

VISIT STILLWATER

FY26 Semi-Annual Report



AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOARD OF DIRECTORS

July 2025 - December 2025

As Stillwater's destination marketing and management organization, our mission is to enhance Stillwater's economy, image, and quality of life through the promotion, marketing, and development of the region's visitor economy.

Our focus is to build exceptional relationships with meeting and event planners, hospitality industry and economic development partners, media, travel influencers, leisure travelers, and residents.

We represent hotels, restaurants, meeting facilities, event venues, museums, attractions, hospitality professionals, and business partners serving the traveling public. We invest visitor tax dollars to strategically market and promote over 250 local businesses and organizations and over two-thousand events a year.

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,



Tommy Shreffler, Visit Stillwater Board Chair

Visit Stillwater Board of Directors and Staff

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Vice Chair - Cory Williams - Look Properties / Attorney

Treasurer - Dustin MacDonald - Chris' University Spirit

At Large - Chris Norris - CJN Properties, LLC

Past Chair - Blaire Atkinson - OSU Foundation

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- Matt Hull - Edward Jones
- Scott Leming - State Farm Insurance
- Jesse Martin - Oklahoma State Athletics
- Michal Shaw - Stillwater Medical Foundation
- Lee Roy Smith - National Wrestling Hall of Fame & Museum
- Constance Williamson - Meditations Banquet Facility & Zannotti's Wine Bar

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- Cristy Morrison, President & CEO
- Nicole Horn, Vice President & Director of Sales
- Madelyn Trentham, Marketing & Communications Manager
- Mak Vandruff, Marketing & Communications Manager

CPA - Mark Gunkel, CPA PC

SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

The Visit Stillwater team maximized the impact of an evolving comprehensive business plan where flexibility and local partnerships contributed significantly toward the ability to attract visitors to our community.

Website - VisitStillwater.org & VisitStillwaterOK.org

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 also include virtual tours, including 360° images, to our business partner's listings to give visitors a more interactive experience.

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!**



THE ORIGINAL HOME OF RED DIRT MUSIC!

Back to previous page

HATCH EARLY MOOD FOOD

ADDRESS: 923 S Main St
Stillwater, OK 74074
PHONE: 405-937-3447

VISIT WEBSITE >



OVERVIEW

Hatch Early Mood Food in Stillwater redefines brunch with a vibrant menu and atmosphere that make every visit memorable. This trendy spot offers a variety of breakfast staples, from classic Eggs Benedict to Southwest-inspired dishes and craft cocktails.

Recognized by Food Network as one of the Top Places to Eat, Hatch is known for its inventive dishes like the Incredible Eggwich, Chicken Fried Eggs, and Loaded Tumblers. Whether you're craving a hearty breakfast or a savory lunch, Hatch has something for everyone. Start your day with a plate of breakfast tacos, pancakes, or a burrito topped with red and green sauce. For lunch, dive into the Hatch cheeseburger, topped with a fried egg, or enjoy a fresh salad.

Hatch Early Mood Food is open daily 6am to 2pm and 6am to 3pm on Saturday and Sunday, welcoming guests to enjoy breakfast and lunch in an atmosphere designed to impress. With its convenient location and diverse menu, Hatch in Stillwater has become a staple for locals and visitors alike. Come see why Hatch is the perfect spot for your next meal.

After fueling up at Hatch, find fun things to do in Stillwater to fill your day and stick around to experience our vibrant nightlife scene.

SHOW MAP

Calendar of Events

Visit Stillwater coordinates the most extensive local calendar of events to support organizations and businesses and to provide motivation for individuals to decide to visit Stillwater and residents to take advantage of events in their own backyard. The calendar is user-friendly to enable event coordinators to submit 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.

EVENTS

You will never forget attending an event in America's Friendliest College Town! Known for such events as **Calf Fry**, **The Mid South Gravel Cycling**, and **OSU Football** - Stillwater, OK is home to hundreds of events and activities throughout the year. From live music at **Eskimo Joe's** in The Original Home of Red Dirt Music, to livestock shows at the **Payne County Expo Center** - there is always something going on in Stillwater, Oklahoma!

- EVENTS
- All Events
- This Weekend
- Live Music
- OSU Athletics
- Calf Fry
- Gypsy Cafe
- Stillwater Camps
- Event Videos
- Submit Your Event

VIEW BY: Grid | List | Map SORT BY: Date | Name 1-12 of 284

SEARCH

SHOW EVENTS FOR Today, Week, Weekend, Month

SHOW EVENTS BETWEEN 01/13/2025 and 02/13/2025

1 January 2025 Su Mo Tu We Th Fr Sa 28 29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Jan 13
Cowboy Basketball vs. Baylor
9:00pm @ Cow Arena
#877205-4676
Add to Calendar
View Details >

Jan 13
Stillwater Ice Rink at Block 34
#877205-4676
Add to Calendar
View Details >

Jan 13
Claudia's Career Closet - Donation Drive
Multiple On Campus Locations (check description)
Add to Calendar
View Details >

Jan 13
In The Art Room with SakredJoi Art
923 S Main St Ste 101
#405.934.0459
Add to Calendar
View Details >

Jan 13
TRIVIA NIGHT
EVERETT WINEHOUSE 6:00-9:00
#405.934.0459
View Details >

Jan 14
View Details >

SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025



Microsites

In July 2025, a **Krazy Daze** landing page was featured on VisitStillwater.org. It served as a one-stop page to find a list of participating retailers and restaurants, along with their discounts and hours of operation. Our team reached out to local businesses to populate the page. We also had our #FlySWO campaign listed on this site.

Visit Stillwater staff served actively on the coordinating committee and hosted a microsite for the **LexiCon** event in October. LexiCon was the Stillwater Downtown Cultural District's free mini-comic convention for fans of comic books, science fiction, gaming, cosplay, anime, and pop culture. The event occurred in multiple downtown locations including Block34, Prairie Art Center, Stillwater Community Center, Stillwater Public Library, and Stonecloud Patio and Taproom.

Visit Stillwater enhanced a new microsite to spotlight the **OSU home game day** experience. It included OSU links to each game, game themes, ticket information, parking, park and ride, RV options, Boone Pickens Stadium policies, tailgating, Orange Glow, Hall of Fame Block Party, The Walk, street closures, postgame traffic, how to avoid parking violations, game day activities around town, and more.

We continued to coordinate a **Holidays 2025** microsite that featured information on holiday events, a holiday light displays map, shop locally for the holidays, Stillwater Holiday Parade of Lights, and Where is Santa Claus?



Visit Stillwater coordinated a community-wide holiday promotion – “**Fly Home for the Holidays**” – to enhance exposure for the Stillwater Regional Airport and service on American Airlines while emphasizing the importance of shopping locally. We designed a microsite to outline the 43-day shop local and FlySWO campaign to spotlight how individuals could enter to win one of five \$500 American Airlines gift cards. The campaign generated just under \$80,000 in local sales. We also provided five \$100 American Airlines gift cards for the Stillwater Regional Airport's **SWO Home for the Holidays** event with Santa Claus.

ANNUAL HIGHLIGHTS

July 2025 - December 2025

Microsites

One of our most popular Microsites, **Stillwater Tidbits & History**, is constantly enhanced to include stories that have also performed extremely well on social media, such as “Washington Irving’s Tour on the Prairies,” “How Stillwater Was Named,” “OSU’s Historic Old Central,” “OSU’s First Football Team,” and “America’s First Sonic Location.” The site also includes **History Makers**, such as Frank “Pistol Pete” Eaton, Billy McGinty, Ed Gallagher, Henry “Hank” Iba, Barry Sanders, Garth Brooks, and more to paint a vivid picture of Stillwater’s past, that continues to influence our present and future.



A growing microsite revolves around **The Original Home of Red Dirt Music** and features “The Birthplace of Red Dirt Music: The Farm,” “Red Dirt Relief Fund,” “Bob Childers,” “Tom Skinner,” “Jimmy LaFave,” and “Garth Brooks.”

We have hosted a microsite for the **Downtown Stillwater Cultural District** since inception. We encourage residents and visitors to browse through the listings to learn more about the different organizations that make up the district – Block 34, Modella Art Gallery, OSU Museum of Art, Prairie Arts Center, Stillwater Community Center, Stillwater History Museum, and the Stillwater Public Library – and stay in the know on all events and activities happening in Historic Downtown Stillwater. Washington School will be included in the district activities, events, and microsite in the future.



SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Microsites

We also built sites for the three core commercial **Districts** – Downtown, Campus Corner, and The Strip – to provide residents and visitors easy access to the restaurants, nightlife, shopping, as well as health and beauty options available to them in each of the districts. Additionally, an interactive map is provided for each district that highlights business locations and descriptions when clicked.



As active members of the **Stillwater Community United Committee**, Visit Stillwater created a microsite to serve as a community resource and promote the activities surrounding the Dr. Martin Luther King Junior Celebration and March, the Juneteenth Picnic, and other events throughout the year.



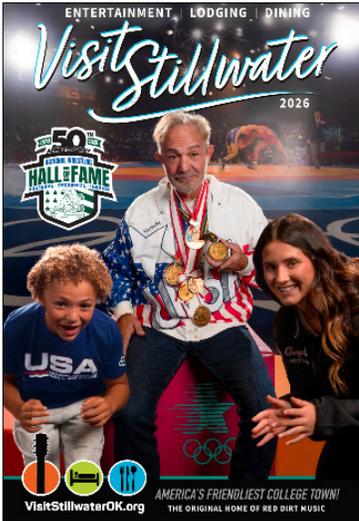
Visit Stillwater launched a dedicated microsite to support **The Boys From Oklahoma** concert series, returning to Stillwater on April 11, 2026. The microsite serves as a comprehensive, one-stop resource for event attendees, providing easy access to essential information, including parking and camping options, road closures, shuttle services, special event t-shirt sales, side stage performances, and related Red Dirt music events. Visit Stillwater has also begun gathering information to refresh and expand the microsite ahead of the next concert.



SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Stillwater Guide to the Local Scene



2026 Guide to the Local Scene

The *Stillwater Guide to the Local Scene* is 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 48-page publication are printed annually. Digital and online marketing efforts consistently increase Guide requests.

The annual publication is distributed through our 24-7 Visitor Information Center, our visitor information stands at the Stillwater Regional Airport, all Oklahoma Welcome Centers, Big 12 Conference visitor centers, Stillwater/Perry/Guthrie/Cushing hotels and chambers, media press kits, conference and event attendees, through Certified Folder, mailed directly to visitors who request a copy, and are available at more than 225 Stillwater locations.

Certified Folder

Certified Folder Display Service distributes travel brochures, guides, and promotional material in over 20,000 rack locations and digital displays throughout North America.

Thanks to our long-time partnership and the size of our guide, we have premier placement in the top right-hand corner in their stands throughout Oklahoma, southern Kansas, and northwest Arkansas.



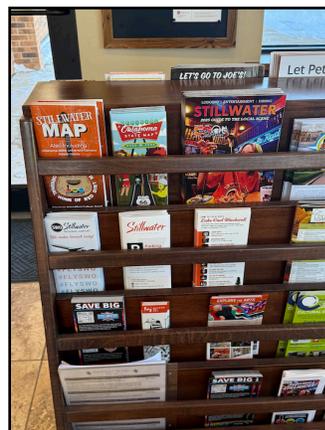
Information Stand - National Cowboy Western Heritage Museum



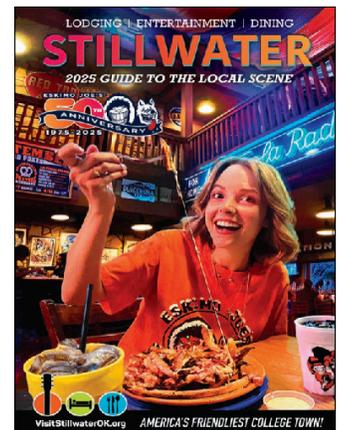
Information Stand Located at City Hall



Information Stands at Stillwater Regional Airport (SWO)



24/7 Visitor Information Center



2025 Guide to the Local Scene

SEMI-ANNUAL HIGHLIGHTS

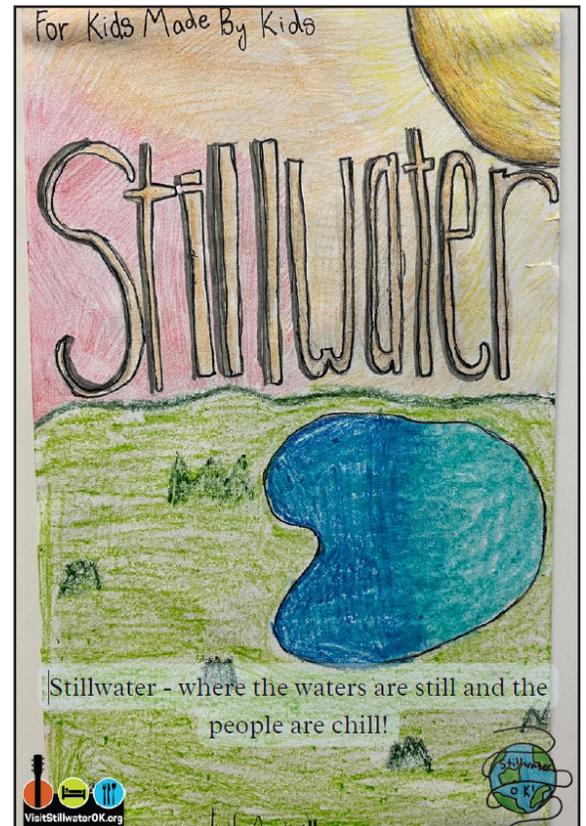
July 2025 - December 2025

Stillwater Visitor Guide for Kids

We were honored to partner with Stillwater Middle School students to produce and financially support the inaugural Stillwater Visitor Guide for Kids for distribution through our 24/7 Visitor Information Center. We printed 1,000 copies of the 20-page full-color guide through Career Tech Printing Services to make it a 100% locally produced publication.

Tracy Pendred, 5th Grade Gifted and Talented teacher, came to us with her concept to produce a visitor guide for kids through her class. We were honored to visit with the class on multiple occasions and include them through every step of the process – overall concept, layout and design, decisions on publication size as it relates to pricing, decisions on featured site locations, content style, photographs, meeting with the printer, proofreading, etc.

In 2025, the publication earned a RedBud Award for Best Partnership at the annual Oklahoma Travel & Tourism Industry Association ceremony.



Spanish Tri-Fold “Welcome” Brochure

After serving as the guest speaker for a local organization, one of the attendees asked us to assist our Spanish-speaking residents. After several conversations, we composed a “Welcome” message, promoted American Airlines services through the Stillwater Regional Airport, and listed Spanish-speaking businesses and residents who will serve as resources, important contacts, and how to stay in the know. The information was translated into Spanish and made into a tri-fold brochure that was initially distributed at an event hosted at the Stillwater Middle School for our Spanish-speaking residents. It is now available in our 24/7 Information Center.

SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Social Media - @visitstillwater

Visit Stillwater utilizes social media platforms to post daily reminders of the events occurring in our community, the variety of lodging and dining options, and the unique attractions and retail shops 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 also a very quick avenue in which to update residents and visitors of event postponements and/or cancellations. We exceeded 39,000 Facebook followers at the end of December 2025 and continue to grow interaction across each platform.

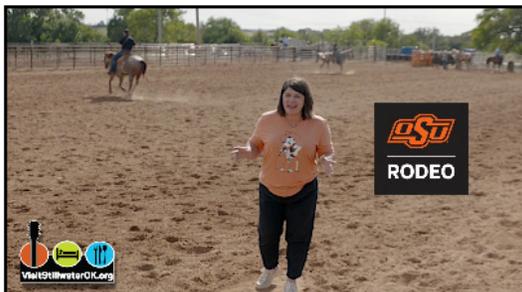


Digital Marketing

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).

Monthly Promotional Videos

Video continues to serve as one of the most popular methods in which to connect with visitors and residents. We produce monthly 60-second videos spotlighting 6 to 8 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.



Quarterly 30-Second Commercials

The City of Stillwater and Visit Stillwater discussed the value of a series of co-branded 30-second commercials to have available for TV, website, video boards, and more. The Chamber of Commerce has since joined our partnership to produce one 30-second commercial per quarter. We coordinate the production of the commercials with our videographer and obtain footage for our monthly promotional videos and quarterly commercials simultaneously.

SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Let us be your **GUIDE** to America's Friendliest College Town!

View Stillwater's most comprehensive Calendar of Events at VisitStillwater.org
Sign up for our monthly eNewsletter
Follow us @VisitStillwater

THE RADIO
Mondays & Thursdays 7-8 am
Wednesdays 8-8 am

LUNCH TO GO
Monday - Friday 7:00 am - 2:00 pm, 12:30 pm - 7:00 pm

Stop in our 24/7 Visitor Information Center 2017 W. 6th Ave., Stillwater, OK 74074
Give us a call at 405-743-3697
Send an email to info@visitstillwater.org

VisitStillwaterOK.org

Stay, Eat, Shop, and Play!

STILLWATER Savings Pass

Sign up to enjoy deals and discounts from favorite Stillwater businesses and attractions.

Uncover Oklahoma's Only GeoTour!

Geocaching is a type of global treasure hunt where you search for "hidden" caches using GPS and online clues.

Explore iconic Stillwater locations through this outdoor activity, perfect for families or individuals.

Rack Cards

Upon request by our hotel partners, we continue to produce quarterly 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.

- **Let Us Be Your Guide** card serves as an overview of ways to learn of events, the savings pass, and GeoTour.
- **July-August** highlighted Krazy Daze 2025 events, promotions, sales, and #FlySWO.
- **August-November** featured the OSU football schedule, Park & Ride, online Gameday Guide, and #FlySWO.
- **October-December** spotlighted Holidays 2025 events, Fly Home for the Holidays Promotion, and #FlySWO.
- **StillWonder** asked Visit Stillwater to design their new rack card featuring #FlySWO and a child-friendly word search.

RING REGISTERS PROMOTION July 1-31

ENTER FOR A CHANCE TO WIN \$500 American Airlines Gift Cards

JULY 16-20 KRAZY DAZE

COLLECT DOUBLE ENTRIES

Provide receipts, or copies of receipts for purchases from July 16-20 at Stillwater hospitality-related businesses including retailers, restaurants, and lodging. One entry may be submitted per \$50 spent.

Visit Stillwater 2017 West 6th Ave., Stillwater, OK 74074 405-743-3697

VisitStillwaterOK.org

AMERICA'S FRIENDLIEST COLLEGE TOWN! THE ORIGINAL HOME OF RED DIRT MUSIC

VISIT STILLWATER

KRAZY DAZE

THIS JULY 16-20

#FLY SWO

SHORT SECURITY LINES • QUICK BAGGAGE CLAIM • FREE PARKING

VisitStillwaterOK.org

AMERICA'S FRIENDLIEST COLLEGE TOWN! THE ORIGINAL HOME OF RED DIRT MUSIC

July - August 2025 Rack Card Design

FREE GAMEDAY PARK & RIDE

OKLAHOMA STATE

ROUND-TRIP SHUTTLE

DOWNTOWN <-> BOONE PICKENS STADIUM

SCAN FOR DETAILS | LEARN MORE

Visit Stillwater 2017 West 6th Ave., Stillwater, OK 74074 405-743-3697

VisitStillwaterOK.org

AMERICA'S FRIENDLIEST COLLEGE TOWN!

2025 OKLAHOMA STATE FOOTBALL SCHEDULE

Thu, Aug 28 vs UT Martin	THROWBACK
Sat, Sep 6 @ Oregon	BLACKOUT
Fri, Sep 19 vs Tulsa	BIG 12 TOUR
Sat, Sep 27 vs Baylor	
Sat, Oct 4 @ Arizona	
Sat, Oct 11 @ Houston	HOME COMING
Sat, Oct 18 vs Cincinnati	
Sat, Oct 25 @ Texas Tech	
Sat, Nov 1 @ Kansas	
Sat, Nov 15 vs Kansas State	SALUTE TO SERVICE
Sat, Nov 22 @ UCF	
Sat, Nov 29 vs Iowa State	SENIOR DAY

The ULTIMATE GAMEDAY GUIDE

Visit Stillwater 2017 West 6th Ave., Stillwater, OK 74074 405-743-3697

VisitStillwaterOK.org

AMERICA'S FRIENDLIEST COLLEGE TOWN! THE ORIGINAL HOME OF RED DIRT MUSIC

Stillwater **Holidays 2025**

Downtown Carriage Rides & Visits with Santa

Parade of Lights
Festive Sides Drive Thrus & Holiday Shows
Block 34 Ice Rink
Lights at the Lake
Town & Gown Theatre's "A Christmas Carol"

AND SO MUCH MORE!

Go to: VisitStillwater.org/Stillwater-Holidays for all of the events and activities taking place over the holidays!

VisitStillwaterOK.org

AMERICA'S FRIENDLIEST COLLEGE TOWN! THE ORIGINAL HOME OF RED DIRT MUSIC

Visit Stillwater **#Fly SWO**

SWO Stillwater REGIONAL AIRPORT

- SHORT SECURITY LINES
- QUICK BAGGAGE CLAIM
- FREE PARKING

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

American

ENTER THE **Fly Home for the Holidays** PROMOTION

WIN \$500 AMERICAN AIRLINES GIFT CARDS!

Stillwonder Where Play Inspires Wonder

Discover more at stillwonder.org

[@stillwonderok](http://stillwonder.org)

contact@stillwonder.org

EXPERIENCE THE WONDER IN ACTION! stillwonder.org

Stillwonder WORD SEARCH

S R P I O I I N G S T C
O E D I S C O V E R L O R K
A I S P I A N E R B I U A E
V O Y A R I S S O S S I V D
I N T A C L P T L A K R E D
S W L C I Y O P A U V I I
I N F P I R I L X W L S D R
T O O T H N E I E S H M U T
L R T I C I A P A L R A M
I X W R I K R L U W K Y L U
E R T I C E N P W S R S S
R E D N O W L I T S E E I
T L E N Y R S I E N C E C
U R E T A W L L I T S L T E

Airplane
Discover
Explore
Fun
Learn
Pilot
Play
Red Dirt Music
Science
Sky
Stillwonder
Stillwater
Travel
Visit
Wings

Visit Stillwater 2017 West 6th Ave., Stillwater, OK 74074 405-743-3697

VisitStillwaterOK.org

AMERICA'S FRIENDLIEST COLLEGE TOWN!

August - November 2025 Rack Card Design

October - December 2025 Rack Card Design

StillWonder Rack Card Design

SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025



October Events in Stillwater, Oklahoma!

Celebrate autumn in America's Friendliest College Town with one-of-a-kind events, attractions, and traditions.



Holidays 2025 in Stillwater, OK!

The temperatures are dropping, but the holiday spirit is heating up in Stillwater! Find special gifts and holiday happenings all throughout America's Friendliest College Town.

eNewsletter

Our monthly eNewsletter is sent on the 1st of each month to over 9,400 subscribers. It features our monthly promo video

and includes details about each of the events and businesses contained within it. There is also always a reminder to FlySWO, to enter our Sweepstakes Giveaways, and a calendar of events for the month with a link to each event for details.

October Calendar of Events

- 1 Halloween Paint & Palette | Mexico Joe's
- 1-3 Camp Wildflower - Adult Fall Art Camp | Prairie Arts Center
- 1-5 & 8-12 Legally Blonde | Town & Gown Theatre
- 1-31 Noon Lions Club Pumpkin Patch | Highland Park United Methodist church
- 1-26 The Twelves Pumpkin Patch | The Twelves
- 2-3 Cowgirl Market | Payne County Expo Center
- 2-4 OSU Cowboy Stampede Rodeo | Payne County Expo Center
- 2 Discovering Your Side Hustle | Stillwater Public Library
- 3-4 Clouds & Skies Workshop with Jude Tolar | Prairie Arts Center
- 3 Stillwater High School Football: Pioneers vs. Grant Generals | Stillwater Pioneer Stadium
- 3 Carson Jeffrey & Logan Ryan Band Live | Tumbleweed Dance Hall & Concert Arena
- 3-5 OSU Dept. of Theatre presents: A Midsummer Night's Dream | Seretean Center for the Performing Arts
- 3 Ashley McBryde Performing Live | The McKnight Center for the Performing Arts
- 3 Bo Phillips Live | The Salty Bronc Saloon
- 4 Mum Sale | Stillwater Pumpkin Patch
- 4 House of Wax Workshop - Encaustic Multi-Media | Prairie Arts Center
- 4 Walk to End Alzheimer's | Willard Lawn on OSU Campus
- 4 Stillwater Model Aviation Day | OSU Unmanned Aircraft Flight Station
- 4 Stillwater Elks Oktoberfest | Stillwater Elks Lodge
- 4-25 2025 Downtown Scarecrow Contest | Downtown Stillwater
- 4 Youth Art Sale | Downtown Stillwater
- 4 Cornhole Lakfest | Lake McMurry
- 4 Starting a Business Class | Stillwater Public Library
- 4 2025 Flying Apples Fly-In | Stillwater Regional Airport Terminal
- 4 Mum Sale and Carriage Rides at the Pumpkin Patch | Highland Park United Methodist Church
- 4 Downtown Stillwater Oktoberfest | Downtown Stillwater
- 4 Oktoberfest at Stonecloud | Stonecloud Patio & Tap Room
- 4 30th Annual Stillwater Car Club Car Show | Boone Pickens Stadium (West Entrance Parking)

The Twelves Pumpkin Patch

October 1-26, 2025



SITK Postcard

In response to requests from our dining, nightlife, and retail partners, we began producing the Still In the Know postcard to spotlight the events that will attract visitors for the upcoming month and their expected attendance. Over 400 businesses and individuals receive the monthly publication which enables our hospitality industry partners to staff appropriately on high-volume days.

2617 W 6th Avenue
Stillwater, OK 74074
405-743-3697

Still working together ✓

#FLYSWO

Stillwater Regional Airport

Flexibility with American Airlines • Free Parking • Shorter Lines

Shop 'til you Drop
July 1-31

Krazy Daze: July 16-20

For details:
VisitStillwater.org

August 2025

Still in The Know **SITK**

- 31-2 Cowboy Classic Boer Goat Sale | Payne County Expo Center | Estimated Attendance: 350/day
- 1-2 13th Annual Short Play Festival | Town & Gown Theatre | Estimated Attendance: 250/Performance
- 2 Heartland Sounds Concert | Block 34 - Downtown Stillwater | Estimated Attendance: 200
- 6 Cool Classics: Steel Wind | Stillwater History Museum at the Shear | Estimated Attendance: 195
- 9 Payne County Fairest of the Fair | Payne County Expo Center | Estimated Attendance: 200
- 14 Stillwater Public Schools 1st Day of School | Stillwater Public Schools | Estimated Attendance: Excited Students!
- 14 Cowgirl Soccer vs. Mercer | Neal Patterson Soccer Stadium | Estimated Attendance: 2,500
- 16 Red Dirt Revue Concert | Block 34 - Downtown Stillwater | Estimated Attendance: 200
- 18 OSU 1st Day of Fall Semester | Oklahoma State University | Estimated Attendance: Excited Students!
- 20 Lights on Stillwater | Oklahoma State University | Estimated Attendance: 2,000
- 21 Cowgirl Soccer vs. Nebraska | Neal Patterson Soccer Stadium | Estimated Attendance: 2,500
- 24 Cowgirl Soccer vs. Arkansas State | Neal Patterson Soccer Stadium | Estimated Attendance: 2,500
- 25-31 Payne County Free Fair | Payne County Expo Center | Estimated Attendance: 2,500
- 26 Cowboy Football Opener vs. UT Martin | Boone Pickens Stadium | Estimated Attendance: 53,955
- 31 Cowgirl Soccer vs. Mississippi State | Neal Patterson Soccer Stadium | Estimated Attendance: 2,500

Payne County Free Fair Events

- 27-31 WEEE Entertainment Amusement Rides
- 28 Pet Parade & Show
- 28 Horse and Mule Team Performance Contest
- 28 Barnyard Olympics
- 28 Draft Horse Pulling Competition
- 29 Lawn and Garden Tractor Pull
- 29-30 "Power of the Past" Antique Tractor Parade
- 30 Chugg's Kid Pedal Tractor Pull Contest
- 31 Cattle Dog Event



For an updated calendar of events go to VisitStillwater.org/events

2617 W 6th Avenue
Stillwater, OK 74074
405-743-3697

Still working together ✓

#FLYSWO

Stillwater Regional Airport

Flexibility with American Airlines • Free Parking • Shorter Lines

Payne County Free Fair

August 25 - 31
Rides August 27 - 31

SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Television

Since 2003, the Visit Stillwater President and CEO has kept the Stillwater and surrounding communities up-to-date on local events, organizations, businesses, awards, recognitions, and more while co-hosting Tv-31s, "The Morning Edition," live on weekday mornings.

Visit Stillwater coordinates and schedules all of the guests for each show and can offer meeting and event planner clients an extra incentive to host their event in Stillwater by offering them the opportunity to appear live on local television to boost attendance at their event.



Radio

Since 1998, Visit Stillwater team members have shared upcoming event information on live, local radio stations once a week, and this grew to three mornings a week in 2003. Our radio calendar is exported directly from the Visit Stillwater website calendar of events to enable us to share detailed information about events occurring throughout the community. The calendars are left each week with radio personalities to refer to on-air.

- Monday & Thursday: Team Radio's Triple Play Sports "Morning Scramble" with Steve Daniels from about 7:45-8:15 am concurrently on 93.1 FM, 105.1 FM, 1020 AM, and 1580 AM.
- Wednesday: Stillwater Radio's 105.5 FM Cowboy Country with Jay McRae from 8:45-9 am.

Podcast

Visit Stillwater team members record a weekly podcast, "One-on-One" with long-time Stillwater Radio news director, Bill VanNess, from about 8:30-8:45 am Wednesday mornings.



Newspaper

Visit Stillwater has written a monthly column for the *Stillwater News Press* for over a decade. The column appears on the last weekend of the month and spotlights destination marketing as an integral component of local economic development efforts. Visit Stillwater also advertises in and provides the *News Press* with a list of upcoming events for each issue of their *Stillwater Magazine*.

Stillwater Lokal Life and *The Stillwegian* are new independent locally-owned news sources. Visit Stillwater has partnered with them to spotlight upcoming, monthly Visit Stillwater promotional videos, and links to our comprehensive community calendar of events.

A message from Visit Stillwater



SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025



Stillwater, OSU, and Payne County Map

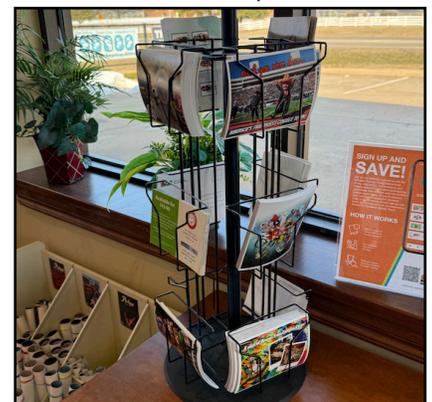
Stillwater maps continue to be one of the most requested resources at the 24/7 Visitor Information Center, serving both residents and visitors across all age groups. Based on ongoing feedback and usage patterns, Visit Stillwater produced an updated map designed to better meet the needs of those utilizing it. The new 2025 Stillwater map is a manageable size and includes a detailed street index, a broader view of Payne County, and, through a partnership with Oklahoma State University, an OSU campus map. Visit Stillwater worked with a local cartographer and designer to create the first updated map since 2022. A total of 12,500 copies were printed to meet continued demand.

24/7 Visitor Information Center

To our knowledge, Stillwater is home to the only comprehensive visitor information center that is open 24 hours a day, 7 days a week. Therefore, information is readily available to visitors at any time they arrive in our community or require more information while here. The extensive amount of information is also easily available to residents while family and/or friends are visiting or for local businesses and realtors when putting together relocation or recruitment packets.

Stillwater Post Cards

The Visit Stillwater Information Center is the only location in town offering free, uniquely designed postcards that celebrate Stillwater's personality and charm. Our collection includes a variety of original designs such as "The Original Home of Red Dirt Music," "Eskimo Joe's Jumpin' Little Juke Joint," "Greetings from SWO," an eye-catching "All Things Stillwater" 3D graphic, "Wish You Were Here" featuring Pistol Pete, and "A Little Slice of Heaven from Campus Corner" highlighting Hideaway Pizza. These postcards provide residents and visitors with fun, locally inspired souvenirs to share or keep as mementos of their time in *America's Friendliest College Town*.



SEMI- ANNUAL HIGHLIGHTS

July 2025 - December 2025

Retail Center and T-shirt Cart

Recognizing a need for general Stillwater-themed merchandise beyond the wide selection of OSU gear already available in town, Visit Stillwater launched its in-house retail center. Located inside the Visitor Information Center, the retail space offers a curated collection of Stillwater-branded items and a wide variety of travel essentials. From t-shirts, stickers, and drinkware to tote bags, travel pouches, smart device chargers, luggage tags, and seasonal merchandise, the shop gives visitors a chance to take home a piece of *America's Friendliest College Town* while stocking up on items to support their journey.



Stillwater Information Stands & Coffee Station at SWO

Visit Stillwater maintains visitor information stands within the inbound and outbound terminals at the Stillwater Regional Airport and "#FlySWO" is a consistent message within virtually all digital and printed marketing materials.

Visit Stillwater partnered with the Stillwater Regional Airport to also provide a complimentary gourmet coffee station in the outbound terminal to further enhance the use of our local American Airlines service.

Additionally, Visit Stillwater produces and promotes monthly 60-second video features that play on terminal TV screens, highlighting 6–8 upcoming events or local businesses. These videos are designed to capture the attention of both residents and visitors, further encouraging them to shop local, attend community events, and explore all Stillwater has to offer.



SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Stillwater Savings Pass

To further encourage residents to shop locally and visitors to make the trip to Stillwater to shop, 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.



Stillwater GeoTour

Through a partnership with Groundspeak, Inc, we coordinated Oklahoma's only official GeoTour tour 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 continued to increase in popularity. In May 2023, Visit Stillwater launched a new "Walking on the Wild Side" trail of 10 animal-themed geocaches to encourage new and repeat geocachers to explore Stillwater.

SWO Icons

We incorporated the "SWO" icons into our marketing campaign to align with the marketing and promotion of activities conducted by the City of Stillwater and other local organizations throughout the year. One will find the icons throughout the Visit Stillwater webpage – VisitStillwater.org, the *Stillwater Guide to the Local Scene*, social media posts, blogs, *News Press* columns, rack cards, and more.



SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Krazy Daze

In the months leading up to July, Visit Stillwater created a landing page to assist local businesses in their efforts to market their sales and promotions for Krazy Daze. Visit Stillwater also coordinated a Ring Registers promotion for residents and visitors who saved their receipts and submitted them online or in-person for a chance to win one of five \$500 American Airline Gift Cards for every \$50 spent.



Boomer Blast

Visit Stillwater supported the City of Stillwater's annual Boomer Blast celebration with a \$4,000 sponsorship and promoted the Fourth of July event and fireworks display through local television and radio, the community calendar, and the summer window painting display.



Women's Universal Tennis Rating Pro Series

Visit Stillwater provided hospitality and curated 30 welcome gift bags for a worldwide tour stop, along with covering hospitality costs. A welcome banner was also created for the Visit Stillwater website homepage to greet players to *America's Friendliest College Town!*



UTR SPORTS

#OrangeGlow

Visit Stillwater partnered with OSU Athletics for the second year of the **#OrangeGlow** campaign, encouraging residents and businesses to switch their porch and exterior lights to orange bulbs throughout the football season. Participation continued to grow in the campaign's second year, with Visit Stillwater distributing 100 double packs of orange light bulbs to further encourage visibility across residential neighborhoods and business districts. The **#OrangeGlow** campaign earned a 2025 RedBud Award for Best Overall Marketing Campaign at the annual Oklahoma Travel & Tourism Industry Association ceremony.

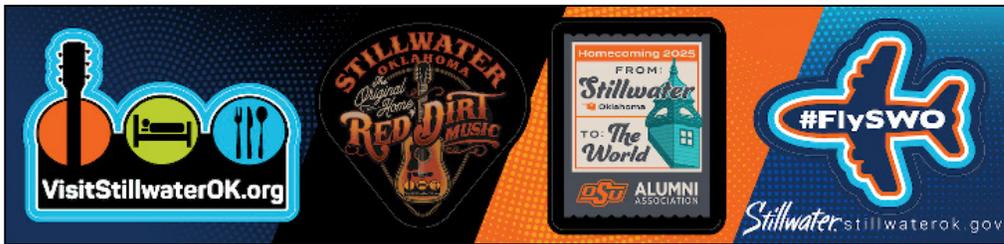


SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

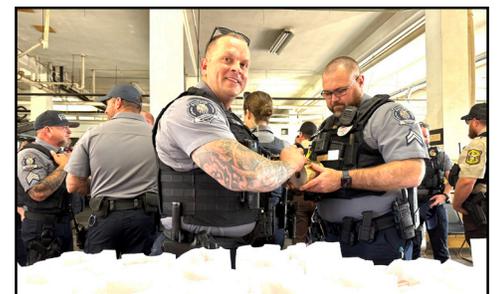
Oklahoma State University Homecoming 2025

On August 21, Visit Stillwater hosted a special Hideaway Pizza dinner at the OSU Alumni Center for the Mayor to personally thank over 250 OSU Homecoming Executive Team and House Directors for their dedication and hard work. We also designed a magnet strip highlighting Visit Stillwater, #FlySWO, the Homecoming Logo and The Original Home of Red Dirt Music as a gift to the exec team and Alumni Association staff.



On October 17, Visit Stillwater delivered and served 165 Chick-fil-A meals with City staff to first responders working the OSU Homecoming Walkaround event to show appreciation for their service and support during one of Stillwater's largest annual gatherings.

On October 17, the Visit Stillwater team also volunteered at the Boone Pickens Legacy Experience's History & Homecoming Event, assisting guests at Heritage Hall in Gallagher-Iba Arena. Visitors had the opportunity to tour three historical Stillwater venues, the Boone Pickens Legacy Experience, OSU's Heritage Hall, and the National Wrestling Hall of Fame & Museum, before OSU's Homecoming Walkaround™. Guests visiting all three venues were entered to win a \$500 American Airlines gift card, highlighting #FlySWO at Stillwater Regional Airport.



Lt. Governor's Travel & Tourism Summit

On November 7, the summit brought together Oklahoma's travel and tourism leaders for a full day of insights, networking, and collaboration. Nearly 30 representatives from local Destination Marketing Organizations (DMOs) participated in engaging morning sessions led by a nationally recognized speaker from Madden Media. The afternoon welcomed over 70 tourism professionals from across the state for presentations, including a keynote by Lt. Governor Matt Pinnell, followed by a reception that provided attendees with opportunities to connect and share ideas.



SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Fly Home for the Holidays

Starting in November, Visit Stillwater kicked off the 3rd Annual Fly Home for the Holidays campaign. From November 22, 2025 to January 4, 2026, residents and visitors were encouraged to shop, dine, and stay in Stillwater. Anyone who spent \$50 or more could be entered to win one of five \$500 American Airlines Gift Cards to #FlySWO.



Live 12-Foot Christmas Tree

Visit Stillwater was honored to sponsor the live 12-foot Christmas tree that was on display in Downtown Stillwater. It was a great gathering place for holiday photo ops after the Holiday Parade of Lights and throughout the holiday season. We plan to add another section to extend to 15' in 2026.

Holiday Parade of Lights

The annual Holiday Parade of Lights was once again co-emceed by Visit Stillwater President and CEO on Tv-31. Visit Stillwater also purchased candy for city employees to hand out before the parade.



Festive Skies: Our Holiday Heroes & Drone Show

The City of Stillwater coordinated the 2nd annual "Festive Skies: Our Holiday Heroes Celebration and Drone Show" this year in the heart of downtown Stillwater spotlighting and celebrating our first responders. Visit Stillwater and the Chamber of Commerce split the cost to provide residents and visitors with two 15-minute show featuring 100 drones that surprised the crowd with numerous designs, including many specific to Stillwater.

SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Lights on the Lake

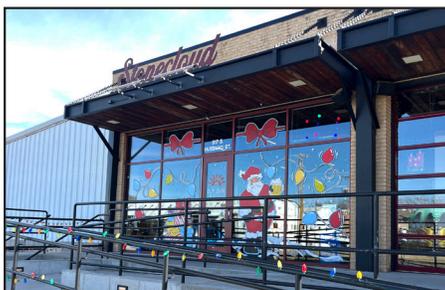
Lake McMurtry's Lights on the Lake was again sponsored by Visit Stillwater. The investment supported the event that took place every day November 28 – January 3, from 6–9 PM. The event featured drive-through displays with an estimated 2,700 attending the holiday event.



Winter Windows Decorating Contest

Visit Stillwater partnered with Calvary Window Cleaning and Dough Peep's Bakehouse for the 2nd annual "Winter Windows" holiday window decorating contest. Fourteen businesses transformed their storefronts into dazzling displays for the community and visitors to enjoy. The three who exhibited the most impressive originality, workmanship, presentation, and use of lights won a window cleaning gift certificate and 2 dozen custom cookies.

- Funniest – Stonecloud Patio & Taproom
- Most Creative – Memory Lane Vintage Mall
- Most Festive – The Beadery on Main



SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Visitor Information Center Window Decorating

Stillwater artist, Bill Miller, has created fun and festive graphics for the Visit Stillwater front windows for over five years. So far this year we have featured:

- Summer – Boomer Blast, Krazy Daze, FlySWO, ShopSWO, DineSWO, Ring Registers Promotion, Eskimo Joe's 50th Anniversary Week, and OSU Big 3 Field Days.
- Fall – Orange Glow, OSU Cowboy Stampede Rodeo, and OSU Homecoming.
- Winter – Thanksgiving, Holidays 2025, and Fly Home for the Holidays.



The Original Home of Red Dirt Music Trademark

Visit Stillwater has proudly used the phrase “The Original Home of Red Dirt Music” for almost two decades to honor the city’s deep roots in the Red Dirt music scene. With the overwhelming success of The Boys From Oklahoma concert series, we felt it was the right time to officially register the trademark. This milestone strengthens our commitment to preserving and promoting Stillwater’s role in the origin and evolution of Red Dirt music. We look forward to continuing to celebrate and elevate the genre, while bringing fans and visitors back to Stillwater to experience the music where it all began.



Accreditation

The globally recognized Destination Marketing Accreditation Program (DMAP) serves as a visible industry distinction that defines quality and performance standards in destination marketing and management. To become accredited, a destination organization must demonstrate compliance with more than 100 performance standards. Accreditation standards are set by an independent panel of industry veterans representing a diverse selection of destination organizations. Standards are regularly revisited and revised to reflect the evolution of best practices in our industry. Visit Stillwater completed the DMAP process and is now recognized as one of the smallest destination organizations to earn the recognition.

SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Discover Stillwater, MN

After years of name mix-ups at conferences and phone calls mistakenly placed between offices, the Visit Stillwater team formally connected with Discover Stillwater in Minnesota in 2025. The two organizations met via Zoom to discuss potential collaborative initiatives and shared promotional efforts.

Visit Stillwater sent the Discover Stillwater team Oklahoma State University shirts, #OrangeGlow light bulbs, Eskimo Joe's apparel, and other Visit Stillwater promotional items. In return, Discover Stillwater shared their well-known popcorn bags, Stillwater, MN-themed playing cards, and branded bags. This partnership will continue to be fostered as both organizations explore additional opportunities for collaboration in the future.



Wayfinding

The Visit Stillwater team, in partnership with the City of Stillwater, is spearheading a comprehensive community-wide wayfinding and signage program to transform Stillwater into a more welcoming community by guiding visitors from points of entry to key districts, attractions, parks, and recreational opportunities.

In conjunction with a community branding refresh, residents will also see more attractive signage that will enhance a sense of pride and strengthen Stillwater's brand identity and economic appeal.

Visit Stillwater and the City of Stillwater have contracted with MERJE, a team of multidisciplinary designers and planners, who have led more than 75 communities through their branding, signage, and wayfinding plans and projects.



SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Community Involvement

The Visit Stillwater team values giving back to the community and actively participating alongside local partners, organizations, and businesses. Whether through collaboration, promotion, or volunteer support, our staff is committed to uplifting those who make Stillwater a vibrant place to live, work, and visit. The following highlights showcase Visit Stillwater's community involvement efforts over the first half of the fiscal year.

Stillwater Chamber of Commerce Sponsorships

Throughout the year, Visit Stillwater proudly supports the Stillwater Chamber of Commerce as a sponsor of key events and initiatives. This includes serving as the Presenting Sponsor for the annual Agriculture Banquet, a Premier Sponsor for the Economic Development Summit, and participating as a featured Leadership Stillwater Agriculture Session sponsor and speaker.

Eskimo Joe's 50th Anniversary Week

In July, a beloved Stillwater staple celebrated its 50th Anniversary. Visit Stillwater promoted Eskimo Joe's events across social media platforms and VisitStillwater.org, attended the week-long festivities, were present for the unveiling of the time capsule buried in 1995, and featured the milestone anniversary on the cover of the 2025 *Stillwater Guide to the Local Scene* and throughout ad campaigns for the year.



Dancing Turtle Arts Festival

Visit Stillwater served as an event sponsor for the Dancing Turtle Arts Festival, securing television and radio promotion and providing additional marketing support. Prior to the event, Visit Stillwater hosted planning meetings in its office, distributed Dancing Turtle Arts Festival pocket guides, promoted the event through social media, and attended the festival.



SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

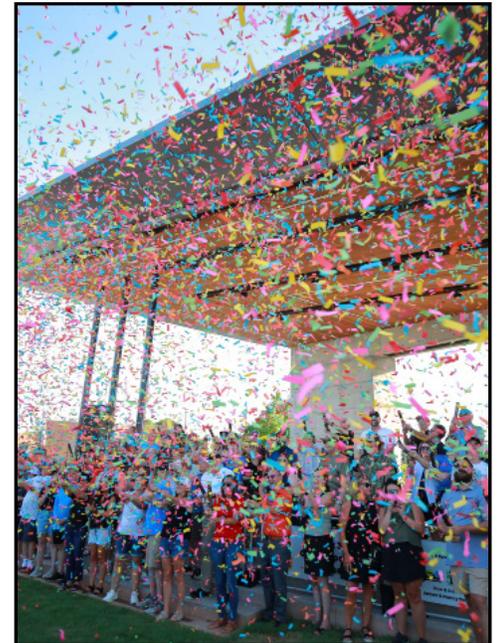
Fire Station #2 Opening

The Visit Stillwater team attended the grand opening event and played a primary role in a “Yes” vote that made the new facility possible.



Block 34

In celebration of the opening of Block 34, a community time capsule was created to preserve the story of the development and commemorate milestones that have shaped Stillwater in 2025. Visit Stillwater contributed items that reflect its role in promoting local tourism and enhancing community engagement. The capsule will be sealed and stored onsite to be reopened in 34 years, serving as a future reminder of the community’s growth and the collaborative spirit behind Block 34.



Google Data Center

Visit Stillwater staff attended the Google Data Center event in Pryor, OK to support the City of Stillwater and their leadership and the economic development team. We gained valuable insights about the data center initiatives and how it will affect both residents and visitors alike.

Mayoral State of the City

Visit Stillwater served as the premier sponsor for the event. We promoted #FlySWO in sponsorship messaging, provided The Original Home of Red Dirt Music slap koozies to attendees, and filled a table at the event with Visit Stillwater board members and partners.



SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Downtown Stillwater Scarecrow Competition

Visit Stillwater proudly participated in the Downtown Stillwater Association (DSA) Scarecrow Contest with our scarecrow, “Tourist Tim.” Tim was equipped with a #FlySWO boarding pass and a waterproof camera for visitors and residents shopping in Downtown Stillwater to snap a picture with him!

Stillwater Medical Trunk or Treat

The Visit Stillwater team participated in Stillwater Medical’s annual “Trunk-or-Treat” event in the parking lot of its 12th Street location on October 30. Approximately 325 vehicles went through the lot, and candy was distributed to over 500 kids.



Be Bright Mural Reveal

Viktor Hovland, a rising star on the PGA Tour, Valspar Champion, and OSU alumnus, chose his collegiate home for the “Be Bright” mural initiative. The community art program spreads positivity through colorful, large-scale murals, using Valspar paint to beautify public spaces and foster connection, featuring local artists. Visit Stillwater assisted the OSU Men’s Golf Coach, Alan Bratton, in locating a mural location, and later attended the mural reveal at Chris’ University Spirit, a “Swinging Pete” apparel location.



OK Pork Council Give-A-Ham

On December 23, Visit Stillwater proudly participated in the Oklahoma Pork Council’s 2025 Give-A-Ham campaign by accepting the challenge from the Oklahoma Pork Council and passing it forward to Our Daily Bread. This annual campaign encourages community giving during the holiday season through the donation of hams to those in need.



SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Gift Baskets & Bags

Visit Stillwater proudly supports local partners and organizations by assembling gift baskets and bags for a variety of events and initiatives throughout the year. For the Universal Tennis Rating (UTR) Pro Summer Slam (Women's) on July 7, Visit Stillwater provided 24 Visit Stillwater and FlySWO reusable bags filled with branded swag and local goodies, valued at \$500, to welcome players and participants.

Visit Stillwater also contributed to the Town and Gown Theatre Diamonds Are Forever Gala on September 11 with a \$50 American Airlines gift card and a suitcase filled with travel essentials, valued at \$350. For the Stillwater Frontier Rotary Wine Into Water event on November 7, Visit Stillwater donated a \$500 American Airlines gift card along with a suitcase of travel-themed essentials, valued at \$850. These efforts reflect Visit Stillwater's ongoing commitment to community support, collaboration, and hospitality.

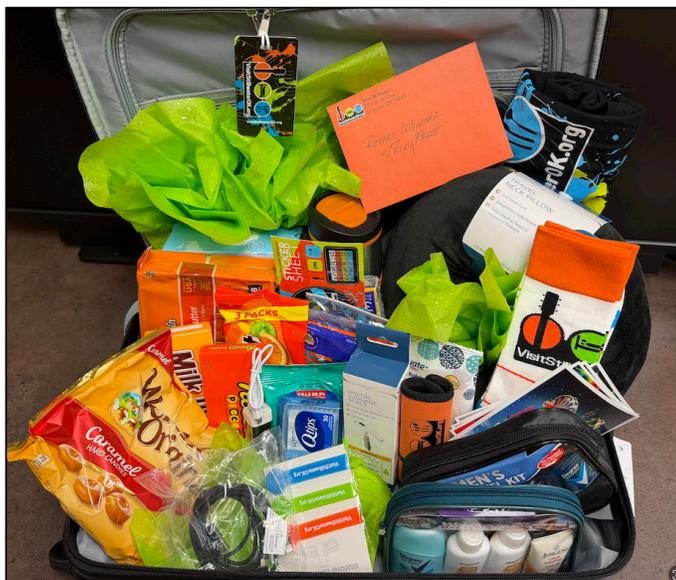
URT Pro Summer Slam



Town & Gown Theatre Diamonds Are Forever Gala



Stillwater Frontier Rotary Wine Into Water



SEMI-ANNUAL HIGHLIGHTS

July 2025 - December 2025

Committee Coordination & Involvement

Board Representation

The Visit Stillwater President and CEO serves on several boards that directly support community development and destination marketing efforts. These appointments strengthen collaboration across sectors and ensure the tourism perspective is included in key decision-making processes. Boards served include:

- Oklahoma Travel Industry Association
- Special Olympics Oklahoma
- Stillwater Arts Council
- Washington School Heritage Foundation
- National Wrestling Hall of Fame 50th Anniversary



Committee Participation

Visit Stillwater team members actively participate in local committees and collaborative groups that allow for deeper engagement with partners and provide valuable insight into community needs. These efforts enhance our ability to support local businesses, event organizers, and civic initiatives through marketing and promotion. Committees include:

- Stillwater Communications Team
- Downtown Stillwater Cultural District
- Downtown Merchants Association
- Stillwater Art Integration
- Payne County Expo Center
- Special Olympics Summer Games Committee
- Washington Street Merchants Group
- National Wrestling Hall of Fame 50th Anniversary Celebration

Committee Facilitation & Hosting

In addition to participation, Visit Stillwater also coordinates and hosts several committees and recurring meetings to ensure consistent communication and collaboration among key community stakeholders. These efforts help align promotional strategies, encourage cross-promotion, and foster shared success. Coordinated groups include:

- Quarterly Hotel Education Luncheons
- Market Stillwater (City of Stillwater, OSU Athletics, OSU Brand Management, Visit Stillwater)
- Core Commercial Districts Committee (Downtown, Campus Corner, The Strip, City of Stillwater, and the Stillwater Chamber of Commerce)
- Stillwater Community United (coordinates MLK Jr. and Juneteenth events)

These committees play a vital role in building strong local partnerships, expanding marketing reach, and supporting Stillwater's visitor economy.

VISITOR TAX

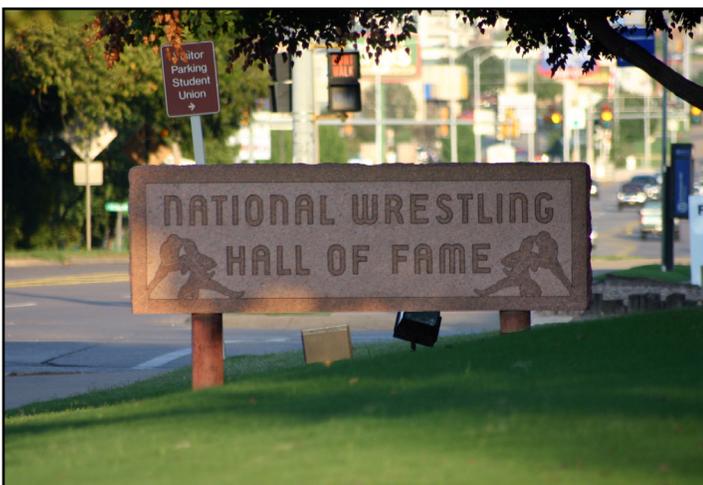
July 2025 - December 2025

In 1985, a referendum establishing a 4% hotel room tax (visitor tax) was approved. Then on February 8, 2022, Visit Stillwater was successful in passing a referendum by 70% that changed the ordinance from “hotel room tax” to “visitor tax,” modernized the term “hotel” to “lodging,” and increased the tax from 4% to 7% effective July 1, 2022.

The ballot language now states, “Funds collected shall be set aside and used exclusively for the purpose of encouraging, promoting, and fostering conventions, conferences, and tourism development through the use of long-range strategic destination marketing and management professional services and development and maintenance of visitor development amenities for the city, and shall be allocated as follows:”

- 70% - To Visit Stillwater: “Shall be used for long-range strategic destination marketing and management professional services to enhance Stillwater’s economy, image, and quality of life through the promotion, marketing, and development of the visitor economy.”
- 30% - To the City of Stillwater: “Shall be administered by the Stillwater Economic Development Authority as recommended by the Tourism Advisory Committee (Resolution No. SEDA-2019-2) and used for the development and maintenance of visitor development amenities for the city.”

The professional services agreement between the Stillwater Economic Development Authority (SEDA) and Visit Stillwater specified the sum of \$1,260,000 of the visitor tax would be utilized by Visit Stillwater to carry out the services outlined within the Visit Stillwater business plan and scope of work.



July 1, 2019, the Oklahoma Tax Commission (OTC) began collecting the Stillwater visitor tax. There is now a difference in timing of the tax revenue receipts by 2 months (See page 29). Total visitor tax collections at mid year reflected a 19% decrease due to a company filing amended returns in December 2024 and remitting substantial additional amounts due for prior reporting periods.

VISITOR TAX

July 2025 - December 2025

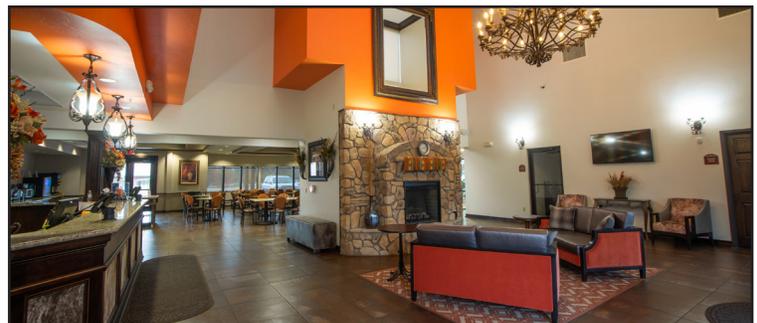
Impact of Visitor Tax:

	City's Projected Visitor Tax for the Year	Total Visitor Tax for the Year	70% of Total Visitor Tax for the Year	30% of Total Visitor Tax for the Year	Visit Stillwater Contract Amount	Amount Generated Above the VS Contract Amount for Destination Marketing (70%)
FY '23	\$1,300,000	\$1,566,718.40	\$1,096,702.88	\$470,015.52	\$975,000	\$121,702.80
FY '24	\$1,300,000	\$1,647,237.87	\$1,153,066.50	\$494,171.37	\$1,120,000	\$33,066.50
FY '25	\$2,300,000 (from \$1,600,000)	\$2,547,734.29	\$1,783,413.90	\$764,320.26	\$1,120,000	\$663,413.90
FY '26 mid-year	\$1,800,000	\$1,273,572.07	\$891,500.40	\$382,071.60	\$1,260,000	TBD
TOTAL:		\$7,035,262.63	\$4,924,683.60	\$2,110,578.70		\$818,183.20+

(Year End - FY 2025)

Since successfully passing the referendum to increase the visitor tax from 4% to 7% effective July 1, 2022, **\$2,110,579** has been generated to develop and maintain visitor development amenities for Stillwater. At the end of the fiscal year 2025, an additional **\$818,183** in visitor tax revenue had been generated above the Visit Stillwater contracted amount to be utilized for long-range strategic destination marketing and management professional services, such as a comprehensive wayfinding and signage program for the community.

In addition to the visitor tax, the City of Stillwater has collected a 4% sales tax from guests staying in local hotels and short-term rentals, totaling approximately **\$4,020,150**. Also, hotels operate continuously, requiring lighting, heating, cooling, ventilation, and other services around the clock and are among the largest users of city utilities, particularly energy and water. Our visitors, 17 hotels, and over 500 short-term rental properties contribute significantly to our quality of life, essential services, and infrastructure.



Visitor Tax:

	FY '23 Month	FY '23 Year	FY '24 Month	FY '24 Year	FY '25 Month	FY '25 Year	FY '26 Month	FY '26 Year	
July	\$76,900.39	\$76,900.39	\$163,782.84	\$163,782.84	\$204,281.41	\$204,281.41	\$232,067.91	\$232,067.91	OTC - May Collections
Aug.	\$98,157.84	\$175,058.23	\$173,599.77	\$337,382.61	\$172,491.75	\$376,773.16	\$222,551.25	\$454,619.16	OTC - June Collections
Sept.	\$123,489.24	\$298,547.47	\$104,269.68	\$441,652.29	\$111,120.88	\$487,894.04	\$188,368.77	\$642,987.93	OTC - July Collections
Oct.	\$121,879.40	\$420,426.87	\$128,528.82	\$570,181.11	\$146,597.91	\$634,491.95	\$186,513.99	\$829,501.92	OTC - August Collections
Nov.	\$187,512.30	\$607,939.17	\$164,678.85	\$734,859.96	\$207,825.23	\$842,317.18	\$216,722.35	\$1,046,224.27	OTC - September Collections
Dec.	\$198,504.27	\$806,443.44	\$183,887.00	\$918,746.96	\$731,140.72 *	\$1,573,457.90	\$227,347.80	\$1,273,572.07	OTC - October Collections
Jan.	\$165,293.62	\$971,737.06	\$142,854.05	\$1,061,601.01	\$176,726.68	\$1,750,184.58			OTC - November Collections
Feb.	\$89,331.65	\$1,061,068.71	\$98,479.86	\$1,160,080.87	\$136,249.76	\$1,886,434.34			OTC - December Collections
March	\$85,858.59	\$1,146,927.30	\$84,870.55	\$1,244,951.42	\$106,699.53	\$1,993,133.87			OTC - January Collections
April	\$95,679.60	\$1,242,606.90	\$92,800.84	\$1,337,752.26	\$140,607.38	\$2,133,741.25			OTC - February Collections
May	\$176,634.56	\$1,419,241.46	\$129,978.01	\$1,467,730.27	\$194,630.99	\$2,328,372.24			OTC - March Collections
June	\$147,476.94	\$1,566,718.40	\$179,507.70	\$1,647,237.97	\$219,362.05	\$2,547,734.29			OTC - April Collections
		83% increase		5% increase		55% increase		19% decrease	
City's Budgeted Amount		\$1,300,000		\$1,300,000		\$2,300,000		\$1,800,000	

- 4% July & August
- 7% September-June

• 7% Visitor Tax

• 7% Visitor Tax

• 7% Visitor Tax

* The increase in the Visitor Tax collections is the result of a company filing amended returns and remitting additional amounts due for prior reporting periods.

VISITOR TAX

July 2025 - December 2025

Hotel Data:

Stillwater is home to 17 hotel properties with a total inventory of 1,373 total rooms. The 8 Stillwater hotels included in the Zartico data set are Fairfield by Marriott, Hampton Inn & Suites, Hampton Inn & Suites West, Holiday Inn Express & Suites, Holiday Inn & Suites, Home2 Suites by Hilton, Residence Inn by Marriott, and Springhill Suites by Marriott.



Short-Term Rental (STR) Data:

The number of short-term rental properties online fluctuates greatly from day to day and month to month. The number of short-term rentals we had online in Stillwater fluctuated between 417 and 514 active listings from, July 1, 2025 – Dec 31, 2025.

How Visitors Fueled Lodging from July '25 to Dec '25



ADR - Average Daily Rate

STR - Short Term Rental

VISITOR TAX

July 2025 - December 2025

Overnight stays fuel the visitor economy, fund long-term strategic destination marketing efforts, develop and maintain visitor development and quality-of-life amenities, and provide two streams of income for the City of Stillwater through both sales tax and at least 30% of the visitor tax revenue.

This year, hotel and short-term rental data points are provided through our partnership with Zartico, a travel and tourism technology platform that uses advanced data science to turn mobility and economic data into actionable insights for destination marketing and management. Their platform and technology utilize geolocation, spending, and lodging data to assist both the sales and marketing teams of Visit Stillwater.

By transforming complex data into actionable insights, Zartico helps reveal patterns in visitor behavior—enabling us to better **identify** and **reach** our ideal visitors, refine marketing tactics, and clearly **communicate** the impact of tourism.

This year we also invested in the Zartico lodging data modules to spotlight different facets of overnight stays within our community. We are transitioning from the data provided through subscriptions with STR and Airdna because it is based solely on **self-reported information and scraped internet assumptions**.

The Zartico lodging trends are based on the largest commercially available data set for hotels and short-term vacation rentals. Most importantly, this data gives actionable performance indicators like length of stay and average stay value which are based on **actual lodging transactions** from the global distribution system (GDS – worldwide reservation system) and property management inventories.



A VISITOR DEFINED

July 2025 - December 2025

Before diving into the data, it is important to understand how a “visitor” is defined and measured within the context of our tourism economy. Not every person who enters Stillwater has an impact on our visitor economy, for example, someone visiting family and never leaving the house isn’t contributing to local tourism revenue. Our goal is to track meaningful impact: people of impact visiting places of impact.

How is a Visitor defined by Zartico?

A Visitor is someone who has:

- Originated from 50+ miles outside Stillwater city limits.
- Stayed for more than 2 hours in our destination.
- Visited at least one place of impact.



This definition ensures we are capturing individuals who are likely spending money and directly contributing to Stillwater’s tourism economy.



How is this information gathered?

Visitor data is based on anonymous mobile device signals. When a device is detected in Stillwater originating from more than 50 miles away and meets the above criteria, it is counted as a visitor. There is no minimum amount of time a person must spend at a place of impact, but their presence must be recorded at least once to register a visit.

This methodology allows Visit Stillwater to more accurately measure visitation, understand behavioral trends, and evaluate the true economic impact of our tourism initiatives.

VISIT STILLWATER DELIVERABLES

July 2025 - December 2025

The fiscal year 2026 contract includes a more streamlined scope of services and an expanded report tracking spreadsheet. The updated format will better illustrate the wide variety of destination marketing and management professional services provided by Visit Stillwater in the areas of marketing and communications, meetings and events sales and services, and visitor experiences.

The Visit Stillwater team worked diligently with CRM (customer relationship management), CMS (content management system), and digital marketing experts at Simpleview to document activities managed through the web-based platform. Simpleview is the worldwide leading provider of CRM, CMS, website design, and digital marketing technologies for destination marketing and management organizations. The Simpleview platform also integrates with virtually all of our industry partner services that enhance our efforts throughout the year.

While the system is customized to document daily activities, it is a conservative reflection of all of the calls, requests, and wide variety of assistance provided to both visitors and residents daily.

A. Marketing & Communications	FY 23-24	FY 24-25	FY 25-26	Goal	% of Goal
Increase website traffic by 3% *	483,437	604,204	*257,510	622,330	41%
Increase website page views by 3% *	904,007	1,284,254	*483,185	1,322,782	37%
Increase website sessions originating from Dallas DMA by 2% *	82,230	86,957	*35,839	88,696	40%
Increase referred traffic from social media to website by 3%*	44,858	68,769	*32,467	70,832	46%
Publish 365 original social media posts	501	434	190	365	52%
Increase social media followers by 5%	40,235	42,993	45,025	45,143	100%
Increase social media reactions by 5%	107,059	203,311	117,740	213,477	55%
Increase Facebook reach by 3%	3,877,937	8,183,045	5,414,563	8,592,197	63%
Provide 100 sweepstakes giveaways	130	132	55	125	44%
Promote 2,000 locally held events at VisitStillwaterOK.org	2,002	2,005	981	2,000	49%
Load 50 primary local events on the OK Tourism and Recreation Department website	53	51	28	50	56%
Create 12 videos highlighting Stillwater events, attractions, and businesses	12	12	6	12	50%
Create 4 :30 second commercials	---	4	2	4	50%
Publish 24 blog posts	24	24	11	24	45%

Year-over-year changes in website traffic, page views, sessions, and referral metrics reflect broader shifts in digital behavior impacting the travel and tourism industry. Website analytics have been affected by increased A.I. scraper activity, which can distort direct and session-based traffic despite existing bot-detection measures. Additionally, organic search traffic has declined industry-wide as Google's A.I. Overviews now appear in a significant share of travel-related searches, reducing click-throughs to destination websites. On average, destination marketing organization (DMO) data indicate an approximate 40% year-over-year decrease in organic search traffic, underscoring that Visit Stillwater's performance trends align with, and in many areas outperform, broader national patterns, even as engagement and visibility within search and social ecosystems remain strong.

VISIT STILLWATER DELIVERABLES

July 2025 - December 2025

A. Marketing & Communications	FY 23-24	FY 24-25	FY 25-26	Goal	% of Goal
Produce 12 display/print ads in partnership publications (i.e.: OK Travel Guide, Green Country Travel Guide, STATE, POSSE, Ovations, etc.)	16	19	10	12	84%
Distribute 100,000 Stillwater Guides to the Local Scene (per calendar year) (1)	2024 Guide 100,000	2025 Guide 100,000	2026 Guide 55,146	100,000	100%
Write 12 News Press columns	12	12	6	12	50%
Distribute 12 "Still in the Know" postcards	12	12	6	12	50%
Email 12 eNewsletters	12	12	6	12	50%
Distribute 10,000 copies of 4 different rack cards	44,887	44,465	27,648	40,000	69%
Display 72 banner placements outside the 24/7 visitor information center & VS office	101	104	49	72	68%

(1) All 100,000 copies are distributed by end of each calendar year.



VISIT STILLWATER DELIVERABLES

July 2025 - December 2025

A. Marketing & Communications	FY 23-24	FY 24-25	FY 25-26	Goal	% of Goal
Display 200 event flyers inside the 24/7 visitor information center	363	369	312	200	156%
Manage 115 360° degree virtual tours for online platforms through Threshold 360 (1)	115	115	115		
Provide the program, serve as a speaker, or exhibit at trade shows for 12 organizations/classes	19	24	9	12	75%
Coordinate guests weekday mornings for Tv-31's "The Morning Edition" - # of guests	238	230	112		
Appear on live local radio weekday mornings to share upcoming event information - # of appearances	153	148	68		
Record podcasts with media partners to promote events and services - # of podcasts	50	49	23		

(1) Threshold 360 provides the leading platform for 360° virtual tour creation and publishing in the hospitality and tourism industry. They enable Visit Stillwater to significantly increase digital engagement and conversion by bringing locations to life online.



VISIT STILLWATER DELIVERABLES

July 2025 - December 2025

B. Meetings & Events Sales	FY 23-24	FY 24-25	FY 25-26	Goal	% of Goal
Number of sales communications with existing client accounts = (1)	5,124	5,456	2,761		
Number of potential new clients for future meetings or events =	43	48	21		
Number of events booked and/or serviced through Visit Stillwater = (2)	42	45	23		
Increase new events booked and/or serviced through Visit Stillwater by 5%	71	73	38	73	52%

(1) Sales communications are defined as phone calls (both office and cell phone), emails, text messages, Messenger messages, meetings, and dropping by the office with new business and confirming repeat business.

(2) **Booked** is defined as confirmation an upcoming meeting will be hosted in Stillwater and a hotel room block and/or meeting space has been booked. **Servicing** new and returning groups includes coordinating hotel room blocks, meeting space, event venue, caterers, and site visits/familiarization tours.

B. Meetings & Events Sales	FY 23-24	FY 24-25	FY 25-26
Provide visitor development incentive grants & sponsorships to future or expanding events (Reflects grants & sponsorships awarded during the year): (1 & 2)			
- Total amount of grants & sponsorships awarded = \$	\$135,644	\$125,745	*\$57,600
- Total estimated number of day visitors =	59,310	58,646	10,857
- Total estimated number of overnight visitors =	17,350	14,299	1,810
Total estimated visitor spending (through the Destinations International Event Impact Calculator) = \$ (3)	\$6,573,530	\$12,970,618	\$3,114,425

(1) Visit Stillwater Visitor Development Incentive Grants are designed to assist events in their infancy stages or when growing from a one- to multi-day event. A maximum of \$5,000 is available to a group/event their first year with the potential of up to 2 subsequent grants at decreasing amounts for 2 years.

(2) There were grants and sponsorship investments that are not reflected in the day or overnight visitors, or visitor spending. Stillwater Holidays 2025 \$15,000 (Christmas Tree, Parade Candy, Drone Shows), Lake McMurtry Lights on the Lake \$3,000, Downtown Stillwater Association \$5,000, StillWonder Children's Museum \$2,500, and Boomer Blast \$4,000.

(3) The Event Impact Calculator is an annual opt-in service investment through Destinations International that measures the economic value of an event and calculates its return on investment to local taxes. The calculator draws on 10 different data sources to provide an industry-wide standard using local tax rates and cost of living estimates.

* This year, our grant and sponsorship numbers reflect changes due to the OSU Cowboy Stampede Rodeo being sponsored and promoted by our partners at Cowboy Sports Properties (\$5,000), and the National Wrestling Hall of Fame being unable to host the Dual Classic (\$5,000) because of a scheduling conflict.

VISIT STILLWATER DELIVERABLES

July 2025 - December 2025

B. Meetings & Events Sales	FY 23-24	FY 24-25	FY 25-26	Goal	% of Goal
Post event impact of events receiving visitor development incentive grants & sponsorships during the year (Reflects granted & sponsored events occurring during the year): (1)					
- Total amount of grants & Sponsorships awarded = \$	\$102,143	\$119,662	\$43,750		
- Total estimated number of day visitors =	55,840	56,029	12,400		
- Total estimated number of overnight visitors =	16,436	11,14,226	1,025		
Total estimated visitor spending (through the Destinations International Event Impact Calculator) = \$	\$8,220,659	\$11,403,424	\$2,449,445		
Host 4 (quarterly) Stillwater Hotel Education Luncheons	4	4	2	4	50%

(1) There were grants and sponsorship investments that are not reflected in the day or overnight visitors, or visitor spending. Stillwater Holidays 2025 \$15,000 (Christmas Tree, Parade Candy, Drone Shows), Lake McMurtry Lights on the Lake \$3,000, Downtown Stillwater Association \$5,000, StillWonder Children’s Museum \$2,500, and Boomer Blast \$4,000.

C. Meetings & Events Client Services	FY 23-24	FY 24-25	FY 25-26
Number of services communications with existing client accounts = (2)	6,343	6,397	2,866
Number of groups assisted =	905	1,191	775
Conservative estimated value of services provided = \$ (3)	\$1,117,419	\$1,262,842	\$322,967

(2) Service activities are defined as phone calls (both office and cell phone), emails, text messages, Social media messages, meetings, dropping by the office, and all marketing and communications efforts. Additional data points are now collected to more accurately reflect services provided for both sales and partner accounts.

(3) The **value of services** received includes *Stillwater Guides to the Local Scene*, bags for use at registration, registration assistance, event “Welcome”, securing local media exposure, and a wide range of marketing assistance.

VISIT STILLWATER DELIVERABLES

July 2025 - December 2025

D. Visitor Experiences	FY 23-24	FY 24-25	FY 25-26
Number of publications distributed from 24/7 visitor information center =	2,267	2,243	1,841
Number of publications distributed from 2 visitor information stands at SWO - inbound and outbound terminals =	1,777	1,845	1,300
405 Day - April 5 - Shop & Fly SWO campaign			
- Number of individuals who participated =	46	15	---
- Number of entries =	77	75	---
- Total sales generated =	\$3,850	\$3,784	---
National Travel & Tourism Week - May - Shop & Fly SWO campaign			
- Number of individuals who participated =	105	198	---
- Number of entries =	125	156	---
- Total sales generated =	\$6,275	\$12,844	---
Krazy Daze - July - Shop & Fly SWO campaign			
- Number of individuals who participated =	30	71 *	1,228 **
- Number of entries =	153	426 *	1,689 **
- Total sales generated =	\$7,682	\$69,054 *	\$84,925 **
Fly Home for the Holidays - End of Nov. - First of Jan. - Shop & Fly SWO campaign			
- Number of individuals who participated =	58	66	70 **
- Number of entries =	1,509	949	663 **
- Total sales generated =	\$75,466	\$79,322	\$77,468 **

* The spending requirements and gift cards were done differently from FY 2024 to FY 2025.

** Despite both promotions running for the same one-month timeframe, Krazy Daze shows higher numbers as double entries were included.



VISITOR TAX

July 2025 - December 2025

Zartico Data:

Geolocation data is a powerful tool to understand and anticipate when, where, and how people move through and engage within our destination. Integrated with visitor spending, we have a better appreciation for the bottom-line impact visitors make on local restaurants, retail shops, accommodations, and other businesses.

Zartico applies advanced data science and proprietary technology to deliver innovative marketing performance solutions. They collect anonymized data from more than 3,000 financial institutions representing 140 million credit and debit cards – and growing. With over 8.8 billion annual transactions from all four card networks, Zartico illuminates spending habits and impact from both visitors and residents.



By transforming complex data into actionable insights, we illuminate the hidden patterns of people and places, empowering our marketing team to identify and engage our ideal visitors at the optimal time, optimize marketing tactics to maximize effectiveness and efficiency, and communicate real-world impact.

Zartico leverages the most advanced data science and proprietary technology and combines decades of expertise in technology, marketing, and tourism to redefine how and where we concentrate our marketing efforts to best engage our visitors.

VISITOR TAX

July 2025 - December 2025

Zartico Data:

<p style="text-align: center;">60%</p> <p>*Visitor spend at local businesses was 60%—down from 63% in the same period last year and from 67% in the 2024 annual report.</p>	<h3 style="margin: 0;">*Impact to Local Businesses From Visitors (Excluding Big Box and Chains)</h3> <p style="margin: 10px 0 0 0;">This represents the share of visitor spending directed to merchant categories most likely to include local businesses.</p> <p style="margin: 10px 0 0 0;">For example, restaurants are included, while fast food chains are filtered out and boutiques are included, but big box stores are not. Also filtered out are gas stations, grocery stores and hotel chains.</p>
<p style="text-align: center;">27%</p> <p>Visitor spend at local restaurants was 27%—up from 24% in the 2024 annual report, but down from 36% in the semi-annual report.</p>	
<p style="text-align: center;">59%</p> <p>Visitor spend at local retailers was 59%—down from 71% in the same period last year and from 66% in the annual report.</p>	
<p style="text-align: center;">67%</p> <p>Visitor spend on arts, entertainment, and attractions was 67%—slightly below the 68% annual report and down from 75% in the semi-annual report.</p>	

Top Markets Bringing Dollars to Our Destination

Visitor Origin Market	% of Visitors	% of Spend	Average Spend
Tulsa OK	22.57%	13.37%	\$241
Dallas-Ft. Worth TX	10.16%	10.23%	\$367
Oklahoma City OK	23.13%	9.01%	\$241
Houston TX	1.67%	3.18%	\$396
Wichita Falls TX & Lawton OK	2.63%	2.59%	\$307
Wichita-Hutchinson KS	2.79%	2.40%	\$199
Denver CO	1.43%	1.92%	\$420
Sherman-Ada OK	2.60%	1.86%	\$223
Ft. Smith-Fayetteville-Springdale-Rogers AR	2.39%	1.47%	\$235
Minneapolis-St. Paul MN	1.88%	0.67%	\$392
Sum	71.24%	46.70%	\$305