VISITTULSA 2.0 INVESTORS

OVERSIGHT COMMITTEE

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

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Winning Big with Two National Championships
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24 STAFF
Regional Tourism Staff
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.

FROM OUR LEADERSHIP

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.
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.

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.
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, VISIT TULSA 2.0 OVERSIGHT COMMITTEE
Robert D. McGrew
T.D. Williamson, Inc.

TREASURER, VISIT TULSA
Kirk Hays
Arvest Bank

CHAIR, METRO TULSA HOTEL & LODGING ASSOCIATION
Ken Morgan
Embassy Suites 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

EXECUTIVE DIRECTOR, TULSA SPORTS COMMISSION
Ray Hart
VisitTulsa

VICE PRESIDENT, VISIT TULSA
Vanessa Maracci
VisitTulsa

MEMBERS AT LARGE
Pete Patel
Promise Hotels
Tom Bloomfield
Don Thornton Cadillac
Pat Cavanagh
Enovation Controls
Paula Marshall
Bama Companies, Inc.
Mike Moers
Magellan Midstream Partners, LLP

MAYOR DEWEY F. BARTLETT, JR.
CITY OF TULSA
Represented by
Jim Calz
City of Tulsa

TULSA COUNTY REPRESENTATIVE
Karen Keith
Tulsa County

PRESIDENT & CEO, TULSA REGIONAL CHAMBER
Mike Neal
Tulsa Regional Chamber

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Pat Cavanagh
Enovation Controls
Paula Marshall
Bama Companies, Inc.
Mike Moers
Magellan Midstream Partners, LLP

Jack Allen, Jr.
Chandler-Peave & Ratto

Jessica Barr
Uris Squier

Brad Braden
Bosche McDermott, LLP

John Benjamin
Community Volunteer

Dave Bennett
Community Volunteer

Byron Bighorns
Osage Casino

Adrien Bouchet
The University of Tulsa

Greg Boudreau
Rogers Bank

John Brown
Cox Communications

Ryan Bradley
Rogers State University

Austin Buege
Grand Bank

Mike Carter
Oklahoma State University

Lucy Delman
Cox Communications

Doug Eaton
HR Consulting

Rick Engels
Community Volunteer

Lew Erickson
First Oklahoma Bank

Jerry Floyd
River Spirit Casino

Greg Gallant
Tulsa Federal Credit Union

Scott Grauer
Bank of Oklahoma

Laurie Gravus
Bama Companies, Inc.

Tony Healdrin
Tulsa Tech

Roger Hous
Cox Communications

Steve Hubbs
Southwestern Payroll Services, Inc.

Darrell Hurn
Security Bank

Robert Irwin
Farnum Insurance Group

Lynn Jones
Community Volunteer

Karon Keith
Tulsa County

Edward Keller
Cox Communications

Dan Kirby
Oklahoma State Legislature

Billy Kilklin
Cubic, Inc.

Bob Macbruder
ONEOK, Inc.

Susan Mosher
Finnis, LLC

Jerry Meldag
Tulsa Drillers / Tulsa Roughnecks

Matt Meyer
River Parks Authority

Josh Miller
George Kaiser Family Foundation

Charles Monroe
Monroe & Company

Elliot Nelson
The McFall’s Group

John Peters
Centex Corporation

Robert R. Personen, II
Huntsman Hicken PLLC

Mike Peyton
Insurance

John Priest
Crowdland Construction

Daniel Ragan
Kimar Properties

Will Richardson
Citizens Bank of Oklahoma

Stacey Roggendorf
Propeller Communications

Chuck Rhygil
BlueCross BlueShield of Oklahoma

Nick Salis
The University of Tulsa

Pat Salser
Lamar Outdoor Advertising

Dave Shauls
JQ Young Company

Mike Sliter
Oklahoma State University

Cheska Nation Entertainment, LLC

Chief Geoffrey Standing Bear
Osage Nation

Doug Sturte
JQ Young Company

Rand Suffolk
Plebiscite Museum of Art, Inc.

Steve Swanaha
Tulsa Sticks

Ben Thomas
State Farm Insurance Group

Steve Turnbo
Schaake Turnbo Frank

Kirk Turner
Newson, O’Grady, Turner & Ketchum

Faul Umans
Community Volunteer

Steve Walton
Froelich, Doerr, Layson

Tom Welden
Oklahoma Soccer Association

Vince Wernbrook
The University of Tulsa

Matthew Wicks
Tulsa Public Schools

Jerry Williams
Emera Diagnostics

Mike Willis
Tulsa County

John Wiscaver
Global Health, Inc.

Shawn Slater
Oklahoma State University

Cheska Nation Entertainment, LLC

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Emera Diagnostics

Mike Willis
Tulsa County

John Wiscaver
Global Health, Inc.
FINANCIAL REVIEW

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<td>NET REVENUE</td>
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July 2014 – June 2015

VISIT TULSA 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.

**RETAIND**

Reinvest in groups and partnerships that have selected Tulsa as their destination for long-term events. Continue to establish core events for 3-10 years to create a strong foundation.

**RECRUIT**

Strategically align the Tulsa region to be on a level playing field within our core markets as well as new markets that have potential business opportunities. Provide rights fees to secure new opportunities through aggressive negotiations in a competitive market place.

**DEVELOP**

Partner with the community to develop new opportunities to support use of our facilities and enhance current assets. Create owned and operated events that stay in Tulsa.

**ENHANCE**

Utilize tourism-centric resources, such as Route 66, existing museums and iconic assets, through digital media and print to enhance brand awareness.
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 Breeder’s 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.
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.
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.
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 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.

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.

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.

**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 past 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.

**2013 $7 Million
**2014 $10 Million
**2015 $13 Million
**2015 $98 Million
**2014 $26 Million
**2013 $13 Million

A MAP OF PROGRESS

ROOM NIGHTS IN TULSA

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<th>Goal</th>
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FACILITY IMPACT

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<tr>
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<td>EXPO SQUARE</td>
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<tr>
<td>MOHAWK SPORTS COMPLEX</td>
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ECONOMIC IMPACT

<table>
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<th>Year</th>
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<th>2014</th>
<th>**2015</th>
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<tr>
<td>Region</td>
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<td>$345M</td>
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OCCUPANCY RATE INCREASE

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<th>Year</th>
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<tr>
<td>2014</td>
<td>4.0%</td>
</tr>
<tr>
<td>2015</td>
<td>4.0%</td>
</tr>
</tbody>
</table>
### REGIONAL TOURISM STAFF

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ray Hoyt</td>
<td>President, VisitTulsa &amp; Tulsa Sports Commission</td>
<td><a href="mailto:rayhoyt@visittulsa.com">rayhoyt@visittulsa.com</a></td>
</tr>
<tr>
<td>Vanesa Masucci</td>
<td>Vice President, VisitTulsa</td>
<td><a href="mailto:vanesamasucci@visittulsa.com">vanesamasucci@visittulsa.com</a></td>
</tr>
<tr>
<td>Vince Trinidad</td>
<td>Vice President and Executive Director, Tulsa Sports Commission</td>
<td><a href="mailto:vinctrinidad@tulsasports.org">vinctrinidad@tulsasports.org</a></td>
</tr>
<tr>
<td>Jessica Lowe-Betts</td>
<td>Vice President of Marketing and Branding, VisitTulsa &amp; Tulsa Sports Commission</td>
<td><a href="mailto:jessicalowe-betts@visittulsa.com">jessicalowe-betts@visittulsa.com</a></td>
</tr>
<tr>
<td>Heath Aucoin</td>
<td>Vice President of Operations, VisitTulsa &amp; Tulsa Sports Commission</td>
<td><a href="mailto:heathaucoin@tulsasports.org">heathaucoin@tulsasports.org</a></td>
</tr>
<tr>
<td>Kenny Smith</td>
<td>Director of Convention Services, VisitTulsa</td>
<td><a href="mailto:kensmith@visittulsa.com">kensmith@visittulsa.com</a></td>
</tr>
<tr>
<td>Abby Kurin</td>
<td>Director of Film, Music, Arts &amp; Culture, VisitTulsa</td>
<td><a href="mailto:abbykurin@visittulsa.com">abbykurin@visittulsa.com</a></td>
</tr>
<tr>
<td>Kathleen Borgne</td>
<td>Director of Sales, VisitTulsa</td>
<td><a href="mailto:kathleenborgne@visittulsa.com">kathleenborgne@visittulsa.com</a></td>
</tr>
<tr>
<td>Chelsea Penn</td>
<td>Executive Assistant, VisitTulsa &amp; Tulsa Sports Commission</td>
<td><a href="mailto:chelseapenn@visittulsa.com">chelseapenn@visittulsa.com</a></td>
</tr>
<tr>
<td>Bri Demarco</td>
<td>National Sales Manager, VisitTulsa</td>
<td><a href="mailto:briademarco@visittulsa.com">briademarco@visittulsa.com</a></td>
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<tr>
<td>Carol Pate</td>
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