

VISIT STILLWATER

Semi-Annual Report FY20-21



EXPERIENCE AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOARD OF DIRECTORS

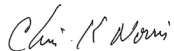
As Stillwater's destination marketing organization, we promote our community as an attractive travel destination and enhance Stillwater's public image as a dynamic place to live and work. Through the impact of travel, we strengthen our economic position and provide opportunities in our community.

Our core mission is to enhance Stillwater's economy, image, and quality of life through the promotion, marketing, and development of the region's visitor economy. In response to an ever-changing travel and tourism industry caused by the COVID-19 pandemic, we have continued to broaden our efforts from marketing to visitors to communicating with residents to support our local business partners.

Visit Stillwater coordinated and promoted the Holidays 2020 campaign to incorporate downtown's Merry Main Street event, along with other locally-held events, sales, and promotions throughout the community. Furthermore, the Stillwater Savings Pass enabled us to incentivize residents to shop local, while motivating visitors to shop and experience Stillwater during the holidays.

Visit Stillwater represents the hotels, restaurants, meeting facilities, event venues, museums, attractions, other hospitality professionals, and business partners serving the traveling public. Guided by our mission, our dedicated staff, a dutiful board of directors, and a constant commitment to our stakeholders and clients, Visit Stillwater looks forward to unwavering and full engagement with the City of Stillwater to continue the impact and growth of the area's powerful tourism industry.

Sincerely,



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

Visit Stillwater Board of Directors

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

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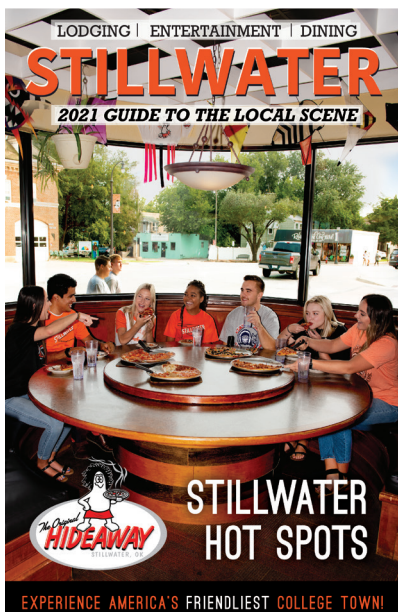
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CPA - Mark Gunkel, Mark Gunkel, CPA PC

SEMI-ANNUAL HIGHLIGHTS

The Visit Stillwater team maximized the impact of an evolving comprehensive marketing plan, sales, and service resources, over the first six months of the fiscal year. Flexibility and local partnerships contributed significantly toward the ability to attract visitors – primarily representing the agriculture industry – to our community. We ensured community-wide safety protocols were easily found, and have done everything possible to enhance Stillwater’s image as a safe visitor destination.



2021 Stillwater Visitor Guide Cover

The *2021 Stillwater Visitor Guide* was designed to provide visitors – and residents – a quick reference to easily plan activities in Stillwater. It is offered as a traditional print publication with a digital version available at VisitStillwater.org. 100,000 copies of the 44-page annual publication were printed this year, featuring The Original Hideaway Pizza on the cover. Digital and online marketing efforts have consistently increased Visitor Guide requests over the years.

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

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

The Holidays 2020 campaign, including Merry Main Street, and the Stillwater Savings Pass were our primary focus communicated to residents through local media partners and served regionally within Oklahoma through digital marketing platforms.

Visit Stillwater utilizes social media platforms to post daily reminders of the events occurring in our community, the variety of hotel and dining options, and the unique attractions available to visitors and locals. We optimize our content through ads and boosted posts, listen to our audience, and connect with them through tagging, sharing, and interacting. Social media proved to be a very quick avenue in which to update residents and visitors of event postponements, cancellations, or transition to virtual events.

SEMI-ANNUAL HIGHLIGHTS



Snapshot from our December 2020 Video

2020 Holiday Rack Card Design

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

Upon request by our hotel partners, we continued to produce rack cards to distribute from their front desks and within their lobbies. Rack cards spotlighting Holidays 2020, the Stillwater Savings Pass, and FlySWO were also available in the 24/7 Visitor Information Center, the airport visitor information stands, OnCue convenience stores, local business partners, as well as all hotels located in Perry, Guthrie, and Cushing.

Visit Stillwater also created a microsite for Merry Main Street, wrote a story for *Stillwater Living Magazine*, a column for the *Stillwater News Press*, coordinated local television appearances, spotlighted on local radio stations, featured throughout social media channels and monthly videos, and provided banner placement on the visitor center stands. Approximately \$20,267.50 in earned and paid marketing was provided.

Visit Stillwater continues to coordinate a calendar of virtual events and virtual tours, including 360° images, to enable residents to remain active with local organizations and businesses and provide motivation for individuals to decide to visit Stillwater.

SEMI-ANNUAL HIGHLIGHTS



Visit Stillwater maintains visitor information stands within the inbound and outbound terminals at the Stillwater Regional Airport and provided approximately \$35,605.50 in earned and paid marketing July through December 2020. “FlySWO” is a consistent message within virtually all digital and printed marketing efforts.

When talking with event coordinators and meeting planners, the Visit Stillwater team emphasizes a, “postpone, don’t cancel,” mind-set. Numerous events continue to postpone to a later date or cancel altogether. While events that have already been canceled for the second year in a row are of particular concern, we continue to work closely with event planners and meeting venues to retain and bring events back to the community.

Visit Stillwater continues to help local businesses, as we acted as a distribution center for masks provided by the City of Stillwater during the month of July. We minimized contact by creating a drive-thru experience for local businesses, and offered flexible hours by also being available on Saturday for pick-up.

In the past, the travel and tourism industry has proven to be resilient. We have an experienced and knowledgeable team with a plan in place to assist our local business partners and event planners through their rescheduling processes as we continue to navigate through these unprecedented times.

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 doing everything we can to generate wealth for our local business partners. As a result, Visit Stillwater drives economic success and enhances the quality of life of our residents.

LODGING TAX

July - December 2020

Visit Stillwater is funded primarily through a contracted amount of the Stillwater Lodging Tax that is to be, “used exclusively for the purpose of encouraging, promoting and fostering conventions, conferences, and tourism development in the city” (ARTICLE IV. – HOTEL ROOM TAX Sec. 39-272. - Use of funds).

A Professional Services Agreement between the Stillwater Economic Development Authority (SEDA) and Visit Stillwater specifies the sum of \$720,000 of the Lodging Tax will be utilized by Visit Stillwater to carry out the services outlined within the Visit Stillwater Business Plan and scope of work.

Lodging Tax

Stillwater is home to 18 hotel properties with an inventory of 1,405 total rooms. The University Inn and Suites has remained closed into fiscal year 2021, which decreased total inventory by 115 rooms. The total available listings for short-term rentals ranged from 91 to 105, July 1 – December 31, 2020.

Hotel Data:

	FY2019 FY2020 FY2021 June 30 Dec 31	FY2019 FY2020 FY2021 June 30 Dec 31	FY2019 FY2020 FY2021 June 30 Dec 31
	Occ %	ADR	RevPAR
Stillwater	47.40% 39.7% 34.8%	\$92.78 \$88.94 \$79.09	\$44.00 \$35.31 \$27.55
Comp Set	53.39% 38.6% 41.92%	\$78.88 \$71.90 \$72.04	\$42.32 \$27.73 \$30.24
Oklahoma	56.20% 39.3% 42.2%	\$80.16 \$71.51 \$70.49	\$45.07 \$28.08 \$29.76

According to STR (subscribed source for hotel data benchmarking, analytics, and marketplace insights), Stillwater hotel properties ended the month of December showing a 34.8% occupancy rate, \$79.09 ADR (Average Daily Rate), and \$27.55 RevPAR (Revenue Per Available Room) at the end of the calendar year, December 31, 2020. 14 of 18 properties reported to STR during the month of December.

When measuring to Oklahoma communities in which we compete for events (Ardmore, Bartlesville, Chickasha, Claremore, Duncan, Edmond, Enid, Muskogee, Norman, Ponca City, Shawnee – and a comparable Big 12 Conference city – Manhattan, Kansas) – occupancy was lower. However, Stillwater hotel properties reported substantially higher average daily rates than most within the comp set as well as the average across Oklahoma.

Only 3 communities out of 12 have a hotel inventory over 1,000 rooms, including Ardmore, Norman, and Manhattan, Kansas. Another 5 communities have a hotel inventory between 500-1,000 rooms, including Bartlesville, Edmond, Enid, Muskogee, and Shawnee.

LODGING TAX

July - December 2020

July 1, 2019, the Oklahoma Tax Commission (OTC) began collecting the Stillwater lodging tax. There will now be a difference in timing of the tax revenue receipts by 2 months, rather than 1 month when the City of Stillwater collected the tax. As a result, there were only 11 months of hotel room taxes remitted during FY 2020. Total lodging tax collections at mid-year reflected a 35% decrease over the previous year.

Airbnb and VRBO Data:

	FY 2019 <small>June 30, 2019</small>	FY 2020 <small>June 30, 2020</small>	FY 2021 <small>6 Months - Dec. 31, 2020</small>
Room Nights	2,239	2,843	1,887
Listing Nights	835	1,116	714
Occupancy	51.1%	53.4%	35.8%
ADR	\$141.68	\$158.67	\$175.34
RevPAR	\$72.44	\$84.81	\$62.75

Lodging tax is now also collected from short-term rental properties through Airbnb and remitted directly to the OTC. According to AirDNA (Vacation/Short-term rental market data), on December 31, 2020, there were 93 total available listings in Stillwater.

Stillwater's short-term rental properties ended the month of December 2020 showing a 35.8% occupancy rate, \$175.34 ADR (Average Daily Rate), and \$62.75 RevPAR (Revenue Per Available Room).

Short-term rental properties have gained popularity during the COVID-19 pandemic because they are primarily private residences that can serve as quarantine or social distancing retreats while traveling. Airbnb and other short-term rentals are also able to offer homes for extended stays which allows the hosts to develop relationships of trust with their guests.



Lodging Tax:

	FY '18 Month	FY '18 Year	FY '19 Month	FY '19 Year	FY '20 Month	FY '20 Year	FY ' 21 Year	Deliquent
July	\$83,456.74	\$83,456.74	\$68,258.45	\$68,258.45	\$91,155.80	\$91,155.80	\$27,429.06	OTC- May Collections
Aug.	\$66,828.11	\$150,284.85	\$65,209.61	\$133,468.06	\$0	\$0	\$63,487.86	OTC - June Collections
Sept.	\$77,282.17	\$227,567.02	\$73,407.44	\$206,875.50	\$57,331.62	\$148,487.42	\$106,970.72	OTC - July Collections
Oct.	\$71,791.18	\$299,358.20	\$89,252.82	\$296,128.32	\$74,731.27	\$223,218.69	\$155,381.36	OTC- August Collections
Nov.	\$78,065.06	\$377,423.26	\$89,630.03	\$385,758.35	\$78,398.65	\$301,617.34	\$195,986.14	OTC- September Collections
Dec.	\$78,728.42	\$456,151.68	\$49,870.49	\$435,628.84	\$92,887.31	\$394,504.65	\$255,914.66	OTC-October Collections
Jan.	\$44,690.29	\$500,841.97	\$42,873.62	\$478,502.46	\$77,277.40	\$471,782.05	\$301,605.94	OTC-November Collections
Feb.	\$43,788.86	\$544,630.83	\$37,782.22	\$516,284.68	\$56,037.87	\$527,409.40		OTC - December Collections
March	\$44,463.57	\$589,094.40	\$45,820.17	\$562,104.85	\$44,589.48	\$572,409.40		OTC - January Collections
April	\$65,291.10	\$654,385.50	\$65,795.80	\$627,900.65	\$54,001.73	\$626,411.13		OTC - February Collections
May	\$75,936.23	\$730,321.73	\$72,382.19	\$700,282.84	\$28,766.95	\$655,178.08		OTC - March Collections
June	\$118,983.09	\$849,304.82	\$80,307.55	\$780,590.39	\$18,032.97	\$673,211.05		OTC - April Collections
		6% increase		8% decrease		14% decrease	35% decrease	
City's Budgeted Amount		\$750,000		\$720,000		\$800,000	\$500,000	

VISIT STILLWATER DELIVERABLES

July - December 2020

A. Marketing & Communications	FY 18-19	FY 19-20	FY 20-21	Goal	% of Goal
Increase website traffic by 25%	249,076	211,422	118,603	311,345	38%
Increase website pageviews by 10%	568,329	446,488	232,094	625,161	37%
Increase website sessions originating from Dallas DMA by 5%	75,485	47,325	26,352	79,259	33%
Increase referred traffic from social media to website by 10%	15,219	18,570	14,283	16,741	85%
Increase social media followers by 10%	12,234 (FB)	22,880	24,415	20,759	117%
Produce 125 sweepstakes giveaways	135	69	29	125	23%
Promote 1,000 locally held events	1,213	2,411	531	1,000	53%
Distribute 125 news releases promoting Stillwater attractions, events, and activities	185	71	63	125	50%
Produce 12 videos promoting Stillwater attractions, events, and activities	12	11	6	12	50%
Write 24 blog posts promoting Stillwater attractions, events, and activities	24	24	12	24	50%

Website traffic was the hardest hit aspect of our marketing campaign as a result of the COVID-19 pandemic. VisitStillwater.org is heavily focused on our events page, and with numerous events being cancelled or postponed, we have seen a decrease in website traffic.

In an effort to assist our local business partners during the pandemic, we have modified our marketing plan to focus on marketing to visitors as well as to be a source of information to residents. We continue to serve as a vital resource for local information, as well as targeting visitors to the Stillwater area.



VISIT STILLWATER DELIVERABLES

July - December 2020

Market the following City of Stillwater Events & Attractions :

	07	08	09	10	11	12	01	02	03	04	05	06
Stillwater Regional Airport	X	X	X	X	X	X						
Lake McMurtry	X	X	X	X	X	X						
Downtown Stillwater Cultural District	X	X	X	X	X	X						
Downtown Stillwater	X	X	X	X	X	X						
Stillwater Arts Festival (Canceled)												
Halloween Fest (Canceled)				X								
Boomer Blast (Canceled)	X											
Friday Food Trucks & Tunes (Canceled)												
Christmas Parade		X	X	X	X	X						
Merry Main St.	X	X	X	X	X	X						
Dancing with Daddy												
Mummy and Son Dance (Canceled)				X								
Cops & Bobbers Fishing Event												



VISIT STILLWATER DELIVERABLES

July - December 2020

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%	37	41	9	41	21.9%
Increase attendance at existing events and activities booked through Visit Stillwater efforts by 10%	---	---	6,265		
Generate 80 hotel room blocks (1)	80	92	27	80	33.7%
*Number of Potential Room Nights (2)	8,195	11,463	4,886	---	---
*Number of Actual Booked Room Nights (3)	7,178	3,965	634	---	---
*Number of Groups Serviced (4)	128	142	48	---	---
Increase new client sales accounts by 20%	81	97	52	97	53%
Increase assisted sales account leads by 25%	48	63	21	60	35%

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

Hotel occupancy was, and continues to be, greatly impacted by the COVID-19 pandemic. We have continued to work with event coordinators, assisting them in the planning stages of their event. We have been able to retain and recruit numerous livestock events to the Stillwater area during this time, due to the facilities at the Payne County Expo Center.

These events include:

- Sooner State Dairy Show
- Pistol Pete Classic Sheep Show
- Stillwater Quilting Retreat
- Cowboy Classic Junior American Boer Goat Association
- Payne County Bull Bash
- Griswold Classic Cattle Sale
- 2020 Cowboy Cup
- Cowboy Farm Toy Show
- Response Classic Hog Show
- Mid American Spectacular Goat Sale & Show

VISIT STILLWATER DELIVERABLES

July - December 2020

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	11	12	0	12	0%
Number of communications with existing clients	1,119	1,696	510	---	---

Reasons Why a New Event Chose Stillwater:

1. The group travels to sheep shows all over the country and wanted to put on an event close to home to show the best part of Oklahoma, Stillwater, and the Payne County Expo Center.
2. Stillwater is centrally located and easy for members to get to an event.
3. Stillwater has everything needed to put on an outstanding event that will not break the bank.
4. Hosting events at the Payne County Expo Center is easy, and the staff are great to work with and keep the facility clean all the time.
5. The Tumbleweed is a great facility and can house all the aspects of the event from a trade show to concerts.

Reasons Why a Prospective Event Chose Another City:

1. The facility in Edmond had the space needed to social distance in order to host an in-person event for 2021.
2. Could not find the dates that would fit into the schedule to host a week-long event.
3. Hosted event in Edmond in order to have a conference center and hotel together.
4. The group is not big enough to host an event on its own, so combined with other shows in order to exhibit dogs.
5. Could not find a date to make spring show work in Stillwater.

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

1. Wanted a free facility.
2. Had to cancel event for 2020 due to not being able to social distance properly.
3. Decided to cancel Stillwater event due to Covid-19. Continued with the Oklahoma City and Tulsa Shows, where they were able to social distance.

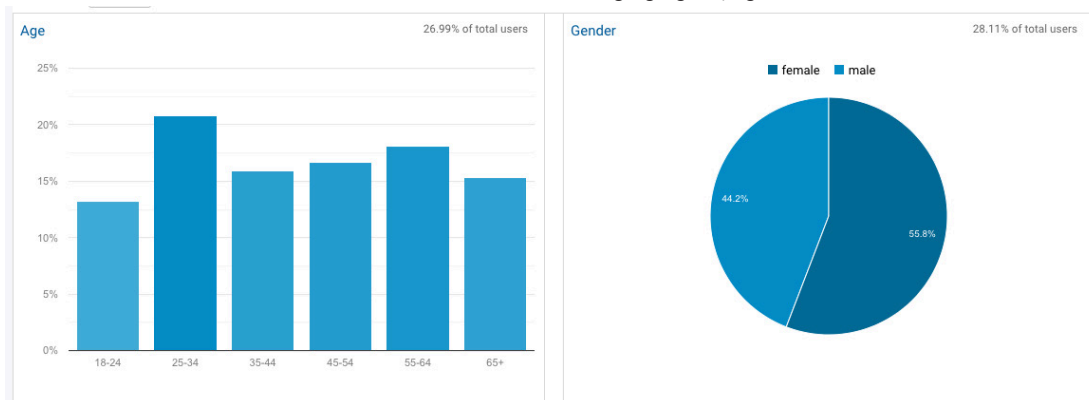
VISIT STILLWATER DELIVERABLES

July - December 2020

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	94,937	86,571	46,406	100,000	46.4%
Gather demographic data on Stillwater visitors	---	---	---	---	---
Report the number of walk-in visitors to Visit Stillwater office and Visitor Center	12,256	15,793	5,968	---	---

The Visit Stillwater team embraces the diversity of our visitors, and have collected demographic data from various sources:

Breakdown of Visit Stillwater website users by age group, gender, and location.



Page	Pageviews
	232,094 % of Total: 100.00% (232,094)
1. /event/tumbleweed-dancehall-presents-wee-dstock-2020/19446/	28,192 (12.15%)
2. /	19,753 (8.51%)
3. /things-to-do/	8,244 (3.55%)
4. /events/	7,111 (3.06%)
5. /things-to-do/attractions/	6,648 (2.86%)
6. /stillwater-holidays/	4,560 (1.96%)
7. /listing/tumbleweed-dancehall-&-concert-venue/85/	4,164 (1.79%)
8. /restaurants/	4,140 (1.78%)
9. /event/calf-fry-2020/5242/	4,106 (1.77%)
10. /stillwater-holidays/map/	3,199 (1.38%)

Most visited pages on VisitStillwater.org

	109,126 % of Total: 92.01% (118,603)
1. Oklahoma	50,694 (44.41%)
2. Texas	29,542 (25.88%)
3. Illinois	3,969 (3.48%)
4. Kansas	2,868 (2.51%)
5. Minnesota	2,838 (2.49%)
6. Missouri	2,595 (2.27%)
7. Iowa	2,065 (1.81%)
8. (not set)	2,006 (1.76%)
9. Arkansas	1,976 (1.73%)
10. California	1,956 (1.71%)

Breakdown of User Locations

STILLWATER REGIONAL AIRPORT REPORT

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



Stillwater Regional Airport Partnership Report July 1, 2020 - December 31, 2020

Service	Date	Value	Service Description
Advertising	09/01/20 - 10/31/20	\$3,532.50	Digital Ad Campaign with Madden Media promoting Stillwater Regional Airport
Advertising	07/17/20	\$600.00	2020 Payne County Fair Book" 1/2 page color ad Banner on ad: #FlySWO on American Airlines
Advertising	07/24/20	\$2,200.00	Fall STATE Magazine: Full page, color ad distributed to 35,000 OSU alumni and fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	08/28/20	\$4,300.00	2021 Oklahoma Travel Guide: 1/2 page color ad Banner on ad: #FlySWO on American Airlines
Advertising	11/02/20	\$1,193.00	Guide to Green Country Travel Guide: 1/4 page, color ad 100,000 distribution. Content on ad: #FlySWO direct on American Airlines!
Advertising	11/17/20	\$300.00	Fall POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	12/01/20	\$300.00	Winter POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	12/05/20	\$1,800.00	Winter STATE Magazine: Full page, color ad distributed to 35,000 OSU alumni and fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Partnership	08/21/20	\$500.00	Worked with Stillwater Regional Airport to gain letters of support to continue air service.
Partnership	07/01/19 - 12/31/19	\$1,600.00	Aquire STATE magazine, POSSE magazine, and Chamber's Commerce Magazine, along with Visit Stillwater publications for inbound and outbound visitor information stands.
Promotion	07/01/20	\$100.00	July 2020 eNewsletter Inclusion
Promotion	07/01/20	\$1,500.00	Included in 2020 Promo Video
Promotion	07/22/20	\$100.00	August 2020 SITK Postcard Front Ad
Promotion	07/31/20	\$100.00	August 2020 eNewsletter Inclusion
Promotion	08/21/20	\$75.00	https://www.visitstillwater.org/articles/category/stillwater-regional-
Promotion	08/22/20	\$100.00	September 2020 SITK Postcard Front Ad
Promotion	09/01/20	\$100.00	September 2020 eNewsletter Inclusion
Promotion	10/01/20	\$100.00	October 2020 eNewsletter Inclusion
Promotion	10/20/20	\$100.00	November 2020 eNewsletter Inclusion
Promotion	10/20/20	\$100.00	October 2020 SITK Postcard Front Ad
Promotion	11/14/20	\$600.00	Distributed a total of 10,000 FlySWO/Holidays 2020/Stillwater Saving Pass rack cards to local partners and hotels
Promotion	12/01/20	\$100.00	December 2020 eNewsletter Inclusion
Promotion	12/22/20	\$100.00	January 2021 SITK Postcard Front Ad
Promotion	7/1/20 - 12/31/20	\$7,425.00	Banner Placement
Promotion	7/1/20 - 12/31/20	\$300.00	On-Hold Message
Promotion	7/6/20 - 11/2/20	\$4,950.00	Banner Placement

STILLWATER REGIONAL AIRPORT REPORT

Public Relations	08/12/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	08/26/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	08/26/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	08/26/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	09/01/20	\$350.00	"The Morning Edition" Interview
Public Relations	09/02/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	09/02/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	09/03/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	09/14/20	\$350.00	"The Morning Edition" Interview
Public Relations	09/14/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	09/17/20	\$60.00	"The Morning Scramble" with Steve Daniels
Social Media	07/08/20	\$100.00	Facebook Post: Start your vacation or business trip out on a relaxed note by booking your flight at the Stillwater Regional Airport! Skip the long lines and avoid the wait time when you fly through security where you're guaranteed to have fewer than 49 other passengers in front of you. More information - http://bit.ly/StillwaterAir
Social Media	07/13/20	\$100.00	Facebook Post: Whether your trip is business or pleasure, start it off right at the Stillwater Regional Airport. They offer a nonstop flight to DFW, where you can then jet off to over 800 different locations! It's the perfect way to start your trip off stress free! For more information click here - http://bit.ly/StillwaterAir
Social Media	07/25/20	\$100.00	Facebook Post: Planning your end of summer vacation?! Book your flight out of Stillwater and save some extra money to put towards your trip! The Stillwater Regional Airport offers competitive fares so you can get the most out of your money! For more information click here - http://bit.ly/StillwaterAir
Social Media	08/12/20	\$100.00	Facebook Post: Whether you're traveling for business or pleasure, make sure to book your flight out of the Stillwater Regional Airport! Enjoy all of the benefits of flying out of a smaller airport like short lines, free parking and more so you can start your trip off stress-free! For more information click here - http://bit.ly/StillwaterAir
Social Media	08/12/20	\$100.00	Instagram Post: Whether you're traveling for business or pleasure, make sure to book your flight out of the Stillwater Regional Airport! Enjoy all of the benefits of flying out of a smaller airport like short lines, free parking and more so you can start your trip off stress-free! #oklahoma #stillwater #visitstillwater
Social Media	08/26/20	\$100.00	Facebook Post: Stillwater - We need your help!! Due to the impact Covid-19 has had on air travel, American Airlines is suspending service to the Stillwater Regional Airport, along with 14 other airports nationwide. Air travel has played an important part in our travel and tourism industry as visitors, students, and business travelers rely on it for fast and easy access to the city. The shutdown will last until November 3rd, when they will then re-assess their plan based on CARES Act support, so we need to let them know how much our community relies on air service being restored. Click the link below to visit our website and learn how to contact your congress members and our partners with American Airlines to let them know how much the Stillwater Regional Airport helps improve the visitor experience, as well as the quality of life for Stillwater residents. http://bit.ly/StillwaterAirInfo

STILLWATER REGIONAL AIRPORT REPORT

			<p>Instagram Post: Stillwater - We need your help!! Due to the impact Covid-19 has had on air travel, American Airlines is suspending service to the Stillwater Regional Airport, along with 14 other airports nationwide. Air travel has played an important part in our travel and tourism industry as visitors, students, and business travelers rely on it for fast and easy access to the city.</p> <p>The shutdown will last until November 3rd, when they will then re-assess their plan based on CARES Act support, so we need to let them know how much our community relies on air service being restored. Click the link in our bio to visit our website and learn how to contact your congress members and our partners with American Airlines to let them know how much the Stillwater Regional Airport helps improve the visitor experience, as well as the quality of life for Stillwater residents.</p>
Social Media	08/27/20	\$100.00	
Social Media	08/29/20	\$100.00	<p>Twitter Post: Help us save air travel to the Stillwater Regional Airport! Contact your elected officials in DC and let them know how much our community benefits from direct flights in and out of town! Click the link to read more and find out how you can help! http://bit.ly/StillwaterAirInfo</p>
Social Media	09/19/20	\$100.00	<p>Twitter Post: Flight service is returning to the Stillwater Regional Airport in Oct. and it's the perfect time to start planning your fall getaway! With benefits like free parking, short lines, & competitive fares, there's no better place to start your trip than here! http://bit.ly/StillwaterAir</p>
Social Media	11/11/20	\$100.00	<p>Facebook Post: We are so excited to see commercial flights continue at Stillwater Regional Airport! #FlySWO this fall and come experience America's Friendliest College Town!</p>
Social Media	12/20/20	\$100.00	<p>Facebook Post: The Stillwater Regional Airport makes holiday travel a breeze! Whether you're going to visit family or have family coming in from out of town, the Stillwater Regional Airport is fast, convenient, and gives you one less thing to worry about this season! For more information on the airport click here - http://bit.ly/StillwaterAir</p>
Social Media	12/20/20	\$100.00	<p>Twitter Post: The Stillwater Regional Airport makes holiday travel a breeze! Whether you're going to visit family or have family coming in from out of town, the Stillwater Regional Airport is fast, convenient, and gives you one less thing to worry about this season! http://bit.ly/StillwaterAir</p>
Social Media	12/29/20	\$100.00	<p>Facebook Post: Leave 2020 behind as you jet off to new adventures in the new year with the help of Stillwater Regional Airport! Their short lines, free parking, and convenient location make for the perfect place to start your trip off stress free! For more information click here - http://bit.ly/StillwaterAir</p>
Social Media	12/29/20	\$100.00	<p>Twitter Post: Leave 2020 behind as you jet off to new adventures in the new year with the help of Stillwater Regional Airport! Their short lines, free parking, and convenient location make for the perfect place to start your trip off stress free! http://bit.ly/StillwaterAir</p>

STILLWATER REGIONAL AIRPORT REPORT

			Instagram Post: Leave 2020 behind as you jet off to new adventures in the new year with the help of Stillwater Regional Airport! Their short lines, free parking, and convenient location make for the perfect place to start your trip off stress free!
Social Media	12/30/20	\$100.00	#oklahoma #stillwater #visitsstillwater #travel #2021 #newyear
	07/01/20 -		
Website	12/31/0	\$900.00	visitsstillwater.org/tools/transportation - featured content and listing
	Total	\$35,605.50	

This report includes activities and avenues in which Visit Stillwater has utilized advertising, promotions, partnerships, public relations, social media, and the Visit Stillwater website to market Merry Main Street activities.

 Merry Main St. Partnership Report July 1, 2020 - December 31, 2020			
Service	Date	Value	Service Description
Advertsing	11/01/20 - 12/31/20	\$3,532.50	Digital Ad Campaign with Madden Media promoting Merry Main St. 4 Ads in Guthrie News Leader, 4 Facebook posts, and 1 digital ad on guthrienewsleader.net
Advertsing	12/01/20	\$355.00	
Advertsing	12/11/20	\$325.00	1/2 page ad in The Edmond Way
Advertsing	10/01/20	\$870.00	1/6 page ad in Oklahoma Magazine
Partnership	08/10/20	\$225.00	Brainstorming meeting with event coordinator
Partnership	08/26/20	\$150.00	Brainstorming meeting with event coordinator
Partnership	08/15/20	\$150.00	Brainstorming meeting with event coordinator
Partnership	12/16/20	\$900.00	Provided information to OETA for a story on Merry Main St. and Holiday activated happening in Downtown Stillwater
Promotion	10/30/20	\$100.00	Included in the November 2020 SITK postcard
Promotion	11/01/20	\$100.00	Included in the November eNewsletter
Promotion	11/14/20	\$600.00	Distribued 10,000 Holidays 2020/Merry Main St./Stillwater Savings Pass rack cards to local partners and surrounding communities
Promotion	11/22/20	\$100.00	Included in the December 2020 SITK postcard
Promotion	12/01/20	\$100.00	Included in December 2020 eNewsletter
Promotion	12/01/20	\$1,500.00	Included in the December Monthly Event Video
Promotion	12/15/20	\$100.00	Included in Blog Post
Promotion	12/30/20	\$100.00	Included in January 2021 eNewsletter
Promotion	12/30/20	\$100.00	Included in the January 2021 SITK postcard
Promotion	11/1/20 - 12/31/20	\$100.00	On-Hold Message
Public Relations	09/29/20	\$350.00	"The Morning Edition" Interview
Public Relations	10/12/20	\$350.00	"The Morning Edition" Interview
Public Relations	10/14/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Pubic Relations	10/14/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	10/14/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/03/20	\$350.00	"The Morning Edition" Interview
Pubic Relations	11/04/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM

MERRY MAIN ST.

Public Relations	11/04/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	11/04/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/09/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	11/11/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/11/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	11/11/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	11/16/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	11/18/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/18/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	11/18/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	11/19/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	11/23/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	11/25/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/25/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	11/25/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	12/02/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	12/02/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	12/02/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	12/03/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/07/20	\$350.00	"The Morning Edition" Interview
Public Relations	12/07/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/09/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	12/09/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM
Public Relations	12/09/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	12/10/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/14/20	\$350.00	"The Morning Edition" Interview
Public Relations	12/14/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/16/20	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	12/16/20	\$25.00	Stillwater Radio with Jay McCrae 105.5FM

Public Relations	12/16/20	\$25.00	Stillwater Radio with Matt Fletcher 93.7FM
Public Relations	12/17/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/21/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/28/20	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	11/2/20 - 12/31/20	\$2,475.00	Banner Placement
Public Relations	11/2/20 - 12/31/20	\$2,475.00	Banner Placement
Social Media	11/05/20	\$100.00	Instagram Post: Christmas is NOT canceled! In fact it's starting early this year! Join us on November 14th for the kickoff of our Reverse Christmas Parade! Retailers and residents can deck out their businesses or houses so people can drive by and view the masterpieces that were created! Lights will stay up throughout the holiday season for a great way to enjoy things at your own pace and as many times as you want! For more info click the link in our bio!
Social Media	11/08/20	\$100.00	Twitter Post: Stillwater will be bursting with holiday cheer this season! Come celebrate with us during our Holidays 2020 events starting November 14th! You don't want to miss all of the magic of the season here in Stillwater! http://bit.ly/Holidays2020VS
Social Media	11/09/20	\$100.00	Facebook Post: Stillwater will be bursting with holiday cheer this season! Come celebrate with us during our Holidays 2020 events starting November 14th! With events such as the Christmas Parade of Lights – in reverse, Merry Main St., and dazzling lights displays set to music, you don't want to miss all of the magic of the season here in Stillwater! For more information click here - https://bit.ly/VSHolidays
Social Media	11/13/20	\$100.00	Facebook Post: Get in the holiday spirit with the Reverse Christmas Parade of Lights and Merry Main St. kicking off tomorrow at 6pm! Enjoy light displays around town and a special appearance from Santa across from Eskimo Joe's 5pm to 6:30pm. For a map of parade participants click here: https://bit.ly/ReverseMap
Social Media	11/14/20	\$500.00	Facebook Live: Planned and coordinated two separate Facebook live videos promoting Merry Main St. and the Reverse Christmas Parade of Lights.
Social Media	11/20/20	\$100.00	Facebook Post: Bring some extra magic to the holiday season with a carriage ride at Merry Main St! Experience the dazzling downtown lights in style as you enjoy a horse drawn carriage ride with your family to make the holidays extra special! For more information click here - https://bit.ly/CarriageMMS
Social Media	12/06/20	\$100.00	Facebook Post: Celebrate the holidays in Stillwater! We've put everything you need to know about all of the festive fun going on this season on one page! Whether you want to shop at one of our locally owned businesses like Typo Market for some one-of-a-kind gifts, bring the family out to look at Christmas lights, or find holiday events going on around town, you can find everything you need by clicking the link below! Get started now and plan your holiday trip to Stillwater! https://bit.ly/Holidays2020VS
Social Media	12/06/20	\$100.00	Twitter Post: Celebrate the holidays in Stillwater! We've put everything you need to know about all of the festive fun going on this season on one page so you can find exactly what you're looking for! Click the link to explore businesses, light displays, and events! https://bit.ly/Holidays2020VS

Social Media	12/12/20	\$100.00	Facebook Post: If you're in town for the Response Hog Show at the Payne County Expo Center we want to welcome you to Stillwater! While you're here make sure to check out all of the exciting holiday events going on around town and stop in for a meal at one of our local restaurants. Our Holidays 2020 page is a great place to start with a map of holiday light displays, local shopping hotspots and more - https://www.visitstillwater.org/stillwater-holidays/ . We're glad you're here!
Social Media	12/15/20	\$100.00	Facebook Post: Stillwater is bursting with holiday cheer! Whether you're looking for the perfect holiday date night or something fun and festive to do with the whole family, you'll find the perfect way to spend the holidays here in Stillwater! Click the link below to head to our blog and find information about holiday art classes, light displays, events, and more! https://bit.ly/HolidayBlogVS
Social Media	12/15/20	\$100.00	Twitter Post: Stillwater is bursting with holiday cheer! Whether you're looking for the perfect holiday date night or something fun and festive to do with the whole family, you'll find the perfect way to spend the holidays here in Stillwater! Click for info - http://bit.ly/HolidayBlogVS
Social Media	12/16/20	\$100.00	Facebook Post: Have you taken part in any of our Holidays 2020 festivities yet?! Head to our website by clicking the link below to find all of the information you need to live it up in Stillwater this holiday season! From light displays to fun holiday events to places to shop local, our Holidays 2020 celebration encompasses everything you love about this magical time of year! We look forward to celebrating with you! https://bit.ly/Holidays2020VS
Social Media	12/16/20	\$100.00	Instagram Post: Stillwater is bursting with holiday cheer! Whether you're looking for the perfect holiday date night or something fun and festive to do with the whole family, you'll find the perfect way to spend the holidays here in Stillwater! Click the link in our bio to head to our blog and find information about holiday art classes, light displays, events, and more! https://bit.ly/HolidayBlogVS
Social Media	12/17/20	\$100.00	Facebook Post: Have yourself a merry little Christmas in Stillwater and come enjoy the holiday magic of Merry Main St! Bring the family out to marvel at the incredible display of over 85,000 lights set to your favorite Christmas tunes and make memories you will cherish for years to come! For more information on Merry Main Street click here - https://bit.ly/MerryMain
Social Media	12/28/20	\$100.00	Facebook Post: Christmas has come and gone, but there is still some holiday cheer left in Stillwater! Our Holidays 2020 celebration is going on through January 10th so if you missed out on any of the fun you still have time to experience the magic of the season! For more information click here - https://bit.ly/Holidays2020VS
Website	10/20/19 - 12/22/19	\$1,000.00	Created a specific Merry Main St. page on VisitStillwater.org and included event on our calendar.
Total		\$20,267.50	