residents and visitors of event postponements and/or cancellations. We exceeded 37,000 Facebook followers at the end of June 2025 and continue to grow interaction across each platform.



Digital Marketing

Our digital marketing efforts were served primarily to markets within an approximate 300-mile radius, including the Dallas-Fort Worth metroplex, for the drive-in market and those who can choose to fly American Airlines directly into the Stillwater Regional Airport (SWO).

Monthly Promotional Videos

Video continues to serve as one of the most popular methods in which to connect with visitors and residents. We produce monthly 60-second videos spotlighting 6 to 8 events, attractions, or businesses. We added closed-captioned messaging to better connect with the majority of viewers who watch videos on their phones while on silent.



Quarterly 30-Second Commercials

The City of Stillwater and Visit Stillwater discussed the value of a series of co-branded 30-second commercials to have available for TV, website, video boards, and more. The Chamber of Commerce has since joined our partnership to produce one 30-second commercial a quarter. We coordinate the production of the commercials with our videographer and obtain footage for our monthly promotional videos and quarterly commercials simultaneously.

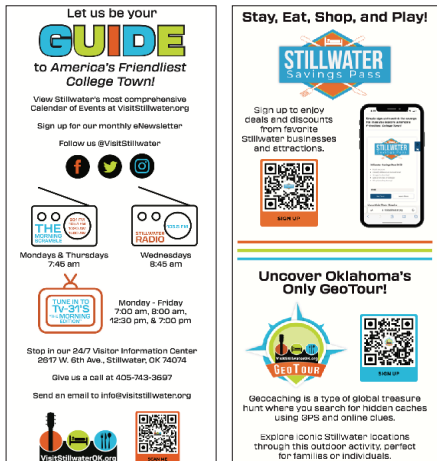
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Rack Cards

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

- A **"Dine, Shop, and Play"** card was produced to appeal year-round and spotlight #FlySWO, the Stillwater Savings Pass, and the Visit Stillwater GeoTour.
- **Let Us Be Your Guide** card serves as an overview of ways to learn of events, the savings pass, and #FlySWO.
- **July-August** highlighted Krazy Daze 2024 events, promotions, sales, and #FlySWO.
- **August-November** featured the OSU football schedule, Park & Ride, online Gameday Guide, and #FlySWO.
- **October-December** spotlighted Holidays 2024 events, Fly Home for the Holidays Promotion, and #FlySWO.
- **January-June** highlighted Spring events, the Original Home of Red Dirt Music, and #FlySWO.



Let us be your Guide



July - August 2024 Rack Card Design



August - November 2024 Rack Card Design



October - December 2024 Rack Card Design



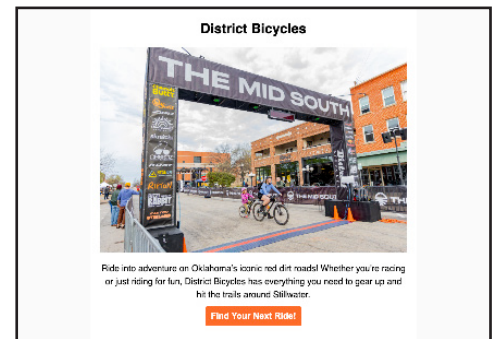
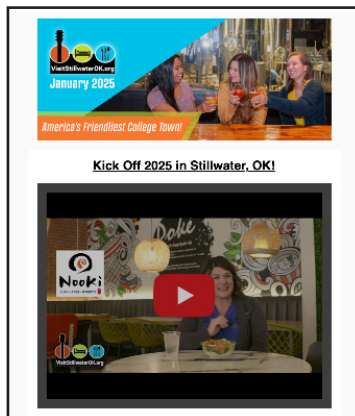
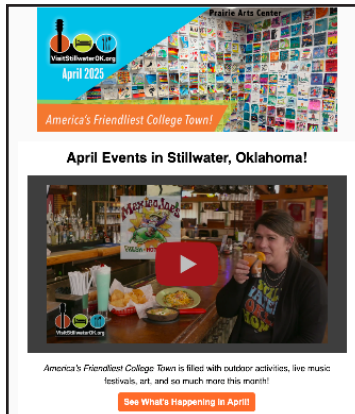
January - June 2025 Rack Card Design

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eNewsletter

Our monthly eNewsletter is sent on the 1st of each month to over 9,300 subscribers. It features our monthly promo video and includes details about each of the events and businesses contained within it. There is also always a reminder to FlySWO, to enter our Sweepstakes Giveaways, and a calendar of events for the month with a link to each event for details.



SITK Postcard

In response to requests from our dining, nightlife, and retail partners, we began producing the Still In the Know postcard to spotlight the events that will attract visitors for the upcoming month and their expected attendance. Over 400 businesses and individuals receive the monthly publication which enables our hospitality industry partners to staff appropriately on high-volume days.



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Television

Since 2003, the Visit Stillwater President and CEO has kept the Stillwater and surrounding communities up-to-date on local events, organizations, businesses, awards, recognitions, and more while co-hosting Tv-31s, “The Morning Edition”, live weekday mornings.

Visit Stillwater coordinates and schedules all of the guests for each show and can offer meeting and event planner clients an extra incentive to host their event in Stillwater by offering them the opportunity to appear live on local television to boost attendance at their event.



Radio

Since 1998, Visit Stillwater team members have shared upcoming event information on live, local radio stations once a week, and this grew to three mornings a week in 2003. Our radio calendar is exported directly from the Visit Stillwater website calendar of events to enable us to share detailed information about events occurring throughout the community. The calendars are left each week with radio personalities to refer to on-air.

- Monday & Thursday: Team Radio's Triple Play Sports “Morning Scramble” with Steve Daniels from about 7:45-8:15 am concurrently on 93.1 FM, 105.1 FM, 1020 AM, and 1580 AM.
- Wednesday: Stillwater Radio's 105.5 FM Cowboy Country with Jay McRae from 8:45-9 am.

Podcast

Visit Stillwater team members record a weekly podcast, “One-on-One” with long-time Stillwater Radio news director, Bill VanNess, from about 8:30-8:45 am Wednesday mornings.



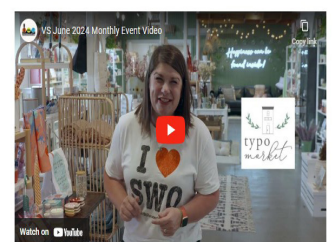
Newspaper

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

Stillwater Lokal Life and *The Stillwegian* are new independent, locally-owned new sources. Visit Stillwater has partnered with them to spotlight upcoming, monthly Visit Stillwater promotional videos, and links to our comprehensive community calendar of events.

Nate Cheever
May 31, 2024 — 1 min read

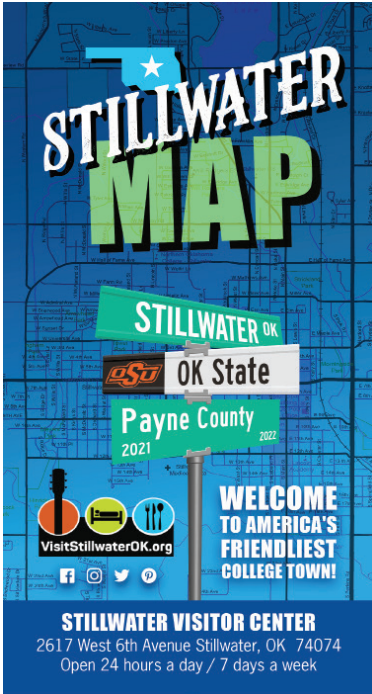
Video and text provided by our friends at [VisitStillwater.org](https://www.visitstillwater.org)



“The hot weather is here and we’ve got cool places for you to visit. From kayaks and bounce houses to live music and art, Stillwater has it all this June!”

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Stillwater, OSU, and Payne County Map

Stillwater maps continue to be one of the most requested items 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 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.

24/7 Visitor Information Center

To our knowledge, Stillwater is home to the only comprehensive visitor information center that is open 24 hours a day, 7 days a week. Therefore, information is readily available to visitors at any time they arrive in our community or require more information while here. The extensive amount of information is also easily

available to residents while family and/or friends are visiting or local businesses and realtors when putting together relocation or recruitment packets.

Stillwater Post Cards

The Visit Stillwater Information Center is the only location in town offering free, uniquely designed postcards that celebrate Stillwater's personality and charm. Our collection includes a variety of original designs such as "The Original Home of Red Dirt Music," "Eskimo Joe's Jumpin' Little Juke Joint," "Greetings from SWO," an eye-catching "All Things Stillwater" 3D graphic, "Wish You Were Here" featuring Pistol Pete, and "A Little Slice of Heaven from Campus Corner" highlighting Hideaway Pizza. These postcards provide residents and visitors with fun, locally inspired souvenirs to share or keep as mementos of their time in *America's Friendliest College Town*.



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Retail Center

Recognizing a need for general Stillwater-themed merchandise beyond the wide selection of OSU gear already available in town, Visit Stillwater launched its in-house retail center. Located inside the Visitor Information Center, the retail space offers a curated collection of Stillwater-branded items and a wide variety of travel essentials. From t-shirts, stickers, and drinkware to tote bags, travel pouches, smart device chargers, luggage tags, and seasonal merchandise, the shop gives visitors a chance to take home a piece of *America's Friendliest College Town* while stocking up on items to support their journey.



Stillwater Information Stands & Coffee Station at SWO

Visit Stillwater maintains visitor information stands within the inbound and outbound terminals at the Stillwater Regional Airport and “FlySWO” is a consistent message within virtually all digital and printed marketing materials.

Visit Stillwater partnered with the Stillwater Regional Airport to also provide a complimentary gourmet coffee station in the outbound terminal to further enhance the use of our local American Airlines service.

Additionally, Visit Stillwater produces and promotes monthly 60-second video features that play on terminal TV screens, highlighting 6–8 upcoming events or local businesses. These videos are designed to capture the attention of both residents and visitors, further encouraging them to shop local, attend community events, and explore all Stillwater has to offer.

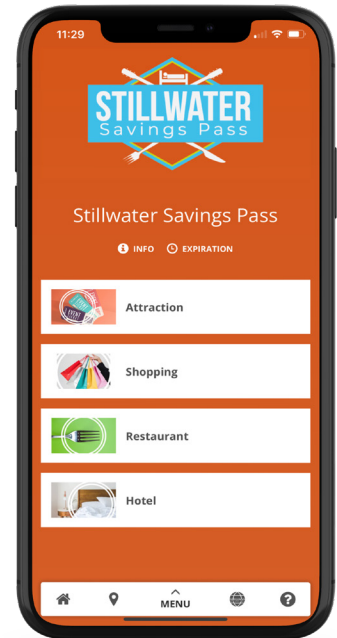


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Stillwater Savings Pass

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



Stillwater GeoTour

Through a partnership with Groundspeak, Inc, we coordinated Oklahoma's only official GeoTour tour and visitors in location-based, experiential walking tours, interactive challenges, and treasure hunts.



Geocaching is predominately an outdoor recreation activity that utilizes Global Positioning System (GPS) navigation to hide and seek containers called "geocaches." Outdoor family-friendly activities have continued to increase in popularity. In May 2023, Visit Stillwater launched a new "Walking on the Wild Side" trail of 10 animal-themed geocaches to encourage new and repeat geocachers to explore Stillwater.

SWO Icons

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



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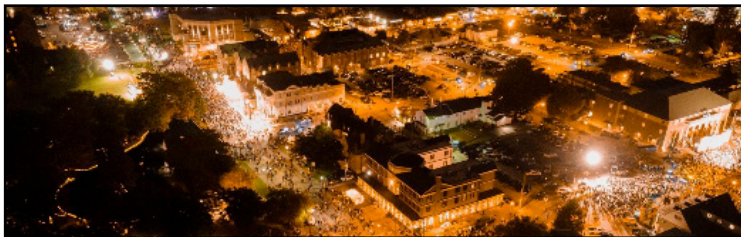
Krazy Daze

In the months leading up to July, Visit Stillwater created a landing page to assist local businesses in their efforts to market their sales and promotions for Krazy Daze. Visit Stillwater also coordinated a Ring Registers promotion for residents and visitors who saved their receipts and submitted them online or in-person for a chance to win one of five \$500 American Airline Gift Cards for every \$50 spent.



#OrangeGlow

Visit Stillwater teamed up with OSU Athletics to encourage residents and businesses to switch their porch and outside lights to **orange** bulbs the night before home games—or, as it turned out, throughout the football season. The response was overwhelming for a first-year promotion. Visit Stillwater gave away 100 double packs of orange light bulbs to further encourage participation in **#OrangeGlow** through residential areas and business districts. Our efforts earned a RedBud award for Best Overall Marketing Campaign.



Oklahoma State University Homecoming 2024

On September 24, 2024, Visit Stillwater hosted a special Hideaway Pizza dinner at the OSU Alumni Center for the Mayor to personally thank over 200 OSU Homecoming Executive Team and House Directors for their dedication and hard work.

On November 1, 2024, Visit Stillwater delivered 350 bottles of Gatorade and served 150 Chick-fil-A meals with City staff to first responders working the OSU Homecoming Walkaround event to show appreciation for their service and support during one of Stillwater's largest annual gatherings.



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Vote Yes for the OG&E Agreement

Visit Stillwater supported the successful passage of the OG&E Stillwater Data Center Project proposition, which was approved by voters during the 2024 election with 72.3% voting in favor. The project paves the way for the development of up to six state-of-the-art data center facilities in Stillwater, representing an estimated total investment of \$3 billion. The initiative is expected to significantly boost the local economy through increased electric consumption revenue, construction use taxes, and property value growth—equivalent to 250 new homes per phase.

To help ensure its passage, Visit Stillwater actively promoted the project by distributing informational materials, placing (and removing by the end of day on November 6) more than 200 signs throughout the community, securing local signatures for a News Press ad, attending public informational meetings, and promoting the initiative through local TV and radio coverage.

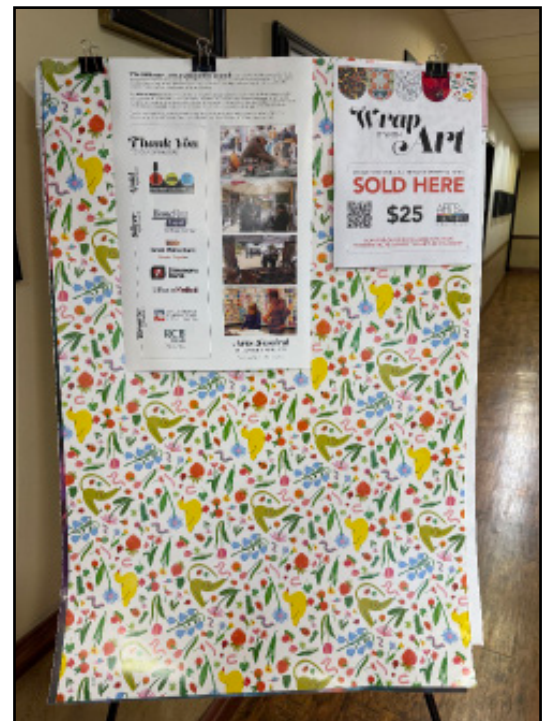


Wrap It With Art

In partnership with the Stillwater Arts & Humanities Council, Visit Stillwater supported the launch of the “Wrap It With Art” initiative, an effort to showcase local creativity while raising funds for public art and arts education. The program features locally designed wrapping paper created by Stillwater artists, available for purchase year-round at Visit Stillwater for \$25 per roll.

During November and December, Visit Stillwater President and CEO played a key role in the project’s development by selling sponsorships, coordinating the printing process, and helping promote the artist call for submissions.

Proceeds from wrapping paper sales directly support community-based artistic projects, making Wrap It With Art both a celebration of local talent and an investment in Stillwater’s creative future.



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Fly Home for the Holidays

Starting in November, Visit Stillwater kicked off the 2nd Annual Fly Home for the Holidays campaign. From November 23, 2024, to January 5, 2025 residents and visitors were encouraged to shop, dine, and stay in Stillwater. Anyone who spent \$50 or more could be entered to win one of five \$500 American Airlines Gift Cards to #FlySWO.



Live 24-Foot Christmas Tree

Visit Stillwater was honored to sponsor the live 24-foot Christmas tree that was on display in Downtown Stillwater. It was a great gathering place for holiday photo ops after the Holiday Parade of Lights and throughout the holiday season. We also included our partners at Town & Gown Theatre to provide a skit and lead the crowd in Christmas carols.

Holiday Parade of Lights & Tree Lighting

The annual Holiday Parade of Lights & Tree Lighting was once again co-emceed by Visit Stillwater President and CEO on Tv-31. Visit Stillwater also partnered with the City of Stillwater and Chamber of Commerce to purchase candy and light sticks to hand out.



Our Holiday Heros & Drone Show

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

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Lights on the Lake

Lake McMurry's Lights on the Lake was sponsored by Visit Stillwater. The investment supported the Friday-Sunday, 5-7 pm event that took place December 6-22. The event featured both walk-through and drive-through displays this year with an estimated 1,500 attending the holiday event.



Winter Windows Decorating Contest

Visit Stillwater partnered with Calvary Window Cleaning and Dough Peep's Bakehouse for the inaugural "Winter Windows" holiday window decorating contest. Over twenty businesses transformed their storefronts into dazzling displays for the community and visitors to enjoy. The three who exhibited the most impressive originality, workmanship, presentation, and use of lights won three months of window cleaning and 2 dozen custom cookies.

- Funniest – Stonecloud Patio & Taproom
- Most Creative – Hatch Early Mood Food
- Most Festive – The Beadery on Main



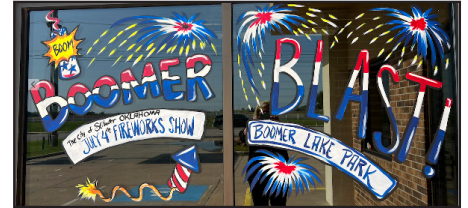
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Visitor Information Center Window Decorating

Stillwater artist, Bill Miller, has created fun and festive graphics for the Visit Stillwater front windows for over five years. This past year we featured:

- **Summer** – Boomer Blast, Krazy Daze, FlySWO, ShopSWO, DineSWO, Ring Registers Promotion, Eskimo Joe's Anniversary Week, and OSU Big 3 Field Days.
- **Fall** – Orange Glow, OSU Cowboy Stampede Rodeo, and OSU Homecoming.
- **Winter** – Holidays 2024 and Fly Home for the Holidays.
- **Spring** – MidSouth, the Boys From Oklahoma, Stillwater Arts Festival, Remember the 10 Run, Calf Fry, Gypsy Cafe, Graduations, and Special Olympics Oklahoma.



Three Dog Bakery

Visit Stillwater met with Three Dog Bakery in March to assist in developing a targeted marketing plan aimed at increasing visibility and driving sales among both local residents and visitors. The team collaborated with Executive Chef Hannah to identify strategies for highlighting the bakery's unique offerings, strengthening its presence within the community, and how to get her and the bakery involved in the Animal Welfare vote.



President Hess Reception

In partnership with the Stillwater Chamber of Commerce, Visit Stillwater co-hosted a welcome reception for the new OSU President, Jim Hess, to help introduce him and his wife to key community leaders. Visit Stillwater also provided a welcome basket, which was warmly received and enjoyed by the Hesses!



ANNUAL HIGHLIGHTS

July 2024 - June 2025

Vote Yes For Animal Welfare

Visit Stillwater assisted with the “Vote Yes” bond issue campaign in support of the proposed new Animal Welfare Facility that appeared on the April 1, 2025 ballot. Recognizing the need for improved animal care resources in the community, the Visit Stillwater team contributed to awareness efforts by distributing and placing 500 yard signs across Stillwater, gathering over 200 supporter names for two half-page newspaper ads, scheduling interviews, distributing news releases, and producing social media content for @VisitStillwater. A dedicated informational landing page was maintained on VisitStillwater.org, and campaign messaging was shared through local TV and radio stations to encourage voter participation. Visit Stillwater also hosted action team meetings in its office, providing a space for campaign organizers and community partners to plan, collaborate, and mobilize effectively. With everyone’s hard work and dedication to the campaign, the vote passed with 74% voting Yes!



405 Day

In April 2023, Visit Stillwater created a one-day event on the day symbolized by our area code, 405 – April 5. This fiscal year, we continued the event to remind visitors and residents to shop Stillwater and that flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze.

Anyone who shopped in one of our retail stores or boutiques, dined in one of our many restaurants, grabbed a coffee, filled up with gas, or spent the night during the 24 hours of April 5, 2025, spending \$50 or more, could be entered to win one of five \$100 American Airlines gift cards.



ANNUAL HIGHLIGHTS

July 2024 - June 2025

The Boys From Oklahoma Concerts

When more than 200,000 Red Dirt music fans returned to the Original Home of Red Dirt Music, Visit Stillwater played an essential role in welcoming and preparing for the largest event in the city's history. The Boys From Oklahoma microsite became the go-to resource for all event-related information—featuring concert details, parking and shuttle service, additional live music events, unique concert T-shirt sales, road closures, and more. The microsite included an interactive map spotlighting Stillwater-area hotels, RV parks, shuttle locations, local hot spots, barricades, and 72-hour parking options.

Leading up to the April 10–13 event, Visit Stillwater partnered with OSU Athletics POSSE, Marketing, Facilities, and the Ticket Office, as well as the City of Stillwater's SEMA Director and Chief Public Affairs Officer, to coordinate planning details. Visit Stillwater drafted and distributed resource letters to 350 local retailers, restaurants, convenience stores, hotels, RV parks, nightlife hotspots, and liquor stores, sent jointly from OSU Athletics, the City of Stillwater, and Visit Stillwater on February 28 and March 26.

Throughout the concert series, the Visit Stillwater team kept the community and visitors informed with live updates through the microsite, social media, and numerous phone calls. In addition, Visit Stillwater conducted extensive media outreach, including:

- Multiple TV interviews: Channels 5, 6, and 9 conducted on-site coverage at Visit Stillwater
- The Oklahoman: Two phone interviews
- KRMG Tulsa's Podcast with Lynn Hernandez
- Pokes Report/Triple Play Sports Radio: In-person interview with Zach Lancaster
- Tv-31's "Out of Bounds Raw": In-studio interview with Tom Dirato



Visit Stillwater also polled Edmond hotels to determine overflow lodging demand and coordinated to secure two Edmond Fire Stations to assist the Stillwater Fire Department at no cost—providing critical public safety support for the event.

After the concert series concluded, Visit Stillwater hosted a wrap-up meeting with the City of Stillwater, OSU Athletics, and OSU Brand Management to review the event's impact and opportunities for future collaboration.

The four-day series, which featured performances by Cross Canadian Ragweed, Turnpike Troubadours, The Great Divide, Jason Boland & The Stragglers, and Stoney LaRue, celebrated Stillwater's musical legacy and reinforced its status as the Original Home of Red Dirt Music, all while generating substantial economic impact for the community.

ANNUAL HIGHLIGHTS

July 2024 - June 2025

The Original Home of Red Dirt Music Trademark

Visit Stillwater has proudly used the phrase “The Original Home of Red Dirt Music” for almost two decades to honor the city’s deep roots in the Red Dirt music scene. With the overwhelming success of The Boys From Oklahoma concert series, we felt it was the right time to officially register the trademark. This milestone strengthens our commitment to preserving and promoting Stillwater’s role in the origin and evolution of Red Dirt music. We look forward to continuing to celebrate and elevate the genre, while bringing fans and visitors back to Stillwater to experience the music where it all began.



“You Are Beautiful” Sign

Stillwater was proudly designated a “You Are Beautiful” community in 2025 thanks to the efforts of local resident Matt Sullins, who submitted an application and essay to the national “You Are Beautiful” art campaign. Out of applicants from across the country, Matt’s submission was selected, earning Stillwater the only “You Are Beautiful” art installation in the state of Oklahoma.

Visit Stillwater was honored to champion the installation of the sign at the Community Center and encourage a City proclamation on April 21.



National Travel and Tourism Week

National Travel and Tourism Week (NTTW) is an annual celebration that underscores travel’s essential role in driving our nation’s economy, cultivating vibrant communities, and forging connections.

Established by the U.S. Travel Association in 1983, NTTW has become a cherished tradition, celebrating the U.S. travel community and highlighting how travel stimulates economic growth, creates quality jobs, inspires new businesses, and elevates the quality of life for Americans.

This year, Visit Stillwater coordinated the NTTW Ring Registers Promotion to continue to spotlight the importance of visitor dollars on the local economy, to remind residents of the importance of shopping locally, and to further increase the number of passengers flying through the Stillwater Regional Airport (SWO).

Visitors and residents simply needed to spend a minimum of \$50 and keep their receipts for any hospitality-related purchases from Sunday, May 4, 2025, to Saturday, May 10, 2025, to be eligible to win one of three \$500 American Airlines gift cards.

ANNUAL HIGHLIGHTS

July 2024 - June 2025

Community Involvement

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



OK Pork Council Give-A-Ham

On December 11, Visit Stillwater proudly participated in the Oklahoma Pork Council's 2024 Give-A-Ham campaign by accepting the challenge from the Robert M. Kerr Food and Agricultural Products Center at Oklahoma State University and passing it forward to the City of Stillwater. This annual campaign encourages community giving during the holiday season through the donation of hams to those in need. Visit Stillwater donated our ham to Our Daily Bread.

Ralph Steadman: "And Another Thing" Media Reception

Visit Stillwater proudly hosted the media reception for Ralph Steadman: And Another Thing, an extraordinary exhibition held at the OSU Museum of Art from January 21 to May 10, 2025. The exhibit showcased more than 149 original artworks spanning over 60 years of Steadman's groundbreaking career—from his early student sketches to his renowned political illustrations and iconic collaborations with Hunter S. Thompson.

To support the exhibit's public rollout, Visit Stillwater welcomed members of local and regional media into our conference room on January 22, providing donuts, coffee, and refreshments in a relaxed atmosphere for one-on-one conversations with the exhibition curators, Sadie Williams (Steadman's daughter and director of his collection) and Andrea Lee Harris (co-curator and exhibition coordinator).



The event included press from outlets such as *Stillwater News Press*, *Lokal Life*, *The O'Colly*, *Cowboy Country 105.5 FM*, *Tv-31*, and *Perkins/Stillwater Journal*, among others. Visit Stillwater was honored to play a small role in helping spotlight this once-in-a-lifetime exhibit.

ANNUAL HIGHLIGHTS

July 2024 - June 2025

OSU Alumni Association February APPreciation Month

In February 2025, Visit Stillwater once again partnered with the OSU Alumni Association to support its annual Member APPreciation Month campaign. This initiative encouraged downloads and engagement with the Orange Connection app, as well as new and continued alumni memberships. Participants who made qualifying membership payments received a special OSU luggage handle wrap.

Visit Stillwater was featured prominently throughout the campaign—including on the Orange Connection app, the OSUAA website, email blasts, social media, and even the Association's new texting platform—reaching tens of thousands of OSU alumni. Our team also contributed five \$500 American Airlines giftcards to remind alumni of the ease they will experience traveling through the Stillwater Regional Airport (SWO).

“Wear Red for Women” Day

On February 7, Visit Stillwater staff participated in “Wear Red for Women” Day to show support for Stillwater Medical and help raise awareness about women’s heart health. By wearing red, our team joined the nationwide effort to educate the public on how heart disease affects women and how symptoms can differ from those experienced by men. It was a meaningful opportunity to stand in solidarity with healthcare professionals and promote vital health education within our community.



Block 34

Visit Stillwater was proud to support the highly anticipated development and grand opening of Block 34, Stillwater’s new outdoor community gathering space in the heart of downtown. Throughout the year, Visit Stillwater hosted planning meetings in our office and actively collaborated with partners to help bring the vision for Block 34 to life.

In celebration of its opening, a community time capsule was created to preserve the story of Block 34 and commemorate milestones that have shaped Stillwater in 2025. Visit Stillwater contributed items to the capsule that reflect our role in promoting local tourism and enhancing community engagement. The capsule will be sealed and stored onsite to be reopened in 34 years, serving as a future reminder of the impact and growth of our community and the collaborative spirit that made Block 34 possible.

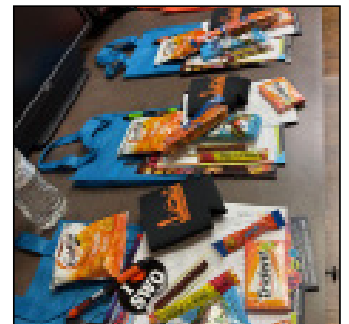
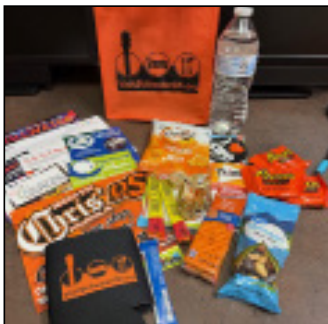


ANNUAL HIGHLIGHTS

July 2024 - June 2025

Gift Baskets & Bags

Visit Stillwater proudly supports local partners and organizations by assembling gift baskets and bags for a variety of events and initiatives throughout the year. For the Leadership Oklahoma Summer Soirée at Scissortail Park's Event Pavilion on June 12, Visit Stillwater coordinated with fellow LOK graduates from organizations across Stillwater to contribute items valued at \$8,600. At the Washington School Heritage Foundation Gala, Visit Stillwater donated two themed items, one general Visit Stillwater basket valued at \$175, and a FlySWO basket valued at \$325. Gift bags were also delivered to the Stillwater Community Center for FEMA and SBA representatives stationed in Stillwater to assist residents impacted by wildfires. Numerous other baskets and bags were provided to reflect Visit Stillwater's ongoing commitment to community support, collaboration, and hospitality.



Wayfinding

A newer Visit Stillwater initiative, the Wayfinding Program is a collaborative effort with the City of Stillwater to create consistent and seamless signage throughout the community. This project is currently in its early planning stages and will continue to develop throughout 2025 and 2026. Once implemented, the wayfinding system will serve as a valuable tool to help guide both visitors and residents to key attractions, districts, public facilities, and event spaces across Stillwater. Visit Stillwater is excited to be part of this forward-thinking initiative that enhances accessibility, improves the visitor experience, and strengthens community identity.



ANNUAL HIGHLIGHTS

July 2024 - June 2025

Downtown Stillwater Association Involvement

Visit Stillwater proudly participated in several Downtown Stillwater Association (DSA) events throughout the year. In October, we entered the DSA Scarecrow Contest with our scarecrow, "Traveling Tina," which was honored as the winner in the Businesses category. We congratulated all other winners, including Little Sapling Market and the Stillwater History Museum at the Sheerar. Visitors are encouraged to stop by the Visitor Center to see Traveling Tina and photos from the contest. In April, we joined the ART EGG-STRAVAGANZA egg-decorating competition with a travel-themed entry, and this June, we decorated a bowling pin with a detailed map of Stillwater for the 2025 Bowling Pin Decorating Contest benefiting Big Brothers Big Sisters. These activities allow us to creatively engage with the community while supporting important local causes.

In addition, Visit Stillwater has taken part in the annual "Where's Waldo Local in Stillwater" scavenger hunt organized by Bliss Books & Bindery. Throughout July, kids and families hunt for Waldo across more than 20 downtown businesses and at the Visit Stillwater office. Participants collect stamps on their cards for a chance to win Waldo-themed prizes, and can even find Waldo's lost glasses hidden at Bliss Books. This free event brings together families and businesses to celebrate the joy of local shopping in Stillwater.



Stillwater Chamber of Commerce Sponsorships

Throughout the year, Visit Stillwater proudly supports the Stillwater Chamber of Commerce as a sponsor of key events and initiatives. This includes serving as the Presenting Sponsor for the annual Agriculture Banquet, a Premier Sponsor for the Economic Development Summit, and participating as a featured Leadership Stillwater Economic Development sponsor and speaker.

ANNUAL HIGHLIGHTS

July 2024 - June 2025

Committee Coordination & Involvement

Board Representation

Visit Stillwater President and CEO serves on several boards that directly support community development and destination marketing efforts. These appointments strengthen collaboration across sectors and ensure the tourism perspective is included in key decision-making processes. Boards served include:

- Oklahoma Travel Industry Association
- Special Olympics Oklahoma
- Stillwater Arts Council
- Washington School Heritage Foundation
- The Boone Pickens Legacy Experience



Committee Facilitation & Hosting

In addition to participation, Visit Stillwater also coordinates and hosts several committees and recurring meetings to ensure consistent communication and collaboration among key community stakeholders. These efforts help align promotional strategies, encourage cross-promotion, and foster shared success. Coordinated groups include:

- Quarterly Hotel Education Luncheons
- Market Stillwater (City of Stillwater, OSU Athletics, OSU Brand Management, Visit Stillwater)
- Core Commercial Districts Committee (Downtown, Campus Corner, The Strip, City of Stillwater, and the Stillwater Chamber of Commerce)
- Stillwater Community United (coordinates MLK Jr. and Juneteenth events)

These committees play a vital role in building strong local partnerships, expanding marketing reach, and supporting Stillwater's visitor economy.



Committee Participation

Visit Stillwater team members actively participate in local committees and collaborative groups that allow for deeper engagement with partners and provide valuable insight into community needs. These efforts enhance our ability to support local businesses, event organizers, and civic initiatives through marketing and promotion. Committees include:

- Stillwater Communications Team
- Downtown Stillwater Cultural District
- Downtown Merchants Association
- Stillwater Art Integration
- Payne County Expo Center
- Special Olympics Summer Games Committee
- Washington Street Merchants Group
- National Wrestling Hall of Fame 50th Anniversary Celebration

ANNUAL HIGHLIGHTS

July 2024 - June 2025

Oklahoma RedBud Tourism Awards

The Oklahoma Travel Industry Association and Oklahoma Tourism and Recreation Department held the annual RedBud Awards Ceremony at the Norman Embassy Suites Hotel and Conference Center on June 24, 2025. Open to all Oklahoma tourism entities, such as destination marketing organizations, museums, attractions, events, and journalists, the RedBud Awards represent the highest honor given in the Oklahoma tourism industry for outstanding efforts to serve and promote tourism in the state of Oklahoma.

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.

Visit Stillwater was honored with three awards during this year's ceremony: the RedBud Award for **Best Overall Marketing Campaign for the Orange Glow campaign**, the RedBud Award for **Best Partnership for the Kids Visitor Guide**, and a Merit Award for Outstanding Agritourism Attraction for The Twelves, submitted by Visit Stillwater on the company's behalf. These awards reflect the organization's continued commitment to promoting Stillwater as a premier destination, building strong community partnerships, and showcasing the diverse experiences that set Stillwater apart within the Oklahoma tourism landscape.



Accreditation

The globally recognized Destination Marketing Accreditation Program (DMAP) serves as a visible industry distinction that defines quality and performance standards in destination marketing and management. To become accredited, a destination organization must demonstrate compliance with more than 100 performance standards.

Accreditation standards are set by an independent panel of industry veterans representing a diverse selection of destination organizations. Standards are regularly revisited and revised to reflect the evolution of best practices in our industry. Visit Stillwater completed the DMAP process and is now recognized as one of the smallest destination organizations to earn the recognition.



VISITOR TAX

July 2024 - June 2025

In 1985, a referendum establishing a 4% hotel room tax (visitor tax) was approved. Then recently, on February 8, 2022, Visit Stillwater was successful in passing a referendum by 70% that changed the ordinance from “hotel room tax” to “visitor tax,” modernized the term “hotel” to “lodging,” and increased the tax from 4% to 7% effective July 1, 2022.

The ballot language now states, “Funds collected shall be set aside and used exclusively for the purpose of encouraging, promoting, and fostering conventions, conferences, and tourism development through the use of long-range strategic destination marketing and management professional services and development and maintenance of visitor development amenities for the city, and shall be allocated as follows:”

- 70% - To Visit Stillwater: “Shall be used for long-range strategic destination marketing and management professional services to enhance Stillwater’s economy, image, and quality of life through the promotion, marketing, and development of the visitor economy.”
- 30% - To the City of Stillwater: “Shall be administered by the Stillwater Economic Development Authority as recommended by the Tourism Advisory Committee (Resolution No. SEDA-2019-2) and used for the development and maintenance of visitor development amenities for the city.”

The professional services agreement between the Stillwater Economic Development Authority (SEDA) and Visit Stillwater specified the sum of \$1,120,000 of the visitor tax would be utilized by Visit Stillwater to carry out the services outlined within the Visit Stillwater business plan and scope of work.



July 1, 2019, the Oklahoma Tax Commission (OTC) began collecting the Stillwater visitor tax. There is now a difference in timing of the tax revenue receipts by 2 months (See page 33). Total visitor tax collections at year end for fiscal year 2025 reflected a 55% increase. The increase in the Visitor Tax collections reflected in December is the result of a company filing amended returns and remitting additional amounts due for prior reporting periods.

VISITOR TAX

July 2024 - June 2025

Impact of Visitor Tax:

	City's Projected Visitor Tax for the Year	Total Visitor Tax for the Year	70% of Total Visitor Tax for the Year	30% of Total Visitor Tax for the Year	Visit Stillwater Contract Amount	Amount Generated Above the VS Contract Amount for Destination Marketing (70%)
FY '23	\$1,300,000	\$1,566,718.40	\$1,096,702.88	\$470,015.52	\$975,000	\$121,702.80
FY '24	\$1,300,000	\$1,647,237.87	\$1,153,066.50	\$494,171.37	\$1,120,000	\$33,066.50
FY '25	\$2,300,000 (from \$1,600,000)	\$2,547,734.29	\$1,783,413.90	\$764,320.26	\$1,120,000	\$663,413.90
TOTAL:		\$5,761,690.56	\$4,033,183.28	\$1,728,507.15		\$818,183.20

Since successfully passing the referendum to increase the visitor tax from 4% to 7% effective July 1, 2022, **\$1,728,507** has been generated to develop and maintain visitor development amenities for Stillwater. An additional **\$818,183** in visitor tax revenue has been generated above the Visit Stillwater contracted amount to be utilized for long-range strategic destination marketing and management professional services, such as a comprehensive wayfinding and signage program for the community.

In addition to the visitor tax, the City of Stillwater has collected a 4% sales tax from guests staying in local hotels and short-term rentals, totaling approximately **\$3,292,395**. Also, hotels operate continuously, requiring lighting, heating, cooling, ventilation, and other services around the clock and are among the largest users of city utilities, particularly energy and water. Our visitors, 17 hotels, and over 500 short-term rental properties contribute significantly to our quality of life, essential services, and infrastructure.



Visitor Tax:

	FY '22 Month	FY '22 Year	FY '23 Month	FY '23 Year	FY '24 Month	FY '24 Year	FY '25 Month	FY '25 Year	
July	\$72,799.35	\$72,799.35	\$76,900.39	\$76,900.39	\$163,782.84	\$163,782.84	\$204,281.41	\$204,281.41	OTC - May Collections
Aug.	\$81,375.36	\$154,174.71	\$98,157.84	\$175,058.23	\$173,599.77	\$337,382.61	\$172,491.75	\$376,773.16	OTC - June Collections
Sept.	\$47,180.19	\$201,354.90	\$123,489.40	\$298,547.47	\$104,269.68	\$441,652.29	\$111,120.88	\$487,894.04	OTC - July Collections
Oct.	\$77,272.71	\$278,627.71	\$121,879.40	\$420,426.87	\$128,528.82	\$570,181.11	\$146,597.91	\$634,491.95	OTC - August Collections
Nov.	\$82,116.82	\$360,744.53	\$187,512.30	\$607,939.17	\$164,678.85	\$734,859.96	\$207,825.23	\$842,317.18	OTC - September Collections
Dec.	\$91,780.61	\$452,525.14	\$198,504.27	\$806,443.44	\$183,887.00	\$918,746.96	\$731,140.72 *	\$1,573,457.90	OTC - October Collections
Jan.	\$84,059.67	\$536,584.81	\$165,293.62	\$971,737.06	\$142,854.05	\$1,061,601.01	\$176,726.68	\$1,750,184.58	OTC - November Collections
Feb.	\$54,009.28	\$590,594.09	\$89,331.65	\$1,061,068.71	\$98,479.86	\$1,160,080.87	\$136,249.76	\$1,886,434.34	OTC - December Collections
March	\$36,310.43	\$626,904.52	\$85,858.59	\$1,146,927.30	\$84,870.55	\$1,244,951.42	\$106,699.53	\$1,993,133.87	OTC - January Collections
April	\$52,675.88	\$679,580.40	\$95,679.60	\$1,242,606.90	\$92,800.84	\$1,337,752.26	\$140,607.38	\$2,133,741.25	OTC - February Collections
May	\$77,592.62	\$757,173.02	\$176,634.56	\$1,419,241.46	\$129,978.01	\$1,467,730.27	\$194,630.99	\$2,328,372.24	OTC - March Collections
June	\$100,499.57	\$857,672.59	\$147,476.94	\$1,566,718.40	\$179,507.70	\$1,647,237.97	\$219,362.05	\$2,547,734.29	OTC - April Collections
		60% decrease		83% increase		5% increase		55% increase	
City's Budgeted Amount		\$500,000		\$1,300,000		\$1,300,000		\$2,300,000	

• 4% Visitor Tax

• 4% July & August
• 7% September-June

• 7% Visitor Tax

• 7% Visitor Tax

* The increase in the Visitor Tax collections is the result of a company filing amended returns and remitting additional amounts due for prior reporting periods.

VISITOR TAX

July 2024 - June 2025

Hotel Data:

Stillwater is home to 17 hotel properties with a total inventory of 1,373 total rooms. The 10 Stillwater hotels included in the Zartico data set are Americas Best Value Inn, Best Western PLUS Cimarron Hotel & Suites, Fairfield by Marriott, Hampton Inn & Suites, Hampton Inn & Suites West, Holiday Inn Express & Suites, Holiday Inn & Suites, Home2 Suites by Hilton, Residence Inn by Marriott, and Springhill Suites by Marriott.



Short-Term Rental (STR) Data:

The number of short-term rental properties online fluctuates greatly from day to day and month to month. The number of short-term rentals we had online in Stillwater fluctuated between 471 and 520 active listings from , July 1, 2024 – June 30, 2025.

How Visitors Fueled Lodging from July '24 to June '25



VISITOR TAX

July 2024 - June 2025

Overnight stays fuel the visitor economy, fund long-term strategic destination marketing efforts, develop and maintain visitor development and quality-of-life amenities, and provide two streams of income for the City of Stillwater through both sales tax and at least 30% of the visitor tax revenue.

This year, hotel and short-term rental data points are provided through our partnership with Zartico, a marketing technology company that applies advanced data science and proprietary technology to deliver innovative marketing performance solutions to the travel and entertainment industries. Their platform and technology utilize geolocation, spending, and lodging data to assist both the sales and marketing teams of Visit Stillwater.

By transforming complex data into actionable insights, Zartico illuminates the hidden patterns of people and places, empowering us to **identify** and **engage** our ideal visitors at the optimal time, **optimize** marketing tactics to maximize effectiveness and efficiency, and **communicate** real-world impact.

This year we also invested in the Zartico lodging data modules to spotlight different facets of overnight stays within our community. We are transitioning from the data provided through subscriptions with STR and Airdna because it is based solely on **self-reported information and scraped internet assumptions**.

The Zartico lodging trends are based on the largest commercially available data set for hotels and short-term vacation rentals. Most importantly, this data gives actionable performance indicators like length of stay and average stay value which are based on **actual lodging transactions** from the global distribution system (GDS – worldwide reservation system) and property management inventories.



A VISITOR DEFINED

July 2024 - June 2025

Before diving into the data, it is important to understand how a “visitor” is defined and measured within the context of our tourism economy. Not every person who enters Stillwater has an impact on our visitor economy, for example, someone visiting family and never leaving the house isn’t contributing to local tourism revenue. Our goal is to track meaningful impact: people of impact visiting places of impact.

How is a Visitor defined by Zartico?

A Visitor is someone who has:

- Come from over 50 miles from where they live.
- Stayed for more than 2 hours in our destination.
- Visited at least one place of impact.



This definition ensures we are capturing individuals who are likely spending money and directly contributing to Stillwater’s tourism economy.



How is this information gathered?

Visitor data is based on anonymous mobile device signals. When a device is detected in Stillwater originating from more than 50 miles away and meets the above criteria, it is counted as a visitor. There is no minimum amount of time a person must spend at a place of impact, but their presence must be recorded at least once to register a visit.

This methodology allows Visit Stillwater to more accurately measure visitation, understand behavioral trends, and evaluate the true economic impact of our tourism initiatives.

VISIT STILLWATER DELIVERABLES

July 2024 - June 2025

The fiscal year 2024 contract includes a more streamlined scope of services and an expanded report tracking spreadsheet. The updated format will better illustrate the wide variety of destination marketing and management professional services provided by Visit Stillwater in the areas of marketing and communications, meetings and events sales and services, visitor experiences, advocacy, destination and economic development partnerships, industry relations, and administration.

The Visit Stillwater team worked diligently with CRM (customer relationship management), CMS (content management system), and digital marketing experts at Simpleview to document activities managed through the web-based platform.

Simpleview is the worldwide leading provider of CRM, CMS, website design, and digital marketing technologies for destination marketing and management organizations. The Simpleview platform also integrates with virtually all of our industry partner services that enhance our efforts throughout the year.

Enhanced capabilities enable us to track efforts that were not documented through Simpleview in previous years. And, while the system was recently further customized to better document daily activities, it is a conservative reflection of all of the calls, requests, and wide variety of assistance provided to both visitors and residents daily.

A. Marketing & Communications	FY 22-23	FY 23-24	FY 24-25	Goal	% of Goal
Increase website traffic by 3%	523,082	483,437	604,204	497,940	121%
Increase website page views by 3%	800,296	904,007	1,284,254	931,127	138%
Increase website sessions originating from Dallas DMA by 2%	107,859	82,230	86,957	83,875	104%
Increase referred traffic from social media to website by 3%	36,889	44,858	68,769	46,204	149%
Publish 365 original social media posts	430	501	434	365	119%
Increase social media followers by 5%	34,648	40,235	42,993	38,026	113%
Increase social media reactions by 5%	72,644	107,059	203,311	112,412	181%
Increase Facebook reach by 3%	3,022,802	3,877,937	8,183,045	4,071,834	201%
Provide 100 sweepstakes giveaways	171	130	132	125	105%
Promote 2,000 locally held events at VisitStillwaterOK.org	2,006	2,002	2,005	2,000	100%
Load 50 primary local events on the OK Tourism and Recreation Department website	85	53	51	50	102%
Create 12 videos highlighting Stillwater events, attractions, and businesses	12	12	12	12	100%
Create 4 :30 second commercials	---	---	4	4	100%
Publish 24 blog posts	24	24	24	24	100%

VISIT STILLWATER DELIVERABLES

July 2024 - June 2025

A. Marketing & Communications	FY 22-23	FY 23-24	FY 24-25	Goal	% of Goal
Produce 12 display/print ads in partnership publications (i.e.: OK Travel Guide, Green Country Travel Guide, STATE, POSSE, Ovations, etc.)	15	16	19	12	158%
Distribute 100,000 Stillwater Guides to the Local Scene (per calendar year) (1)	2023 Guide 100,000	2024 Guide 100,000	2025 Guide 56,940	100,000	56%
Write 12 News Press columns	12	12	12	12	100%
Distribute 12 "Still in the Know" postcards	12	12	12	12	100%
Email 12 eNewsletters	12	12	12	12	100%
Distribute 10,000 copies of 4 different rack cards (2)	44,780	44,887	44,465	40,000	111%
Display 72 banner placements outside the 24/7 visitor information center & VS office	73	101	104	72	144%

(1) All 100,000 copies are distributed by end of calendar year.

(2) We produced an extra rack card for use throughout the year.



VISIT STILLWATER DELIVERABLES

July 2024 - June 2025

A. Marketing & Communications - continued	FY 22-23	FY 23-24	FY 24-25	Goal	% of Goal
Display 200 event flyers inside the 24/7 visitor information center	231	363	369	200	184%
Manage 112 360° degree virtual tours for online platforms through Threshold 360 (1)	112	115	115		
Provide the program, serve as a speaker, or exhibit at trade shows for 12 organizations/classes	12	19	24	12	200%
Coordinate guests weekday mornings for Tv-31's "The Morning Edition" - # of guests	242	238	230		
Appear on live local radio weekday mornings to share upcoming event information - # of appearances	150	153	148		
Record podcasts with media partners to promote events and services - # of podcasts	51	50	49		

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



VISIT STILLWATER DELIVERABLES

July 2024 - June 2025

B. Meetings & Events Sales	FY 22-23	FY 23-24	FY 24-25	Goal	% of Goal
Number of sales communications with existing client accounts = (1)	4,860	5,124	5,456		
Number of potential new clients for future meetings or events =	41	43	48		
Number of events booked and/or serviced through Visit Stillwater = (2)	43	42	45		
Increase new events booked and/or serviced through Visit Stillwater by 5%	70	71	73	71	102%

(1) Sales communications are defined as phone calls (both office and cell phone), emails, text messages, Messenger messages, meetings, and dropping by the office with new business and confirming repeat business.

(2) **Booked** is defined as confirmation an upcoming meeting will be hosted in Stillwater and a hotel room block and/or meeting space has been booked. **Servicing** new and returning groups includes coordinating hotel room blocks, meeting space, event venue, caterers, and site visits/familiarization tours.

B. Meetings & Events Sales	FY 22-23	FY 23-24	FY 24-25
Provide visitor development incentive grants & sponsorships to future or expanding events (Reflects grants & sponsorships awarded during the year): (1)			
- Total amount of grants & sponsorships awarded = \$	\$40,100	\$135,644	\$125,745
- Total estimated number of day visitors =	10,280	59,310	58,646
- Total estimated number of overnight visitors = (2)	10,950	17,350	14,299
Total estimated visitor spending (through the Destinations International Event Impact Calculator) = \$ (3)	\$1,372,479	\$6,573,530	\$12,970,618

(1) Visit Stillwater Visitor Development Incentive Grants are designed to assist events in their infancy stages or when growing from a one- to multi-day event. A maximum of \$5,000 is available to a group/event their first year with the potential of up to 2 subsequent grants at decreasing amounts for 2 years.

(2) There were grant and sponsorship investments that are not reflected in the day or overnight visitors, or visitor spending: \$5,000 Christmas Tree, \$1,062 Parade Candy, \$3,500 Lake McMurtry Lights on the Lake, \$5,000 Downtown Stillwater Association, \$2,500 Stillwater Children's Museum, \$2,500 Steak at the Lake, and \$4,000 Boomer Blast.

(3) The Event Impact Calculator is an annual opt-in service investment through Destinations International that measures the economic value of an event and calculates its return on investment to local taxes. The calculator draws on 10 different data sources to provide an industry-wide standard using local tax rates and cost of living estimates.

VISIT STILLWATER DELIVERABLES

July 2024 - June 2025

B. Meetings & Events Sales	FY 22-23	FY 23-24	FY 24-25	Goal	% of Goal
Post event impact of events receiving visitor development incentive grants & sponsorships during the year (Reflects granted & sponsored events occurring during the year): (1)					
- Total amount of grants & sponsorships awarded = \$	\$28,380	\$102,143	\$119,662		
- Total estimated number of day visitors =	7,680	55,840	56,029		
- Total estimated number of overnight visitors =	13,523	16,436	11,14,226		
Total estimated visitor spending (through the Destinations International Event Impact Calculator) = \$	\$1,180,764	\$8,220,659	\$11,403,424		
Host 4 (quarterly) Stillwater Hotel Education Luncheons	4	4	4	4	100%

(1) There were grant and sponsorship investments that are not reflected in the day or overnight visitors, or visitor spending: \$5,000 Christmas Tree, \$1,062 Parade Candy, \$3,500 Lake McMurtry Lights on the Lake, \$5,000 Downtown Stillwater Association, \$2,500 Stillwater Children's Museum, \$2,500 Steak at the Lake, and \$4,000 Boomer Blast.

C. Meetings & Events Client Services	FY 22-23	FY 23-24	FY 24-25
Number of services communications with existing client accounts = (2)	6,196	6,343	6,397
Number of groups assisted =	882	905	1,191
Conservative estimated value of services provided = \$ (3)	---	\$1,117,419	\$1,262,842

(2) Service activities are defined as phone calls (both office and cell phone), emails, text messages, Social media messages, meetings, dropping by the office, and all marketing and communications efforts. Additional data points are now collected to more accurately reflect services provided for both sales and partner accounts.

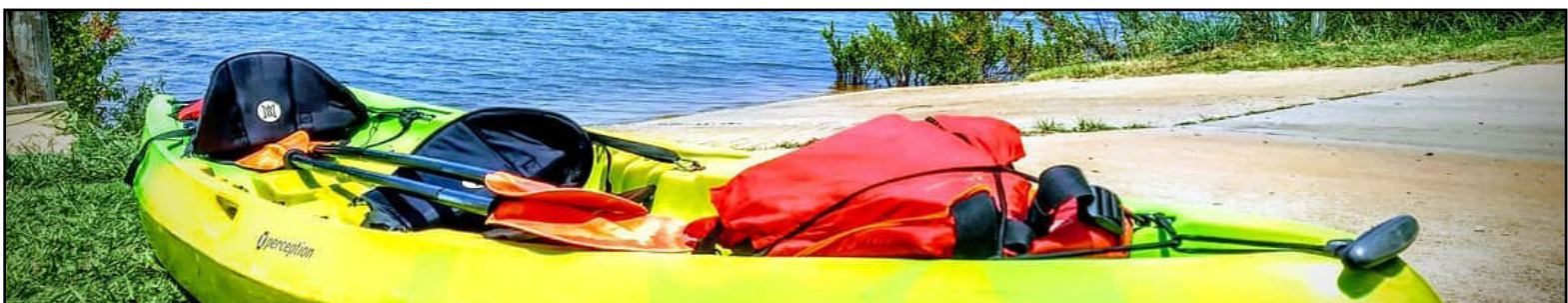
(3) The **value of services** received includes *Stillwater Guides to the Local Scene*, bags for use at registration, registration assistance, event "Welcome", securing local media exposure, and a wide range of marketing assistance.

VISIT STILLWATER DELIVERABLES

July 2024 - June 2025

D. Visitor Experiences	FY 22-23	FY 23-24	FY 24-25
Number of publications distributed from 24/7 visitor information center =	3,650	2,267	2,243
Number of publications distributed from 2 visitor information stands at SWO - inbound and outbound terminals =	1,189	1,777	1,845
405 Day - April 5 - Shop & Fly SWO campaign			
- Number of individuals who participated =	---	46	15
- Number of entries =	---	77	75
- Total sales generated =	---	\$3,850	\$3,784
National Travel & Tourism Week - May - Shop & Fly SWO campaign			
- Number of individuals who participated =	---	105	198
- Number of entries =	---	125	156
- Total sales generated =	---	\$6,275	\$12,844
Krazy Daze - July - Shop & Fly SWO campaign			
- Number of individuals who participated =	---	30	71 *
- Number of entries =	---	153	426 *
- Total sales generated =	---	\$7,682	\$69,054 *
Fly Home for the Holidays - End of Nov. - First of Jan. - Shop & Fly SWO campaign			
- Number of individuals who participated =	---	58	66
- Number of entries =	---	1,509	949
- Total sales generated =	---	\$75,466	\$79,322

* The spending requirements and gift cards were done differently from FY 2024 to FY 2025.



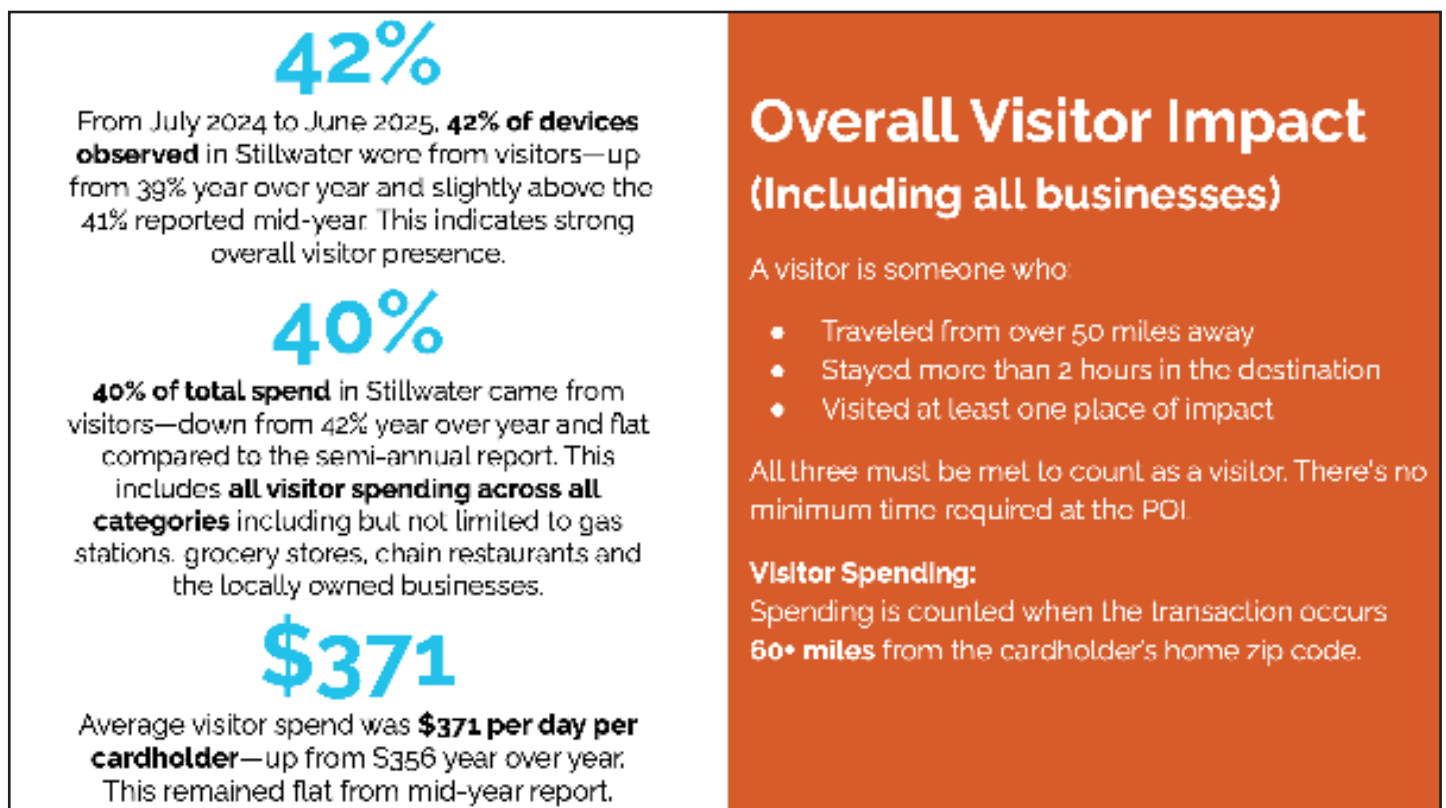
VISITOR TAX

July 2024 - June 2025

Zartico Data:

Geolocation data is a powerful tool to understand and anticipate when, where, and how people move through and engage within our destination. Integrated with visitor spending, we have a better appreciation for the bottom-line impact visitors make on local restaurants, retail shops, accommodations, and other businesses.

Zartico applies advanced data science and proprietary technology to deliver innovative marketing performance solutions. They collect anonymized data from more than 3,000 financial institutions representing 140 million credit and debit cards – and growing. With over 8.8 billion annual transactions from all four card networks, Zartico illuminates spending habits and impact from both visitors and residents.



By transforming complex data into actionable insights, we illuminate the hidden patterns of people and places, empowering our marketing team to identify and engage our ideal visitors at the optimal time, optimize marketing tactics to maximize effectiveness and efficiency, and communicate real-world impact.

Zartico leverages the most advanced data science and proprietary technology and combines decades of expertise in technology, marketing, and tourism to redefine how and where we concentrate our marketing efforts to best engage our visitors.

VISITOR TAX

July 2024 - June 2025

Zartico Data:

67%

Visitor spend at **local businesses** was 67%—down from 71% year over year (YoY), but up from 63% in the semi-annual report.

24%

Visitor spend at **local restaurants** held steady at 24% YoY, but down from 36% in the semi-annual report.

66%

Visitor spend at **local retailers** was 66%—down from 72% YoY and 71% mid-year.

68%

Visitor spend on **arts, entertainment, and attractions** reached 68%—up significantly from 43% YoY, but slightly below 75% in the semi-annual report.

Impact to Local Businesses From Visitors (Excluding Big Box and Chains)

This represents the share of visitor spending directed to merchant categories most likely to include local businesses.

For example, restaurants are included, while fast food chains are filtered out and boutiques are included, but big box stores are not. Also filtered out are gas stations, grocery stores and hotel chains.

Top Markets Bringing Dollars to Our Destination

Visitor Origin Market	% of Visitors	% of Spend	Average Visitor Spend
Tulsa OK	24%	11%	\$264
Oklahoma City OK	24%	9%	\$318
Dallas-Ft. Worth TX	13%	8%	\$429
Wichita Falls TX & Lawton OK	3%	2%	\$386
Sherman-Ada OK	3%	2%	\$381
Wichita-Hutchinson KS	3%	2%	\$173
Ft. Smith-Fayetteville-Springdale-Rogers AR	2%	2%	\$267
Houston TX	2%	3%	\$483
Kansas City MO	1%	1%	\$334
Amarillo TX	1%	2%	\$445
Sum/Average	77%	42%	\$348