

VISIT STILLWATER

Semi-Annual Report FY 2020



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.

This year we have focused on our core mission to enhance Stillwater's economy, image, and quality of life through the promotion, marketing, and development of the region's visitor economy. Visit Stillwater promotes the long-term development of our community, focusing on conference sales, tourism marketing, and service. Our team markets our community to meeting professionals, business travelers, and leisure visitors.

Visit Stillwater represents the hotels, restaurants, meeting faculties, 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 areas powerful tourism industry.

Sincerely,



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

Visit Stillwater Board of Directors

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

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

Treasurer - Kent Kinzie - Leonard Jewelry

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

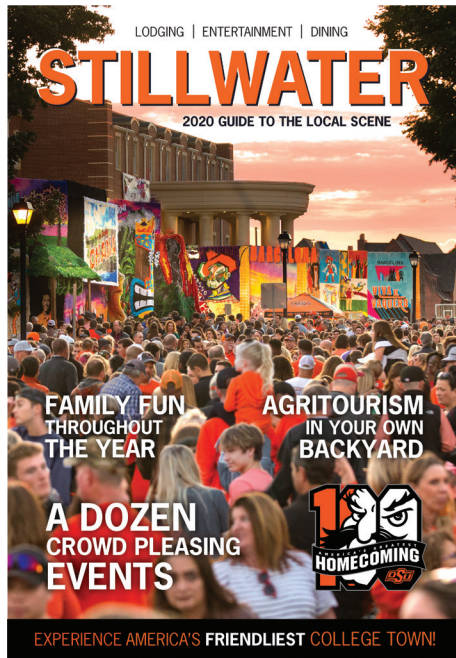
Past Chairman of the Board - Willie Baker - Baker, Ihrig, & Corley, P.C.

Directors

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

CPA - Mark Gunkel, Mark Gunkel, CPA PC

SEMI-ANNUAL HIGHLIGHTS



2020 Visitor Guide Cover

While maximizing the impact of our comprehensive marketing plan, sales, and service resources, Visit Stillwater efforts over the past 6 months have contributed significantly toward attracting visitors to our community to enhance Stillwater's image as a visitor destination.

The *2020 Stillwater Visitor Guide* was designed to provide visitors – and residents – a quick reference to easily plan activities in Stillwater. It is offered as a traditional print publication with a digital version available at VisitStillwater.org. 100,000 copies of the annual publication were printed and increased from 40 to 44 pages this year, including a 2-page spread highlighting City of Stillwater events and attractions. Digital and online marketing efforts have increased *Visitor Guide* requests consistently over the past few years.

We continue to customize and upgrade VisitStillwater.org to best assist our local business partners and increase website users. We feature user generated images throughout our site by utilizing visual content marketing software. We have begun the process of implementing a virtual tour platform to greatly enhance our ability to market and promote our community.

Our digital marketing efforts were directed toward meeting and event planners July-September and served to markets within an approximate 300-mile radius, including the Dallas-Fort Worth metroplex. Merry Main Street was our focus October-December and served regionally within Oklahoma.

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. We optimize our content through ads and boosted posts, listen to our audience, and connect with them through tagging, sharing, and interacting.

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

SEMI-ANNUAL HIGHLIGHTS



Park & Ride/McKnight Center Rack Cards

Merry Main St./Airport Rack Cards

Upon request by our hotel partners, we continue to produce rack cards to distribute from their front desks and within their lobbies. They are 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.

In addition to cash contributions in the form of a sponsorship, offsetting the cost of holiday lighting, and a digital and print advertising campaign, Visit Stillwater also served as a distribution source for the Merry Main Street maps throughout Stillwater, Perry, Guthrie, and Cushing. Promotion was provided on local TV, radio, and print publications. Merry Main Street was featured in the November and December Visit Stillwater video, on VisitStillwater.org, through social media platforms, and banner placement on the visitor center stands. The Visit Stillwater team wrote a feature story for *Stillwater Living Magazine* and a column for the *Stillwater News Press*. The team wore the Merry Main Street T-shirts for 6 weeks prior to and during the event to engage conversation and encourage attendance at the weekend attraction. Approximately \$24,012.50 in earned and paid marketing was provided.

Visit Stillwater maintains visitor information stands within the inbound and outbound terminals at the Stillwater Regional Airport and provided approximately \$38,480.50 in earned and paid marketing over the past 6 months. "FlySWO" is a consistent message within virtually all digital and printed marketing efforts.

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 of our residents.

LODGING TAX

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 19 hotel properties with an inventory of 1,520 total rooms. According to STR (subscribed source for hotel data benchmarking, analytics, and marketplace insights), Stillwater hotel properties ended the month of December showing a 47.4% occupancy rate, \$92.78 ADR (Average Daily Rate), and \$44.00 RevPAR (Revenue Per Available Room) year to date. 14 of 19 properties reported to STR during the month of December.

	DEC			DEC			DEC		
	2017	2018	2019	2017	2018	2019	2017	2018	2019
	Occ %			ADR			RevPAR		
Stillwater	43.4%	48.8%	47.40%	\$90.83	\$93.81	\$92.78	\$39.46	\$45.75	\$44.00
Comp Set	52.9%	54.2%	53.39%	\$77.87	\$78.05	\$78.88	\$41.33	\$42.49	\$42.32
Oklahoma	55.0%	57.3%	56.20%	\$78.95	\$79.51	\$80.16	\$43.42	\$45.60	\$45.07

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.

July 1, 2019, the Oklahoma Tax Commission (OTC) began collecting the Stillwater lodging tax. The July tax, less a 5% retention and plus interest, was remitted to the City of Stillwater in September. Therefore, there will now be a difference in timing of the tax revenue receipts by 2 months, rather than 1 month when the City collected the tax. As a result, there will be only 11 months of hotel room taxes remitted during FY 2020. Total lodging tax collections mid year was \$394,504.65, a 9% decrease over the previous year. However, this figure is reflective of 5 months, rather than 6 months of lodging tax.

Lodging tax is now also collected from short-term rental properties through Airbnb and properties that remit directly to the OTC. There are currently 30 short-term rental permits approved by the City of Stillwater.

Hotel Room Tax:

	FY '17 Month	FY '17 YTD	FY '18 Month	FY '18 Year	FY '19 Month	FY '19 Year	FY '20 Month	FY '20 Year	Deliquent
July	\$74,374.07	\$74,374.07	\$83,456.74	\$83,456.74	\$68,258.45	\$68,258.45	\$91,155.80	\$91,155.80	1 - 90-120 days
Aug.	\$58,771.44	\$133,145.51	\$66,828.11	\$150,284.85	\$65,209.61	\$133,468.06			
Sept.	\$61,157.32	\$194,302.83	\$77,282.17	\$227,567.02	\$73,407.44	\$206,875.50	\$57,331.62	\$148,487.42	OTC - July Collections
Oct.	\$100,608.30	\$294,911.13	\$71,791.18	\$299,358.20	\$89,252.82	\$296,128.32	\$74,731.27	\$223,218.69	OTC - August Collections
Nov.	\$94,083.09	\$388,994.22	\$78,065.06	\$377,423.26	\$89,630.03	\$385,758.35	\$78,398.65	\$301,617.34	OTC - Septemer Collections
Dec.	\$55,461.40	\$444,455.62	\$78,728.42	\$456,151.68	\$49,870.49	\$435,628.84	\$92,887.31	\$394,504.65	OTC - October Collections
Jan.	\$42,008.34	\$486,463.96	\$44,690.29	\$500,841.97	\$42,873.62	\$478,502.46	\$77,277.40	\$471,782.05	OTC - November Collections
Feb.	\$56,649.22	\$543,113.18	\$43,788.86	\$544,630.83	\$37,782.22	\$516,284.68			
March	\$44,944.67	\$588,057.85	\$44,463.57	\$589,094.40	\$45,820.17	\$562,104.85			
April	\$64,488.65	\$652,546.50	\$65,291.10	\$654,385.50	\$65,795.80	\$627,900.65			
May	\$67,165.61	\$719,712.11	\$75,936.23	\$730,321.73	\$72,382.19	\$700,282.84			
June	\$82,897.47	\$802,609.58	\$118,983.09	\$849,304.82	\$80,307.55	\$780,590.39			
		9% increase		6% increase		8% decrease		1% decrease	
City's Budgeted Amount		\$700,000		\$750,000		\$720,000		\$800,000	

VISIT STILLWATER DELIVERABLES

July - December

A. Marketing & Communications	FY 17-18	FY 18-19	FY 19-20	Goal	% of Goal
Increase website traffic by 25%	207,120	249,076	131,172	311,345	42%
Increase website pageviews by 10%	511,622	568,329	282,189	625,161	45%
Increase website sessions originating from Dallas DMA by 5%	64.065	75.485	24,978	79.259	32%
Increase referred traffic from social media to website by 10%	12,578	15,219	7,694	16,741	46%
Increase social media followers by 10%	11,149 (FB)	12,234 (FB)	20,656	20,759	99%
Produce 125 sweepstakes giveaways	116	135	37	125	30%
Promote 1,000 locally held events	1,107	1,213	1,058	1,000	106%
Distribute 125 news releases promoting Stillwater attractions, events, and activities	127	185	30	125	24%
Produce 12 videos promoting Stillwater attractions, events, and activities	12	12	6	12	50%
Write 24 blog posts promoting Stillwater attractions, events, and activities	24	24	8	24	33%

Market the following:

	07	08	09	10	11	12	01	02	03	04	05	06
Stillwater Regional Airport	X	X	X	X	X	X						
Lake McMurry	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			X	X								
Boomer Blast	X											
Friday Food Trucks & Tunes		X	X									
Christmas Parade					X	X						
Holiday Pop-Up Shops on Block 34/ Merry Main St.	X	X	X	X	X	X						
Dancing with Daddy												
Mummy and Son Dance				X								
Cops & Bobbers Fishing Event												

VISIT STILLWATER DELIVERABLES

July - December

B. Meeting & Event Sales	FY 17-18	FY 18-19	FY 19-20	Goal	% of Goal
Increase new events booked through Visit Stillwater efforts by 10%	x	37	26	41	63%
Increase attendance at existing events and activities booked through Visit Stillwater efforts by 10% (1)	---	---	29,307	---	---
Generate 80 hotel room blocks (2)	72	80	52	80	65%
*Number of Potential Room Nights (3)	x	8,195	4,307	---	---
*Number of Actual Booked Room Nights (4)	x	7,178	2,299	---	---
*Number of Groups Serviced (5)	x	128	69	---	---
Increase new client sales accounts by 20%	67	81	45	97	46%
Increase assisted sales account leads by 25%	30	48	17	60	28%

1. New measurable for FY 2020.

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

C. Meeting & Event Client Services	FY 17-18	FY 18-19	FY 19-20	Goal	% of Goal
Coordinate 12 site inspections or familiarization (FAM) tours	12	11	11	12	92%
Number of communications with existing clients	751	1,119	1,071	---	---

VISIT STILLWATER DELIVERABLES

July - December

Reasons Why a New Event Chose Stillwater:

1. The Expo Center was great to work with and Stillwater is in a great location for exhibitors and their families.
2. The Neal Patterson Stadium is a top notch facility.
3. The Tumbleweed was a great location for this event. We had room for everything from a trade show to a concert in one location.
4. The Expo Center is the only facility in Stillwater with electrical drop downs every 15 feet. The space works great for quilting and has enough room to display all 250 quilts. We also had enough space to have vendors for our event.
5. Loved all that Stillwater has to offer for exhibitors and fans. It is a great central location to host bull riders from surrounding states.

Reasons Why a Prospective Event Chose Another City:

1. Need a venue with a hotel connected, breakout rooms, and tradeshow space.
2. What we really need is a hotel that can handle a group of about 100 attendees on site for meetings - a bit more at the banquet.
3. Stillwater is not a fit for us. Not able to cover the price of the Expo Center for such a small group, even with a grant.
4. The breed at this point is not big enough to pay for the facilities we have in Stillwater. They are tied in with the Missouri State Fair right now.
5. Require meeting space with breakout rooms under the same roof or within walking distance of a hotel.

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

1. Convention would overlap fall show this year. This would not allow sufficient numbers to have a fall show.
2. Could not find a date that would work for group to host an event in Stillwater this year.
3. Moving to another city, because of the fact the convention center and hotel are connected.
4. Able to find more of what was needed at an affordable price in Shawnee.
5. Is now tied in with the Tulsa State Fair. Do not want to lose number of exhibitors who attend by moving it to a new location and new dates.

Simpleview Lost Codes *

Alternative Location	3
Board/Committee/Member Vote	2
Lack of Hotel Convention Center	2
Room Rates	3
Other	5

*Simpleview - Web-based Destination Management System

VISIT STILLWATER DELIVERABLES

July - December

D. Enhanced Visitor Experiences	FY 17-18	FY 18-19	FY 19-20	Goal	% of Goal
Distribute <i>Stillwater Visitor Guides</i> to visitors through available distribution channels and in response to online and telephone requests	81,672	94,937	61,370	100,000	61%
Gather demographic data on Stillwater visitors	---	---	---	---	---
Report the number of walk-in visitors to Visit Stillwater office and Visitor Center	8,486	12,256	11,147	---	---

Dr. Li Miao, Interim Director of the OSU School of Hospitality and Tourism Management, stated during, “A Tourism Study of the City of Stillwater, OK” report summary to SEDA on September 19, 2019, “There is no such thing as a typical visitor to the City of Stillwater.”

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


- 1,572 visitors from 45 states (walk in & call in)
- 70 guest book signatures from 16 states & Spain
- 114,045 website users (see graph)

1. Oklahoma	58,990 (48.78%)
2. Texas	29,503 (24.40%)
3. Illinois	4,701 (3.89%)
4. Missouri	4,508 (3.73%)
5. Kansas	2,485 (2.05%)
6. California	2,441 (2.02%)
7. Arkansas	2,114 (1.75%)
8. Minnesota	1,827 (1.51%)
9. Tennessee	1,400 (1.16%)
10. New York	922 (0.76%)

Breakdown of Visit Stillwater website users

STILLWATER REGIONAL AIRPORT REPORT

Following is a glimpse of 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, 2019 - December 31, 2019			
Service	Date	Value	Service Description
Advertising	07/29/19 - 09/15/19	\$3,532.50	Digital Ad Campaign with Madden Media promoting Stillwater Regional Airport and OSU Athletics
Advertising	08/29/19	\$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	9/1/19 - 10/31/19	\$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	09/16/19	\$700.00	Inagrual Edition of Ovations!, McKnight Center publication: 1/2 page, color ad, 7,000 distribution. Content on ad: #FlySWO direct on American Airlines!
Advertising	11/01/19	\$700.00	Ovations!, McKnight Center publication: 1/2 page, color ad, 7,000 distribution. Content on ad: #FlySWO direct on American Airlines!
Advertising	11/02/19	\$1,193.00	Guide to Green Country Travel Guide: 1/4 page, color ad 100,000 distribution. Content on ad: #FlySWO direct on American Airlines!
Advertising	11/17/19	\$600.00	Fall POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	12/01/19	\$600.00	Winter POSSE Magazine: Full Page, color ad distributed to 9,500 OSU Athletics fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Advertising	12/05/19	\$1,800.00	Winter STATE Magazine: Full page, color ad distributed to 35,000 OSU alumni and fans. Banner on ad: FlyStillwaterOK.com #FlySWO
Partnership	07/01/19 - 12/31/19	\$1,600.00	Aquire STATE magazine, POSSE magazine, and Chamber's Commerce Magaize, along with Visit Stillwater publications for inboundand outbound visitor information stands.
Partnership	08/27/19	\$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	01/01/19	\$2,000.00	Included ad and information in 2019 Stillwater Visitor Guide with 100,000 copies disributed.
Promotion	07/01/19 - 08/08/19	\$275.00	Banner Placement
Promotion	7/01/19 - 12/31/19	\$300.00	On Hold Message
Promotion	7/1/2019-12/31/19	\$300.00	On Hold Message:
Promotion	07/03/19	\$3,000.00	Interview with RFD-TV in Guthrie at the National Little Britches Rodeo about Stillwater and ways to get here.

STILLWATER REGIONAL AIRPORT REPORT

Promotion	07/11/19	\$75.00	Edited and Uploaded Press Release to website. https://www.visitstillwater.org/articles/post/stillwater-regional-airport-director-appointed-to-regional-american-association-of-airport-executive/
Promotion	07/22/19	\$75.00	Included on the back ad space for the August 2019 Still in the Know Postcard
Promotion	07/24/19	\$150.00	Sent Marketing Survey: Hello Stillwater Hotel Partners! Our friends at the Stillwater Regional Airport have requested we distribute a very short survey for them in regard to potential marketing opportunities. The survey will take you less than a minute to complete. Go to the survey link by clicking: https://www.surveymonkey.com/r/6QMZY58 Thank you so much for your assistance! Cristy Morrison
Promotion	07/30/19	\$100.00	Blog Uploaded to Website promoting airport. https://www.visitstillwater.org/blog/post/up-up-and-away-to-and-from-stillwater/
Promotion	08/01/19	\$75.00	Distributed rack cards to OnCue locations in Stillwater and surrounding areas
Promotion	8/1/19 - 11/30/19	\$600.00	Distributed a total of 15,000 FlySWO + Park and Ride + OSU Football Schedule rack cards to local partners and hotels
Promotion	08/5/19 - 09/2/19	\$1,100.00	Banner Placement
Promotion	08/5/19 - 09/2/19	\$1,100.00	Banner Placement
Promotion	08/14/19	\$75.00	Provided rack cards for OSU Residential House Move - In
Promotion	08/15/19	\$100.00	Included in the August eNewsletter
Promotion	08/21/19	\$150.00	Distributed rack cards at Visit Stillwater booth at Lights on Stillwater
Promotion	8/26/19 - 9/1/19	\$225.00	Distributed rack cards from Visit Stillwater booth at the Payne County Fair
Promotion	08/27/19	\$75.00	Included on the back ad space for the September 2019 Still in the Know postcard.
Promotion	09/09/19 - 09/16/19	\$275.00	Banner Placement
Promotion	09/15/19	\$100.00	Included in the September eNewsletter
Promotion	09/30/19 - 12/28/19	\$3,575.00	Banner Placement
Promotion	10/01/19	\$75.00	Press Release Uploaded to Website. https://www.visitstillwater.org/articles/post/getting-air-travelers-real-id-ready/
Promotion	10/02/19 - 10/31/19	\$200.00	Flier Posted in VIC
Promotion	10/09/19	\$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.
Promotion	10/19/19	\$250.00	OKC Tourism Info Center Bedlam Promotion with Visit Stillwater booth display and distributed rack cards
Promotion	11/25/19	\$600.00	Designed, printed, and distributed 15,000 rack cards promoting Merry Main St. and Fly SWO. Distributed these to businesses and hotel in Stillwater and the surrounding area.
Promotion	11/26/19	\$75.00	Included on the back ad space for the 2019 October Still in the Know Postcard
Promotion	12/03/19	\$150.00	Promoted and provided box of canned goods for campaign to assist Our Daily Bread

STILLWATER REGIONAL AIRPORT REPORT


Promotion	12/22/19 - 12/28/19	\$275.00	Banner Placement
Public Relations	07/01/19	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	07/03/19	\$60.00	Stillwater Radio with Bill VanNess
Public Relations	07/10/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	07/24/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	07/30/19	\$750.00	Visit Stillwater Monthly column in Stillwater Newspress featuring Stillwater Regional Airport
Public Relations	07/31/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	08/05/19	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	08/07/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	08/08/19	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	08/12/19	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	08/14/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	08/15/19	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	08/21/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	08/28/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	09/10/19	\$75.00	Guest Speaker at Stillwater Centennial Rotary to promote local air service.
Public Relations	09/19/19	\$75.00	Guest Speaker at Stillwater Centennial Rotary to promote local air service.
Public Relations	10/09/19	\$75.00	Guest Speaker at Stillwater Centennial Rotary to promote local air service.
Public Relations	10/28/19	\$60.00	"the Morning Scramble" with Steve Daniels
Public Relations	10/29/19	\$750.00	Visit Stillwater Monthly column in Stillwater Newspress featuring Stillwater Regional Airport
Public Relations	10/30/19	\$25.00	Stillwater Radio with Bill VanNess
Public Relations	10/31/19	\$60.00	"The Morning Scramble" with Steve Daniels
Public Relations	12/11/19	\$1,000.00	Invited Stillwater Airport employees to talk with local hoteliers at quarterly Hotel Luncheon about assisting guests in finding flight information.
			Retweet: Flying with a friend? 🐶🐱
Social Media	07/10/19	\$25.00	Find the info you need here: http://ow.ly/11EV50uSRZR #FlySWO
Social Media	07/12/19	\$100.00	Tweet: Planning a trip to Stillwater for @eskimojoes Anniversary Celebration? #FlySWO and experience shorter lines, free parking, and speedy baggage claim! ✈️
			Retweet: There's still time left to have your #summeradventure ☀️
Social Media	08/12/19	\$25.00	Tell us where you're going. We'll be heading to @DFWAirport ✈️😄 #FlySWO
Social Media	08/15/19	\$25.00	Retweet: Flying clients in & out of Stillwater is easy & convenient when you #FlySWO ✈️
			Retweet: In just a handful of generations, we've gone from air travel being beyond our wildest dreams, to an everyday reality. Isn't that crazy?
Social Media	08/19/19	\$25.00	Happy National Aviation Day! ✈️

STILLWATER REGIONAL AIRPORT REPORT

Social Media	08/21/19	\$25.00	Retweet: Have you considered flying SWO for @okstate football games? 🏆 Enjoy free parking & an airport close to home. #FlySWO Book flights now using airport code SWO at http://aa.com
Social Media	08/23/19	\$100.00	FB Post: Happy 3rd Birthday Stillwater Regional Airport! You have changed the landscape for visitors coming to and leaving from Stillwater! ✈️
Social Media	09/27/19	\$100.00	FB Post: It's World Tourism Day! Check out the 2019 theme in action - "Tourism and jobs: a better future for all". Helping visitors around Stillwater is the best part of our day! 🌍✈️. #flysw FB Post: What better way to spend #givingtuesday than donating in your local community!
Social Media	12/03/19	\$100.00	Stillwater Regional Airport will be accepting canned good donations until December 15th! All donations will go to Our Daily Bread here in Stillwater! #flysw
Social Media	12/05/19	\$25.00	Retweet: Has anybody seen these flying over Stillwater lately?
Social Media	12/06/19	\$25.00	Retweet: With free parking, shorter lines, and faster baggage claim what are you waiting for!?
Social Media	12/18/19	\$25.00	Retweet: Free Parking! Just one of the reasons we love to #FlySWO
Website	07/01/19 - 12/31/19	\$900.00	visitstillwater.org/tools/transportation - featured content and listing
Total		\$38,480.50	

MERRY MAIN ST. POP-UP SHOPS

Following is a glimpse of activities and avenues in which Visit Stillwater has utilized advertising, promotions, partnerships, public relations, social media, and the Visit Stillwater website to market the Stillwater Holiday Pop-Up Shops on Block 34 Merry Main St.

 Merry Main St. Partnership Report July 1, 2019 - December 31, 2019			
Service	Date	Value	Service Description
Advertsing	10/01/19 - 12/15/19	\$3,532.50	Digital Ad Campaign with Madden Media promoting Merry Main St.
Advertsing	11/18/19 - 11/30/19	\$1,000.00	Geo-Fencing digital ad campaign promoting Merry Main St. with Stillwater Newspress leading up to Bedlam football game.
Advertsing	12/04/19	\$800.00	Merry Main St. Digital Billoard Placement at Highway 177 north and south for 20 days
Advertsing	12/05/19	\$1,000.00	Stillwater Newspress: 1/4 page Multimedia pacakge in full color
Partnership	07/10/19	\$225.00	Brainstorming meeting with event coordinator
Partnership	07/17/19	\$1,000.00	Event sponsorship for Merry Main St.
Partnership	09/11/19	\$150.00	Brainstorming meeting with event coordinator
Partnership	10/09/19	\$150.00	Brainstorming meeting with event coordinator
Partnership	11/20/19	\$2,100.00	Offset cost of holiday lights in 3 areas outlined by event coordinator
Partnership	12/16/19	\$1,600.00	Christmas tree of lights on Block 34 for Merry Main St.
Promotion	10/24/19	\$75.00	Included on the back ad space for the November Still in the Know postcard
Promotion	11/01/19	\$1,500.00	Included in our November Monthly Event Video distrubted on social media, BancFirst TV, and TV -31
Promotion	11/01/19	\$75.00	Press release uploaded to webiste. https://www.visitstillwater.org/articles/post/merry-main-st-in-downtown-stillwater/
Promotion	11/01/19	\$100.00	Included in our November eNewsletter distributed to 1,800 people
Promotion	11/01/19 - 12/23/19	\$400.00	Event Flier posted in the Visitor Informaiton Center
Promotion	11/10/19-12/22/19	\$1,925.00	Merry Main St. Banner Placement
Promotion	11/10/19-12/22/19	\$500.00	Visit Stillwater employees wore Merry Main St. shirts for six weeks to help promote the event
Promotion	11/25/19	\$75.00	Included on the back ad space for the December Still in the Know postcard
Promotion	11/25/19	\$100.00	Included on the front ad space for the December Still in the Know postcard
Promotion	11/27/19	\$600.00	Designed and distributed 15,000 rack cards promoting Merry Main St. to businesses around Stillwater.
Promotion	11/27/19	\$150.00	Distirbuted rack cards to al Stillwater hotels, OnCue locations, Visitor stands at Stillwater Regional Airport, Stillwater Radio, Team Radio, TV-31, Stillwater NewsPress, Community Center, Payne County Expo Center, Chamber of Commerce, City of Stillwater, Stillwater Public Library, Postal Pack & Ship, and Downtown Merchants.

MERRY MAIN ST. POP-UP SHOPS

Promotion	12/02/19	\$1,500.00	Included in our December Monthly Event Video distributed on social media, BancFirst TV, and TV -31
Promotion	12/03/19	\$100.00	Blog Posted to Website. https://www.visitstillwater.org/blog/post/holiday-happenings-in-americas-friendliest-college-town/
Public Relations	08/13/19	\$350.00	"The Morning Edition" Interview
Public Relations	09/20/19	\$350.00	"The Morning Edition" Interview
Public Relations	10/15/19	\$350.00	"The Morning Edition" Interview
Public Relations	11/21/19	\$60.00	"The Morning Scramble" November 21, 2019 with Steve Daniels
Public Relations	11/22/19	\$750.00	Visit Stillwater monthly column in the Stillwater Newspress features Merry Main St. events and weekend vendors.
Public Relations	11/25/19	\$350.00	"The Morning Edition" Interview
Public Relations	11/25/19	\$60.00	"The Morning Scramble" November 25, 2019 with Steve Daniels
Public Relations	11/27/19	\$25.00	Stillwater Radio November 27, 2019 with Bill VanNess
Public Relations	12/02/19	\$60.00	"The Morning Scramble" December 2, 2019 with Steve Daniels
Public Relations	12/04/19	\$25.00	Stillwater Radio December 4, 2019 with Bill VanNess
Public Relations	12/05/19	\$60.00	"The Morning Scramble" December 5, 2019 with Steve Daniels
Public Relations	12/06/19	\$500.00	Distributed rack cards to all hotels located in Perry, Guthrie, and Cushing.
Public Relations	12/09/19	\$60.00	"The Morning Scramble" December 9, 2019 with Steve Daniels
Public Relations	12/11/19	\$25.00	Stillwater Radio December 11, 2019 with Bill VanNess
Public Relations	12/12/19	\$60.00	"The Morning Scramble" December 12, 2019 with Steve Daniels
Public Relations	12/13/19	\$350.00	"The Morning Edition" Interview
Public Relations	12/16/19	\$60.00	"The Morning Scramble" December 16, 2019 with Steve Daniels
Public Relations	12/18/19	\$25.00	Stillwater Radio December 18, 2019 with Bill VanNess
Public Relations	12/19/19	\$60.00	"The Morning Scramble" December 19, 2019 with Steve Daniels
Social Media	08/15/19	\$25.00	FB Share: Interested in renting a retail igloo for the holidays? Fill out the form below and be a part of Stillwater's newest event - Merry Main St!
Social Media	08/19/19	\$25.00	FB Share: We can't wait for the holidays and Merry Main St! 🎁
Social Media	10/11/19	\$25.00	FB Share: We look forward to shopping local this holiday season! Merry Main St will be the place to do it!
Social Media	10/11/19	\$100.00	IG: We look forward to shopping local this holiday season! Merry Main St will be the place to do it!
Social Media	10/16/19	\$25.00	FB Share: With only 10 Wednesday's until Christmas, we're excited to share week 2 of Merry Main St vendors! 🎄🎁

MERRY MAIN ST. POP-UP SHOPS

Social Media	10/16/19	\$100.00	IG: With only 10 Wednesday's until Christmas, we're excited to share week 2 of Merry Main St vendors! 🎄🎁
Social Media	10/17/19	\$25.00	FB Share: Here they are shoppers! Week 3 Merry Main St vendors! Get ready to shop 'til you drop! 🎁🎁🎁
Social Media	10/17/19	\$100.00	IG: Here they are shoppers! Week 3 Merry Main St vendors! Get ready to shop 'til you drop! 🎁🎁🎁
Social Media	10/21/19	\$25.00	FB Share: The 4th and final weekend of Merry Main St has been announced! Stillwater small businesses will be featured! #shoplocal
Social Media	10/21/19	\$100.00	IG: The 4th and final weekend of Merry Main St has been announced! Stillwater small businesses will be featured! #shoplocal
Social Media	11/21/19	\$25.00	FB Share: Who doesn't love a charcuterie board?! And right on time for the holiday season. Find out how to impress your friends and family and sign up today!
Social Media	11/30/19	\$100.00	Twitter: Merry Main Street is happening now! Christmas cheer is in the air in Stillwater! Come out and get a jump on your Christmas shopping and shop the incredible week one vendors to grab some gifts or pick up something special for yourself! Info - http://bit.ly/MerryMainStWk1
Social Media	12/01/19	\$100.00	IG: Merry Main Street is happening now! Thanksgiving is over and Christmas cheer is in the air in Stillwater! Come out and get a jump on your Christmas shopping and shop the incredible week one vendors - The Vinedresser, Woodsman Trading Co., Twisted Horn Boutique, and Bella Marie's! It's the perfect place to grab some gifts or pick up something special for yourself! #oklahoma #stillwater #visitstillwater #christmas #merrymainstreet
Social Media	12/05/19	\$100.00	Twitter: It's time for Week 2 of Merry Main Street here in Stillwater! Come shop this week's vendors to get some of your holiday shopping knocked out or to pamper yourself with a holiday treat! For more information - http://bit.ly/MerryMainStWk2
Social Media	12/05/19	\$100.00	Twitter: Looking to get in the Christmas spirit? Check out our blog for a list of Holiday Happenings you don't want to miss! https://www.visitstillwater.org/blog/post/holiday-happenings-in-americas-friendliest-college-town/
Social Media	12/10/19	\$100.00	Twitter: Family coming in for graduation and need something to do? Check out Merry Main St. at Block 34 for a new set of vendors, live music, and a @IronMonkBeergarden! #visitstillwater
Social Media	12/11/19	\$100.00	Twitter: There are only two weekends left to come experience Merry Main Street! There are also other fun activities to go along with the shopping like a Christmas tree farm, S'mores with Firemen, live music, and drinks from IRON MONK Brewing Company! Info - http://bit.ly/MerryMainStWk3

MERRY MAIN ST. POP-UP SHOPS

			IG: There are only two weekends left to come experience Merry Main Street here in Stillwater! Get in the holiday spirit and come check out this week's vendors - DearBritt and C2g Sisters, Pic Print Press, The Round House Bakery and Hey Sister Boutique! There are also other fun activities this weekend to go along with the shopping like a Christmas tree farm, S'mores with Firemen, live music, and a chance to get drinks from IRON MONK Brewing Company! Don't miss this fun weekend of holiday festivities! #oklahoma #stillwater #visitsstillwater #merrymainstreet #christmas #holidayshopping
Social Media	12/12/19	\$100.00	
Website	10/20/19 - 12/22/19	\$500.00	Each weekend was listed on the events page of our website.
Total		\$24,012.50	