

VISIT

# STILLWATER

FY21 Business Plan

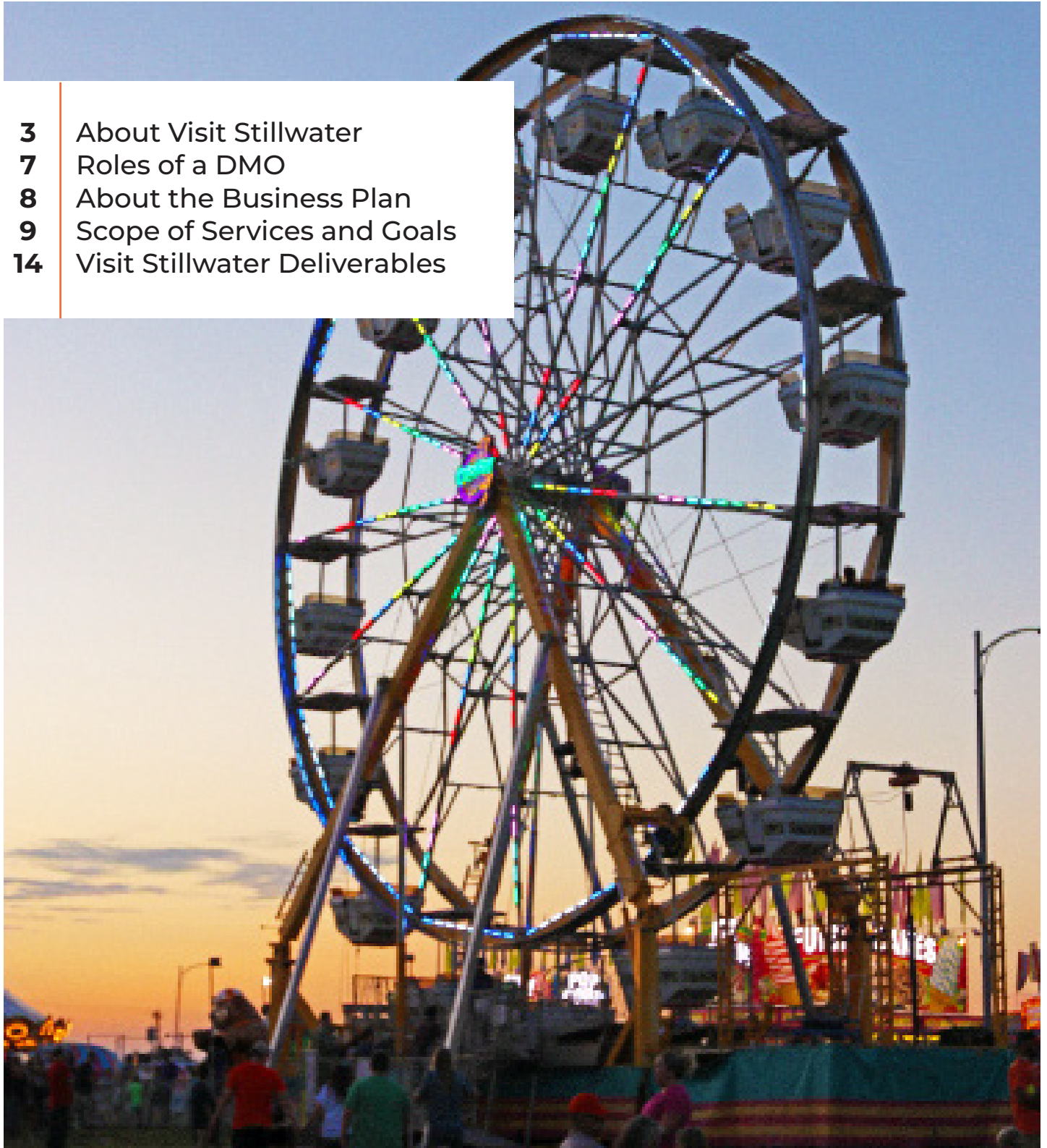


EXPERIENCE AMERICA'S **FRIENDLIEST** COLLEGE TOWN!



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# ABOUT VISIT STILLWATER

Visit Stillwater OK, Inc. (dba: Visit Stillwater) is the official Destination Marketing Organization (DMO) for Stillwater, Oklahoma. As the DMO, and primary storyteller for the community, the Visit Stillwater team lives, eats, and breathes *America's Friendliest College Town!*

The efforts of the Visit Stillwater team ties together and enhances an industry that is critical to the economic health of our community. Our organization has evolved and grown as the sole-source provider of destination marketing, and as an integral community and economic development engine for Stillwater for three and a half decades.

We are responsible for promoting our community as an attractive travel destination while enhancing our 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.



The visibility of our role in these campaigns is often understated locally as our targeted audiences live in other communities; places like Dallas, Oklahoma City, and Kansas City. However, the resoundingly strong impact of our campaigns continues to be felt throughout our local business community.

We are the trusted partner for visitors and meeting professionals – the heart, soul, and energy of our community. The Visit Stillwater team is engrained into the fabric of our destination which enables us to better assist meeting and event planners and leisure travelers, while generating wealth for our local business partners. As a result, Visit Stillwater drives economic success and enhances the quality of life for our residents.

# ABOUT VISIT STILLWATER

## Visit Stillwater History

In 1985, Stillwater's destination marketing organization was created as a result of a 4% hotel room tax (occupancy tax) that passed by a vote of the citizens of Stillwater. The "Hotel Room Tax" Ordinance states the funds collected "shall be set aside and used exclusively for the purpose of encouraging, promoting, and fostering conventions, conferences, and tourism development in the City of Stillwater." Visit Stillwater exists today for the singular purpose of operating as Stillwater's destination marketing and management organization.

The amount of revenue generated by the hotel room tax has grown substantially over the past thirty five years, and so have the number of hotels and other hospitality industry partners that must be marketed and promoted to visitors. The hotel room tax is not used to promote Visit Stillwater, it is utilized by Visit Stillwater to promote hundreds of Stillwater-based businesses and events that are part of the visitor development process. The total amount of resources that would be necessary to collectively market each of these organizations would greatly surpass the amount of resources invested into the comprehensive marketing and sales plan of Visit Stillwater on behalf of the City of Stillwater for our local business partners.

Community visionaries put in motion the evolution of a dynamic and progressive destination marketing organization. Stillwater leaders saw a need, passed a funding source, created the organization, elected an oversight Board, and our community has benefited as a result.



## DMO Organizational Structure

Chamber of Commerce:	25 1/2 years	July 1, 1985 – December 2010
City of Stillwater:	4 years	January 1, 2011 – December 2014
Independent 501(c)(6):	5 1/2 years	January 1, 2015 – Present

## DMO Location

1985-2010:	Chamber of Commerce – 409 South Main
2011-Present:	Current Location – 2617 West 6th Avenue
	• Visit Stillwater & 24/7 Visitor Information Center



# 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!"*

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### Visit Stillwater Board of Directors

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**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 Foundation
- Colin Campbell - Payne County Expo Center
- Ival Gregory - Retired
- Biff Horrocks - McDonald's
- Joe Martin - Hampton Inn & Suites
- Jill vanEgmond - Lake McMurry Friends, Inc.
- Chad Weiberg - OSU Athletics Department

**CPA** - Mark Gunkel, Mark Gunkel, CPA PC

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### DMO Employees

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**President/CEO** - Cristy Morrison

**Director of Marketing** - Michelle Helm

**Director of Sales** - Nicole Horn

# ABOUT VISIT STILLWATER

## Destination Value Statement

Visit Stillwater is committed to providing the maximum value to the City of Stillwater and its industry partners through a highly effective program of marketing, sales, and customer service, facilitating economic growth by advocating destination development. To that end, we will:

- Be Stillwater's official storyteller, sharing the community's brand as "*America's Friendliest College Town!*"
- Offer leadership through inclusion, facilitation, collaboration, innovation, and partnership
- Value and strive for creativity and diversity throughout all functional areas of our destination marketing organization
- Be customer focused, exceeding expectations with superior service
- Demand a culture of integrity, honesty, and fairness in everything we do
- Address every opportunity with passion, enthusiasm, and energy





# ROLES OF A DMO



# ABOUT THE BUSINESS PLAN



Visit Stillwater leads the Stillwater tourism industry to generate visitor spending by developing and implementing comprehensive destination marketing programs. We are charged to represent Stillwater and assist in long-term development through a travel and tourism strategy.

In the wake of the COVID-19 (Coronavirus) pandemic, Visit Stillwater is acutely aware tourism development will be essential to the economic recovery of the Stillwater community.

The Fiscal Year 2021 Business Plan is a reflection of the recovery and development taking place in our community, combined with travel trends and industry best practices. Hotels coming back online, event venues re-opening, museums and attractions open to the public, and locally held events will fuel a renewed appreciation for Stillwater as a visitor destination. Visit Stillwater is prepared to leverage these assets through creative and innovative messaging, programming, and branding.

Visit Stillwater produces the official *Stillwater Visitors Guide* and *Event Planners Guide* geared toward driving additional business into Stillwater in the form of meetings, events, and leisure travel. Visit Stillwater also manages a robust website, social media outlets, and marketing campaigns geared toward visitors and residents to remain “in the know:” of activities occurring within the community.

The 24/7 Visitor Information Center is maintained and stocked by the Visit Stillwater team averaging 175 complimentary travel resources available to visitors upon arrival in our community or when needed by our residents. Two additional visitor information stands are provided by Visit Stillwater for both the inbound and outbound terminals at the Stillwater Regional Airport. The Visit Stillwater team secures a constant supply of material from Oklahoma State University, Oklahoma State University Athletics, the Stillwater Chamber of Commerce, and Visit Stillwater for distribution at the airport.

For visitors, Visit Stillwater is the key to the city. Visit Stillwater serves as an official point of contact for conference, meeting, and leisure travelers and assistance is provided to all visitors who are encouraged to visit local historic, cultural, and recreations sites and attractions.



# 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.



# 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.





# 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



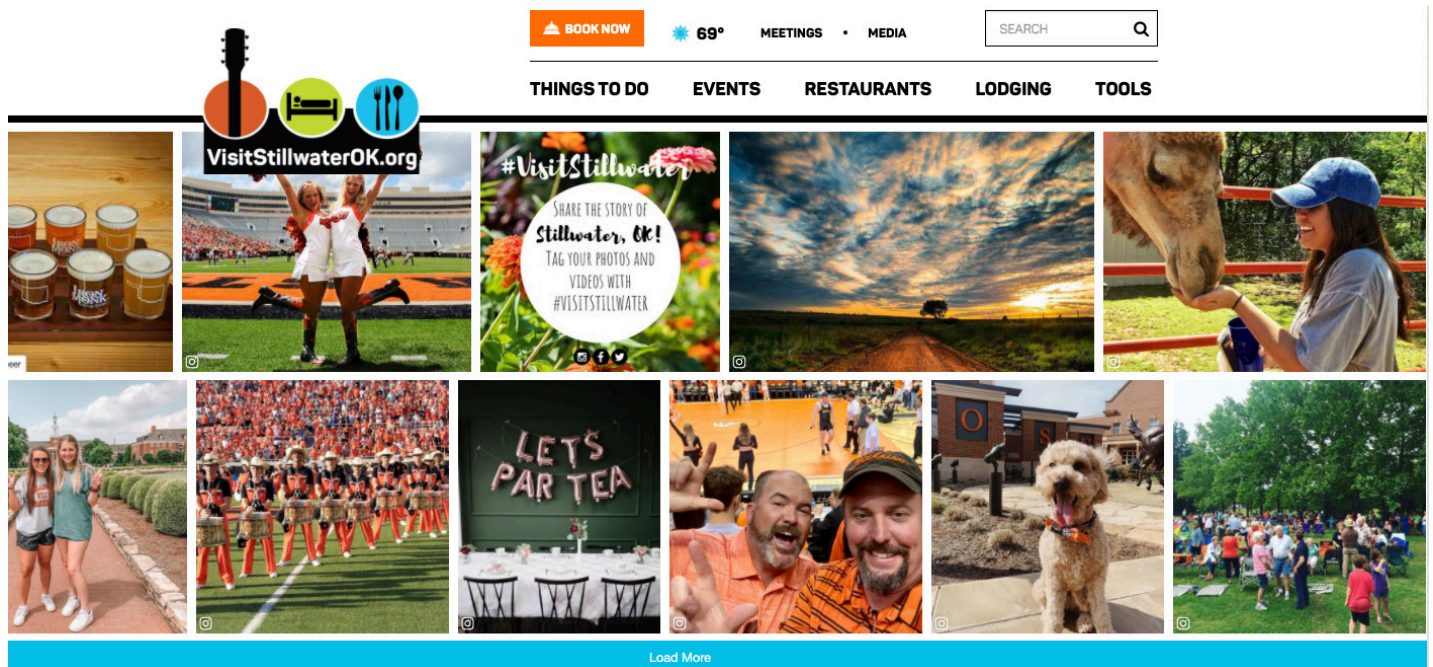
# SCOPE OF SERVICES AND GOALS

## 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



## WELCOME

### TO AMERICA'S FRIENDLIEST COLLEGE TOWN!

Why yes, we really do believe Stillwater, Oklahoma is the place where smiles from strangers are abounding and hometown hospitality is a way of life. Our welcoming spirit is rooted in our Oklahoma history, the diversity forged by Oklahoma State University, and even community hardships that have spurred our strength and camaraderie.

We hope you soak up the vibrancy of our **historic downtown**, explore **Oklahoma State University's** stunning campus, dive into our **Red Dirt music scene** and discover *America's Friendliest College Town!*



# 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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# VISIT STILLWATER DELIVERABLES

A. Marketing & Communications	FY 18-19	FY 19-20	FY 20-21	Goal	% of Goal
Increase website traffic by 25%					
Increase website pageviews by 10%					
Increase website sessions originating from Dallas DMA by 5%					
Increase referred traffic from social media to website by 10%					
Increase social media followers by 10%					
Produce 125 sweepstakes giveaways					
Promote 1,000 locally held events					
Distribute 125 new 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					

## Market the following:

	07	08	09	10	11	12	01	02	03	04	05	06
Stillwater Regional Airport												
Lake McMurry												
Downtown Stillwater Cultural District												
Downtown Stillwater												
Stillwater Arts Festival												
Halloween Fest												
Boomer Blast												
Friday Food Trucks & Tunes												
Christmas Parade												
Holiday Pop-Up Shops on Block 34												
Dancing with Daddy												
Mummy and Son Dance												
Cops & Bobbers Fishing Event												

# VISIT STILLWATER DELIVERABLES

B. Meeting & Event Sales	FY 18-19	FY 19-20	FY 20-21	Goal	% of Goal
Increase new events booked through Visit Stillwater efforts by 10%					
Increase attendance at existing events and activities booked through Visit Stillwater efforts by 10%					
Generate 80 hotel room blocks (1)					
*Number of Potential Room Nights (2)					
*Number of Actual Booked Room Nights (3)					
*Number of Groups Serviced (4)					
Increase new client sales accounts by 20%					
Increase assisted sales account leads by 25%					

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

C. Meeting & Event Client Services	FY 18-19	FY 19-20	FY 20-21	Goal	% of Goal
Coordinate 12 site inspections or familiarization (FAM) tours					
Number of communications with existing clients				---	---

## Reasons Why a New Event Chose Stillwater:

- 1.
- 2.
- 3.

## Reasons Why a Prospective Event Chose Another City:

- 1.
- 2.
- 3.

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

- 1.
- 2.
- 3.

# VISIT STILLWATER DELIVERABLES

D. Enhanced Visitor Experiences	FY 18-19	FY 19-20	FY 20-21	Goal	% of Goal
Distribute <i>Stillwater Visitor Guides</i> to visitors through available distribution channels and in response to online and telephone requests					
Gather demographic data on Stillwater visitors	---	---	---	---	---
Report the number of walk-in visitors to Visit Stillwater office and Visitor Center					



## STILLWATER REGIONAL AIRPORT REPORT

Report will include all activities and avenues in which Visit Stillwater has utilized advertising, promotions, partnerships, public relations, social media, and the Visit Stillwater website to market commercial air service through the Stillwater Regional Airport and American Airlines.



### Stillwater Regional Airport Partnership Report July 1, 2020 - June 30, 2021

Service	Date	Value	Service Description
Advertising			
Promotions			
Partnerships			
Public Relations			
Social Media			
Website			



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[flystillwaterok.com](http://flystillwaterok.com)  
#FlySWD

Holiday Airport Rack Card



STILLWATER  
ARTS FESTIVAL

Report will include all activities and avenues in which Visit Stillwater has utilized advertising, promotions, partnerships, public relations, social media, and the Visit Stillwater website to market the Stillwater Arts Festival.



Stillwater Arts Festival Partnership Report July 1, 2020 - June 30, 2021

Service	Date	Value	Service Description
Advertising			
Promotions			
Partnerships			
Public Relations			
Social Media			
Website			





## STILLWATER HOLIDAY POP-UP SHOPS

Report will include all activities and avenues in which Visit Stillwater has utilized advertising, promotions, partnerships, public relations, social media, and the Visit Stillwater website to market the Stillwater Holiday Pop-Up Shops on Block 34.



Merry Main St. Partnership Report July 1, 2020 - June 30, 2021

Service	Date	Value	Service Description
Advertising			
Promotions			
Partnerships			
Public Relations			
Social Media			
Website			

