

A full-page photograph of a bull rider in mid-action. The rider, wearing a black helmet and a patterned shirt, is mounted on a light brown bucking bull. The bull is rearing up, kicking up a cloud of dust. In the background, several spectators in cowboy hats are visible behind a metal fence. The text 'VISIT STILLWATER' is overlaid at the top, and 'FY20 Business Plan' is to the right of 'STILLWATER'. At the bottom, a black banner contains the text 'EXPERIENCE AMERICA'S FRIENDLIEST COLLEGE TOWN!' in orange and white.

VISIT

STILLWATER

FY20 Business Plan

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

ABOUT VISIT STILLWATER

Our Vision

To be a respected destination management leader through effective and innovative marketing, sales, and partnerships to ensure exceptional visitor experiences.

Our Mission

To enhance Stillwater's economy, image, and quality of life through the promotion, marketing, and development of the region's visitor economy.

Destination Vision

Stillwater will be recognized as one of the top visitor destinations in Oklahoma and *"America's Friendliest College Town!"*

Visit Stillwater Board of Directors

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

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

Treasurer - Kent Kinzie - Leonard Jewelry

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

Past Chairman - 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

DMO Employees

President/CEO - Cristy Morrison

Director of Sales - Nicole Horn

Director of Marketing - Jessica Kincannon

Director of Operations - Jinnie Potts

SCOPE OF SERVICES AND GOALS

A. MARKETING AND COMMUNICATIONS

Develop and implement a comprehensive marketing and communications plan.

- I. Manage a robust and responsive website spotlighting local hospitality industry partners, locally held events, local attractions, and visitor/meeting planner resources.
- II. Produce the Annual *Stillwater Visitors Guide* in digital and print formats which shall include a two-page feature spread for City of Stillwater entities and events, including the Stillwater Regional Airport, Lake McMurry, Downtown Stillwater Cultural District, and Downtown Stillwater.
- III. Develop and Coordinate the official Stillwater Comprehensive Calendar of Events.
- IV. Conduct Advertising, Social Media, Promotions, and Public Relations including:
 - Online/Digital Activities
 - Offline/Traditional Activities
- V. Provide Media Relations and Community Awareness.

DELIVERABLES

- Increase website traffic by 25%
- Increase website page views by 10%
- Increase website sessions originating from Dallas DMA by 5%
- Increase referred Visit Stillwater traffic from social media to website by 10%
- Increase social media followers by 10%
- Market commercial air service to/from Stillwater Regional Airport, work cooperatively with local partners to promote air travel from SWO by residents and businesses within the 50-mile catchment area
- Market Lake McMurry, the Downtown Stillwater Cultural District, and Downtown Stillwater as visitor destinations
- Market the following City of Stillwater sponsored events including:
 - Arts Festival
 - Halloween Fest
 - Boomer Blast
 - Friday Food Trucks & Tunes
 - Christmas Parade
 - Holiday Pop-Up Shops
 - Dancing with Daddy
 - Mummy and Son Dance
 - Cops & Bobbers Fishing Event

SCOPE OF SERVICES AND GOALS

A. MARKETING AND COMMUNICATIONS

DELIVERABLES - CONTINUED

- Utilize City of Stillwater logo in tandem with Visit Stillwater logo in *Stillwater Visitor Guide*, *Stillwater Event Planners' Guide*, on rack cards promoting game day park-and-ride, when promoting City of Stillwater entities and events, and provide the City of Stillwater logo with link to the City of Stillwater Website from the Visit Stillwater website.
 - Produce 125 sweepstakes giveaways
 - Promote 1,000 locally held events
 - Distribute 125 news releases promoting Stillwater attractions, events, and activities
 - Produce 12 videos promoting Stillwater attractions, events, and activities
 - Write 24 blog posts promoting Stillwater attractions, events, and activities
 - While marketing Stillwater as a destination, report independently the total number of original Visit Stillwater and shared marketing efforts or equivalencies appearing as the following for the Stillwater Regional Airport, Stillwater Arts Festival, and Holiday Pop-Up Shops:
 - Facebook Posts
 - Instagram
 - Tweets
 - Videos
 - Paid Printed Advertisements
 - Paid Digital Advertisements
 - Other Formats
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SCOPE OF SERVICES AND GOALS

B. MEETING AND EVENTS SALES

Establish a strong regional and national presence in the meetings and events industry to maximize visitor spending through day and overnight visitors for hotel partners and incremental sales for hospitality industry and business partners.

- I. Establish and maintain relationships with meeting and event planners to produce new, and retain existing, business for hotels, meeting and event venues, caterers, and other hospitality industry partners.
- II. Participate in regional, state, and local industry related tradeshow and sponsor and attend high profile events that will enhance meeting and event planner relationships.
- III. Coordinate all elements of event request for proposals including detailed information about the local hospitality industry, availability of facilities and accommodations, local partner options, uniqueness of destination, services provided, and payment of bid fee if required for consideration.
- IV. Support via sponsorships, grants, and/or on-site services locally held events that attract substantial day or overnight visitors.
- V. Establish and maintain relationships with local hospitality industry partners through consistent communication, site visits, hosted events, familiarization tours, and education opportunities.

DELIVERABLES

- Increase number of new events booked through Visit Stillwater efforts by 10%
- Increase attendance at existing events and activities booked through Visit Stillwater efforts by 10%
- Report the trend in occupancy room tax collections
- Report the trend in occupancy rate
- Report the trend in average daily rate (ADR)
- Report the trend in revenue per available room (RevPAR)
- Generate 80 hotel room blocks
 - Document number of potential room nights through hotel room blocks
 - Document number of booked room nights through hotel room blocks
 - Document the number of groups receiving Visit Stillwater services
- Increase new client sales accounts by 20%
- Increase assisted sales account leads by 25%

SCOPE OF SERVICES AND GOALS

C. MEETINGS AND EVENTS CLIENT SERVICES

Enhance the meeting and event planner experience through excellent customer service, as a trusted source of community resources, as well as reliable and dependable local experts.

- I. Build strong relationships with local hospitality industry partners to provide distinct, unique, and extraordinary visitor experiences.
- II. Serve as a liaison between meeting and event planners and local hospitality industry partners by providing “one stop shop” services.
- III. Conduct Pre-Meeting and Event Services:
 - Familiarization Tours or Site Inspections
 - Hotel Room Block Coordination to determine availability and rates
 - Meeting Facility, Event Venue, Catering, and Transportation Options
 - Tours, Special Events, Spouse Programs, Family and Youth Activities
 - Local Marketing and Public Relations Assistance
- IV. Provide On-Site Services:
 - *Stillwater Visitor Guides*, Visitor Bags, Promotional Items
 - “Welcome” from a local representative or official
 - Registration Table or Volunteer Coordination

DELIVERABLES

- Coordinate 12 site inspections or familiarization (FAM) tours
 - Report the number of communications with existing clients
 - Personally welcome attendees to events that Visit Stillwater was instrumental in bringing to the city or upon request of the event planner
 - Document and report reason(s) why a new event chose Stillwater
 - Document and report reason(s) why a prospective event chose another city
 - Document and report reason(s) why an event previously held in Stillwater has moved to another city this year
 - Prepare a report explaining why any event previously held in Stillwater, within the past three years, has moved to another city
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SCOPE OF SERVICES AND GOALS

D. ENHANCED VISITOR EXPERIENCES

Support enhancements to the visitor experience.

I. Operate and Maintain a Stillwater Visitor Information Center and Visitor Information Stands at the:

- Entrance into Stillwater off of I-35: 2617 West 6th Avenue
- Stillwater Regional Airport – Inbound and Outbound Terminals

DELIVERABLES

- Distribute *Stillwater Visitor Guides* to visitors through available distribution channels and in response to online and telephone requests
 - Gather demographic data on Stillwater visitors
 - Track the number of walk-in visitors to Visit Stillwater office and Visitor Center
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SCOPE OF SERVICES AND GOALS

E. PARTNER AND INDUSTRY RELATIONS

Advocate for destination enhancing developments.

- I. Work with local economic development partners to encourage the formalization of a community-wide strategic master plan that will enhance destination marketing efforts.
 - II. Maintain a local inventory of available meeting and event facilities and venues
 - III. Collect data for destination development opportunities.
 - IV. Support local museums, events, and attractions.
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F. DESTINATION AND ECONOMIC DEVELOPMENT PARTNERSHIPS

Elevate the effectiveness and impact of destination marketing as an integral component of local economic development.

- I. Assist local economic development partners as an integral component of business recruitment, site selection, expansion, and relocation.
 - II. Provide market research, trends, impact analysis, visitor spending estimates, and other data to local partners to utilize within their specialized fields of economic development.
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G. ADMINISTRATION

Provide managerial, administrative, and fiscal services for strategic planning, operation efficiencies, education, and community-based initiatives and partnerships.

- I. Maintain reporting and measurements following industry best practices and as identified by contract with Stillwater Economic Development Authority.
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