

VISIT STILLWATER

FY24 Semi-Annual Report



AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOARD OF DIRECTORS

July 2023 - December 2023

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,



Blaire Atkinson, Visit Stillwater Board Chair

Visit Stillwater Board of Directors and Staff

Chair - Blaire Atkinson - OSU Foundation

Vice Chair - Ival Gregory - Retired

Treasurer - Chad Weiberg - OSU Athletic Department

At Large - Tommy Shreffler - OnCue Marketing

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- Melissa Hubbard - Hampton Inn West & Residence Inn
- Dustin MacDonald - Chris' University Spirit
- Michal Shaw - Stillwater Medical Foundation
- Daren Shrum - Oklahoma State University
- Lee Roy Smith - National Wrestling Hall of Fame & Museum
- Cory Williams - Look Properties / Attorney
- Constance Williamson - Meditations Banquet Facility & Zannotti's Wine Bar

Staff:

- Cristy Morrison, President & CEO
- Nicole Horn, Director of Sales
- Sara Carrigan, Visitor Relations & Office Manager

CPA - Mark Gunkel, CPA PC

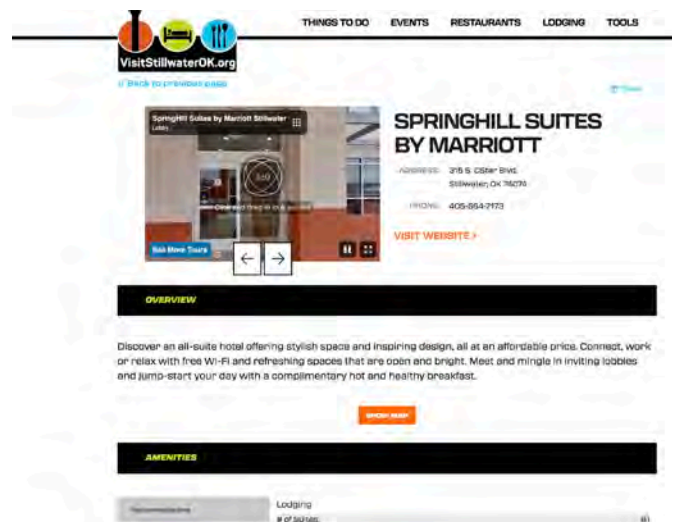
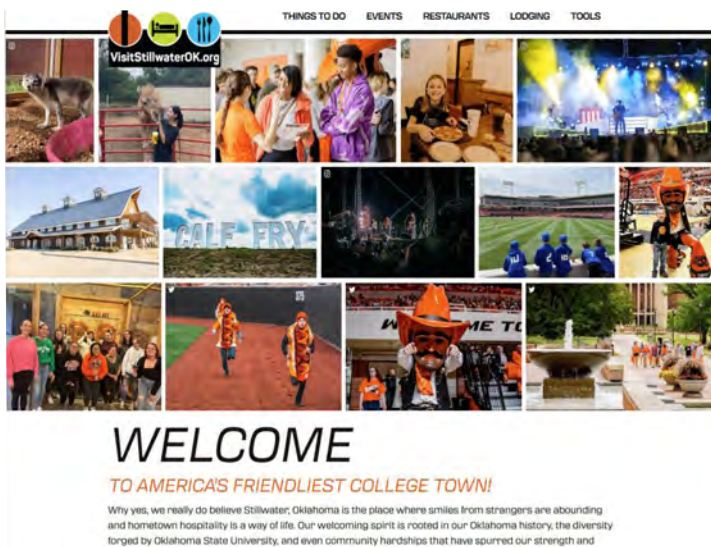
SEMI-ANNUAL HIGHLIGHTS

July 2023 - December 2023

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.

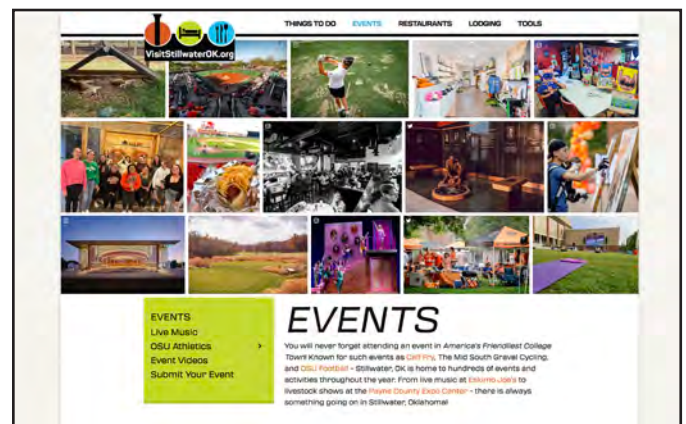
Website - VisitStillwater.org & VisitStillwaterOK.org

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.



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.



SEMI-ANNUAL HIGHLIGHTS

July 2023 - December 2023



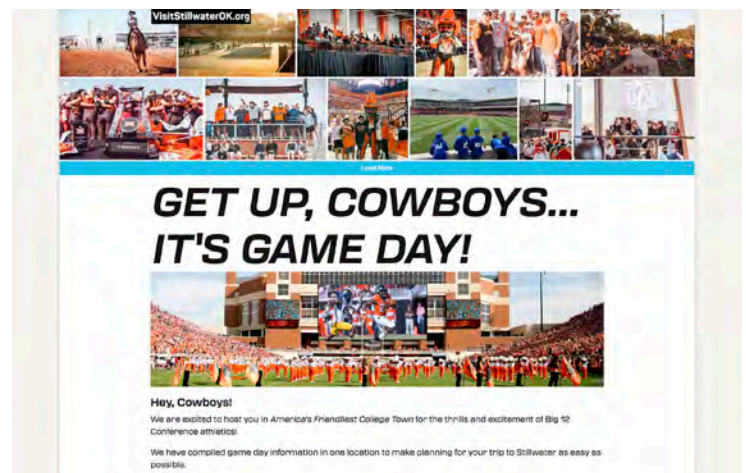
Microsites

In July 2023, 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.

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 2023** 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?

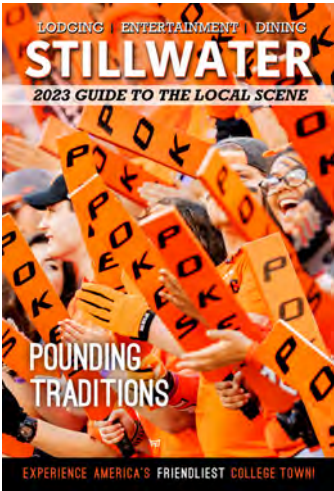
Visit Stillwater coordinated a community-wide holiday promotion – “**Fly Home for the Holidays**” – to enhance exposure for the Stillwater Regional Airport and service on American Airlines while emphasizing the importance of shopping locally. We designed a microsite to outline the 52-day shop local and FlySWO campaign to outline how individuals could enter to win 1 of 3 \$500 American Airlines gift cards. The campaign generated over \$75,000 in local sales. We also provided 5 \$100 American Airlines gift cards for the City’s **SWO Home for the Holidays** event with Santa Claus.



As active members of the **Stillwater Community United Committee**, Visit Stillwater created a microsite to promote the activities surrounding the Dr. Martin Luther King Junior Celebration and March. The page served as a community resource with event itineraries, and MLK march maps, – both throughout the community and on the OSU campus – and the Middle School poster contest. We even added an online voting option for the contest to enable more people to participate.

SEMI-ANNUAL HIGHLIGHTS

July 2023 - December 2023



2023 Guide to the Local Scene

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 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, media press kits, conference and event attendees, through Certified Folder and the Oklahoma Tourism Department fulfillment program, mailed directly to visitors who request a copy, and are available at more than 200 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 excellent placement in the top right-hand corner in their stands throughout Oklahoma, southern Kansas, and northeast Arkansas.



Certified Folder - Best Western Plus in Elk City Oklahoma



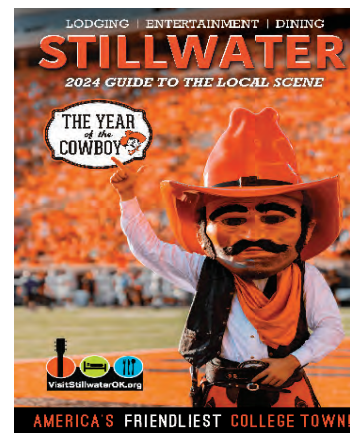
Information Stand Located at City Hall



Information Stands at Stillwater Regional Airport (SWO)



24/7 Visitor Information Center



2024 Guide to the Local Scene

SEMI-ANNUAL HIGHLIGHTS

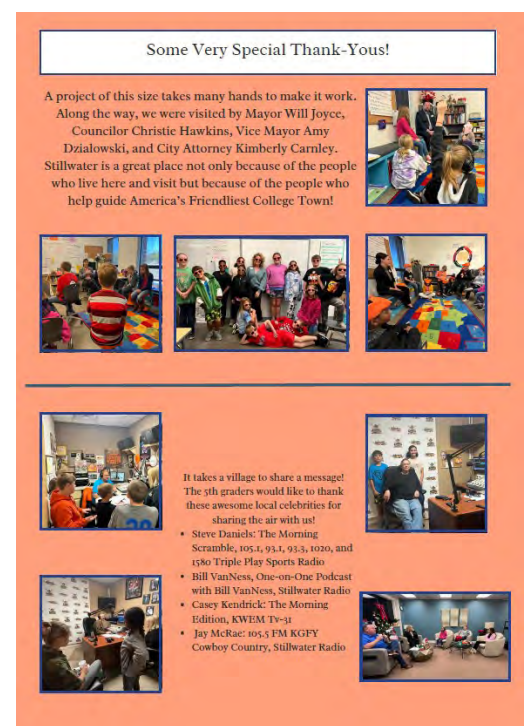
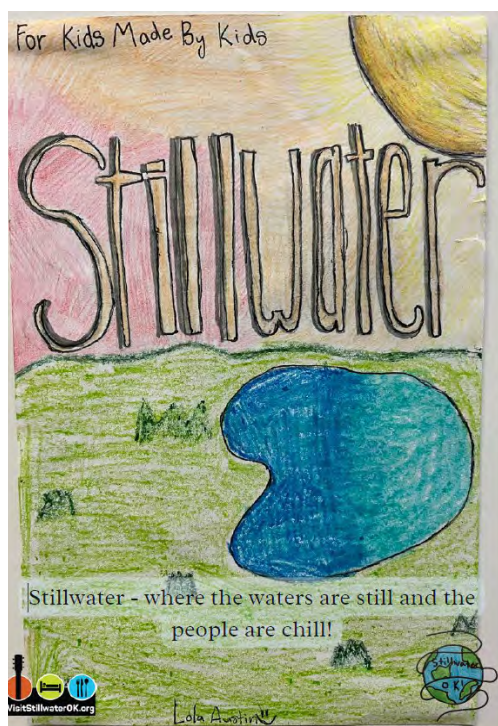
July 2023 - December 2023

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.

In July, 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.

As part of the project, we also scheduled each student for a guest appearance on Tv-31's The Morning Edition, The Morning Scramble on Triple Play Sports Radio, or on the One-on-One Podcast or Cowboy Country at Stillwater Radio to outline and promote their publication.



SEMI-ANNUAL HIGHLIGHTS

July 2023 - December 2023

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 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 28,500 Facebook followers in December 2023 and continue to grow interaction across each platform.

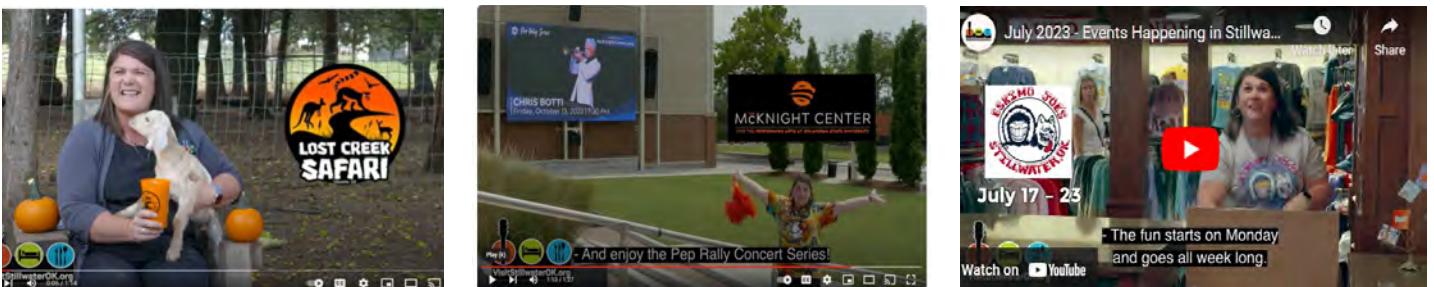


Digital Marketing

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 2023 - December 2023



Annual Dine, Shop, and Play Rack Card Design

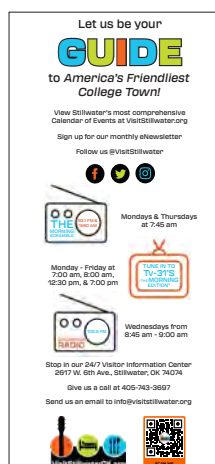
Rack Cards

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.

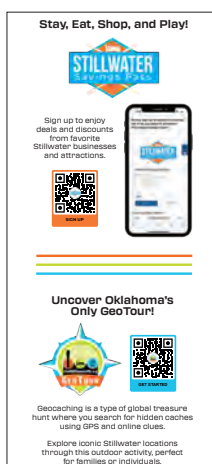
- A **"Dine, Shop, and Play"** card was produced to appeal year-round and spotlight FlySWO, the Stillwater Savings Pass, and the Visit Stillwater GeoTour.
- **Let Us Be Your Guide** card serves as an overview of ways to learn of events, the savings pass, and GeoTour.
- **July-September** featured the OSU football schedule, Park & Ride, and Fall athletics.
- **October-December** spotlighted Holidays 2023 events, Where is Santa?, the Stillwater Savings Pass, and Winter athletics.
- **January-June** card highlighted major Spring 2024 events and local live music venues including the Tumbleweed and the Salty Bronc.



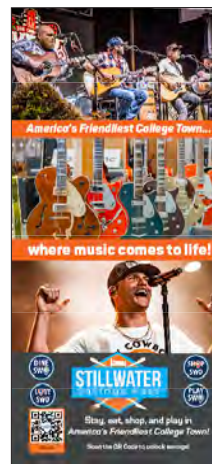
July - September 2023 Rack Card Design



Let us be your Guide



October - December 2023 Rack Card Design



January - June 2024 Rack Card Design



SEMI-ANNUAL HIGHLIGHTS

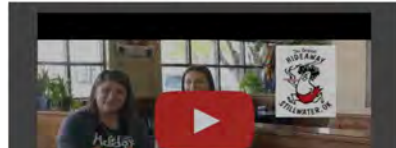
July 2023 - December 2023



October Events in Stillwater, Oklahoma!



November Events in Stillwater, Oklahoma!



eNewsletter

Our monthly eNewsletter is sent on the 1st of each month to over 9,000 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.

September Calendar of Events

- 1-3 Payne County Fair | Payne County Expo Center
- 1 OSU Cross Country Cowboy Preview Meet | OSU Cross Country & Track
- 1 Stillwater Pioneers vs. BYU | Stillwater Pioneer Football Stadium
- 2 Cowboy Football vs. Central Arkansas | Boone Pickens Stadium
- 3 Cowgirl Soccer vs. Central Arkansas | Neal Patterson Stadium
- 8 Cam Allen Live | Tumbleweed Dancehall & Concert Venue
- 9 Fall into the Holidays Craft Show | Payne County Expo Center
- 15-17 Fall Family Weekend | Oklahoma State University
- 15 Scotty McCreery Performance | The McKnight Center for the Performing Arts
- 15 3rd Friday Downtown Art & Wine Walk | Downtown Stillwater
- 16 Cowboy Football vs. South Alabama | Boone Pickens Stadium
- 16 Payne County Flea Market | Payne County Expo Center
- 17 Cowgirl Soccer vs. Abilene Christian | Neal Patterson Stadium
- 19-21 Fall OSU Career Fairs | Gallagher-Iba Arena
- 21 Cowgirl Soccer vs. Kansas | Neal Patterson Stadium
- 23 Chase Matthews Live | Tumbleweed Dancehall & Concert Venue
- 23 Chuck Wagons 4 Heroes | Payne County Expo Center
- 23 OSU Men's and Women's Cross Country Cowboy Jamboree | OSU Cross Country Course
- 23 - Oct 31 8th Annual Pumpkin Patch | Highland Park United Methodist Church
- 24 Cowgirl Soccer vs. Kansas State | Neal Patterson Stadium
- 24 New York Philharmonic Gala Concert | The McKnight Center for the Performing Arts
- 28 Cowgirl Soccer vs. UCF | Neal Patterson Stadium
- 29 Dylan Wheeler Live | Tumbleweed Dancehall & Concert Venue
- 29 Stillwater Pioneers vs. Booker T. Washington | Stillwater Pioneer Football Stadium

Payne County Free Fair Events

- 31-September 2 "Power of the Past" Antique Tractor Parade
- September 1 Lawn and Garden Tractor Pull
- September 2 Cattle Dog Event

Granny's Kitchen



Indulge in a mouth-watering brunch experience at a local renowned eatery. Famed for their scrumptious egg benedict and heavenly cinnamon roll, this spot also boasts a delightful array of lunch options that will leave you craving for more!

Let's Eat!

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. Almost 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
FlyStillwaterOK.com



November 2023

Still in The Know **SITK**

- 1 The Twelves Movie Night | The Twelves - 121 W. 6th St. | Expected Attendance: Ghosts and Goblins
 - 2 Coffers, Comics, & Columns | Stillwater History Museum | Expected Attendance: History Buffs
 - 3 42nd Annual Fall Festival Arts & Crafts Show | Payne County Expo Center | Expected Attendance: 1000
 - 3 Stillwater High School Football: Pioneers vs. Muskogee | Pioneer Football Stadium | Expected Attendance: 8000
 - 3 The Great Divide | Tumbleweed Dancehall & Concert Venue | Expected Attendance: 1000
 - 3 Postmodern Jukebox "Life in the Past Lane Tour" | The McKnight Center for the Performing Arts | Expected Attendance: 1000
 - 5 Fall Fest at The Twelves | The Twelves - 121 W. 6th St. | Expected Attendance: 500
 - 10 Classic Cinema: You Can't Take It With You | Community Center | Expected Attendance: 500
 - 10 Central Regional Rabbit Show | Payne County Expo Center | Expected Attendance: 750
 - 10 11 Rage in the Cage | Payne County Expo Center | Expected Attendance: 1000
 - 16 Holiday Market: Small Works Modella Art Gallery | Expected Attendance: 250
 - 17 18, 19 OSU Theatre: Macbeth | Serenito Center for the Performing Arts | Expected Attendance: 1000
 - 17 OSU Block & Birdie Stillwater Showdown | Payne County Expo Center | Expected Attendance: 1000
 - 17 Holiday and Friday Downtown Art & Wine Walk | Downtown Stillwater | Expected Attendance: 750
 - 19 downtown Stillwater Holiday Open House | Downtown Stillwater | Expected Attendance: Holiday Shoppers
 - 24 Lights on the Lake | Lake McMurry | Expected Attendance: Elves and Reindeer
 - 25 Wealth Making Workshop | Greenhouse Learning Center | Expected Attendance: 250
 - 30 How the Grinch Stole Christmas | The McKnight Center for the Performing Arts | Expected Attendance: 1000
- OSU ATHLETICS**
- 1, 6, 12, 20, 25, 30 Cowboy Basketball | Gallagher-Iba Arena | Expected Attendance: 15,611 per game
 - 3 OSU Equestrian vs. Fresno State | Pedigo-Hull Equestrian Center | Expected Attendance: 750 per event
 - 4 Cowboy Football vs. Oklahoma | Boone Pickens Stadium | Expected Attendance: 35,865
 - 6, 8, 26 Cowgirl Basketball | Gallagher-Iba Arena | Expected Attendance: 15,611 per game
 - 10 NCAA Cross Country Midwest Regional Championships | OSU Cross Country Course | Expected Attendance: Fast Runners
 - 10 cowboy Wrestling vs. Bucknell | Gallagher-Iba Arena | Expected Attendance: 15,611
 - 25 Cowboy Football vs. BYU | Boone Pickens Stadium | Expected Attendance: 35,865

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

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



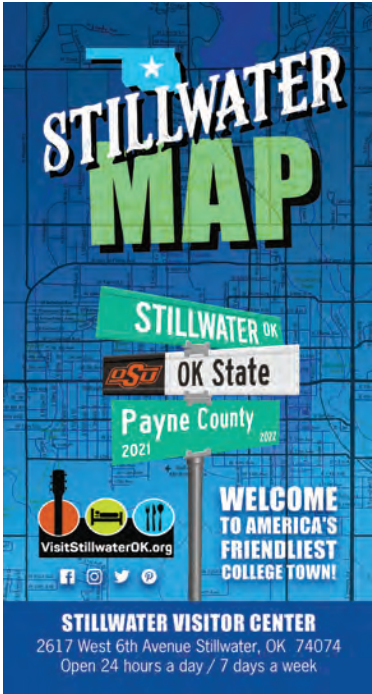
Cowboy Stampede Rodeo: October 19-21
Payne County Expo Center



OSU Homecoming
October 22-28

SEMI- ANNUAL HIGHLIGHTS

July 2023 - December 2023



Stillwater, OSU, and Payne County Map

Stillwater maps continue to be one of the most requested items 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 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 and realtors when putting together relocation or recruitment packets.

Stillwater Information Stands & Coffee Station 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.

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.

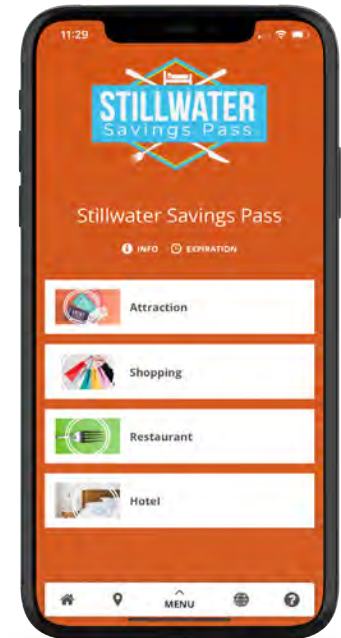


SEMI-ANNUAL HIGHLIGHTS

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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 to 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, and rack cards.



SEMI-ANNUAL HIGHLIGHTS

July 2023 - December 2023

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 at VisitStillwater.org/events/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 to win gift cards to the Stillwater business of their choice. There were four drawings for a \$50 gift card for individuals spending over \$100, three drawings for a \$100 gift card for individuals spending over \$250, and two drawings for a \$250 gift card for individuals spending over \$500.



Fly Home for the Holidays

Starting in November, Visit Stillwater kicked off the Fly Home for the Holidays campaign. From November 17, 2023, to January 7, 2024 residents and visitors were encouraged to shop, dine, and stay in Stillwater. Anyone who spent \$50 or more could be entered to win 1 of 3 \$500 American Airlines Gift Cards.

The Visit Stillwater Team recorded a :15 radio commercial that flooded the Team Radio and Stillwater Radio markets. Consistent front-page ads and 2 full page ads ran in the News Press over 7 weeks. We wrote our monthly column on the campaign as well as a Q5. Flyers and tabletop signs were delivered to retailers, restaurants, and hotels to put by their registers, at the front desk, and on windows along with buttons for front desk clerks, those at registers, and others to wear.

Live 22 Foot Christmas Tree

Visit Stillwater was honored to sponsor the live 22-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.



SEMI-ANNUAL HIGHLIGHTS

July 2023 - December 2023

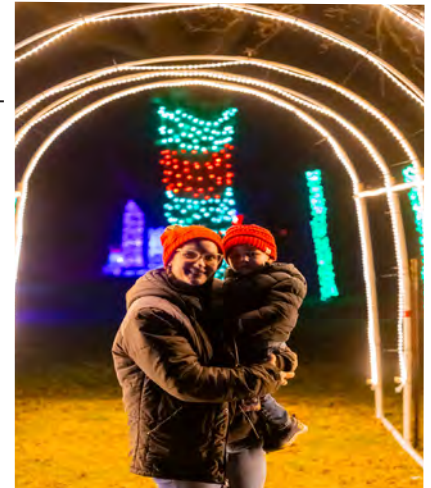
Holiday Parade of Lights

The annual Holiday Parade of Lights was once again emceed by Visit Stillwater President and CEO on Tv-31. Visit Stillwater also partnered with the City of Stillwater and Chamber of Commerce to purchase candy, and coordinated with the Grace Presbyterian Church to assist in handing it out on a city block before the parade.



Lights on the Lake

This year, Lake McMurry's Lights on the Lake was powered by Visit Stillwater. The investment supported the Friday-Sunday, 5-7 pm event that took place December 1-17. The event featured both walk-through and drive-through displays this year with an estimated 1,500 attending the holiday event.



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.



VISITOR TAX

July 2023 - December 2023

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 \$1,120,000 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 2023 - December 2023

Stillwater is currently home to 18 hotel properties with an inventory of 1,404 total rooms. Baymont by Wyndham had an inventory of 140 rooms and closed in July of 2023. The total available listings for short-term rentals ranged from 249 to 323 from July 1, 2023 – December 31, 2023.

Hotel Data:	June 22 June 23 Dec. 23	June 22 June 23 Dec. 23	June 22 June 23 Dec. 23
	Occ %	ADR	RevPAR
Stillwater	45.8% 48.8% 45.0%	\$101.84 \$108.92 \$108.78	\$46.60 \$53.12 \$48.94
Oklahoma	54.4% 54.7% 42.6%	\$88.90 \$92.96 \$86.18	\$48.33 \$50.86 \$36.75

According to STR (subscribed source for hotel data benchmarking, analytics, and marketplace insights), the running 12 months report ending December 2023, reflected Stillwater hotel properties had a 45.0% occupancy rate, \$108.78 ADR (Average Daily Rate), and \$48.94 RevPAR (Revenue Per Available Room). The figures were down from 48.8% occupancy, \$108.92 ADR, and \$53.12 RevPAR for the running 12 months ending June 30, 2023. However, this is reflecting June to December data points. 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 2022 - December 2023

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 17). Total visitor tax collections at mid-year for fiscal year 2024 reflected a 14% increase.

Airbnb and Vrbo Data:

	June 22 June 23 Dec. 23	June 22 June 23 Dec. 23	June 22 June 23 Dec. 23
	Occ %	ADR	RevPAR
Stillwater	55.7% 45.3% 34.9%	\$190.93 \$173.36 \$203.16	\$106.33 \$78.61 \$70.90

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. Additionally, Vrbo started collecting taxes and remitting them to the OTC on January 1, 2023.

According to AirDNA (Vacation/Short-term rental market data), on December 31, 2023, there were 323 total available listings in Stillwater - an increase from 256 on June 30, 2023.

Stillwater's short-term rental properties ended the month of December 2023 reflecting a 34.9% occupancy rate, \$203.16 ADR (Average Daily Rate), and \$70.90 RevPAR (Revenue Per Available Room). However, this is reflecting June to December data points.



Visitor Tax:

	FY '21 Month	FY '21 Year	FY '22 Month	FY '22 Year	FY '23 Month	FY '23 Year	FY '24 Month	FY '24 Year	
July	\$27,429.06	\$27,429.06	\$72,799.35	\$72,799.35	\$76,900.39	\$76,900.39	\$163,782.84	\$163,782.84	OTC - May Collections
Aug.	\$36,058.80	\$63,487.86	\$81,375.36	\$154,174.71	\$98,157.84	\$175,058.23	\$173,599.77	\$337,382.61	OTC - June Collections
Sept.	\$43,482.86	\$106,970.72	\$47,180.19	\$201,354.90	\$123,489.24	\$298,547.47	\$104,269.68	\$441,652.29	OTC - July Collections
Oct.	\$48,410.64	\$155,381.36	\$77,272.71	\$278,627.71	\$121,879.40	\$420,426.87	\$128,528.82	\$570,181.11	OTC - August Collections
Nov.	\$40,604.78	\$195,986.14	\$82,116.82	\$360,744.53	\$187,512.30	\$607,939.17	\$164,678.85	\$734,859.96	OTC - September Collections
Dec.	\$59,928.52	\$255,914.66	\$91,780.61	\$452,525.14	\$198,504.27	\$806,443.44	\$183,887.00	\$918,746.96	OTC - October Collections
Jan.	\$45,691.28	\$301,605.94	\$84,059.67	\$536,584.81	\$165,293.62	\$971,737.06			OTC - November Collections
Feb.	\$30,321.35	\$331,927.29	\$54,009.28	\$590,594.09	\$89,331.65	\$1,061,068.71			OTC - December Collections
March	\$33,127.63	\$365,054.92	\$36,310.43	\$626,904.52	\$85,858.59	\$1,146,927.30			OTC - January Collections
April	\$35,852.72	\$400,907.64	\$52,675.88	\$679,580.40	\$95,679.60	\$1,242,606.90			OTC - February Collections
May	\$67,094.29	\$468,001.93	\$77,592.62	\$757,173.02	\$176,634.56	\$1,419,241.46			OTC - March Collections
June	\$68,724.45	\$536,726.38	\$100,499.57	\$857,672.59	\$147,476.94	\$1,566,718.40			OTC - April Collections
		20% decrease		60% decrease		83% increase		14% increase	
City's Budgeted Amount		\$500,000		\$500,000		\$1,300,000		\$1,300,000	

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

VISIT STILLWATER DELIVERABLES

July 2023 - December 2023

The fiscal year 2024 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.

A. Marketing & Communications	FY 21-22	FY 22-23	FY 23-24	Goal	% of Goal
Increase website traffic by 7.5%	390,412	523,082	273,329	562,313	49%
Increase website pageviews by 10%	623,303	800,296	477,726	880,326	54%
Increase website sessions originating from Dallas DMA by 5%	69,843	107,859	42,127	113,252	37%
Increase referred traffic from social media to website by 7.5 %	28,741	36,889	20,836	39,656	53%
Publish 365 original social media posts	---	430	254	365	70%
Increase social media followers by 7.5%	30,719	34,648	38,368	39,034	98%
Increase social media reactions by 5%	---	72,644	32,666	76,276	43%
Increase Facebook reach by 7.5%	---	3,022,802	1,145,124	3,249,512	35%
Provide 125 sweepstakes giveaways	125	171	38	125	30%
Promote 2,000 locally held events at VisitStillwaterOK.org	1,830	2,006	797	2,000	40%
Load 24 primary local events on the OK Tourism and Recreation Department website	---	85	43	24	179%

VISIT STILLWATER DELIVERABLES

July 2023 - December 2023

A. Marketing & Communications	FY 21-22	FY 22-23	FY 23-24	Goal	% of Goal
Share 125 news releases for industry partners	238	362	52	125	42%
Create 12 videos highlighting Stillwater events, attractions, and businesses	12	12	6	12	50%
Publish 24 blog posts	25	24	12	24	50%
Produce 12 display/print ads in partnership publications (i.e. OK Travel Guide, STATE, POSSE, Green Country Travel Guide, and Ovations)	---	15	8	12	67%
Distribute 100,000 Stillwater Guides to the Local Scene (per calendar year)	2022 Guide 100,000	2023 Guide 100,000	54,933	100,000 per edition	100% per edition
Write 12 News Press columns	---	12	6	12	50%
Distribute 12 "Still in the Know" postcards	---	12	6	12	50%
Email 12 eNewsletters	---	12	6	12	50%
Distribute 10,000 copies of 4 different rack cards (also hand-delivered regionally) (1)	---	44,780	20,546	40,000	51%
Display 72 banner placements outside the 24/7 visitor information center	---	73	48	72	67%

(1) We produced 2 extra rack cards for use throughout the year.



VISIT STILLWATER DELIVERABLES

July 2023 - December 2023

A. Marketing & Communications	FY 21-22	FY 22-23	FY 23-24	Goal	% of Goal
Display 200 event flyers inside the 24/7 visitor information center	---	231	310	200	155%
Manage 112 360° degree virtual tours for online platforms through Threshold 360 (1)	---	112	115	112	103%
Gain rights to 100 additional assets (social media pictures) through Crowdriff (2)	---	181	40	100	40%
Coordinate 235 guests for TV-31's "The Morning Edition"	---	242	113	235	48%
Appear on live local radio 140 mornings to share upcoming event information	---	150	75	140	54%
Record 35 podcasts with media partners to promote events and services	---	51	24	35	69%
Provide the program or serve as a speaker for 12 organizations/classes	---	12	13	12	108%

(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 2023 - December 2023

B. Meeting & Event Sales	FY 21-22	FY 22-23	FY 23-24	Goal	% of Goal
Number of sales communications with existing client accounts (1)	---	4,860	2,899		
Contact 40 potential new clients for future meetings or events	---	41	28	40	70%
Retain 40 events booked and/or serviced through Visit Stillwater (2)	---	43	24	40	60%
Increase new events booked and/or serviced through Visit Stillwater by 5%	65	70	52	68	76%

(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 21-22	FY 22-23	FY 23-24	Goal	% of Goal
Visitor development incentive grants to future or expanding events (reflects grants awarded during FY 2023) (1)					
- Total amount of grants & sponsorships awarded (2)	---	\$40,100	\$42,675		
- Total estimated number of day visitor (3)	---	10,280	24,785		
- Total estimated number of overnight visitors (3)	---	10,950	7,970		
- Total estimated visitor spending (through Event Impact Calculator) (4)	---	\$1,372,479	\$3,389,757		

(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) Added Sponsorships in FY24 to better track our investments in local events.

(3) There were grant and sponsorship investments that are not reflected in the day or overnight visitors, or visitor spending: \$5,000 Christmas Tree, \$1,062 Parade Candy, \$3,500 Lake McMurtry Lights on the Lake, \$5,000 Downtown Stillwater Association, \$425 membership for the Association of Children's Museums.

(4) 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.

VISIT STILLWATER DELIVERABLES

July 2023 - December 2023

B. Meeting & Event Sales	FY 21-22	FY 22-23	FY 23-24	Goal	% of Goal
Post event impact of events receiving visitor development incentive grants during FY23:					
- Total amount of grants & sponsorships awarded (1)	---	\$28,380	\$40,845		
- Total estimated number of day visitors (2)	---	7,680	20,350		
- Total estimated number of overnight visitors (2)	---	13,523	5,905		
Total estimated visitor spending (through Event Impact Calculator)	---	\$1,180,764	\$2,591,268		
Host 4 (quarterly) Stillwater Hotel Education Luncheons	---	4	2	4	50%
Email 12 VS and market updates to hotel partners (3)	---	36	14	12	117%
Email 12 VS and market updates to short-term rental partners collecting tax (4)	---	4			

(1) Added sponsorships in FY24 to better track our investments in local events.

(2) There were grant and sponsorship investments that are not reflected in the day or overnight visitors, or visitor spending: \$5,000 Christmas Tree, \$1,062 Parade Candy, \$3,500 Lake McMurtry Lights on the Lake, \$5,000 Downtown Stillwater Association, \$425 membership for the Association of Children's Museums.

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

(4) January 1, 2023, Vrbo joined Airbnb remitting sales and visitor tax to the Oklahoma Tax Commission enabling streamlined communications to over 200 local short-term rentals. However, due to new anti-spam laws (i.e. CASL, GDPR, CLPA), we are limited to sending a periodic email to short-term rental partners to encourage and enable them to opt-in to email updates. Therefore, there is predominately one-on-one email conversations and assistance provided.



VISIT STILLWATER DELIVERABLES

July 2023 - December 2023

C. Meeting & Event Client Services (Client and Partner Services)	FY 21-22	FY 22-23	FY 23-24	Goal	% of Goal
Number of services communications with existing client accounts (1)	1,503	6,196	3,043		
Coordinate 24 site inspections or familiarization (FAM) tours for VS and/or clients (2)	12	24	6	24	25%
Estimated value of 0-balance invoices provided for services received (3)	---	\$1,849,526	\$794,067		
Number of groups assisted	---	882	528		
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 (396) and partner (905) 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.

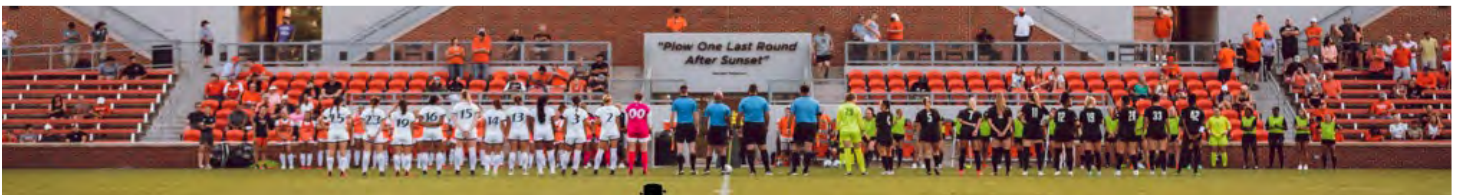
(4) New anti-spam laws (i.e. CASL, GDPR, CLPA) have restricted the legality of this platform.



VISIT STILLWATER DELIVERABLES

July 2023 - December 2023

D. Visitor Experiences	FY 21-22	FY 22-23	FY 23-34	Goal	% of Goal
Number of publications distributed from 24/7 visitor information center	---	3,650	1,420		
Number of publications distributed from 2 visitor information stands at SWO - inbound and outbound terminals	---	1,189	1,127		
Manage and coordinate 50 businesses on the Stillwater Savings Pass	---	51	51	50	102%
- Number of individuals who downloaded the Pass this year	---	1,071	520		
- Total number of individuals with the Pass (since September 2020)	---	2,281	2,801		
- Number of redemptions this year	---	247	46		
- Total number of redemptions (since September 2020)	---	554	600		
Increase the number of individuals to earn a Stillwater GeoCoin by 50	50	51	14	50	28%
- Number of states/countries represented this year	10	12	6		
- Estimated local spending this year	\$12,420	\$3,669	\$719		
- Total number of individuals completing the tour (since Aug. 2021)	50	101	115		
- Total number of states/countries represented (since Aug. 2021)	10	17	18		
- Total estimated local spending (since Aug. 2021)	\$12,420	\$16,089	\$16,808		



VISIT STILLWATER DELIVERABLES

July 2023 - December 2023

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 2023 - December 2023

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 (No longer meets)	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 2023 - December 2023

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

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

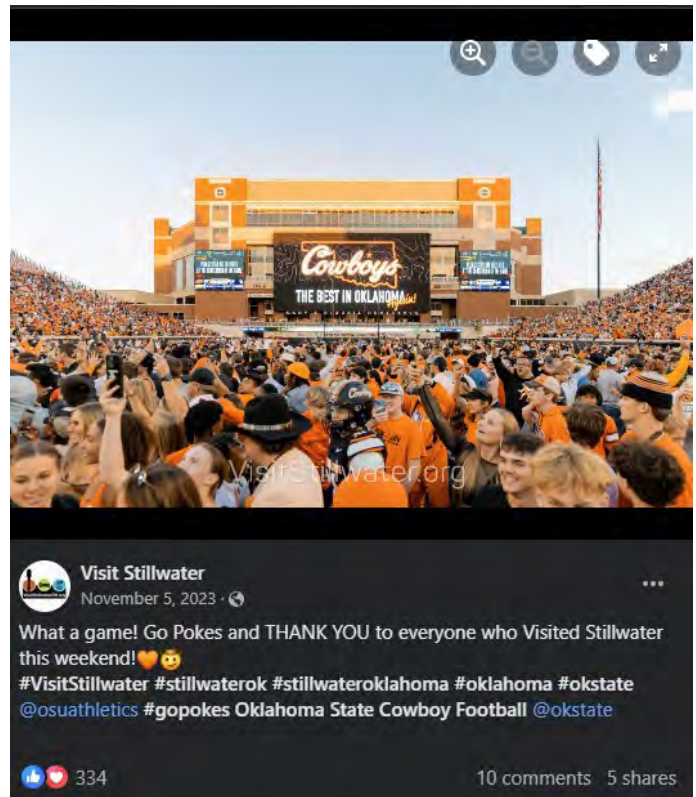
Work closely with the Stillwater Public Library

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 2023 - December 2023

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.

