

VISIT STILLWATER

Semi-Annual Report FY18-19



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

BOARD OF DIRECTORS

The Visit Stillwater team lives, eats, and breathes *America's Friendliest College Town!*

We are a member of an industry that is critical to the economic health of our community. Stillwater's destination marketing organization has evolved and grown as the sole-source provider of destination marketing and an integral community development engine for Stillwater for over three decades.

As Stillwater's destination marketing organization, we are responsible for promoting our community as an attractive travel destination and enhancing its 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.

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.

In 1985, Stillwater's destination marketing organization was created as a result of a four percent hotel room tax that passed by a vote of the people. 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 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.

BOARD OF DIRECTORS

Community visionaries put in motion the evolution of a dynamic and progressive destination marketing organization with the mission to enhance Stillwater's economy, image, and quality of life through the promotion, marketing, and development of the region's visitor economy. Stillwater leaders saw a need, passed a funding source, created the organization, elected an oversight Board, and our community has benefited as a result.

Our community has supported Stillwater's destination marketing organization since our inception. Visit Stillwater is in the unique position to have a proven track-record of providing visitor development marketing, promotion, public relations, communications, sales, and services for our community. Guided by our mission, our dedicated staff, a dutiful board of directors, and a constant commitment to our stakeholders and customers, 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,



Willie Baker
Chairman of the Board
Visit Stillwater OK, Inc.

Visit Stillwater Board of Directors

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SEMI-ANNUAL HIGHLIGHTS



Visit Stillwater Digital Marketing Banners

Visit Stillwater was focused on maximizing the impact of our marketing, sales, and service resources to attract visitors to our community. From cultivating partnerships, enhancing client relationships, representing Stillwater at travel and trade shows, maintaining a 24/7 Visitor Information Center, and providing highly personalized responses to visitor inquiries, Visit Stillwater's efforts over the past six months have contributed significantly toward enhancing Stillwater's image as a visitor destination.

The Visit Stillwater **marketing plan** transitioned to move more heavily toward digital marketing as visitors have changed the manner in which they search for travel information. And, while our local efforts have greatly increased over the years to assist organizations that are traditionally thought to market events internally within our community, our digital efforts are directed predominately outside of our community.

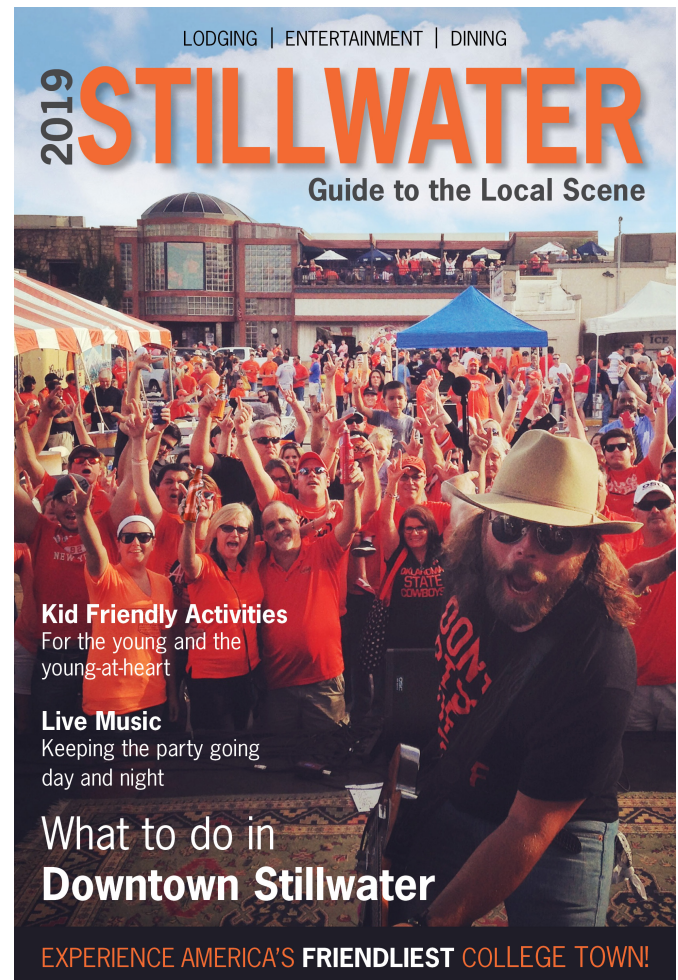
SEMI-ANNUAL HIGHLIGHTS

A complete re-design, editorial updates, fact-checks, and photos for Stillwater's only all-inclusive, information, resource publication began in June and was completed at the end of the calendar year. The *2019 Stillwater Visitors Guide* is distributed extensively throughout the local market including lodging properties, dining establishments, museums, attractions, financial institutions, Stillwater Medical Center, Stillwater Public Library, extensively across the OSU campus, Stillwater Chamber of Commerce, and City Hall as well as to a majority of conference and event attendees throughout Stillwater and the surrounding areas.

The *2019 Stillwater Visitors Guide* is designed to provide a quick reference to easily plan activities while visiting Stillwater. The guide is also made available at each of the Oklahoma Visitor Information Centers, Big 12 Conference destination marketing organizations, and multiple literature distribution stands located in south Kansas, western Arkansas, and regionally throughout Oklahoma.

The *2019 Stillwater Visitors Guide* is offered as a traditional print publication with a digital version available at www.VisitStillwater.org. As a result of overwhelming, positive feedback for the publication, 100,000 copies of the 34-page guide will be distributed around the world.

Demand for copies of the *Stillwater Visitors Guide* continues to increase annually in response to an aggressive digital marketing campaign, increased website traffic, and maintaining two additional visitor information stands at the Stillwater Regional Airport in both the inbound and outbound terminals.



SEMI-ANNUAL HIGHLIGHTS

With over 200,000 users per year, we have found the **VisitStillwaterOK.org website** to be an incomparable avenue to building the *America's Friendliest College Town!* brand and selling our attractions, restaurants, and events to visitors. By partnering with **Simpleview**, we have a website that is dynamic, can integrate with outside partners such as **Crowdriff**, and mobile-friendly – allowing it to easily be viewed and navigated, no matter how our visitors are trying to find information.

The VisitStillwaterOK.org website has many innovative features to help our visitors find information quickly and thoroughly and to help sell our brand. VisitStillwaterOK.org has been optimized for content personalization. We work closely with our **Simpleview Conversion Rate Optimization Analyst** to enhance our visitor's experience by serving them unique content, images, and campaigns depending on if they are a first-time visitor to our website, returning visitor, or in a certain Designated Market Area (DMA).

For example, when someone in Dallas visits our website, they will be served a certain page that will have location specific content, as compared to someone who visits our website from a different location. Since the Dallas/Fort Worth area is one of our target markets for our Fly Stillwater campaign, we include more content on the pages that are serving to the DFW region about flying directly into Stillwater as compared to what we market to visitors from another region.



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!



TS Fork - Stillwater



Payne County Expo Center



Planning a Meeting?



Upcoming Events



Stay For Awhile!



Grab a Bite to Eat

UPCOMING EVENTS ...



STAY UP-TO-DATE ON WHAT'S HAPPENING IN STILLWATER, OKLAHOMA!

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Stillwater, OK 74074
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made by **simpleview**

SEMI-ANNUAL HIGHLIGHTS

In addition to providing over **\$36,000** in earned and paid marketing for the Stillwater Regional Airport over the first half of this fiscal year, Visit Stillwater was honored to assist the Stillwater Regional Airport by contacting our local partners to put together and provide a large prize package valued at \$1,500 for the 100,000th passenger.



Visit Stillwater continues to partner with the Downtown Stillwater Cultural District to promote their six attractions, maintain a landing page created on the VisitStillwater.org website, and distribute rack cards through the 24/7 Visitor Information Center, and two visitor information stands at the Stillwater Regional Airport.

Visit Stillwater partners with **Madden Media** to engage visitors through search engine marketing (SEM), amplified storytelling, digital display ads, and Facebook ads and video distribution. Madden is a **Google Premier Partner**, awarded to only 3% of Google's partners, which ultimately gives us an advantage in our marketing efforts.

Within our SEM plan, Madden uses keywords specific to Stillwater and tailors calls to actions

through **Google Search** so visitors are driven directly to the most appropriate content on our website. Our remarketing ads convey a unique to Stillwater marketing message (ex: #FlySWO, Find Unique Meeting Space in *America's Friendliest College Town!*, etc.) and are served to website visitors who have browsed VisitStillwater.org and left, to bring them back to our site so they can either complete a conversion activity (ex: sign up for our eNewsletter, get a Visitor Guide) or learn more about experiencing Stillwater.



With over 455 million visitors, **Trip Advisor** is one of the avenues we utilize where Stillwater and our brand message is placed directly in front of travelers looking for places to visit. We partner with Trip Advisor to not only have the power to manage the Stillwater Trip Advisor page but to utilize their retargeting options with our display ads. Travelers are retargeted (served our display ads) from Trip Advisor across the

SEMI-ANNUAL HIGHLIGHTS

web after exhibiting a certain behavior on Trip Advisor's site. For example, travelers who look at any restaurants, locations, or attractions anywhere in Oklahoma or Texas may be served one of our display ads upon exiting Trip Advisor to encourage them to travel to Stillwater and to click and browse our website. We also have a portion of our display ads that are served on Trip Advisor itself across the entire site.

One of the top media intelligence companies, **Meltwater**, provides media monitoring and social media monitoring that helps Visit Stillwater construct the Stillwater brand outside of our community. One of the primary ways we partner with Meltwater is by utilizing their **Influencer Contact Manager**. We have access to a database of over 400,000 journalists and bloggers across the US, who we can contact and deliver media releases containing information about events and activities happening in Stillwater. We also utilize Meltwater to track and listen to what is being said in newspapers, magazines, and social media, across the nation, as it relates to Stillwater and our attractions, restaurants, athletics, etc.

visitstillwater LOVEEEEE this photo!!!! It's going up on our website shortly, make sure you check it out. Link is in our bio. ❤️ #VisitStillwater
arianacoralphotography @visitstillwater wow what an honor thank you so much!!!! 🥰🥰

Visit Stillwater utilizes **social media** in a myriad of ways to build and sell the Stillwater brand to visitors. While daily posting is one of the ways we make sure Stillwater is staying in the feeds of our followers, we

also optimize our content through ads and boosted posts, listen to our audience with innovative technology (such as **Meltwater**, **Nuvi**, **Hootsuite**, **Woobox**, and more), and we connect with them through tagging, sharing, and commenting.

Our aim is to ensure visitors know our community is friendly and vibrant and we accomplish this by creating original content that includes exciting giveaways, fun videos, and interactive posts that engage our audience. We always say, "There's nothing we won't do to promote Stillwater," and if you scroll through our social media feeds, you will see our dedication to grabbing our audience's attention.



Since video on social media continues to be a popular trend, Visit Stillwater has increased this component in our marketing strategy since 2017. Each month we coordinate and direct a **one-and-a-half-minute video** that highlights five to six events and attractions that are happening around the community. These videos are then posted across social media and the Visit Stillwater website. On average, they receive 14,000 views a month

SEMI-ANNUAL HIGHLIGHTS

through Visit Stillwater channels and additional views and engagements through Madden Media's distribution.

Visit Stillwater has long relationships with many industry partners with whom we advertise to reach a wider and diversified audience. **Publications** such as Frontier Country Marketing Association, Green Country Marketing, and our local Stillwater News Press, The Journal, and Commerce Magazine are all examples of how we put our brand in front of visitors to keep Stillwater at the forefront of their minds when it comes to travel.

Even though the phrase, **social influencer**, is a newer term, Visit Stillwater has been working with bloggers for years to sell the Stillwater brand to niche audiences. We have partnered with social influencers who represent a wide-birth of industries in the blogging world such as bicyclists, music lovers, fitness aficionados, foodies, "mommy and me", travel bloggers, and more. These bloggers come to our community, experience what we have to offer, and write, tweet, post, and share everything they loved, learned, and felt while in Stillwater. We track their hashtags, posts, and blog views from the time they first mentioned our community to week after their visit, to understand how our partnership has helped raise interest in visiting Stillwater.

The Visit Stillwater team continues to produce a monthly **e-Newsletter**, **Still In-the-Know postcard**, and **column** for the Stillwater News Press. We also coordinate and schedule all guests for the live local television show aired on **KWEM Tv-31**, "The Morning Edition," and serve as a co-host Monday-Thursday morning at 7:00 a.m. You

can hear them promote locally help events on "The Morning Scramble" with Steve Daniels on **Triple Play Sports/TEAM Radio** Monday and Thursday mornings or through podcasts aired by **Stillwater Radio**.



Visit Stillwater serves as a primary partner for **locally held event planners** by assisting in their overall marketing efforts that contribute to the success of their event. As unwaveringly loyal destination marketing professionals, Visit Stillwater efforts for locally held events take place with or without the knowledge of the event planner because we provide the services at no cost. We can leverage our resources, relationships, partnerships, and knowledge of marketing

SEMI-ANNUAL HIGHLIGHTS

successes in order to contribute greatly to the attendance and exposure generated by events within our community. Through this process we attract visitors to our community in order to encourage them to stay longer, spend more money, and return in the future.

Visit Stillwater has promoted our community as *America's Friendliest College Town!* for almost a decade. We transitioned to, *America's Friendliest College Town!* in response to consumer and visitor surveys conducted both internally and externally to our community. Community surveys have

historically resulted in the same outcomes – Stillwater is well-known for its friendly college-town atmosphere.

The Visit Stillwater team deeply values the brand we represent and the community we promote. We recognize that each interaction with potential visitors, repeat visitors, and local partners defines our brand based on their experience. From our unified telephone greeting, ***"It's a great day to visit Stillwater, Oklahoma! How may we assist you?"*** to our internal uniform policy, we represent *America's Friendliest College Town* and our team continues to live the brand promise.



VISIT STILLWATER FUNDING

Visit Stillwater is funded primarily through a contracted amount of the Stillwater Hotel Room 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 Hotel Room Tax will be utilized by Visit Stillwater to carry out the services outlined within the Visit Stillwater Business Plan.

Hotel Room Tax:

Stillwater is home to 19 hotel properties with an inventory of 1,517 total rooms. The Spring Hill Suites by Marriott recently opened, adding 81 rooms to our hotel room inventory. According to STR (subscribed source for hotel data benchmarking, analytics, and marketplace insights), Stillwater hotel properties ended the calendar year showing a 48.8% occupancy rate, \$93.81 ADR (Average Daily Rate), and \$45.75 RevPAR (Revenue Per Available Room).

	2017 2018	2017 2018	2017 2018
	Occ %	ADR	RevPAR
Stillwater	43.4% 48.8%	\$90.83 \$93.81	\$39.46 \$45.75
Comp Set	52.9% 54.2%	\$77.87 \$78.05	\$41.33 \$42.49
Oklahoma	55.0% 57.3%	\$78.95 \$79.51	\$43.42 \$45.60

When measuring to comparable and competitive communities (Ardmore, Bartlesville, Broken Arrow, Durant, Duncan, Enid, Edmond, Miami, Midwest City, Norman, Ponca City, Shawnee), occupancy was lower. However, Stillwater hotel properties recognized substantially higher average daily rates than most within the comp set as well as the average across Oklahoma.

Total hotel room tax collections for the first six months of fiscal year 2019 is \$435,628.84, a 4% decrease over the same time period in fiscal year 2018, with two hotel properties delinquent for a total of five payments. Year-to-year comparisons to fiscal year 2018 are skewed due to habitually delinquent hotel room tax remittance, which has been the case for almost four consecutive years.

VISIT STILLWATER FUNDING

Hotel Room Tax:

	FY '17 Month	FY '17 YTD	FY '18 Month	FY '18 Year	FY '19 Month	FY '19 Year	Deliquent
July	\$74,374.07	\$74,374.07	\$83,456.74	\$83,456.74	\$68,258.45	\$68,258.45	1 - 1-30 days & 1 60-90 days
August	\$58,771.44	\$133,145.51	\$66,828.11	\$150,284.85	\$65,209.61	\$133,468.06	1 - 1-30 days, 1 - 30-60 days, 1 - 60-90 days & 1 - 90-120 days
September	\$61,157.32	\$194,302.83	\$77,282.17	\$227,567.02	\$73,407.44	\$206,875.50	1 - 1-30 days, 1 - 30-60 days, 1 - 60-90 days & 1 - 90-120 days
October	\$100,608.30	\$294,911.13	\$71,791.18	\$299,358.20	\$89,252.82	\$296,128.32	1 - 1-30 days, 1 - 30-60 days, 1 - 60-90 days & 1 - 90-120 days
November	\$94,083.09	\$388,994.22	\$78,065.06	\$377,423.26	\$89,630.03	\$385,758.35	1- 1-30 days, 1 - 30- 60 days, 1 - 60-90 days & 1 - 90-120 days
December	\$55,461.40	\$444,455.62	\$78,728.42	\$456,151.68	\$49,870.49	\$435,628.84	2- 1-30 days, 1 - 30-60 days, 1 - 60-90 days & 1 - 90-120 days
January	\$42,008.34	\$486,463.96	\$44,690.29	\$500,841.97			
February	\$56,649.22	\$543,113.18	\$43,788.86	\$544,630.83			
March	\$44,944.67	\$588,057.85	\$44,463.57	\$589,094.40			
April	\$64,488.65	\$652,546.50	\$65,291.10	\$654,385.50			
May	\$67,165.61	\$719,712.11	\$75,936.23	\$730,321.73			
June	\$82,897.47	\$802,609.58	\$118,983.09	\$849,304.82			
		9% increase		6% increase		4% decrease	5 deliquent payments
City's Budgeted Amount		\$700,000		\$750,000		\$720,000	

VISIT STILLWATER MISSION

By fulfilling our mission to **enhance Stillwater's economy, image, and quality of life through the promotion, marketing, and development of the region's visitor economy**, we maximize the opportunities for visitors and provide increased customers for local businesses. The Visit Stillwater team manages the visitor economy through marketing and sales tactics considered best practices by Destinations International and driven by **partnerships** that will lead to economic growth for Stillwater.

Internal and External Partnerships

The Visit Stillwater team cultivates and enhances relationships both internally and externally to our community by serving as the primary communication link between our local partners and our clients.

- **Public Partnership:** The City of Stillwater (internal) contracts with us to market and develop our community to visitors (external) through a well-defined business plan that ensures the proper and most effective utilization of the hotel room tax.
- **Hospitality Industry Partners:** The hotels, restaurants, meeting facilities, event venues, museums, and attractions (internal) who provide a product and/or service to allow us to meet – and often exceed – the expectations of our clients.
- **Clients:** Meeting and event planners (predominantly external) who are typically unfamiliar with our community.

Visit Stillwater invests the hotel room tax into a comprehensive business plan and utilizes the services and products of our partners in order to market and sell an experience to our clients.



Lexicon at the Stillwater Public Library

UNIQUE CHALLENGE

As the DMO, we have the unique and complex challenge of marketing and selling products over which we have no control. We cannot monitor or adjust quality, price, availability, or customer service for the businesses which we directly represent.



Oklahoma WONDERtorium

While our efforts are to attract visitors to Stillwater, we have little, if any, control over the quality of their experience or ability to control our brand promise. Because we market and sell an experience, as opposed to a hotel room, meeting space, event venue, meal, or admission, our efforts are best measured by a combination of data sources, such as, hotel room and sales tax totals, attendance estimates, media exposure, and online reach, as well as estimated new and repeat visitors to our community.

Whether a visitor is directly or indirectly motivated to come to Stillwater through our marketing and sales efforts, we must entrust the hotel front desk clerks, those running the registers at convenience stores, personnel in retail shops, host, hostesses,

wait staff at restaurants and virtually anyone else interacting with visitors to provide the utmost in customer service and local hospitality to ensure a positive visitor experience.

Tangible products are often not the long-lasting impression a visitor will have of our community. It is the experiences they have while visiting America's Friendliest College Town. Therefore, the value of the overall visitor experience will outweigh the value of the hotel room tax when measuring the return on investment and contribution of Visit Stillwater's long-term and comprehensive business plan on the overall **economic development** efforts of Stillwater.

ECONOMIC DEVELOPMENT

Visitor development is an essential piece to Stillwater's vitality and economic development. All forms of economic development begin with a visitor. Virtually every student, resident, retiree, property owner, business owner, and industry owner came to Stillwater first as a visitor.

Travel and tourism enhances the quality of life for a local community by providing jobs, bringing in tax dollars for the improvement of services and infrastructure, and assisting as a vital component of the local economic development team to attract facilities such as restaurants, retail shops, and cultural and sporting venues that cater to both visitors and residents.



Missoula Children's Theatre at the Stillwater Community Center

To successfully market our community as a visitor destination, the Visit Stillwater team partners with a broad array of business partners. Our partners provide the products and services necessary to enable us to promote the ultimate, positive, visitor experience.

Visit Stillwater competes in an extremely competitive business environment to attract visitors to our community. While the role we have played has remained the same, the scale and extent of our highly competitive industry has increased substantially as a primary function of the economic development efforts for Stillwater. Stillwater's DMO continues to become more integrated into various local economic development efforts as a **trusted source** for local information.

TRUSTED SOURCE



Historic Downtown Stillwater

Through numerous communication outlets, and with an emphasis on the value of partnerships and strengthened relationships, the Visit Stillwater team is committed to serving as the trusted source for local hospitality and travel information. Stillwater's DMO team takes pride in serving as a one-stop-shop for planners, with a do-whatever-it-takes attitude in ensuring successful, trouble-free, locally held meetings and events.

The Visit Stillwater team continually enhances and updates marketing, public relations, and communications efforts while staying consistent with, or ahead of, the industry trends. Our business plan ensures we question what we do and have done, but not second-guess it. Our efforts in the past

have been successful. However, we must continue to refine our strategies and in doing so, provide incremental visitation and increased economic benefit to our industry and community.

Ongoing support for strategic cooperation and commitment to an integrated marketing plan will ensure the Stillwater area will remain a competitive destination in Oklahoma and surrounding states. The strategic priorities coordinated from input provided by the Visit Stillwater team and Board of Directors, industry partners, and stakeholders, while taking into consideration industry trends is outlined within the Visit Stillwater **business plan**.

BUSINESS PLAN



In order to meet the challenges of strong and increasing competition in the state, Visit Stillwater executes a well-thought out advertising and public relations plan. Your DMO produces the official *Stillwater Visitors Guide*, *Event Planners Guide*, and targeted promotional publications all geared toward driving additional business into Stillwater in the form of meetings, events, tournaments, and leisure visitors. We also maintain a website, social media outlets, and a strong marketing, public relations, and sales team geared towards meetings and conferences, sports, and leisure markets. We continue to focus on what is ahead and how we can better serve our marketing partners and the community in terms of exposure and direct sales efforts, leading to increased economic impact for all.

Our business plan details the marketing and sales plan for the fiscal year.

The initiatives are closely tied to the needs of the local market, consumers, and local tourism industry expectations. The plan aims to produce the highest visitation from the targeted areas and to ensure its success. The DMO team monitors the performance in each market consistently.

The Visit Stillwater team will continue to encourage new and repeat visitors to our community. We will enact initiatives to entice visitors to come early, stay late, and to experience all our community has to offer.

Our mission is clear; our vision is becoming a reality, and our future is bright. Our business plan is solid and with the cooperative spirit and partnerships that will grow and continue well into the future, the industry and community will mutually benefit from continued **investment** in visitor development.

WORTH THE INVESTMENT

Travel spurs growth, builds a strong tax base, and creates jobs that cannot be outsourced. When destinations invest in visitor development, it becomes the catalyst for a cycle of economic benefits. Travel development programs spur interest in visiting a destination. An increased travel interest generates more visitors to a community. Additional visitors spend more at local attractions, hotels, restaurants, retail stores and other businesses. Greater visitor spending supports more local jobs and generates additional tax revenue for local government. Therefore, investments in the visitor development cycle clearly provide results that far surpass the initial investment.

Visitor development is a cash-generating industry for state and local governments. Increased visitor spending in a community means increased revenues to the general fund which eliminates additional tax

burdens on Stillwater residents to provide infrastructure and essential services.

There is a significant return on investment. Stillwater residents enjoy thanks to the benefits derived from visitors to our community. A highly competitive market requires consistent engagement and investment. We cannot afford to lose market share to competitive destinations; therefore, taking years to recover. It is vital to invest strategically to build destination appeal to generate a strong return on our investment.

Additionally, visitor development assists communities to build a strong tax base and a vibrant visitor development industry improves the **quality of life** for local residents and makes a community more attractive to potential employees and businesses.

Something to Consider

Rather than stating *Visitor Development* efforts contribute to an enhanced *Quality of Life*, perhaps it is much more accurate to state **Visit Stillwater** is a *Quality of Life Organization* that invests in *Visitor Development* efforts to achieve our mission.

VISIT STILLWATER GOALS

A. Marketing & Communications	2017-2018	2018-2019	Goal	% of Goal
Increase website traffic by 25%	207,120	108,452	258,900	42%
Increase website pageviews by 10%	511,622	243,938	562,784	43%
Increase website sessions originating from Dallas DMA by 5%	64,065	31,518	67,268	47%
Increase referred Facebook website traffic by 20%	12,578	7,073	15,093	47%
Increase Facebook followers by 10%	11,149	11,614	12,263	95%
Provide 125 sweepstakes giveaways	116	46	125	37%
Promote a minimum of 1,000 locally held events	1,017	570	1,000	57%
Distribute 125 new releases	127	78	125	62%
Host 2 travel writers or bloggers to Stillwater	10	0	2	0%
Create 12 videos highlighting Stillwater events and attractions	12	6	12	50%
Write 24 blog posts	24	10	24	42%

Earned Media/Advertising for Stillwater (No Cost):

July 2018

- Chamber of Commerce Crazy Days Newsletter - provided two quotes regarding why Crazy Days is important
- Rural Media Group TV - National Little Britches Finals Rodeo interview in Guthrie
- Oklahoma Today Magazine - provided images for brochures and social media
- Freestyle Creative - Visit Stillwater This Season article about our 2018 Visitor Guide
- The Journal Record - provided quote and information regarding speaking at the Oklahoma Municipal League Conference

August 2018

- Payne County Fair - free exhibitors booth to welcome visitors
- OSU University Marketing - provided content + images for OSU website redesign
- Groups Today Magazine - provided content + images for article on "Smiling Stillwater"
- SportsEvent Magazine interview - information about Stillwater being a sporting event destination + images
- TravelOK - provided information about new attractions, future openings, etc. to promote on travelok.com
- College of Arts & Sciences - provided content + images for their "future faculty resource section"

September 2019

- EmpowerMint - What's New in Arkansas & Oklahoma - provided Information on Stillwater + images
- Oklahoma Municipal League Conference speakers on "The Ultimate Guide to Instagram Marketing"
- Chamber of Commerce Commerce Magazine - provided two page article + images
- SportsTravel Magazine interview - provided information + images regarding Stillwater and relationships between the university and the community

VISIT STILLWATER GOALS

B. Meeting & Event Sales	2017-2018	2018-2019	Goal	% of Goal
Generate 80 hotel room block leads ¹	72	41	80	51%
*Number of Potential Room Nights ²	--	2,887	--	--
*Number of Bookings	--	28	--	--
*Booked Room Nights ³	--	2,875	--	--
*Number of Groups Serviced ⁴	--	62	--	--
Increase new client sales accounts by 20%	67	50	80	63%
Book 25 new events	--	18	25	72%
*18 new events equal 1,911 hotel room nights				
1500 communications to new or prospective clients	1719	1001	1500	67%
Increase assisted sales account leads by 25%	30	21	38	55%
Attend 3 tradeshow and/or industry events	7	2	3	67%
Fill 100% of potential client inquiries	100%	100%	100%	100%

1. Hotel Leads include Definite, Tentative, and Lost Business

2. Potential room nights include Definite and Tentative leads

3. Booked room nights only include Definite leads

4. Groups serviced includes Definite, Assisted, Tentative, and Lost Business leads

	Invested Amount	# of Events ¹	Potential Room Nights	Booked Room Nights	Est. Day Visitors	Estimated Visitor Spending
Visitor Development Incentive Grants	\$6,445	4	252	236	1,361	\$463,825
Visitor Development Sponsorships	\$7,750	3	910	905	1,161	\$740,750
Events Booked By Visit Stillwater	--	5	460	470	940	\$269,159
Events with hotel leads from Visit Stillwater	--	11	134	150	3,867	\$708,825
Totals:	\$14,195	23	1,756	1,761	7,329	\$2,182,559

1. Events which occurred from 07/01/18 - 12/31/18

VISIT STILLWATER GOALS

C. Client Services	2017-2018	2018-2019	Goal	% of Goal
Coordinate 12 site inspections or familiarization (FAM) tours	12	4	12	25%
720 communications to existing client accounts	751	342	720	48%
Personally welcome attendees to at least 36 events	36	21	36	58%

D. Visitor Experience	2017-2018	2018-2019	Goal	% of Goal
Distribute 100,000 Stillwater Visitor Guides to visitors and online users	81,672	25,491	100,000	25%
Increase the number of consumer inquiries by 10%	2,552	1,817	2,807	65%
Track the number of walk-in visitors to Visit Stillwater office and Visitor Information Center with door counters	8,486	7,166	--	--
Keep guest books in the Visit Stillwater office and Visitor Information Center and send 100% of visitors who leave addresses a handwritten follow-up thank you note for visiting Stillwater	100%	100%	100%	100%
Conduct at least 24 staff site inspections to remain knowledgeable and up-to-date on Stillwater's attractions, hotels, and restaurants	28	15	24	63%

STILLWATER REGIONAL AIRPORT REPORT



Stillwater Regional Airport Partnership Report July 1, 2018 - Dec. 31, 2018

Service	Date	Value	Service Description
Advertising	07/01/18	\$1,800.00	Fall STATE Magazine: Full page, color ad distributed to 35,000 OSU alumni and fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	07/06/18	\$600.00	Fall POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	07/16/18	\$5,000.00	Digital Banner Ads on OSU Athletics Website promoting #FlySWO
Advertising	8/24/18	\$1,250.00	OSU Homecoming Magazine: Full page, color ad distributed to 8,000 alumni and fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	9/1/18 - 10/31/18	\$5,000.00	Fall Digital Ad Campaign with Trip Advisor: targeting Dallas/Ft. Worth and Designated Marketing Area (DMA) across the US (256,744 impressions, 728x90, 300 x 250, 300 x 600, 160 x 600)
Advertising	10/01/18	\$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	11/02/18	\$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	12/01/18	\$600.00	Winter POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Partnership	07/01/18 - 12/31/18	\$1,600.00	Provided local information on attractions, hotels, dining, etc. for Stillwater Regional Airport stands.
Partnership	07/25/18	\$1,500.00	Coordinated with local partners and put together 100,000th passenger giveaway
Partnership	08/27/18	\$500.00	Visit Stillwater booth at the Payne County Free Fair - American Airlines/SWO had an allotted time to promote and market the Airport
Promotion	07/01/18	\$75.00	Still-in-the-Know Postcard: Back of Postcard Ad for July
Promotion	07/01/18	\$150.00	July eNewsletter Header: #FlySWO
Promotion	07/01/18 - 09/8/18	\$2,500.00	FlyStillwaterOK Banner Placement
Promotion	7/1/18 - 12/31/18	\$300.00	On-Hold Message: American Airlines now flies direct to Stillwater Regional Airport! With flights to DFW, American Airlines' largest hub, Stillwater is now connecting travelers to both local and international destinations twice a day! Learn more at visitstillwater.org. (\$50/month)
Promotion	07/10/18	\$3,000.00	Interview with RFD-TV in Guthrie at the National Little Britches Rodeo about Stillwater and ways to get here.
Promotion	07/26/18	\$75.00	Still-in-the-Know Postcard: Back of Postcard Ad for August
Promotion	08/01/18 - 11/30/18	\$250.00	Distributed 4,250 FlySWO + Park and Ride + OSU Football Schedule rack cards to local partners and hotels
Promotion	09/11/18	\$100.00	Provided information about the role of Visit Stillwater, the local hospitality industry, and FlySWO direct flights to and from Stillwater to ONEGAS/ONEOK Retiree's
Promotion	09/18/18	\$100.00	Provided information about the role of Visit Stillwater, the local hospitality industry, and FlySWO direct flights to and from Stillwater to Stillwater Kiwanis

STILLWATER REGIONAL AIRPORT REPORT

Promotion	9/23/18 - 9/25/18	\$2,000.00	Met with 33 meeting and event planners representing small to medium sized events promoting Stillwater to the meetings market. Spoke about FlySWO with each individual to help secure meeting or event in Stillwater
Promotion	09/26/18	\$75.00	Still-in-the-Know Postcard: Back of Postcard Ad for October
Promotion	10/28/18	\$1,750.00	FlyStillwaterOK Banner Placement
Promotion	11/01/18	\$75.00	Still-in-the-Know Postcard: Back of Postcard Ad for November
Promotion	11/05/18	\$200.00	Speaker at OSU Family Resource Center Expert Series - spoke at length about flying into and out of Stillwater with SWO to mostly international students and their spouses.
Public Relations	07/20/18	\$350.00	"The Morning Edition" Interview on July 20th, 2018
Public Relations	07/25/18	\$25.00	Stillwater Radio July 25, 2018 with Bill VanNess
Public Relations	07/26/18	\$60.00	"The Morning Scramble" July 26, 2018 w/ Steve Daniels
Public Relations	07/30/18	\$60.00	"The Morning Scramble" July 30, 2018 w/ Steve Daniels
Public Relations	08/09/18	\$60.00	"The Morning Scramble" August 9, 2018 w/ Steve Daniels
Public Relations	08/11/18	\$75.00	Posted Press Release on VisitStillwater.org
Public Relations	08/16/18	\$75.00	Posted Press Release on VisitStillwater.org
Public Relations	08/16/18	\$60.00	"The Morning Scramble" August 16, 2018 w/ Steve Daniels
Public Relations	08/20/18	\$60.00	"The Morning Scramble" August 20, 2018 w/ Steve Daniels
Public Relations	08/22/18	\$25.00	Stillwater Radio August 22, 2018 with Bill VanNess
Public Relations	08/23/18	\$60.00	"The Morning Scramble" August 23, 2018 w/ Steve Daniels
Public Relations	08/29/18	\$25.00	Stillwater Radio August 29, 2018 with Bill VanNess
Public Relations	09/20/18	\$60.00	"The Morning Scramble" Sept 20, 2018 w/ Steve Daniels
Public Relations	09/24/18	\$60.00	"The Morning Scramble" Sept 24, 2018 w/ Steve Daniels
Public Relations	09/27/18	\$60.00	"The Morning Scramble" Sept 27, 2018 w/ Steve Daniels
Public Relations	10/29/18	\$60.00	"The Morning Scramble" Oct 29, 2018 w/ Steve Daniels
Public Relations	10/31/18	\$25.00	Stillwater Radio Oct 31, 2018 with Bill VanNess
Public Relations	11/01/18	\$60.00	"The Morning Scramble" Nov 1, 2018 w/ Steve Daniels
Public Relations	11/29/18	\$60.00	"The Morning Scramble" Nov 29, 2018 w/ Steve Daniels
Public Relations	12/10/18	\$60.00	"The Morning Scramble" Dec 10, 2018 w/ Steve Daniels

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Public Relations	12/13/18	\$60.00	"The Morning Scramble" Dec 13, 2018 w/ Steve Daniels
Public Relations	12/17/18	\$60.00	"The Morning Scramble" Dec 17, 2018 w/ Steve Daniels
Public Relations	12/20/18	\$60.00	"The Morning Scramble" Dec 20, 2018 w/ Steve Daniels
Public Relations	12/27/18	\$60.00	"The Morning Scramble" Dec 27, 2018 w/ Steve Daniels
Social Media	07/06/18	\$100.00	Twitter: That's why we love Stillwater! Thanks for representing! 😊😊 #visitstillwater
Social Media	07/27/18	\$100.00	Facebook Post: We can't wait to find out who the 100,000th passenger to #flyswow with Stillwater Regional Airport will be! Book your flight today and you could win this AMAZING prize package worth over \$1,300!
Social Media	07/27/18	\$100.00	Instagram Post: We can't wait to find out who the 100,000th passenger to #flyswow with Stillwater Regional Airport will be! Book your flight today and you could win this AMAZING prize package worth over \$1,300! *\$500 #flyswow ticket voucher from @visitstillwater *One night stay at the @athertonhotel *More swag than you'll know what to do with from @americanair, @okstateu, @eskimojoes, and @chrisuniversityspirit!
Social Media	07/27/18	\$25.00	Twitter Retweet: Need a break? It's easy to take a weekend getaway when you fly on @AmericanAir from Stillwater! Connect to 200+ global destinations at @DFWAirport. ✈️ Book your trip now using airport code SWO at https://www.aa.com/ #FlySWO #StwOK #Travel #Getaways
Social Media	07/30/18	\$100.00	Facebook Post: Congratulations to the 100,000 passenger to #FlySWO, Cindy Martin of Stillwater, who is traveling with her husband Earl, passenger 99,999. Maybe she'll share her prize package valued at over \$1,500 😊 Thank you to our partners Stillwater Regional Airport, American Airlines, Oklahoma State University, Eskimo Joe's, Chris' University Spirit, and The Atherton Hotel at OSU! ❤️
Social Media	07/30/18	\$100.00	Instagram Post: Congratulations to the 100,000 passenger to #FlySWO, Cindy Martin of Stillwater, who is traveling with her husband Earl, passenger 99,999. Maybe she'll share her prize package valued at over \$1,500 😊 Thank you to our partners Stillwater Regional Airport, @americanair, @okstateu, @eskimojoes, @chrisuniversityspirit, @athertonhotel! ❤️
Social Media	07/30/18	\$25.00	Twitter Retweet: Congratulations Cindy! #FlySWO
Social Media	08/13/18	\$100.00	Facebook Post: Show your support for Stillwater Regional Airport and Oklahoma's Aviation and Aerospace industry! We love the hint of #orange! ❤️❤️❤️ #FlySWO #visitstillwater
Social Media	08/20/18	\$25.00	Twitter Retweet: Come celebrate Oklahoma's Airport of the Year at their Partnership Celebration on August 24th! #FlySWO
Social Media	08/21/18	\$100.00	Facebook Post: Love #FlySWO and want to help celebrate all of their accomplishments? Join Stillwater Regional Airport on August 24th at 10:30am for their Partnership Celebration!
Social Media	08/23/18	\$25.00	Twitter Retweet: We are excited to celebrate with @FlyStillwaterOK tomorrow at 10:30am! Congrats on all of your accomplishments over the past two years!

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Social Media	08/24/18	\$100.00	Facebook Post: We are so excited to have had American Airlines at the Stillwater Regional Airport for the past two years - we look forward to many more! #FlySWO #visitstillwater
Social Media	09/07/18	\$25.00	Twitter Retweet: Searching for flights? Use our Cost Comparison Calculator to help you plan your trip! ➡ http://ht.ly/TASZ30IJhAm  Take advantage of free parking, shorter drive times & more. Book @AmericanAir flights with airport code SWO at https://www.aa.com/ #FlySWO #StwOK #okstate
Social Media	09/20/18	\$25.00	Facebook Share: Stay at the Best Western Plus Cimarron Hotel & Suites and always have door-to-door transportation to and from Stillwater Regional Airport!
Social Media	10/31/18	\$100.00	Facebook: Make the Stillwater Regional Airport part of your Halloween route this evening and find candy, games, and more starting at 6pm!   Twitter Retweet: Make a stop on your trick or treat route tonight. 
Social Media	10/31/18	\$25.00	Come to our Halloween Open House from 6 to 8 p.m. All ghouls & goblins welcome!   ♀
Social Media	11/16/18	\$100.00	Facebook Post: American Airlines and Envoy Air Careers are collecting socks and canned goods this holiday season for local shelters! Drop off your donations at Stillwater Regional Airport before December 31st! #flyswow #visitstillwater
Social Media	11/16/18	\$100.00	Instagram Post: American Airlines and Envoy Air Careers are collecting socks and canned goods this holiday season for local shelters! Drop off your donations at Stillwater Regional Airport before December 31st! #flyswow #visitstillwater
Social Media	11/19/18	\$100.00	Facebook Post: American Airlines and Envoy Air Careers are collecting socks and canned goods this holiday season for local shelters! Drop off your donations at Stillwater Regional Airport before December 31st! #flyswow #visitstillwater
Social Media	11/19/18	\$25.00	Twitter retweet: Avoid the lines at the larger airports. #FlySWO  for all of your travel needs.  See @AmericanAir flight times & book using airport code SWO at http://aa.com
Social Media	11/28/18	\$25.00	Twitter Retweet: It's time to get excited about 2019. What vacation are you planning?  Enjoy the benefits of flying directly to & from Stillwater, including free parking no matter how long you're away.  See @AmericanAir flight times & book using airport code SWO at http://aa.com
Social Media	12/03/18	\$25.00	Facebook Share: #FlySWO this holiday season and enjoy free parking, shorter security lines, and hassle-free baggage claim!
Social Media	12/05/18	\$25.00	Twitter Retweet: Forever grateful for @FlyStillwaterOK  #homesweetstilly #gamechanger
Social Media	12/21/18	\$25.00	Twitter Retweet: For those heading out this weekend for holiday travel, have great trip & stay safe!  For those who haven't yet booked, we've got you covered.  http://flystillwaterok.com
Website	07/01/18 - 12/31/18	\$1,900.00	VisitStillwaterOK.org/Fly website landing page
Website	7/1/2018 - 12/31/18	\$900.00	Visitstillwater.org/tools/transportation - Featured content + listing

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Website	07/01/18 - 12/31/18	\$650.00	Crowdriff Header - User Generated Content curated from social media dedicated to transportation in Stillwater focusing on SWO.
Website	11/1/2018 - 12/31/18	\$300.00	Home Page Sponsor Listing on VisitStillwater.org
Total:		\$38,363.00	