

VISIT STILLWATER

Semi-Annual Report FY21-22



EXPERIENCE AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOARD OF DIRECTORS

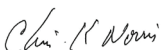
As Stillwater's destination marketing organization, we promote our community as an attractive travel destination and enhance Stillwater's public image as a dynamic place to live and work. Through the impact of travel, we strengthen our economic position and provide opportunities in our community.

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, most recently 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 2021 campaign to incorporate downtown's Merry Main Street event, along with other locally-held events, sales, and promotions throughout the community. The Stillwater Savings Pass enables us to incentivize residents to shop local while motivating visitors to shop and experience Stillwater during the holidays. Additionally, our new geocaching tour and Stillwater/OSU/Payne County map appeals to both visitors and residents alike.

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 Board of Directors

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

Vice Chairman of the Board - Blaire Atkinson - OSU Foundation

Treasurer - Chad Weiberg - OSU Athletics Department

Secretary - Ival Gregory - Retired

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- Jan Harris - Retired
- Biff Horrocks - McDonald's
- Dustin MacDonald - Chris' University Spirit
- Tommy Shreffler - OnCue Marketing
- Jill vanEgmond - Lake McMurtry Friends, Inc.
- Cory Williams - Look Properties / Attorney

CPA - 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 2022 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 did everything possible to enhance Stillwater’s image as a safe visitor destination.



2022 Stillwater Visitor Guide Cover

The 2022 *Stillwater Visitor Guide - Guide to the Local Scene* - 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 original Stillwater icons and attractions on the cover. Digital and online marketing efforts consistently increase Visitor Guide requests.

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 2021 campaign, including Merry Main Street and the Stillwater Savings Pass, was 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, commenting, and interacting. Social media is a very quick avenue in which to update residents and visitors of event postponements and/or cancellations.

SEMI-ANNUAL HIGHLIGHTS



Snapshot from our December 2021 Video

2021 Holiday Rack Card Design

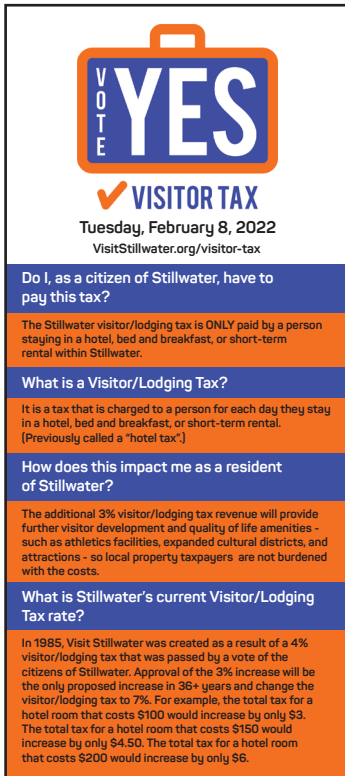
Video continues to serve as one of the most popular methods in which to connect with visitors and residents. We continue to produce monthly videos spotlighting 6 to 7 events, attractions, or businesses. We added closed-captioned messaging to better connect with the majority of viewers who watch videos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

Upon request by our hotel partners, we continue to produce rack cards to distribute from their front desks and within their lobbies. Rack cards spotlighting Holidays 2021, Merry Main St., the Stillwater Savings Pass, FlySWO, the OSU football schedule, and the park and ride program 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 Holidays 2021 and Merry Main Street, 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 \$20,617.50 in earned and paid marketing was provided for the evolving annual event.

Visit Stillwater coordinates the most extensive local calendar of events for residents to support organizations and businesses and to provide motivation for individuals to decide to visit Stillwater. The calendar is user-friendly to enable event coordinators to add 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.

SEMI-ANNUAL HIGHLIGHTS



VOTE YES
VISITOR TAX
 Tuesday, February 8, 2022
VisitStillwater.org/visitor-tax

Do I, as a citizen of Stillwater, have to pay this tax?
 The Stillwater visitor/lodging tax is ONLY paid by a person staying in a hotel, bed and breakfast, or short-term rental within Stillwater.

What is a Visitor/Lodging Tax?
 It is a tax that is charged to a person for each day they stay in a hotel, bed and breakfast, or short-term rental. (Previously called a "hotel tax".)

How does this impact me as a resident of Stillwater?
 The additional 3% visitor/lodging tax revenue will provide further visitor development and quality of life amenities - such as athletics facilities, expanded cultural districts, and attractions - so local property taxpayers are not burdened with the costs.

What is Stillwater's current Visitor/Lodging Tax rate?
 In 1985, Visit Stillwater was created as a result of a 4% visitor/lodging tax that was passed by a vote of the citizens of Stillwater. Approval of the 3% increase will be the only proposed increase in 36+ years and change the visitor/lodging tax to 7%. For example, the total tax for a hotel room that costs \$100 would increase by only \$3. The total tax for a hotel room that costs \$150 would increase by only \$4.50. The total tax for a hotel room that costs \$200 would increase by only \$6.

What is the Visitor/Lodging Tax rate in other Oklahoma communities?
 Perry, Enid, and Ponca City to the north are all 8%. Sand Springs to the east is 7%. Cushing, Guthrie, and Edmond to the south and west are currently 4%. When overflowing visitors go to these communities during Stillwater city-wide events, room rates not tax rates are considered when making lodging decisions.

How will the additional revenue be invested?
 This additional revenue will keep local property taxpayers from being burdened with the cost of new visitor development and quality of life amenities - such as athletics facilities, expanded cultural districts, and attractions. With the recent announcement of a convention center development, convention sales and services will be included in efforts to substantially increase business. An increase will also enhance the number of visitor development incentive grants and sponsorships available.

Why is visitor development important?
 Visitor development creates jobs, generates business for local hotels, restaurants, attractions, retailers, and service providers, and increases our sales tax revenue through visitor purchases. Also, hotels are among the largest users of city utility services; therefore, an increase in overnight stays will generate more utility revenue for the City of Stillwater to further enhance our quality of life.

How much will the 3% increase in Visitor/Lodging Tax yield annually?
 The tax will generate approximately an additional \$600,000 the first year. The total visitor/lodging tax will generate approximately \$1.3M in the first year. 30%, or an estimated \$400,000, will be invested in visitor development amenities and 70%, or an estimated \$920,000, will be invested in a comprehensive marketing and sales plan for the community and over 200 businesses and 2,000 events a year.

VisitStillwater.org/visitor-tax

Facebook | VisitStillwater.org | Website

Vote YES! Rack Card Design

Proposition No. 2 on the February 8, 2022 ballot is an increase in the Stillwater visitor tax from 4% to 7% - the first increase since its inception on July 1, 1985. 70% to be invested in Visit Stillwater efforts to continue long-range strategic destination marketing and management professional services and 30% to be invested in visitor development and quality of life amenities - such as athletics facilities, expanded cultural districts, and attractions.

Rack cards, signs, and banners to promote a "Yes!" vote for an increase to the Stillwater visitor tax were designed before the end of the calendar year to ensure they would be produced and ready for distribution the first week of January. Both a Stillwater visitor tax

landing page at VisitStillwater.org/visitor-tax and Facebook page @stillwatervisitortax were developed and ready to formally launch on January 3, 2022.

Visit Stillwater maintains visitor information stands within the inbound and outbound terminals at the Stillwater Regional Airport and provided approximately \$40,193.00 in earned and paid marketing July through December 2021. "FlySWO" is a consistent message within virtually all digital and printed marketing efforts.

To further encourage residents to shop local and visitors to make the trip to Stillwater for holiday shopping, 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.



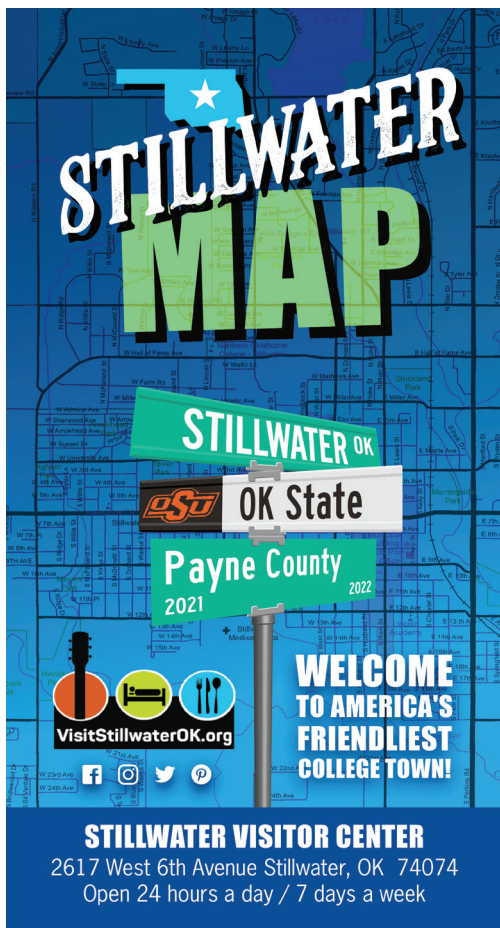
SEMI-ANNUAL HIGHLIGHTS

Through a partnership with Groundspeak, Inc, we coordinated a geocaching trail to engage residents 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 proven very popular given the impacts of the COVID-19 pandemic.



To date, 37 individuals from 7 different states (Kansas, Minnesota, Missouri, Nebraska, South Dakota, Texas, and Oklahoma) have completed the tour and earned a Stillwater GeoCoin. They have spent 17 nights in local hotels, 5 in Airbnbs, and spent at least \$10, 942 in our community.

Stillwater maps continue to be the most requested item 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 new 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 semi-annually to keep up with demand and our ever-changing community.



LODGING TAX

July - December 2021

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 1,406 total rooms. The University Inn and Suites has remained closed, which decreased total inventory by 115 rooms. The total available listings for short-term rentals ranged from 87 to 113, July 1 – December 31, 2021.

Hotel Data:

	June 20 June 21 Dec 21	June 20 June 21 Dec 21	June 20 June 21 Dec 21
	Occ %	ADR	RevPAR
Stillwater	39.7% 40.0% 44.7%	\$88.94 \$82.55 \$94.61	\$35.31 \$33.03 \$42.32
Oklahoma	39.3% 52.6% 53.6%	\$71.51 \$76.52 \$80.03	\$28.08 \$40.27 \$42.93

According to STR (subscribed source for hotel data benchmarking, analytics, and marketplace insights), the running 12 months report ending 2021, reflected Stillwater hotel properties had a 44.7% occupancy rate, \$94.61 ADR (Average Daily Rate), and \$42.32 RevPAR (Revenue Per Available Room). The figures were up from 33.2% occupancy, \$77.90 ADR, and \$25.86 RevPAR for the running 12 months ending December 31, 2020. 14 of 18 properties reported their data to STR during the fiscal year.

Visit Stillwater has invested in data for 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). However, Norman, our Division I, Big 12 Conference partner, is part of the Oklahoma City metroplex with two and a half times our population and a hotel inventory of 3,100 hotel rooms. We do not compare in location, size of community, or hotel inventory with fellow rural communities. Therefore, for a significantly reduced annual contract, we chose to receive only STR data relevant to the Stillwater market moving forward.

Through our membership in the Oklahoma Hotel and Lodging Association, we receive the STR report for the state of Oklahoma and will continue to provide data points for our state. The Oklahoma data includes all reporting hotel properties including economy, upper midscale, upscale, and luxury class properties, and communities of all sizes, including urban and rural.

LODGING TAX

July - December 2021

July 1, 2019, the Oklahoma Tax Commission (OTC) began collecting the Stillwater lodging tax. There is now 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 for fiscal year 2022 to date reflects a 78% increase, a substantial improvement over the previous year.

Airbnb and VRBO Data:

	June 30, 2020	June 30, 2021	Dec. 31, 2021
Room Nights	2,843	2,936	3,530
Listing Nights	1,116	1,083	1,287
Occupancy	53.4%	59.9%	49.4%
ADR	\$158.67	\$163.17	\$200.85
RevPAR	\$84.81	\$97.79	\$99.16

Beginning July 1, 2019, lodging tax was 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, 2021, there were 109 total available listings in Stillwater.

Stillwater's short-term rental properties ended the month of December 2021 reflecting a 49.4% occupancy rate, \$200.85 ADR (Average Daily Rate), and \$99.16 RevPAR (Revenue Per Available Room).

Short-term rental properties gained popularity during the COVID-19 pandemic because they are primarily private residences that serve as quarantine or social distancing retreats while traveling.



Lodging Tax:

	FY '19 Month	FY '19 Year	FY '20 Month	FY '20 Year	FY '21 Month	FY '21 Year	FY '22 Year	FY '212 Year	
July	\$68,258.45	\$68,258.45	\$91,155.80	\$91,155.80	\$27,429.06	\$27,429.06	\$72,799.35	\$72,799.35	OTC- May Collections
Aug.	\$65,209.61	\$1133,468.06	\$0	\$0	\$36,058.80	\$63,487.86	\$81,375.36	\$154,174.71	OTC - June Collections
Sept.	\$73,407.44	\$206,875.50	\$57,331.62	\$148,487.42	\$43,482.86	\$106,970.72	\$47,180.19	\$201,354.90	OTC - July Collections
Oct.	\$89,252.82	\$296,128.32	\$74,731.27	\$223,218.69	\$48,410.64	\$155,381.36	\$77,272.71	\$278,627.71	OTC- August Collections
Nov.	\$89,252.82	\$385,758.35	\$78,398.65	\$301,617.34	\$40,604.78	\$195,986.14	\$82,116.82	\$360,744.53	OTC- September Collections
Dec.	\$49,870.49	\$435,628.84	\$92,887.31	\$394,504.65	\$59,928.52	\$255,914.66	\$91,780.61	\$452,525.14	OTC-October Collections
Jan.	\$42,873.62	\$478,502.46	\$77,277.40	\$471,782.05	\$45,691.28	\$301,605.94	\$84,059.67	\$536,584.81	OTC-November Collections
Feb.	\$37,782.22	\$516,284.68	\$56,037.87	\$527,409.40	\$30,321.35	\$331,927.29			OTC - December Collections
March	\$45,820.17	\$562,104.85	\$44,589.48	\$572,409.40	\$33,127.63	\$365,054.92			OTC - January Collections
April	\$65,795.80	\$627,900.65	\$54,001.73	\$626,411.13	\$35,852.72	\$400,907.64			OTC - February Collections
May	\$72,382.19	\$700,282.84	\$28,766.95	\$655,178.08	\$67,094.29	\$468,001.93			OTC - March Collections
June	\$80,307.55	\$780,590.39	\$18,032.97	\$673,211.05	\$68,724.45	\$536,726.38			OTC - April Collections
		8% increase		14% decrease		20% decrease		78% increase	
City's Budgeted Amount		\$720,000		\$800,000		\$500,000		\$500,000	

- FY 2020 - OTC began collecting lodging tax.
- July 2021 reflects past due collections

VISIT STILLWATER DELIVERABLES

July - December 2021

A. Marketing & Communications	FY 19-20	FY 20-21	FY 21-22	Goal	% of Goal
Increase website traffic by 25%	281,164	297,711	183,798	372,139	49%
Increase website pageviews by 10%	446,488	462,329	302,597	508,562	60%
Increase website sessions originating from Dallas DMA by 5%	55,255	58,685	32,987	61,619	54%
Increase referred traffic from social media to website by 10%	18,570	23,702	15,662	26,072	60%
Increase social media followers by 10%	22,663	25,889	28,942	28,735	101%
Produce 125 sweepstakes giveaways	64	89	43	125	34%
Promote 1,000 locally held events	2,411	1,185	917	1,000	92%
Distribute 125 news releases promoting Stillwater attractions, events, and activities	57	148	84	125	67%
Produce 12 videos promoting Stillwater attractions, events, and activities	9	12	6	12	50%
Write 24 blog posts promoting Stillwater attractions, events, and activities	26	29	13	24	54%

VisitStillwater.org is heavily focused on our events page, which is trending more in line with pre-pandemic regularity, and our “Sweepstakes Giveaway” program is also picking up again due to the increased number of events.



VISIT STILLWATER DELIVERABLES

July - December 2021

Market/Assist 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												
Halloween Fest (Canceled) SMC Trunk or Treat				X								
Boomer Blast	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 (Canceled)	--	--	--	--	--	--	--	--	--	--	--	--
Mummy and Son Dance (Canceled)	--	--	--	--	--	--	--	--	--	--	--	--



VISIT STILLWATER DELIVERABLES

July - December 2021

B. Meeting & Event Sales	FY 19-20	FY 20-21	FY 21-22	Goal	% of Goal
Increase new events booked through Visit Stillwater efforts by 10% (1a)	41	43	28	47	59%
Increase attendance at existing events and activities booked through Visit Stillwater efforts by 10% (1b)	13,979	14,628	12,360	16,091	76%
Generate 80 hotel room blocks (2)	92	83	66	80	82%
*Number of Potential Room Nights (3)	11,463	10,218	2,467	---	---
*Number of Actual Booked Room Nights (4)	3,965	2,884	1,773	---	---
*Number of Groups Serviced (5)	142	128	68	---	---
Increase new client sales accounts by 20% (6)	97	98	39	118	33%
Increase assisted sales account leads by 25% (7)	63	53	36	66	54%

1a & 1b. We are starting to see more events occurring in person.

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

3. Potential room nights include Definite and Tentative.

4. Actual booked room nights only include Definite.

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

6. In some markets it remains challenging to get planners to discuss potential in-person events.

7. The number of groups to assist is picking up and in different ways, such as distancing and virtual options.

Hotel occupancy was, and continues to be, 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. We have been able to once again utilize event and athletic venues throughout the community and OSU campus.

These events include:

- AGR Winter Bonanza
- Chuck Wagons for Heroes
- Cowboy Cup
- Cowboys of Fall Music Festival
- Heart of America Brown Swiss Show
- Oklahoma Art Education Conference
- Pistol Pete Classic Sheep Show
- You Gott'a Believe Livestock Camp
- Response Classic Hog Show



VISIT STILLWATER DELIVERABLES

July - December 2021

C. Meeting & Event Client Services	FY 19-20	FY 20-21	FY 21-22	Goal	% of Goal
Coordinate 12 site inspections or familiarization (FAM) tours	12	8	5	12	41%
Number of communications with existing clients	1,696	1,131	596	---	---

Reasons Why a New Event Chose Stillwater:

1. We have been to shows at the Payne County Expo Center before and had a great experience.
2. Stillwater is close to home and we love hosting shows here.
3. The Tumbleweed does a great job catering to us and fits all of our needs from a tradeshow to nightly concerts.
4. We can grow our music festival at The Tumbleweed.
5. We really appreciate all the support we got not only from Visit Stillwater, but the event venue as well.

Reasons Why a Prospective Event Chose Another City:

1. Our board decided to go another route.
2. We can hold our hybrid event on our own property.
3. We are going to do online training and not in-person this year.
4. We could not find a date that would fit our schedule and the accommodations needed.
5. Our group is not growing and we need a free venue for our event.

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

1. With our event being a national event, we have to move it every year or every other year.
2. We were unable to host the complete event this year and could host it in a smaller facility.
3. We have new committee members who are going in a different direction this year.

VISIT STILLWATER DELIVERABLES

July - December 2021

D. Enhanced Visitor Experiences	FY 19-20	FY 20-21	FY 21-22	Goal	% of Goal
Distribute <i>Stillwater Visitor Guides</i> to visitors through available distribution channels and in response to online and telephone requests	2020 Guide 100,000	2021 Guide 100,000	2021 Guide 28,629 to date	Per Edition 100,000	---
Gather demographic data on Stillwater visitors	---	---	---	---	---
Report the number of walk-in visitors to Visit Stillwater office and Visitor Center	7,107	4,036	3,139	---	---

The *Stillwater Visitor Guide - Guide to the Local Scene* - distribution is tracked by the edition produced on the calendar year, rather than on a fiscal year basis.

The visitor tracking equipment records each trip through the doorway, including staff, board members, and groups utilizing our conference room. It also doesn't track each individual when a door is held open for large groups to enter together. Therefore, we have estimated approximately 45% of the count is reflective of the number of visitors who stopped by the 24/7 Visitor Information Center for assistance.



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, 2021 - December 31, 2021			
Service	Date	Value	Service Description
Advertising	7/1/21 - 10/31/21	\$3,252.50	Digital Ad Campaign with Madden Media Promoting FlySWO
Advertising	07/01/21	\$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	07/17/21	\$600.00	2021 Payne County Fair Book" 1/2 page color ad Banner on ad: #FlySWO on American Airlines
Advertising	08/06/21	\$300.00	Fall POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	08/09/21	\$1,000.00	OSU Football Playbill: 1/2 page color ad distributed to 60,000 football fans/game. #FlySWO on American Airlines
Advertising	08/19/21	\$2,000.00	USA Today Go Escape Texas and Southwest edition: 1/4 page full color ad
Advertising	08/28/20	\$4,300.00	2021 Oklahoma Travel Guide: 1/2 page color ad Banner on ad: #FlySWO on American Airlines
Advertising	9/1/21 - 10/31/21	\$700.00	Fall Ovarions Magazine: 1/2 Page, color ad 2,950 distribution to McKnight Center patrons. #FlySWO
Advertising	10/01/21	\$1,800.00	Winter STATE Magazine: Full page, color ad distributed to 35,000 OSU alumni and fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	10/08/21	\$1,193.00	100,000 distribution. Content on ad: #FlySWO direct on American Airlines!
Advertising	11/1/21 - 12/31/21	\$700.00	Winter Ovarions Magazine: 1/2 page, color ads 5,000 distribution to McKnight Center patrons. #FlySWO
Advertising	11/05/21	\$300.00	9,500 OSU Athletics fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Partnership	07/01/21 - 12/31/21	\$3,200.00	Acquire STATE magazine, POSSE magazine, and Chamber's Commerce Magazine, along with Visit Stillwater publications for inbound and and outbound visitor information stands.
Partnership	10/07/21	\$100.00	SWO Matketing Committee Meeting at City Hall with OSU Capstone Class
Partnership	10/07/21	\$100.00	OSU Convention and Conferences Marketing Class - Discussed Air Service
Partnership	10/13-18/21	\$500.00	Multiple calls, emails, and interviews by OSU Capstone students.
Partnership	10/19/21	\$100.00	OSU Olli Guest Speaker - Discussed Air Service
Partnership	10/20/21	\$100.00	OSU Intro to Marketing Class - Discussed Air Service
Partnership	11/16/21	\$100.00	OSU Capstone project presentations on campus
Promotion	07/01/21 - 12/31/21	\$5,000.00	Stillwater Visitor Guide: Page 7 Ad, Page 10 Feature, Page 22 Map, Page 41 Listing - 100,000 copies distributed and online version
Promotion	07/01/21	\$100.00	July 2021 eNewsletter Inclusion
Promotion	07/23/21	\$100.00	August 2021 SITK Postcard Front Ad
Promotion	08/01/21	\$100.00	August 2021 eNewsletter Inclusion
Promotion	08/22/20	\$100.00	September 2021 SITK Postcard Front Ad
Promotion	09/01/20	\$100.00	September 2021 eNewsletter Inclusion
Promotion	09/01/21	\$100.00	September 2021 Event Video Inclusion
Promotion	10/01/21	\$100.00	October 2021 eNewsletter Inclusion

STILLWATER REGIONAL AIRPORT REPORT

Promotion	19/23/2021	\$100.00	October 2021 SITK Postcard Front Ad
Promotion	10/23/21	\$100.00	November 2021 SITK Postcard Front Ad
Promotion	11/01/21	\$100.00	November 2021 eNewsletter Inclusion
			Distributed a total of 10,000 FlySWO/Holidays 2021/Stillwater Saving Pass rack cards to local partners and surrounding communities
Promotion	11/14/21	\$2,000.00	
Promotion	11/22/21	\$100.00	December 2021 SITK Postcard Front Ad
Promotion	12/01/21	\$100.00	December 2021 eNewsletter Inclusion
Promotion	12/22/21	\$100.00	January 2022 SITK Postcard Front Ad
	7/1/21 - 12/31/21		
Promotion	7/1/21 - 12/31/21	\$300.00	On-Hold Message
	7/1/21 - 12/31/21		
Promotion	7/1/21 - 12/31/21	\$6,000.00	Banner Placement - 21 Weeks
Public Relations	07/28/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	07/28/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	07/28/21	\$25.00	Stillwater Radio with Jay McCrae
Public Relations	08/25/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	08/25/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	08/25/21	\$25.00	Stillwater Radio with Jay McCrae
Public Relations	09/02/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	09/15/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	09/15/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	09/15/21	\$25.00	Stillwater Radio with Jay McCrae
Public Relations	10/04/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	10/06/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	10/06/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	10/06/21	\$25.00	Stillwater Radio with Jay McCrae
Public Relations	10/25/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	10/27/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	10/27/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	10/27/21	\$25.00	Stillwater Radio with Jay McCrae
Public Relations	11/10/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/10/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	11/10/21	\$25.00	Stillwater Radio with Jay McCrae
Public Relations	12/06/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/15/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/15/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	12/15/21	\$25.00	Stillwater Radio with Jay McCrae
			Facebook Post: American Airlines has added a second mid-day flight out of Stillwater Regional Airport. You'll enjoy the convenient and fast service when you #FlySWO to visit America's Friendliest College Town! http://bit.ly/StillwaterAir
Social Media	07/11/21	\$100.00	
			Facebook Post: Visiting Stillwater this Fall? Enjoy shorter lines, free parking, and reasonable rates when you travel to and from America's Friendlist College Town! #FlySWO #VisitStillwater http://bit.ly/StillwaterAir
Social Media	09/22/21	\$100.00	
			Twitter Post: Visiting Stillwater this Fall? Enjoy shorter lines, free parking, and reasonable rates when you travel to and from America's Friendlist College Town! #FlySWO #VisitStillwater http://bit.ly/StillwaterAir
Social Media	09/22/21	\$100.00	


STILLWATER REGIONAL AIRPORT REPORT












Social Media	10/15/21	\$100.00	Facebook Post: Plan your holiday travels to America's Friendliest College Town through Stillwater Regional Airport! Direct daily flights are offered to Dallas, with the convenience of shorter lines and free parking. #FlySWO #VisitStillwater https://bit.ly/StillwaterAirInfo
			Facebook Post: Whether you're traveling for the holidays, OSU sporting events, or for a fun family adventure, the Stillwater Regional Airport is here to offer convenient service between America's Friendliest College Town and Dallas-Fort Worth. ✈️: Stillwater Regional Airport 💻: http://bit.ly/StillwaterAir
Social Media	12/26/21	\$100.00	#VisitStillwater #FlySWO
Website	07/01/21 - 12/31/21	\$5,000.00	visitsstillwater.org/tools/transportation - featured content and listing
Total		\$40,193.00	
















MERRY MAIN ST.

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, 2021 - December 31, 2021			
Service	Date	Value	Service Description
Advertising	11/01/21 - 12/31/21	\$3,532.50	Digital Ad Campaign with Madden Media promoting Merry Main St.
Partnership	07/20/21	\$150.00	Brainstorming meeting with event coordinator
Partnership	09/14/21	\$150.00	Brainstorming meeting with event coordinator
Partnership	08/15/20	\$150.00	Brainstorming meeting with event coordinator
Promotion	10/22/21	\$200.00	Holidays 2021 News Press Column and Press Release on Website
Promotion	10/25/21	\$100.00	Included in the November 2021 SITK postcard
Promotion	11/01/21	\$1,000.00	Visitor Development Incentive Sponsorship
Promotion	11/01/21	\$100.00	Included in the November eNewsletter
Promotion	11/14/21	\$2,000.00	Distributed 10,000 Holidays 2021/Merry Main St./Stillwater Savings Pass rack cards to local partners and surrounding communities
Promotion	11/01/21	\$100.00	Included in the November Monthly Event Video
Promotion	11/22/21	\$100.00	Included in the December 2021 SITK postcard
Promotion	12/01/21	\$100.00	Included in December 2021 eNewsletter
Promotion	12/01/20	\$1,500.00	Included in the December Monthly Event Video
Promotion	12/03/21	\$100.00	Included in Blog Post
Promotion	11/1/21 - 12/31/21	\$100.00	On-Hold Message
Promotion	10/25/21 - 12/31/21	\$5,220.00	Banner Placement - Two Banners for 9 Weeks
Public Relations	10/19/21	\$350.00	"The Morning Edition" Interview
Public Relations	11/15/21	\$350.00	"The Morning Edition" Interview
Public Relations	11/17/21	\$25.00	Stillwater Radio with Jay McCrae
Public Relations	10/17/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	11/17/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/22/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	11/24/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	11/24/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	11/24/21	\$25.00	Stillwater Radio with Jay McCrae
Public Relations	11/30/21	\$350.00	"The Morning Edition" Interview
Public Relations	12/01/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	12/01/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	12/01/21	\$25.00	Stillwater Radio with Jay McCrae
Public Relations	12/02/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/06/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/08/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	12/08/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	12/08/21	\$25.00	Stillwater Radio with Jay McCrae
Public Relations	12/13/21	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/13/21	\$350.00	"The Morning Edition" Interview
Public Relations	12/15/21	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	12/15/21	\$25.00	Stillwater Radio with Don Ray
Public Relations	12/15/21	\$25.00	Stillwater Radio with Jay McCrae

Social Media	11/15/21	\$100.00	Facebook Cover Photo: Merry Main St. Facebook Post: It's beginning to look a lot like Christmas! Merry Main Street begins on November 26th on Block 34! Enjoy unique shopping, carriage rides, and festive lights and decorations!  : Merry Main St Downtown Stillwater, Block 34  : November 26-28, December 2-5, December 9-12, December 16-19  : https://bit.ly/MerryMainSt21
Social Media	11/16/21	\$100.00	#VisitStillwater #Christmas #MerryMainStreet Twitter Post: It's beginning to look a lot like Christmas! Merry Main Street begins on 11/26! Enjoy unique shopping, carriage rides, and festive lights and decorations! Round pushpin: Merry Main St Downtown Stillwater, Block 34 Calendar : Nov 26-28, Dec 2-5, Dec 9-12, Dec16-19  : https://bit.ly/MerryMainSt21
Social Media	11/16/21	\$100.00	Instagram Post: It's beginning to look a lot like Christmas! Merry Main Street begins on November 26th on Block 34! Enjoy unique shopping, carriage rides, and festive lights and decorations!  : Merry Main St Downtown Stillwater, Block 34  : November 26-28, December 2-5, December 9-12, December 16-19  : https://bit.ly/MerryMainSt21
Social Media	11/17/21	\$100.00	Twitter Post: Looking for fun things to do this Christmas season? Visit Stillwater has you covered! Check out our website below for great shopping ideas, light display locations, and more! Christmas tree: https://bit.ly/StillyHolidays
Social Media	01/17/21	\$100.00	#shoplocal #eatlocal #VisitStillwater #Christmas Facebook Post: Looking for fun things to do this Christmas season? Visit Stillwater has you covered! Check out our website below for great shopping ideas, light display locations, and more!  : https://bit.ly/StillyHolidays
Social Media	11/18/21	\$100.00	#shoplocal #eatlocal #VisitStillwater #Christmas Facebook Post: Get into the holiday spirit and sign up for classes in the large dome at Merry Main St! Each weekend offers a different craft or activity. Week 1: Charcuterie Week 2: Candlemaking Week 3: Holiday Cocktails Week 4: Chocolate Painting  : Merry Main St, Downtown Stillwater, Block 34  : November 26-28, December 2-5, December 9-12, December 16-19  : https://bit.ly/StillyHolidays
Social Media	11/18/21	\$100.00	#VisitStillwater #Christmas #MerryMainStreet #ShopSWO Instagram Post: Looking for fun things to do this Christmas season? Visit Stillwater has you covered! Check out our website for great shopping ideas, light display locations, and more! Link in bio!
Social Media	11/19/21	\$100.00	#shoplocal #eatlocal #VisitStillwater #Christmas

Social Media	11/20/21	\$100.00	Facebook Post: 🎄 Planning your holiday activities? Don't miss the fun classes Merry Main St has this year! 👤 Check out all the holiday activities on the Holidays 2021 📅 website https://www.visitstillwater.org/stillwater-holidays/ #visitstillwater #holidays2021 #merrymainstreet #shopswo
Social Media	11/24/21	\$100.00	Facebook Post: We are days away from the start of Merry Main Street! Diesel Christmas Trees will be there to sell live trees and wreaths from Fridays - Sundays while supplies last. 📍 : Merry Main St, Downtown Stillwater, Block 34 📅 : November 26-28, December 2-5, December 9-12, December 16-19 🖱 : https://bit.ly/MerryMainSt21 #Christmas #MerryMainStreet #VisitStillwater
Social Media	11/24/21	\$100.00	Twitter Post: We are days away from the start of Merry Main St! Diesel Christmas Trees will be there to sell live trees and wreaths from Fridays-Sundays while supplies last. Round pushpin: Merry Main St, Downtown Stillwater, Block 34 Calendar : 11/26-28, 12/2-5, 12/9-12, 12/16-19 🖱 : https://bit.ly/MerryMainSt21
Social Media	12/02/21	\$100.00	Facebook Post: Going to the Stillwater Oklahoma Christmas Parade of Lights? Be sure to stay for the Drone Light Show beginning after the parade over Block 34.
Social Media	12/03/21	\$100.00	Twitter Post: Santa Claus is coming to America's Friendliest College Town! Don't miss your chance to get your photos with Jolly Old St. Nick! Visit our Holiday Events page to see his appearances. Santa Claus: https://bit.ly/HolidayEvents21 #santaclaus #holidays2021 #VisitStillwater #familyfun
Social Media	12/04/21	\$100.00	Facebook Post: From Cocktails to Chocolate how can you go wrong? Merry Main St. is hosting holiday classes in the large dome! These hands-on activities are perfect for a girl's night out or date night! 📍 : Merry Main St, Block 34, Downtown Stillwater 📅 : Dec. 3-4, 10-11, 17-18 🖱 : https://bit.ly/MerryMainSt21 #VisitStillwater #holidays2021 #ShopSWO #merrymainstreet
Social Media	12/04/21	\$100.00	Twitter Post: From Cocktails to Chocolate how can you go wrong? Merry Main St. is hosting holiday classes in the large dome! These hands-on activities are perfect for a girls night or date night! Round pushpin: Merry Main St, Block 34 Calendar: Dec. 3-4, 10-11, 17-18 🖱 : https://bit.ly/MerryMainSt21
Social Media	12/05/21	\$100.00	Facebook Post: The holidays have arrived in America's Friendliest College Town! In the heart of the community, you will find the featured event of the season, Merry Main Street! You won't want to miss the exciting weekends of cheer, wonder, and fun! 📄 Read more! 📄 📍 : Merry Main St, Block 34, Downtown Stillwater 📅 : Dec. 2-5, 9-12, 16-19 🎄 : https://bit.ly/HolidayBlogStillwater

			<p>Twitter Post: The holidays have arrived in America's Friendliest College Town! In the heart of the community, you will find the featured event of the season, Merry Main St!</p> <p>Downwards arrow Read more! Downwards arrow</p> <p>Round pushpin: Merry Main St, Block 34, Downtown Stillwater</p> <p>Calendar: Dec. 2-5, 9-12, 16-19</p> <p>Christmas tree: https://bit.ly/HolidayBlogStillwater</p>
Social Media	12/05/21	\$100.00	Facebook Cover Photo: Merry Main St. Carriage Rides
Social Media	12/06/21	\$100.00	Facebook Post: It's time for family fun at Merry Main St. with Cookies with Cops and S'mores with Firemen! Bring the kids for delicious treats and photos with local heroes on Block 34!
			<p> : Merry Main St, Block 34, Downtown Stillwater</p> <p> : December 11 (Cops), December 18 (Firemen)</p> <p> : 2:00 – 4:00 pm</p> <p> : https://bit.ly/MerryMainStSanta</p> <p>#holidays2021 #VisitStillwater #merrymainstreet</p>
Social Media	12/08/21	\$100.00	Twitter Post: It's time for family fun at Merry Main St. with Cookies with Cops and S'mores with Firemen! Bring the kids for delicious treats and photos with local heroes on Block 34!
			<p>Round pushpin: Merry Main St, Block 34</p> <p>Calendar: 12/11 (Cops), 12/18 (Firemen)</p> <p>Alarm clock: 2:00 – 4:00 pm</p> <p> : https://bit.ly/MerryMainStSanta</p>
Social Media	12/08/21	\$100.00	Facebook Post: It's lovely weather for a sleigh ride together with you! Come to Merry Main St. on Block 34 in Downtown Stillwater for free carriage rides on Saturdays!
			<p> : Merry Main St, Block 34, Downtown Stillwater</p> <p> : Dec. 4, 11, 18</p> <p> : 3:00 – 9:00 pm</p> <p> : https://bit.ly/MerryMainStreet</p> <p>#merrymainstreet #holidays2021 #VisitStillwater #ShopSWO</p>
Social Media	12/09/21	\$100.00	Instagram Post: It's lovely weather for a sleigh ride together with you! Come to Merry Main St. on Block 34 in Downtown Stillwater for free carriage rides on Saturdays!
			<p> : Merry Main St, Block 34, Downtown Stillwater</p> <p> : Dec. 4, 11, 18</p> <p> : 3:00 – 9:00 pm</p>
Social Media	12/09/21	\$100.00	#merrymainstreet #holidays2021 #VisitStillwater #ShopSWO
			Twitter Post: It's lovely weather for a sleigh ride together with you! Come to Merry Main St. on Block 34 in Downtown Stillwater for free carriage rides on Saturdays!
			<p>Round pushpin: Merry Main St, Block 34, Downtown Stillwater</p> <p>Calendar: Dec. 4, 11, 18</p> <p>Alarm clock: 3:00 – 9:00 pm</p> <p> : https://bit.ly/MerryMainStreet</p>
Social Media	12/09/21	\$100.00	

Social Media	12/13/21	\$100.00	<p>Facebook Post: Have you been naughty or nice this year? Come see Jolly Old St. Nicholas in his holiday house at Merry Main St.!</p> <p> : Merry Main St, Block 34, Downtown Stillwater</p> <p> : Dec. 9, 16, 19</p> <p> : Thursday 5:30 - 7:00 pm, Sunday 12:00 - 1:30 pm</p> <p> : https://bit.ly/MerryMainStreet</p> <p>#santaclaus #merrymainstreet #holidays2021 #VisitStillwater #ShopSWO</p>
Social Media	12/13/21	\$100.00	<p>Twitter Post: Have you been naughty or nice this year? Come see Jolly Old St. Nicholas in his holiday house at Merry Main St.!</p> <p>Round pushpin: Merry Main St, Block 34, Downtown</p> <p>Calendar: Dec. 9, 16, 19</p> <p>Alarm clock: 5:30 – 7:00 pm</p> <p> : https://bit.ly/MerryMainStreet</p> <p>#merrymainstreet #holidays2021 #VisitStillwater #ShopSWO</p>
Social Media	12/17/21	\$100.00	<p>Facebook Post: It's the final weekend of Merry Main St.! Don't miss your chance to shop in the covered domes on Block 34 in Downtown Stillwater!</p> <p> : Merry Main St., Block 34, Downtown Stillwater</p> <p> : Dec. 16-19</p> <p> : https://bit.ly/MerryMainStreet</p> <p>#merrymainstreet #VisitStillwater #holidays2021 #ShopSWO</p>
Social Media	12/17/21	\$100.00	<p>Instagram Post: It's the final weekend of Merry Main St.! Don't miss your chance to shop in the covered domes on Block 34 in Downtown Stillwater!</p> <p> : Merry Main St., Block 34, Downtown Stillwater</p> <p> : Dec. 16-19</p> <p> : https://bit.ly/MerryMainStreet</p> <p>#merrymainstreet #VisitStillwater #holidays2021 #ShopSWO</p>
Social Media	12/17/21	\$100.00	<p>Twitter Post: It's the final weekend of Merry Main St.! Don't miss your chance to shop in the covered domes on Block 34 in Downtown Stillwater!</p> <p>Round pushpin: Merry Main St., Block 34, Downtown Stillwater</p> <p>Calendar: Dec. 16-19</p> <p> : https://bit.ly/MerryMainStreet</p> <p>#merrymainstreet #VisitStillwater #holidays2021 #ShopSWO</p>
Social Media	12/19/21	\$100.00	<p>Facebook Post: Take a festive cruise down Main Street to experience the dazzling holiday light display! Be sure to drive by Provalue.net to see the colorful Christmas tree.</p> <p> : Downtown Stillwater</p> <p> : https://bit.ly/StillyHolidays</p> <p>#holidays2021 #christmaslights #VisitStillwater</p>

			Facebook Video: December 19th is the final day to shop and experience Merry Main St. on Block 34 in Downtown Stillwater! Don't miss your chance to visit for the season, and be sure to check out our full website of Holiday activities for even more fun below!
			📍 : Merry Main St., Block 34, Downtown Stillwater
			🖱️ : https://bit.ly/StillyHolidays
Social Media	12/19/21	\$100.00	#shopSWO #holidays2021 #visitstillwater
Social Media	12/21/21	\$100.00	Facebook Cover Photo: Holidays 2021
Website	11/1/21 - 12/31/21	\$1,000.00	Created a specific Merry Main St. page on VisitStillwater.org and included event on our calendar.
Total		\$20,617.50	

