

VISIT TULSA



VISITTULSA 2.0 INVESTORS

OVERSIGHT COMMITTEE



INVESTORS

Ambassador Hotel Tulsa	Hyatt Regency Tulsa
Ameristar Perimeter Security USA Inc.	J.D. Young
Anheuser Busch Sales of Oklahoma	Jim Norton Toyota
Anish Hotels Group	John Christner Trucking Inc.
Anonymous	Juniper Restaurant & Martini Lounge
Arthur J. Gallagher Risk Management Services, Inc.	Mabrey Bank
Arts & Humanities Council of Tulsa	Magellan Midstream Partners, L.P.
Arvest Bank	Mahogany Prime Steakhouse
Bama Companies	Mariner Wealth Advisors – Oklahoma
Bill Knight Automotive Group	Mazzio's LLC
BlueCross BlueShield of Oklahoma	Michael T. Peyton Trust
Broken Arrow Economic Development Corporation	Oklahoma Aquarium
Charles and Lynn Schusterman Family Foundation	Omni Air International, Inc.
Commerce Bank	ONB Bank & Trust Co.
Conner & Winters, LLP	The Philbrook Museum of Art, Inc.
Cox Communications	Public Service Company of Oklahoma
Crowne Plaza Hotel	Promise Hotels
Cubic, Inc.	Regent Bank
Doerner, Saunders, Daniel & Anderson, L.L.P.	Rogers State University
DoubleTree by Hilton Tulsa Downtown	Saint Francis Health System
Embassy Suites Hotel	SJS Hospitality
Expo Square	The McNellie's Group
Frederic Dorwart, Lawyers	The Polo Grill
GH2 ARCHITECTS, LLC	The Ross Group
Grand River Dam Authority	Tulsa Airports Improvement Trust
Hall Estill	Tulsa Drillers
The Hille Foundation	Tulsa Federal Credit Union
	Unifirst Corp.
	University of Tulsa

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VisitTulsa Mission: Regional Tourism will enhance the Tulsa region's economy through tourism to position and sell our region worldwide, in partnership with the public and private sector, as a premier destination for conventions, trade shows, corporate meetings, multi-cultural groups, sporting events, and top-tier equestrian competitions.

FROM OUR LEADERSHIP

It is an exciting time for regional tourism in our great community. We are gaining new ground in the industry and finding our place among the region's niche areas for premier events, conferences and sports.

As an investor and stakeholder, you are supporting our mission to serve as the region's premier sales and marketing organization with high-performance goals to promote the Tulsa region's world-class facilities and assets.

VisitTulsa and the Tulsa Sports Commission have recently hosted events that have been monumental "wins" for the Tulsa region and have continued to make us more competitive among peer cities. The staff has also expanded in number and scope to keep us proactive and innovative in our pursuit of new events and maintenance of existing ones.

With large events like the Phillips 66 Big 12 Baseball Championship, the United States Youth Soccer National Championship, the Pinto Horse Association's 50th annual World Championship and USA Wrestling National Championship, we were

able to meet and exceed the 132,500-room night goal set for this fiscal year by 16,301 rooms, 112.3 percent of the goal.

We are also excited to announce the recent brand launch of the Tulsa Office of Film, Music, Arts & Culture. Formally known as the Tulsa Mayor's Film and Music Office, the office was transitioned under VisitTulsa's program of work in 2014. Tulsa FMAC is proud to establish a new governing board that will help guide the direction of the office promoting Tulsa as a thriving hub for creative industries in film, music, art and culture.

On behalf of VisitTulsa, the Tulsa Sports Commission and the VisitTulsa 2.0 Oversight Committee, we thank you for your continued support and contributions to making a difference for regional tourism in the Tulsa region.



Jeff Stava
Chair, Tulsa Regional Tourism
Executive Board
COO, Tulsa Community
Foundation & George Kaiser
Family Foundation



Robert D. McGrew
2015 Chair, VisitTulsa 2.0
Oversight Committee
President and CEO
T. D. Williamson, Inc.



Ray Hoyt
President
VisitTulsa & Tulsa Sports
Commission

VISITTULSA 2.0 CAPITAL CAMPAIGN

There was a significant lack of knowledge around Tulsa’s incredible assets. No one knew about the museums, the arts scene, the booming downtown nightlife or even Route 66. Without proper funding to the Tulsa market the Tulsa region would continue to be beige to the visitor.

That’s when 40 private investors pledged, in VisitTulsa’s 1.0 Capital Campaign, \$3.6 million over three years with one unified vision: position our region’s assets to attract visitors and capitalized on economic gains in the tourism industries.

While we successfully positioned ourselves within the market, we now had to become competitive.

Tulsa has the second-lowest budget in its competitive set and ranks below average in marketing dollars spent per room to promote the region to prospective visitors. Through the VisitTulsa 1.0 effort, the region increased its marketing dollars per room from \$149 in 2011 to \$238 in 2014.

We needed a plan that fit our city. A comprehensive plan that achieves a \$5 million competitive budget and provides the critical dollars needed to continue our forward momentum and build new opportunities for increased economic impact. Thus, the VisitTulsa 2.0 Capital Campaign was developed.

The Investment

Private investments were needed to augment public support and fully realize the \$5 million total budget identified by Randall Travel Marketing and Zeitgeist Consulting. These funds were necessary to position VisitTulsa as a key competitor working to retain, recruit, develop and enhance the region’s tourism opportunities for optimal return.

VT 2.0 OVERSIGHT COMMITTEE

The VisitTulsa 2.0 Campaign Oversight Committee serves to ratify and approve the VisitTulsa 2.0 program of work and annual budget, overseeing implementation of initiatives and assisting the staff, as needed, with specific convention and tourism opportunities.



ROBERT D. MCGREW
2015 Chair, VisitTulsa 2.0
President and CEO
T. D. Williamson, Inc.



BYRON BIGHORSE
Chief Executive Officer
Osage Casinos



STEVEN G. BRADSHAW
President & CEO
Bank of Oklahoma



JENNIFER CARTHTEL
Advertising Director
Tulsa World Media Company



JERRY FLOYD
General Manager
River Spirit Casino



JOHN HEWITT
President & CEO
Matrix Service Company



ROBERT MAREBURGER
Senior Vice President
ONEOK, Inc.



MICHAEL S. NEAL
President & CEO
Tulsa Regional Chamber



JEFF NICKLER
General Manager
SMG Tulsa



SHAWN SLATON
Chief Executive Officer
Cherokee Nation
Entertainment, LLC



JEFF STAVA
Chief Operating Officer
Tulsa Community Foundation &
George Kaiser Family Foundation



RAY HOYT
President
VisitTulsa & Tulsa Sports
Commission



BOARD CONSOLIDATION

The VisitTulsa Executive Committee and the Tulsa Sports Commission Board of Directors merged in 2015 into one leadership entity named the VisitTulsa Regional Tourism Executive Board.

This consolidation will better position us to focus on our region as a vibrant hub for tourism and sports. This board consolidation allows the VisitTulsa Regional Tourism Executive Board to act as a governing body that will focus on streamlining efforts to leverage opportunities and resources to make the Tulsa region a vibrant destination for tourism and sports.

The remaining members of the two former executive boards are now combined into one advisory board, which makes up the second tier of our regional tourism leadership structure. This board will hone in on strategy and future projection; while leading ROI focused discussions on how we win competitive events over other cities. The advisory board will work hands on with members of the VisitTulsa and Tulsa Sports Commission staff and event organizers during the execution of competitive events like Big XII and the Bassmaster Classic. Members of this board will lend their expertise, business connections and resources to ensure we are utilizing our best local talent while these events are in town. Advisory board members will also make up the pool of candidates who will be recruited to serve on the executive board.

Together, these two dynamic leadership groups will function cooperatively to strengthen our brand and streamline our work in this competitive industry.



TULSA REGIONAL TOURISM EXECUTIVE BOARD

2015 CHAIR

Jeff Stava
Tulsa Community Foundation

CHAIR, VISITTULSA 2.0 OVERSIGHT COMMITTEE

Robert D. McGrew
T.D. Williamson, Inc.

TREASURER, VISITTULSA

Kirk Hays
Arvest Bank

CHAIR, METRO TULSA HOTEL &
LODGING ASSOCIATION

Ken Morgan
Embassy Suites Tulsa

CHAIR, TULSA SPORTS COMMISSION/CHAIR ELECT

John Hewitt
Matrix Service Company

IMMEDIATE PAST CHAIR, TULSA SPORTS COMMISSION

Jesse Boudiette
Propeller Communications

TREASURER, TULSA SPORTS COMMISSION

David Jeter
Bank of Oklahoma

CHAIR, TULSA'S YOUNG PROFESSIONALS

Evan Tipton
Scott McCoy Agency

THE UNIVERSITY OF TULSA REPRESENTATIVE

Kevan Buck
University of Tulsa

GENERAL MANAGER, EXPO SQUARE

Mark Andrus
Expo Square

GENERAL MANAGER, SMG TULSA

Jeff Nickler
SMG Tulsa

MAYOR DEWEY F. BARTLETT, JR.
CITY OF TULSA

Represented by
Jim Coles
City of Tulsa

TULSA COUNTY REPRESENTATIVE

Karen Keith
Tulsa County

PRESIDENT & CEO, TULSA REGIONAL CHAMBER

Mike Neal
Tulsa Regional Chamber

EX OFFICIO

Dick Dutton
Oklahoma Tourism and Recreation Department

PRESIDENT, VISITTULSA & TULSA SPORTS COMMISSION

Ray Hoyt
VisitTulsa

EXECUTIVE DIRECTOR, TULSA SPORTS COMMISSION

Vince Trinidad
Tulsa Sports Commission

VICE PRESIDENT, VISITTULSA

Vanesa Masucci
VisitTulsa

MEMBERS AT LARGE

Pete Patel
Promise Hotels

Tom Bloomfield
Don Thornton Cadillac

Pat Cavanagh
Enovation Controls

Paula Marshall
Bama Companies, Inc.

Mike Mears
Magellan Midstream Partners, LLP

ADVISORY BOARD

Jack Allen, Jr.
Chandler-Frates & Reitz

Jessica Barr
Utica Square

Brad Beasley
Boesche McDermott, LLP

John Benjamin
Community Volunteer

Dave Bennett
Community Volunteer

Byron Bighorse
Osage Casinos

Adrien Bouchet
The University of Tulsa

Greg Boudreau
Regent Bank

John Bowen
Cox Communications

Ryan Bradley
Rogers State University

Austin Buerge
Grand Bank

Mike Carter
Oral Roberts University

Lucy Dolman
City of Tulsa

Doug Eaton
HR Consulting

Rick Engles
Community Volunteer

Lew Erickson
First Oklahoma Bank

Jerry Floyd
River Spirit Casino

Greg Gallant
Tulsa Federal Credit Union

Scott Grauer
Bank of Oklahoma

Laurie Graves
Bama Companies, Inc.

Tony Heaberlin
Tulsa Tech

Roger Hess
Cox Communications

Steve Hobbs
Southwestern Payroll Services, Inc.

Darrell Horn
Security Bank

Robert Irwin
Farmers Insurance Group

Lynn Jones
Community Volunteer

Karen Keith
Tulsa County

Edward Keller
Summit Bank

Dan Kirby
Oklahoma State Legislature

Billy Kulkin
Cubic, Inc.

Bob Mareburger
ONEOK, Inc

Susan Meeker
Flintco, LLC

Mike Melega
Tulsa Drillers / Tulsa Roughnecks

Matt Meyer
River Parks Authority

Josh Miller
George Kaiser Family Foundation

Charles Monroe
Monroe & Company

Elliot Nelson
The McNellie's Group

John Peters
Cintas Corporation

Robert R. Peters, II
Heroux Helton PLLC

Mike Peyton
Attorney

John Priest
Crossland Construction

Daniel Regan
Kanbar Properties

Will Richardson
Citizens Bank of Oklahoma

Stacey Roggendorff
Propeller Communications

Chuck Rygiel
BlueCross BlueShield of Oklahoma

Nick Salis
The University of Tulsa

Pat Selcer
Lamar Outdoor Advertising

Dave Shults
JD Young Company

Shawn Slaton
Cherokee Nation Entertainment, LLC

Cheif Geoffrey Standing Bear
Osage Nation

Doug Stuart
JD Young Company

Rand Suffolk
Philbrook Museum of Art, Inc.

Steve Swetoha
Tulsa Shock

Ben Thomas
State Farm Insurance Group

Steve Turnbo
Schnake Turnbo Frank

Kirk Turner
Newton, O'Connor, Turner & Ketchum

Fred Utter
Community Volunteer

Steve Walton
Frederic Dorwart, Lawyers

Tom Wedding
Oklahoma Soccer Association

Vince Westbrook
The University of Tulsa

Matthias Wicks
Tulsa Public Schools

Jerry Wilkins
Emerge Diagnostics

Mike Willis
Tulsa County

John Wiscaver
GlobalHealth, Inc.

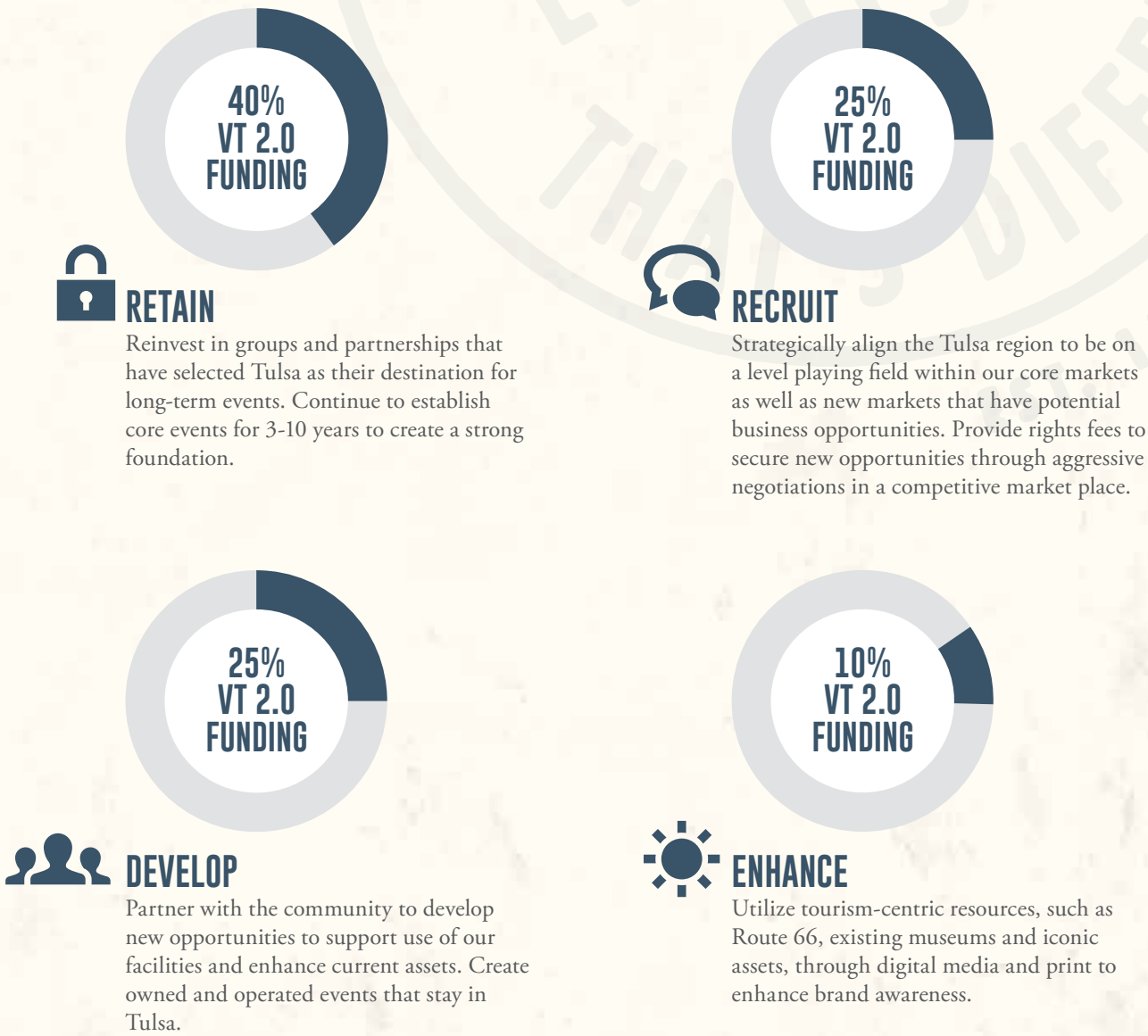
FINANCIAL REVIEW

	Total Actual	Budget
REVENUE		
VisitTulsa/TSC	\$1,992,636.00	\$2,411,954.64
Lodging Tax Revenue	3,638,442.00	3,031,771.26
Chamber Contribution	250,000.00	250,000.00
Total Revenue	\$5,881,078.00	\$5,693,725.90
EXPENSES		
Compensation	\$1,299,665.00	\$1,177,845.56
Office Expenses	203,149.12	187,977.34
Professional Fees	217,569.51	98,100.00
Research and Training	287,169.27	108,160.00
Meeting Services	1,895,687.79	1,878,864.00
Travel and Hosting	388,247.00	431,309.00
Marketing	780,194.35	1,069,419.00
Publications and Brochures	75,331.00	81,400.00
Support Costs	663,184.00	659,937.00
Total Expenses	5,810,197.04	5,693,011.90
NET REVENUE	\$70,880.96	\$714.00

July 2014 - June 2015

VISITTULSA 2.0 PILLAR FUNDING

The four pillars of the VisitTulsa strategy impact every facility and attraction in the Tulsa region. These pillars were put in place to fully take advantage of the return on the significant investments made in developing these tourism assets through the retention, recruitment, development and enhancement of exciting events that increase the region’s attributes as a premier destination.



VISITTULSA SECURES MAJOR PARTNERSHIP RENEWALS



The VisitTulsa team successfully secured two large partnerships for upcoming years, continuing to advance one of its four-pillar focuses, retention. The Bassmaster Classic will return in March 2016 and the Breeder's Invitational horse show renewed its contract through 2018.

The Bassmaster Classic is returning for its second year in Tulsa after a very successful 2013 Classic. The 2013 Classic recorded the second highest attendance in history, providing an economic impact of \$22.7 million, and event organizers hope bringing the event back to the Tulsa region and Grand Lake O' the Cherokees for a second time will bring even larger crowds of bass fishing fans from across the nation.

The Breeders Invitational, a non-profit corporation promoting and enhancing the cutting horse industry, will also return to Tulsa, renewing the partnership for an additional three years. The event will be hosted at Expo Square through 2018, which will mark its tenth year in Tulsa. The extension of the contract will continue to benefit the community with past events bringing an economic impact in excess of \$22 million for a total economic impact over the course of the three-year contract estimated to be \$70 million.

Both renewals are considered huge wins for the VisitTulsa and Tulsa Sports Commission team and will continue to bring money and exposure to the Tulsa region.

VisitTulsa was proud to support the Center of the Universe (COU) Music Festival and The Hop Jam Beer and Music Festival this year by allocating financial support and staff participation to strengthen the marketing and branding of these two local events. Both festivals align with the Tulsa Office of Film, Music, Arts & Culture's mission to promote Tulsa as a creative hub and cultural destination.

VisitTulsa made an impression during both events by deploying the Mobile Visitor's Center and "pop-up" park to attract visitors and local residents.





TULSA HOSTS PHILLIPS 66 BIG 12 BASEBALL CHAMPIONSHIP



The month of May 2015 brought the Phillips 66 Big 12 Baseball Championship to Tulsa's ONEOK Field. Despite the weather, the tournament touted over 30,000 in attendance and a nearly \$6 million economic impact to the community. The event was considered a win for Tulsa community.

ONEOK Field was the crown jewel of the event, looking beautiful and functioning flawlessly for coaches, players, fans and staff. The field received countless compliments from coaches, the Big 12 and even The Rocket himself, Roger Clemens. This was the first year Tulsa had the opportunity to host the Big 12 Tournament, taking it from Oklahoma City, who has hosted in the past. The event will return to OKC in 2016, but the Tulsa Sports Commission hopes to bring Big 12 baseball back in the future.

Outside the tournament, the ONEOK Fan Fest was a great opportunity for area residents and the many visitors to enjoy a party in the park, hosted by Guthrie Green. Attendees were entertained by live music, kids' activities, a double-header outdoor movie night, and much more.

The economic impact of the event was widely felt. The hospitality industry was heavily impacted by the over 1,300 hotel room nights generated by the tournament. The media coverage of the event was also overwhelming. In Tulsa alone, the tournament received nearly 250 earned publicity stories on broadcast, print and online and impacted an audience of 87,655,873. The total earned media value was nearly \$2 million, reaching a total audience of 1,315,439,608 throughout Oklahoma.



WINNING BIG WITH TWO NATIONAL CHAMPIONSHIPS



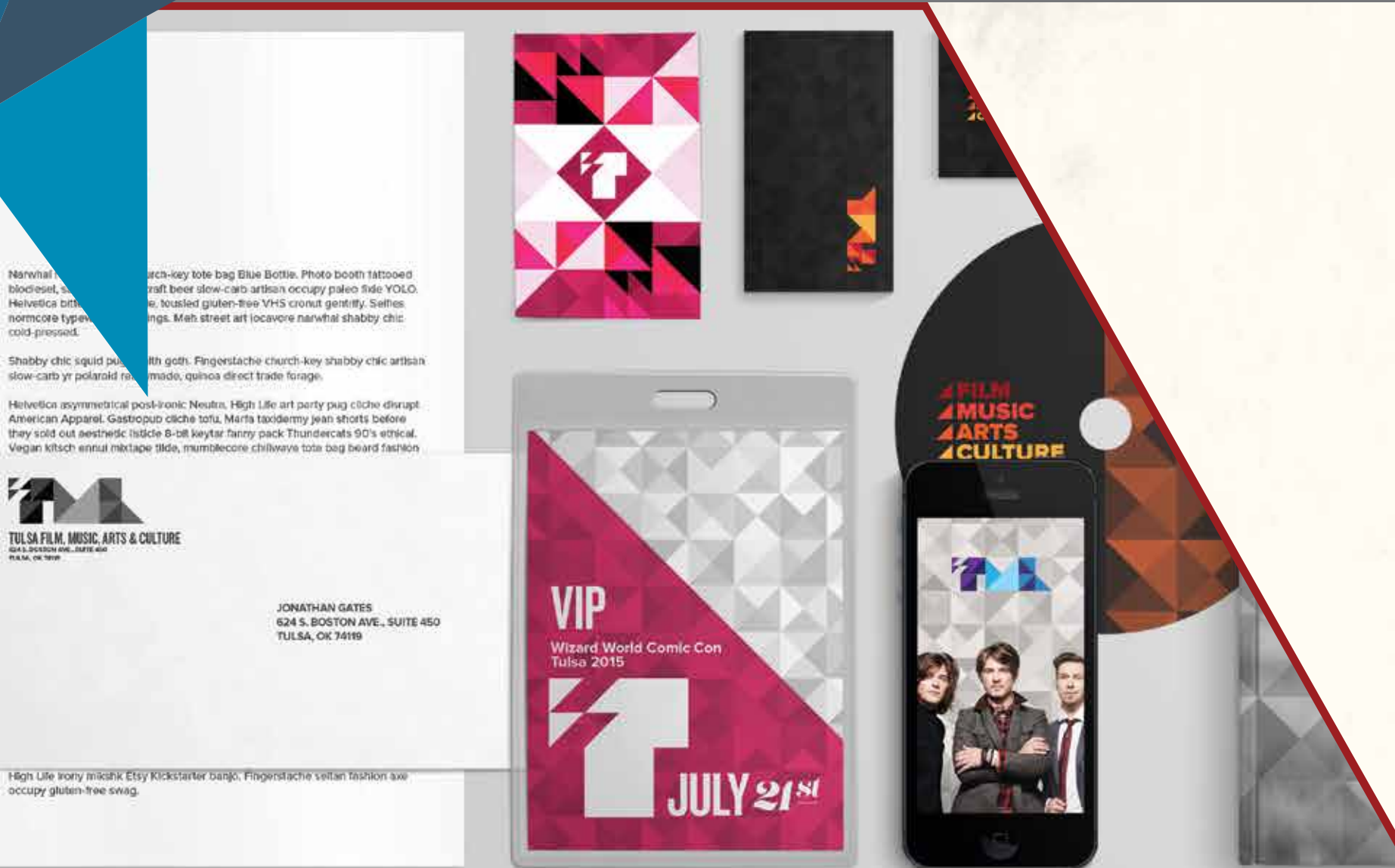
The Tulsa Sports Commission hosted two national championship tournaments in Tulsa during the third week of July. Bringing a combined total economic impact of \$6.6 million, the United States Golf Association’s Junior Girls’ Golf Championship and US Youth Soccer National Championships brought big money and big crowds to the Tulsa region.

The USGA Junior Girls’ Golf was hosted in conjunction with the Tulsa Country Club and welcomed 156 players from all over the nation to play for the title of National Champion. The event lasted eight days until only two golfers remained on the course. Eun Jeong Seong, 2015 champion, praised the course and the city of Tulsa in her acceptance speech during the awards ceremony on July 25.

The new Mohawk Sports Complex made its grand debut for the USYS National Championship, hosting 96 youth soccer teams representing states from around the U.S. Each team brought members, coaches, parents and spectators, providing Tulsa and the new soccer complex an opportunity to shine as a competitive soccer venue.

Kicking off the tournament, a player luncheon was held at the Cox Business Center where each team was recognized. The hashtag #ROADtoOK was used throughout the nationwide tournament and was highlighted at the luncheon, showing players’ social media posts including the hashtag. Social media coverage before, during and after the tournament was monumental.





FMAC LAUNCHES NEW BRAND



A new brand design and video for The Tulsa Office of Film, Music, Arts & Culture, formally the Tulsa Mayor's Film and Music Office, launched in August 2013 and was moved under VisitTulsa in the fall of 2014 igniting its exciting presence in the Tulsa region.

The mission of the Tulsa Office of Film, Music, Arts & Culture is to develop and connect resources to further grow and enhance the Region's creative industries including film, music, and arts, all while promoting Tulsa as a creative hub and cultural destination.

The Tulsa Office of Film, Music, Arts & Culture is also thrilled to announce its membership with the Association of Film Commissioners International (AFCI). Tulsa is the only city film commission in Oklahoma, and joins the AFCI network of more than 300 film commissions worldwide.

While the Tulsa Office of Film, Music, Arts & Culture is independent from the Oklahoma Film + Music Office (OF+MO), the state film commission, the two offices collaborate and partner often. Tulsa FMAC also joined OF+MO as a partner at their filmmakers reception at the Sundance Film Festival in addition to supporting an important networking event in Los Angeles this past spring to point expatriate crew and talent back to Oklahoma, where things are booming.



THE PATTERN

These triangles are the basis for the entire TFMAC brand.

This pattern never changes. It is the base grid for all layouts. It is the only element on a page or frame because it never is displayed by itself.



MUSIC LOG

PRIMARY



IMAGINE THE POSSIBILITIES

Tulsa’s Regional Tourism industry is growing and increasingly evolving.
Tulsa’s leaders in tourism and branding have to think ahead and stay ahead in order to remain competitive. Implementing bold visionary concepts like the Gathering Place and breaking ground to develop new hotels and casinos keeps Tulsa’s brand image relevant and progressive.

- OUTDOOR PERFORMANCE CENTER (OPC)**
- » The OPC would be designed to offer state of the art amenities to host major musical acts, festivals, national championships and community events.
 - » Potential \$61 million economic impact.

- NATIONAL HEADQUARTERS FOR USA BMX / ABA**
- » Create a national home for BMX and host site for elite training for the world’s best BMX racers.
 - » Estimated \$11 million economic impact over five years in market, in addition to BMX Grand Nationals and Sooner Nationals.

- MOHAWK SPORTS COMPLEX**
- » Complete Phase II of the city’s master plan to upgrade the Mohawk Sports Complex to allow for the MSC to compete with other regional facilities.
 - » Since 2013, Mohawk has brought an estimated \$29 million in economic impact.

- TOURISM IMPROVEMENT DISTRICT (TID)**
- » Improvement Districts allow those who benefit the most to assess themselves to pay for improvement. Tulsa’s most prominent example is the Downtown Stadium Improvement District, which funded ONEOK Field and continues to provide support of downtown services, maintenance, and promotions.
 - » Currently working with several law firms both in Oklahoma and nationally to identify a path forward in existing state statute, and develop a structure for the tourism-based Improvement District that will both confer direct benefits to the properties included in the district and withstand legal scrutiny.

- ARENA DISTRICT**
- » Remodel the Cox Business Center arena to create 95,000 sq ft of newly renovated space and acquire the downtown federal building to create a thriving retail, hotel and restaurant district.



A MAP OF PROGRESS

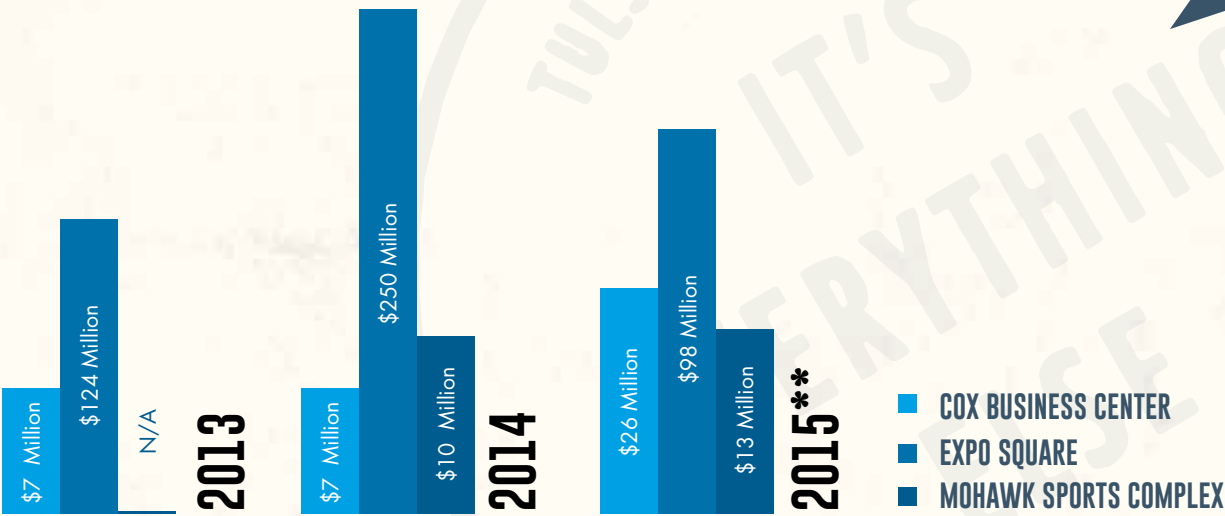
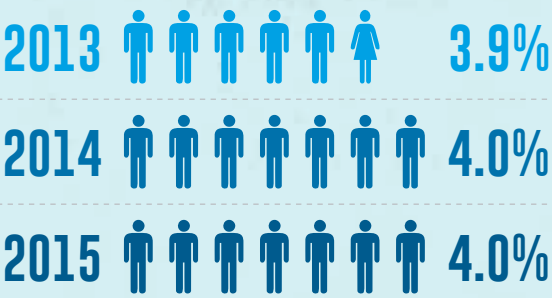
ROOM NIGHTS IN TULSA

Each fiscal year VisitTulsa is given a goal of filling a set number of hotel room nights. The fulfillment of this goal is not just a success for the VisitTulsa team but for the Tulsa community, bringing dollars and visitors to the region.



OCCUPANCY RATE INCREASE

Occupancy percentage increase is the percentage amount of increase in occupancy of hotel room nights from last year. Each year we must meet a percentage goal of 4.0 percent.

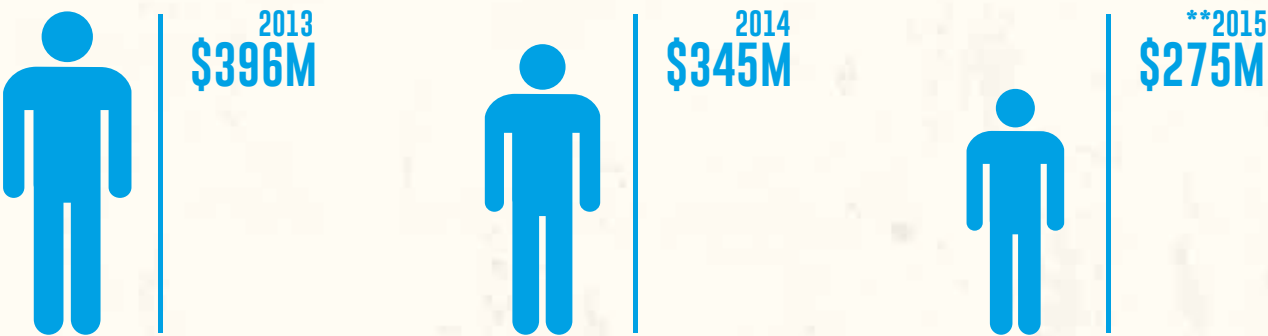


FACILITY IMPACT

Tulsa is home to world-class facilities that host conferences, sporting and agricultural events that bring millions of dollars to the region. The numbers represented are the total dollars from events the VisitTulsa and Tulsa Sports Commission teams have brought to Tulsa. These facilities are an integral part of bringing large events to Tulsa.

ECONOMIC IMPACT

Visitor dollars are highly important to the Tulsa region. This new money brought in to the local economy boosts the region in all aspects without an impact to infrastructure. Visitor dollars help local businesses, hotels, restaurants and keeps costs lower for local residents.



** Starting January 1, 2015, VisitTulsa acquired the industry standard calculation system from Destination Marketing Association International (DMAI). This has refined VisitTulsa's procedures and calculation resulting in a more accurate number. The number for 2015 is shown to be less in economic impact from years preceding, but with a new system, comes new predictions and estimates. DMAI's calculations are on the conservative side, but offer the most accurate estimates, as it does not over inflate the metrics on events that are in market, as the old calculation of VisitTulsa's did, which would include shoulder dates causing a significant oversight in the groups actual impact.

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