

# VISIT STILLWATER

Semi-Annual Report FY22-23



EXPERIENCE AMERICA'S FRIENDLIEST COLLEGE TOWN!

# BOARD OF DIRECTORS

July - December 2022

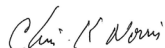
As Stillwater's destination marketing and management organization, our mission is to enhance Stillwater's economy, image, and quality of life through the promotion, marketing, and development of the region's visitor economy.

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 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,



Chris Norris, Chairman of the Board

## Visit Stillwater Board of Directors and Staff

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

**Vice Chairman of the Board** - Blaire Atkinson - OSU Foundation

**Treasurer** - Chad Weiberg - OSU Athletic Department

**Secretary** - Ival Gregory - Retired

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- Dustin MacDonald - Chris' University Spirit
- Rob McClendon - Retired
- Tommy Shreffler - OnCue Marketing
- Lee Roy Smith - National Wrestling Hall of Fame & Museum
- Cory Williams - Look Properties / Attorney
- Constance Williamson - Meditations Banquet Facility & Zannotti's Wine Bar

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- Nicole Horn, Director of Sales
- Avery Kinzie, Director of Marketing
- Keiran Faulkner, Director of Communications

**CPA** - Mark Gunkel, CPA PC



# SEMI-ANNUAL HIGHLIGHTS

July - December 2022

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.



2022 Guide to the Local Scene

## Website - VisitStillwater.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.

## 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 add their events and graphics. It also enables individuals to search by date, date range, or area of interest - such as live music, athletics, or a specific event.

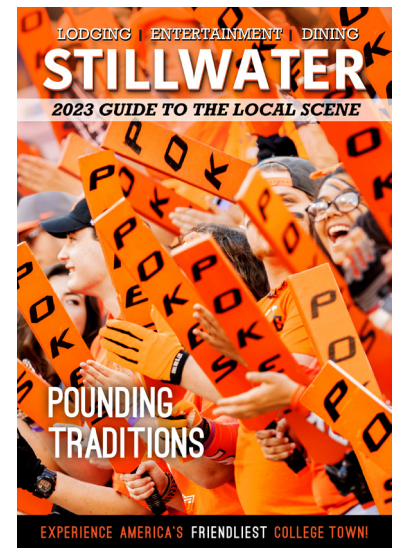
## Microsites

Visit Stillwater created a new microsite this year 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 also continued to coordinate a **Holidays 2022** microsite that featured information on holiday events, a holiday light displays map, shop locally for the holidays, Stillwater Holiday Parade of Lights, Merry Main Street, and Where is Santa Claus?

## Stillwater 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 44-page annual publication were printed this year, featuring original Stillwater icons and attractions on the cover. Digital and online marketing efforts consistently increase Guide requests.



2023 Guide to the Local Scene

# SEMI-ANNUAL HIGHLIGHTS

July - December 2022

## Social Media - @visitstillwater

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 and retail options 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 25,000 Facebook followers in December 2022 and continue to grow interaction across each platform.

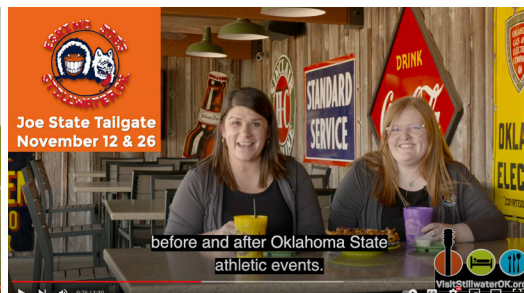


## Digital Marketing

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).

## Video

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.





# SEMI-ANNUAL HIGHLIGHTS

July - December 2022



Annual Dine, Shop, and Play Rack Card Design



## 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.

A "Dine, Shop, and Play" card was produced to appeal year-round and spotlight FlySWO, the Stillwater Savings Pass, and the Visit Stillwater GeoTour. The card we distributed July-September featured the OSU football schedule and Park & Ride, and the October-December card spotlighted Holidays 2022 events, including Merry Main Street. Every card includes FlySWO.



July - September 2022 Rack Card Design

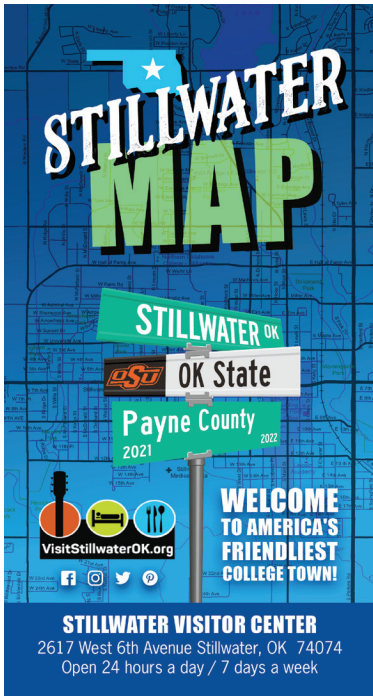


October - December 2022 Rack Card Design



# SEMI-ANNUAL HIGHLIGHTS

July - December 2022



## Stillwater, OSU, and Payne County Map

Stillwater maps continue to be the most requested item in the 24/7 Visitor Information Center across all age groups and by both locals and visitors. We listened to suggestions and feedback to produce a map that would align with those utilizing it. It is a manageable size, includes Stillwater with a street index, Payne County, and through a partnership with OSU, their new campus map. We worked with a local cartographer and designer to produce our first map. We printed 12,500 copies and anticipate producing a map every two years to keep up with demand and our ever-changing community.

## 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 local businesses when putting together relocation or recruitment packets.

## Stillwater Information Stands at SWO

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

In November, Visit Stillwater partnered with the Stillwater Regional Airport to also provide a complimentary coffee station in the outbound terminal. Our messaging is, "Thanks a Latte for flying SWO," and we look forward to enhanced use of our local American Airlines service.



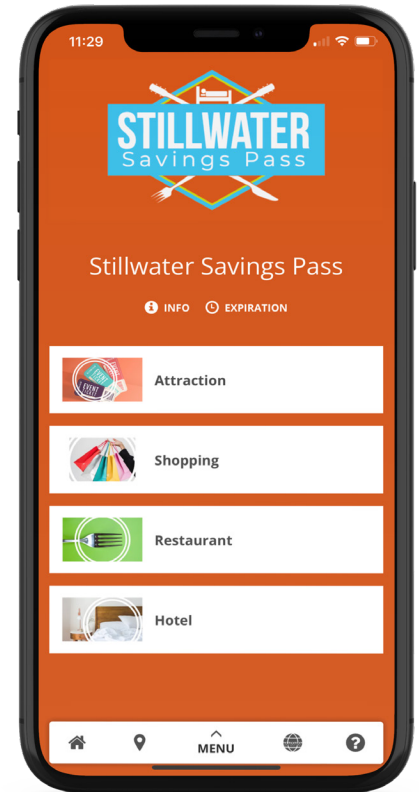


# SEMI-ANNUAL HIGHLIGHTS

July - December 2022

## 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 a geocaching trail to engage residents and visitors in location-based, experiential walking tours, interactive challenges, and treasure hunts.

Geocaching is predominately an outdoor recreation activity that utilizes Global Positioning System (GPS) navigation to hide and seek containers called "geocaches". Outdoor family-friendly activities have continued to increase in popularity.



## SWO Icons

We incorporated the "SWO" icons info in 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, and rack cards.



# VISITOR TAX

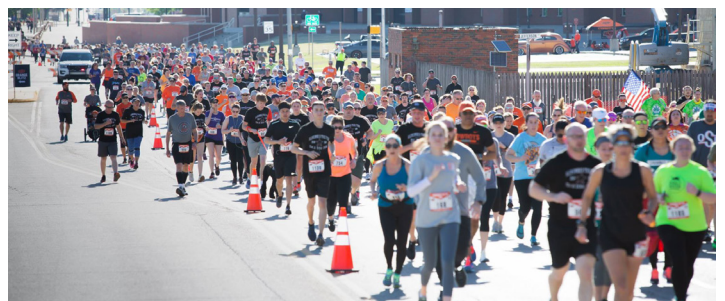
July - December 2022

In 1985, a referendum establishing a 4% hotel room tax (visitor tax) was approved. Then recently, 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 \$975,000 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.





# VISITOR TAX

July - December 2022

Stillwater is currently home to 18 hotel properties with an inventory of 1,406 total rooms. The University Inn and Suites is scheduled to reopen as a Baymont by Wyndham during the first quarter of 2023 with an inventory of 140 rooms, increasing the total inventory to 1,546. The total available listings for short-term rentals ranged from 132 to 216 from July 1, 2022 – December 31, 2022.

## Hotel Data:

	June 21   June 22   Dec 22	June 21   June 22   Dec 22	June 21   June 22   Dec 22
	Occ %	ADR	RevPAR
Stillwater	40.0%   46.6%   <b>49.0%</b>	\$82.55   \$102.35   <b>\$107.68</b>	\$33.03   \$47.71   <b>\$52.79</b>
Oklahoma	52.6%   55.6%   <b>54.7%</b>	\$76.52   \$88.52   <b>\$88.41</b>	\$40.27   \$49.23   <b>\$48.35</b>

According to STR (subscribed source for hotel data benchmarking, analytics, and marketplace insights), the running 12 months report ending December 2022, reflected Stillwater hotel properties had a 49.0% occupancy rate, \$107.68 ADR (Average Daily Rate), and \$52.79 RevPAR (Revenue Per Available Room). The figures were up from 46.6% occupancy, \$102.35 ADR, and \$47.71 RevPAR for the running 12 months ending June 30, 2021. 14 of 18 properties reported their data to STR during the fiscal year.

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



# VISITOR TAX

July - December 2022

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, rather than 1 month when the City of Stillwater collected the tax. As a result, there were only 11 months of visitor taxes remitted during FY 2020 (See page 11). Total visitor tax collections mid-year for fiscal year 2023 reflects a 78% increase, a substantial improvement over the previous years.

## Airbnb and Vrbo Data:

	June 21   June 22   Dec 22	June 21   June 22   Dec 22	June 21   June 22   Dec 22
	Occ %	ADR	RevPAR
<b>Stillwater</b>	59.4%   56.0%   <b>39.4%</b>	\$163.71   \$192.18   <b>\$202.90</b>	\$97.17   \$107.71   <b>\$79.92</b>

Beginning July 1, 2019, visitor tax was also collected from short-term rental properties through Airbnb and individuals with a sales tax permit and remitted directly to the OTC. According to AirDNA (Vacation/Short-term rental market data), on December 31, 2022, there were 216 total available listings in Stillwater - an increase from 127 on June 30, 2022.

Stillwater's short-term rental properties ended the month of December 2022 reflecting a 39.4% occupancy rate, \$202.90 ADR (Average Daily Rate), and \$79.92 RevPAR (Revenue Per Available Room).





## Visitor Tax:

	FY '20 Month	FY '20 Year	FY '21 Month	FY '21 Year	FY '22 Month	FY '22 Year	FY '23 Year	
<b>July</b>	\$91,155.80	\$91,155.80	\$27,429.06	\$27,429.06	\$72,799.35	\$72,799.35	\$76,900.39	OTC- May Collections
<b>Aug.</b>	\$0	\$0	\$36,058.80	\$63,487.86	\$81,375.36	\$154,174.71	\$98,157.84	OTC - June Collections
<b>Sept.</b>	\$57,331.62	\$148,487.42	\$43,482.86	\$106,970.72	\$47,180.19	\$201,354.90	\$123,489.24	OTC - July Collections
<b>Oct.</b>	\$74,731.27	\$223,218.69	\$48,410.64	\$155,381.36	\$77,272.71	\$278,627.71	\$121,879.40	OTC- August Collections
<b>Nov.</b>	\$78,398.65	\$301,617.34	\$40,604.78	\$195,986.14	\$82,116.82	\$360,744.53	\$187,512.30	OTC- September Collections
<b>Dec.</b>	\$92,887.31	\$394,504.65	\$59,928.52	\$255,914.66	\$91,780.61	\$452,525.14	\$198,504.27	OTC-October Collections
<b>Jan.</b>	\$77,277.40	\$471,782.05	\$45,691.28	\$301,605.94	\$84,059.67	\$536,584.81	\$165,293.62	OTC-November Collections
<b>Feb.</b>	\$56,037.87	\$527,409.40	\$30,321.35	\$331,927.29	\$54,009.28	\$590,594.09		OTC - December Collections
<b>March</b>	\$44,589.48	\$572,409.40	\$33,127.63	\$365,054.92	\$36,310.43	\$626,904.52		OTC - January Collections
<b>April</b>	\$54,001.73	\$626,441.13	\$35,852.72	\$400,907.64	\$52,675.88	\$679,580.40		OTC - February Collections
<b>May</b>	\$28,766.95	\$655,178.08	\$67,094.29	\$468,001.93	\$77,592.62	\$757,173.02		OTC - March Collections
<b>June</b>	\$18,032.97	\$673,211.05	\$68,724.45	\$536,726.38	\$100,499.57	\$857,672.59		OTC - April Collections
		<b>14% decrease</b>		<b>20% decrease</b>		<b>60% increase</b>	<b>81% increase</b>	
<b>City's Budgeted Amount</b>		<b>\$800,000</b>		<b>\$500,000</b>		<b>\$500,000</b>	<b>\$1,300,000</b>	

- FY 2020 - Oklahoma Tax Commission began collecting visitor tax.
- 2 month delay - i.e.: May collections reflected in July.
- July 2019 also reflects past due collections.

# VISIT STILLWATER DELIVERABLES

July - December 2022

The fiscal year 2023 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, visitor experiences, advocacy, destination and economic development partnerships, industry relations, and administration.

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.

Enhanced capabilities enable us to track efforts that were not documented through Simpleview in previous years. And, while the system was recently further customized to better 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.

<b>A. Marketing &amp; Communications</b>	<b>FY 20-21</b>	<b>FY 21-22</b>	<b>FY 22-23</b>	<b>Goal</b>	<b>% of Goal</b>
Increase website traffic by 7.5%	297,711	390,412	249,848	419,693	60%
Increase website pageviews by 10%	462,329	623,303	393,907	685,633	57%
Increase website sessions originating from Dallas DMA by 5%	58,685	69,843	54,512	73,335	74%
Increase referred traffic from social media to website by 7.5 %	23,702	28,741	15,892	30,897	51%
Publish 365 original social media posts	---	---	228	365	62%
Increase social media followers by 7.5%	25,889	30,719	33,934	33,023	103%
Increase social media reactions by 5%	---	---	40,670	64,458	63%
Increase Facebook reach by 7.5%	---	---	1,211,982	2,901,323	42%
Provide 125 sweepstakes giveaways	89	125	59	125	47%
Promote 2,000 locally held events at VisitStillwaterOK.org	1,185	1,830	767	2,000	38%
Load 24 primary local events on the OK Tourism and Recreation Department website	---	---	51	24	213%



# VISIT STILLWATER DELIVERABLES

July - December 2022

A. Marketing & Communications	FY 20-21	FY 21-22	FY 22-23	Goal	% of Goal
Share 125 news releases for industry partners	148	238	74	125	59%
Create 12 videos highlighting Stillwater events, attractions, and businesses	12	12	6	12	50%
Publish 24 blog posts	29	25	12	24	50%
Produce 12 display/print ads in partnership publications (i.e. OK Travel Guide, STATE, POSSE, Green Country Travel Guide, and Ovations)	---	---	12	12	100%
Distribute 100,000 Stillwater Guides to the Local Scene (per calendar year)	2021 Guide 100,000	2022 Guide 100,000	44,956	100,000 per edition	100% per edition
Write 12 News Press columns	---	---	6	12	50%
Distribute 12 "Still in the Know" postcards	---	---	6	12	50%
Email 12 eNewsletters	---	---	6	12	50%
Distribute 10,000 copies of 4 different rack cards (also hand-delivered regionally) (1)	---	---	26,900	40,000	67%
Display 72 banner placements outside the 24/7 visitor information center	---	---	33	72	46%

(1) Three cards produced to date.



# VISIT STILLWATER DELIVERABLES

July - December 2022

A. Marketing & Communications	FY 20-21	FY 21-22	FY 22-23	Goal	% of Goal
Display 200 event flyers inside the 24/7 visitor information center	---	---	105	200	53%
Manage 112 360° degree virtual tours for online platforms through Threshold 360 (1)	---	---	112	112	100%
Gain rights to 100 additional assets (social media pictures) through Crowdriif (2)	---	---	127	100	127%
Coordinate 235 guests for TV-31's "The Morning Edition"	---	---	107	235	46%
Appear on live local radio 140 mornings to share upcoming event information	---	---	74	140	53%
Record 35 podcasts with media partners to promote events and services	---	---	25	35	71%
Provide the program or serve as a speaker for 12 organizations/classes	---	---	5	12	42%

(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.

(2) CrowdRiff is visual content marketing software for travel and hospitality brands and offers the leading visual storytelling solutions for destination marketers.





# VISIT STILLWATER DELIVERABLES

July - December 2022

B. Meeting & Event Sales	FY 20-21	FY 21-22	FY 22-23	Goal	% of Goal
Number of sales communications with existing client accounts (1)	---	---	3,534		
Contact 40 potential new clients for future meetings or events	---	---	21	40	53%
Retain 40 events booked and/or serviced through Visit Stillwater (2)	---	---	25	40	63%
Increase new events booked and/or serviced through Visit Stillwater by 5%	43	65	33	68	49%

(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. Meeting & Event Sales	FY 20-21	FY 21-22	FY 22-23	Goal	% of Goal
<b>Visitor development incentive grants to future or expanding events (reflects grants awarded during FY 2023) (1)</b>					
- Total amount of grants awarded	---	---	\$14,080		
- Total estimated number of day visitor	---	---	8,690		
- Total estimated number of overnight visitors	---	---	3,360		
- Total estimated visitor spending (through Event Impact Calculator) (2)	---	---	\$1,136,522		

(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) The Event Impact Calculator is an annual opt-in service 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.

# VISIT STILLWATER DELIVERABLES

July - December 2022

B. Meeting & Event Sales	FY 20-21	FY 21-22	FY 22-23	Goal	% of Goal
<b>Post event impact of events receiving visitor development incentive grants during FY23:</b>					
- Total amount of grants awarded	---	---	\$9,000		
- Total estimated number of day visitors	---	---	2,790		
- Total estimated number of overnight visitors	---	---	1,270		
Total estimated visitor spending (through Event Impact Calculator)	---	---	\$357,138		
Host 4 (quarterly) Stillwater Hotel Education Luncheons	---	---	2	4	50%
Email 12 VS and market updates to hotel partners (1)	---	---	8	12	67%
Email 12 VS and market updates to short-term rental partners collecting tax (2)	---	---	Starting Jan. 2023	12	0%

(1) Industry information, particularly from the Oklahoma Hotel and Lodging Association, is shared with Stillwater hotel partners as it is made available.

(2) Beginning January 1, 2023, Vrbo will join Airbnb remitting sales and visitor tax to the Oklahoma Tax Commission enabling streamlined communications to over 200 local short-term rentals.





# VISIT STILLWATER DELIVERABLES

July - December 2022

C. Meeting & Event Client Services (Client and Partner Services)	FY 20-21	FY 21-22	FY 22-23	Goal	% of Goal
Number of services communications with existing client accounts (1)	1,131	1,503	3,974		
Coordinate 24 site inspections or familiarization (FAM) tours for VS and/or clients (2)	8	12	13	24	54%
Estimated value of 0-balance invoices provided for services received (3)	---	---	\$1,051,585		
Number of groups assisted	---	---	675		
Email 4 (quarterly) meeting/event planner eNewsletters (4)					

(1) 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 (147) and partner (528) accounts.

(2) Many clients interested in hosting an event in Stillwater have never been to our community. We will schedule a site inspection or FAM tour, often including multiple hotels and event venues, back-to-back depending upon their knowledge of Stillwater.

(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.

(4) New anti-spam laws (i.e. CASL, GDPR, CLPA) restrict the legality of this platform.



# VISIT STILLWATER DELIVERABLES

July - December 2022

D. Visitor Experiences	FY 20-21	FY 21-22	FY 22-23	Goal	% of Goal
Number of publications distributed from 24/7 visitor information center	---	---	1,483		
Number of publications distributed from 2 visitor information stands at SWO - inbound and outbound terminals	---	---	535		
<b>Manage and coordinate 50 businesses on the Stillwater Savings Pass</b>	---	---	51	50	102%
- Number of individuals who downloaded the Pass this year	---	---	525		
- Total number of individuals with the Pass (since September 2020)	---	---	1,735		
- Number of redemptions this year	---	---	122		
- Total number of redemptions (since September 2020)	---	---	426		
<b>Increase the number of individuals to earn a Stillwater GeoCoin by 50</b>	---	50	13	50	26%
- Number of states/countries represented this year	---	10	6		
- Estimated local spending this year	---	\$12,420	\$926.56		
- Total number of individuals completing the tour (since Aug. 2021)	---	50	63		
- Total number of states/countries represented (since Aug. 2021)	---	10	15		
- Total estimated local spending (since Aug. 2021)	---	\$12,420	\$13,346.66		





# VISIT STILLWATER DELIVERABLES

July - December 2022

## E. Advocacy - Destination and Economic Development Partnerships & Industry Relations

Invest in DestinationNEXT diagnostic tool to strategize for the future

Provide data and input to the City Tourism Advisory Committee

Assist local economic development partners with business recruitment, site selection, expansion, and relocation

Provide research, trends, impact analysis, visitor spending estimates, and other data to local partners to utilize within their specialized fields

Keep 24/7 visitor information stocked as primary location for relocation and recruitment packet information

Visit Stillwater conducts research, collects data, distributes relocation and recruitment information, and provides support as one of Stillwater's primary economic development organizations.





# VISIT STILLWATER DELIVERABLES

July - December 2022

E. Advocacy - Destination and Economic Development Partnerships & Industry Relations	
Attend weekly Stillwater Communications Team meetings	Attend City of Stillwater Marketing Team meetings
Attend weekly Stillwater News Press Editorial Board meetings	Attend Stillwater Regional Airport Executive Marketing Team meetings
Attend weekly Stillwater Frontier Rotary Meetings	Attend City of Stillwater T.I.M.E. Action Committee meetings
Coordinate and host monthly Market Stillwater meetings	Attend Vibrant Stillwater meetings upon request
Attend monthly Downtown Stillwater Association meetings	Attend/Host Merry Main Street/Holidays planning committee meetings
Attend monthly Downtown Stillwater Cultural District meetings	Attend Special Olympics Oklahoma Summer Games Committee meetings
Work closely with Modella Art Gallery, OSU Museum of Art, Prairie Arts Center, Community Center, History Museum, and Public Library	Attend Bob Childers' Gypsy Café / Red Dirt Relief Fund meetings
Attend monthly Stillwater Community United meetings	Attend 3rd Friday Downtown Art Walk planning committee meetings
Attend quarterly Oklahoma Travel Industry Association Board meetings	



Visit Stillwater team members attend a multitude of various types of industry and community meetings and events to provide the most effective assistance possible. Additional committees and events will also be attended as the year progresses.





# VISIT STILLWATER DELIVERABLES

July - December 2022

E. Advocacy - Destination and Economic Development Partnerships & Industry Relations	
Work closely with the staff of American Airline/Envoy at SWO	
Work closely with the staff and board of the Payne County Expo Center	 <p><b>Visit Stillwater</b> Published by Melissa Martin [?] · December 20, 2022 · 🌐</p> <p>Wrestlers, welcome to America's Friendliest College Town! We wish you all the best of luck as you compete in the first-ever <a href="#">National Wrestling Hall of Fame &amp; Museum Dual Classic</a> presented by <a href="#">Cliff Keen Wrestling</a> and Territory Resources .</p> <p>If you can't make it to Gallagher-Iba Arena this week, <a href="#">FloWrestling</a> will broadcast all 40 dual matches at <a href="#">FloWrestling.org</a>.</p> <p>📍: Gallagher-Iba Arena... <a href="#">See more</a></p>  <p><b>Visit Stillwater</b> Tourist Information Center</p> <p>9,304 People reached      476 Engagements</p> <p>👍❤️ 202      2 comments 14 shares</p>
Work closely with Lake McMurry Friends	
Work closely with Stillwater Community Center Friends	
Work closely with the Stillwater Arts & Humanities Council	
Work closely with the Stillwater Area Sports Association	
Work closely with various departments of the City of Stillwater	
Work closely with the Stillwater Public Library	
Work closely with the Stillwater Chamber of Commerce	
Work closely with Oklahoma State University	
Work closely with the Oklahoma State University Alumni Association	
Work closely with the Oklahoma State University Foundation	

Partnerships with local businesses and organizations enhance an open line of communication enabling the Visit Stillwater team to serve as a one-stop-shop for visitors, event planners, and also residents, and local business owners.





# VISIT STILLWATER DELIVERABLES

July - December 2022

## F. Administration

Schedule a strategic planning retreat every 3-5 years

Compile research and data for semi-annual and annual reports to the City/SEDA

Maintain Destinations Marketing Accreditation Program designation

Apply for annual Red Bud Awards through Oklahoma Travel Industry Association

Visit Stillwater board of directors and staff allocate resources to accomplish desired goals and objectives efficiently and effectively throughout the year and to ensure our DMO embraces innovative marketing and sales techniques while operating within industry best practices.

