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TULSA INSPIRES

LEADERSHIP AND

INVESTMENT

LETTER FROM OUR LEADERSHIP

Ranked number six among America’s Top 10 Best Cities, Tulsa offers something for everyone. Travelers are discovering Tulsa’s greatest assets, while local trailblazers are adding innovative developments like A Gathering Place for Tulsa and the Mother Road Market to Tulsa’s tourism landscape.

We exceeded our annual room night goal, pumping more than \$300 million into our local economy. In the spring, we joined local partners to successfully host the Big 12 Wrestling Championship and NCAA March Madness basketball tournament at the BOK Center. Last fall, fans flooded Expo Square to watch the USA BMX Grand Nationals and Lucas Oil Chili Bowl Nationals, boosting Tulsa’s brand as a preferred destination for competitive sports and must-see events.

VisitTulsa 2.0 (VT 2.0) dollars have made it possible to reach greater heights in the tourism industry. For example, members of our creative class traveled to Austin to showcase Tulsa’s entrepreneurial spirit and artistry at the South by Southwest convention and trade show. We’ve retained the annual U.S. National Arabian & Half-Arabian Championship Show and Pinto Horse Association Pinto World Championship Show, and recruited new events like the 2019 Beep Baseball World Series.

BE INSPIRED

“Tulsa Inspires” is the mantra millennials chose during the Destination Tulsa 2025 research process, but it’s also one we can adopt to ignite local pride and passion about our great city. It’s a shared testament to the work we do every day and why we care about the future of the Tulsa region. We encourage you to make a personal commitment to keep the buzz about Tulsa alive.

Someone will hear your story and be inspired to visit, invest or live here. Let’s keep the momentum going by connecting our experiences to the vibrant city we love so much.

Thank you for being our inspiration!



A handwritten signature in dark ink, appearing to read "Robert D. McGrew".

ROBERT D. MCGREW
*Chair, Tulsa Regional Tourism
Executive Board & VT 2.0
Oversight Committee
President & CEO, T.D. Williamson, Inc.*



A handwritten signature in dark ink, appearing to read "Ray Hoyt".

RAY HOYT
*President
Tulsa Regional Tourism*

VT 2.0 OVERSIGHT COMMITTEE

The VT 2.0 campaign oversight committee ratifies and approves the VT 2.0 program of work and annual budget, overseeing the implementation of initiatives and assisting staff with specific convention and tourism opportunities as needed.



ROBERT D. MCGREW
*Chair, Tulsa Regional Tourism
Executive Board & VT 2.0
Oversight Committee*
President & CEO, T.D. Williamson, Inc.



BYRON BIGHORSE
*Chief Executive Officer
Osage Casinos*



STEVEN G. BRADSHAW
*President & CEO
BOK Financial*



TERRY SPENCER
*President & CEO
ONEOK Inc.*



MICHAEL S. NEAL
*President & CEO
Tulsa Regional Chamber*



JEFF NICKLER
*General Manager
BOK Center / Cox Business Center
an SMG-managed facility*



JENNIFER CARTHEL
*Advertising Director
Tulsa World Media Company*



JERRY FLOYD
*General Manager
River Spirit Casino Resort*



JOHN HEWITT
*President & CEO
Matrix Service Company*



SHAWN SLATON
*Chief Executive Officer
Cherokee Nation Businesses, LLC*



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



RAY HOYT
*President
Tulsa Regional Tourism*

TULSA REGIONAL TOURISM EXECUTIVE BOARD

ROBERT D. MCGREW
CHAIR
Tulsa Regional Tourism
Executive Board & VT 2.0
Oversight Committee
President & CEO, T.D. Williamson, Inc.

JOHN HEWITT
IMMEDIATE PAST CHAIR
President & CEO
Matrix Service Company

DAVID JETER
CHAIR ELECT
SVP/Regional Manager, Business Banking
BOK Financial
Bank of Oklahoma

MICHELLE HARTMAN
CHAIR, MTHLA
Director of Human Resources
SJS Hospitality

STEPHANIE CAMERON
CHAIR, TYPROS
Community Affairs Director
APSCO

WENDY DRUMMOND
CHAIR, TULSA FMAC COMMITTEE
Attorney/Owner
Drummond Communications/
Drummond Law/Post Oak Lodge

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2018 CHAIR, TULSA
SPORTS COMMISSION
President, CEO & Chairman
of the Board
Magellan Midstream Partners, L.P.

MARK ANDRUS
President & CEO
Expo Square

TOM BLOOMFIELD
General Manager
Don Thornton Cadillac

BYRON BIGHORSE
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Osage Casinos

KEVAN BUCK
Executive Vice President
& Treasurer
University of Tulsa

DENNIS BUNDAY
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Enovation Controls

JAMES CUNNINGHAM
General Manager
Hyatt Regency Tulsa

NICK DOCTOR
Chief of Community
Development and Policy
City of Tulsa

DICK DUTTON*
Executive Director
Oklahoma Tourism and
Recreation Department

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President
Nabholz

GREG GALLANT
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Tulsa Federal Credit Union

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Partner
Hall Estill

KIRK HAYS
President & CEO
Arvest Bank

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President
Tulsa Regional Tourism

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Tulsa County Commissioner
Tulsa County

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Vice President
VisitTulsa

SID MCANNALLY
VP/Operations
ONE Gas

MIKE NEAL
President & CEO
Tulsa Regional Chamber

JEFF NICKLER
General Manager
BOK Center / Cox Business Center
an SMG-managed facility

PETE PATEL
President & CEO
Promise Hotels

DERRICK REINERS
Chief Financial Officer
ONEOK

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

DAN SULLIVAN
Executive Director
GRDA

VINCE TRINIDAD*
Executive Director
Tulsa Sports Commission

**Ex Officio*

TULSA REGIONAL TOURISM ADVISORY BOARD

BILLIE BARNETT
FMAC Committee Member
Community Volunteer

JESSICA BARR
Utica Square

JOHN BENJAMIN
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JESSE BOUDIETTE
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SUE BUNDAY
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TCC Center for Creativity

MARK DEMPSEY
Community Volunteer

STANTON DOYLE
George Kaiser Family Foundation

STEVE EASLEY
Cowen Construction

LEW ERICKSON
First Oklahoma Bank

BLAKE EWING
Tulsa City Councilor

JERRY FLOYD
River Spirit Casino Resort

JOE GAUDET
Tulsa Marriott Southern Hills

JEFF HARTMAN
FMAC Committee Member
SJS Hospitality

TONY HEABERLIN
Tulsa Tech

ROGER HESS
Cox Communications

ERIC HIMAN
Musician/ Guthrie Green

STEVE HOBBS
Southwestern Payroll
Services, Inc.

ROBERT IRWIN
Farmers Insurance Group

MOLLY JARVIS
Cherokee Nation Businesses, LLC

LYNN JONES
Community Volunteer

RUSS KIRKPATRICK
FMAC Committee Member
Kirkpatrick & Kinslow Productions

TERESA KNOX
FMAC Committee Member
The Church Studios

MARGARET KOBOS
Fred Dorwart, Lawyers

JAY KROTTINGER
FMAC Committee Member
Square 1 Theatrics

BILLY KULKIN
Cubic Creative

MIKE MELEGA
Tulsa Drillers

DEANA MCCLOUD
Woody Guthrie Center

JOSH MILLER
George Kaiser Family
Foundation

KEN MORGAN
Embassy Suites Tulsa

MIKE NALLEY
Bank of Oklahoma

SUSAN NEAL
University of Tulsa/Gilcrease

ELLIOT NELSON
The McNellie's Group

ANNE O'SHEA
Minerva Productions

BRIAN PASCHAL
Tulsa Foundation for Schools

JOHN PETERS
Cintas Corporation

CHUCK RYGIEL
Blue Cross Blue Shield
of Oklahoma

NICK SALIS
University of Tulsa

SHAWN SLATON
Cherokee Nation Businesses, LLC

PRINCIPAL CHIEF
GEOFFREY
STANDING BEAR
Osage Nation

MARK STANSBERRY
Musician/ GTD Group

DOUG STUART
JD Young

SCOTT STULEN
FMAC Committee Member
Philbrook Museum of Art

FRED UTTER
Community Volunteer

KAYLA VAUGHN
FMAC Committee Member
Community Volunteer

TOM WEDDING
Oklahoma Soccer Association

VINCE WESTBROOK
University of Tulsa

MIKE WILLIS
Tulsa County

JULIE YEABOWER
AMP Equipment

TULSA INSPIRES

COMMUNITY

ENGAGEMENT

AFFIRMING TULSA'S COMPETITIVE IDENTITY

The Destination Tulsa 2025 process of research, stakeholder engagement and workshops was designed to identify and define a competitive identity that can unite efforts to market the region to attract more talent, tourism and investment to Tulsa.

A competitive identity is a positioning strategy developed by identifying the intrinsic strengths and differentiating characteristics of a community, city or region. Stakeholder interviews, focus groups, surveys and research informed a series of workshops focusing on Tulsa as a place to live, work and visit, during which participants identified a wide variety of opportunities and challenges for Tulsa. This process uncovered common threads from all three workshops, and identified six key characteristics that shape Tulsa's competitive identity: Entrepreneurial, Creative, Vibrant, Active, Family-Friendly and Historic.

Ideas and opportunities to reinforce and develop these characteristics were also generated in the workshops and shared with the public in open houses. These ideas involved the creation of new programming and infrastructure that would differentiate Tulsa by enhancing certain characteristics of the region and enriching some of its experiences in order to make it more appealing to visitors, talent and investment.

The second phase of the Destination Tulsa 2025 process involved prioritizing the six key characteristics – deciding which were most important – and determining the most appropriate audiences for messaging developed around them. This was carried out in three workshops in the fall of 2016, the results of which are in this document.

The ultimate deliverable of the Tulsa 2025 process is suggestions for a brand essence or tagline that captures the competitive identity of Tulsa and positions it for current and prospective residents, visitors, employees and companies. This essence and positioning will be the foundation of a coordinated marketing campaign to promote the region in the years to come. The brand essence propositions were based on the top three key characteristics that emerged from the final workshops.

Brand Positioning Statement

Tulsa is a growing and spirited region that graduates, professionals and visitors want to move to and work, visit and invest in because it gives them the opportunity to thrive professionally, explore a wide range of cultural experiences in a lively downtown, and enjoy some of the country's most accessible and inventive connections to nature. People love it because they're part of a dynamic community that's as enterprising as it is prosperous, as imaginative as it is active, and as welcoming as it is fun for all.

TULSA INSPIRES
TULSA IS AN ENGINE OF IDEAS, AN
INSPIRATION TO EXPLORE, INVENT, ENGAGE.

Tulsa is alive – inspiring, imagining and inventing the future, creating new events and experiences and new ways to live, think, be. We're finding new paths to share our creative and cultural heritage – black, white, Hispanic and more – with all our citizens, companies and visitors. We're pleasing and provoking; we're excited to learn, grow, engage; we want everyone to enrich themselves, opening minds and opportunity in our communities. We're builders, makers, facilitators of museums and performance, folk and rock, corporate innovation, and start-up invention. We're making the many arts of living accessible – the rejuvenations and activations of nature at A Gathering Place for Tulsa, the historic marvels of art deco and Route 66, the many threads of music that run through our region, the possibilities of the next big corporate thing. All our roads lead to excitement of creativity; we're moving ahead with imagination and smarts into the future.

BRANDING ROUTE 66

Ray Hoyt, president of Tulsa Regional Tourism, leads the marketing efforts of the Tulsa Route 66 Commission, a mayoral-appointed committee working to proactively develop and market Tulsa’s stretch of the Mother Road. The Route 66 Commission drives the enhancement, development,

visitor experience and revitalization of an authentic Route 66, elevating the Tulsa region’s national and international brand as a premier, historic and cultural destination for residents and visitors.



IGNITING VISION

With Vision Tulsa projects underway, the Tulsa Regional Tourism leadership team is busy drafting plans to further develop Tulsa’s downtown entertainment hub as the “Arena District.”

The proposed Arena District compliments the Tulsa Inspires brand, motivating residents and local businesses to embrace Tulsa’s heritage and continued potential as a premier destination. This plan will bring added vibrancy, activity and energy to Tulsa’s urban core.

City leaders are developing a comprehensive plan to activate the Arena District, a walkable entertainment district of hotels, retail and restaurants capable of supporting outdoor events and festivals. The district will include connections to other key destinations and activities throughout the downtown area.

Through robust public engagement and outreach, the plan will address the following categories:

- Economic environment, including market conditions, service gaps and strategies for supporting and promoting development within downtown Tulsa
- Connections (visual, physical, thematic, cultural, etc.) to other districts and activity areas
- Land use and city planning
- Transportation systems
- Public places and facilities
- Accessibility and walkability
- Quality of life and placemaking
- Environmental conditions
- Marketing and wayfinding opportunities



TULSA RANKED #6

Tulsa Regional Tourism leadership and stakeholders comment on Tulsa's number six ranking among best small cities in America.

The exclusive list, created by Resonance Consultancy, benchmarks cities using a unique combination of core statistics and visitor perception metrics from a range of online reviews and social media conversations. Winning cities were announced June 14, 2017, in New York City at an event sponsored by National Geographic ahead of the City Nation Place Americas conference.

G.T. BYNUM, MAYOR OF THE CITY OF TULSA "Congratulations are in order for all of us who work hard every day to move Tulsa closer to becoming the world-class city we know we are. Tulsa is a city on the move. With the approaching opening of the greatest city park in America at Tulsa River Parks, to soon becoming the home of an Olympic sport, we know that Tulsa has what it takes to earn and maintain the coveted distinction of a top American city."

ROBERT D. MCGREW, CHAIR OF TULSA REGIONAL TOURISM & PRESIDENT AND CEO OF T.D. WILLIAMSON, INC. "This announcement further proves why it's important for members of the regional business community to care about Tulsa's ability to recruit, retain, enhance and develop opportunities for tourism and destination development. This national distinction brings welcomed, positive exposure to Tulsa and aligns with our mission to use our resources to brand Tulsa as a premier destination for travelers from all across the globe."

JEFF STAVA, CHIEF OPERATING OFFICER OF THE TULSA COMMUNITY FOUNDATION "It's no surprise that Tulsa is ranked as one of the best cities in America. Tulsa's renovated arts district is home to the Woody Guthrie Center, historic Cain's Ballroom and highly popular Guthrie Green. Not to mention Tulsa having a long history of nationally acclaimed performing arts, and two world-class art museums in Philbrook and Gilcrease. Further adding to Tulsa's unique

destination experience is the River Parks trail system and the urban wilderness of Turkey Mountain. And now Tulsa is only getting better as the soon to be home of world-class attractions like the Gathering Place and The Bob Dylan Archive.SM Deemed the most philanthropic city in America, Tulsa has truly become a destination city."

RAY HOYT, PRESIDENT, TULSA REGIONAL TOURISM "The Tulsa Regional Tourism staff and stakeholders are extremely pleased that Tulsa has received this prestigious recognition and exclusive ranking by Resonance Consultancy. For several years, we have worked collaboratively with city staff, our local tourism partners and members of our regional business community to promote a greater sense of pride about our world-class visitor amenities, historic assets and entrepreneurial spirit. To see our hard work pay off on a national stage in New York City among more than one hundred destination marketers is extremely rewarding, and it affirms Tulsa's ability to be a top-tier destination. Tulsa's reputation is building a great momentum of interest from travelers and meeting planners, and we know the attention will only grow as a result of all the new recreational developments happening in this great city."

ERASING BEIGE TO BOOST TOURISM

"Every time a person interacts with your city, they derive thoughts and build perceptions about it. A community that does not proactively manage these encounters will be positioned anyway by its customers, competitors and the media, and probably to its disadvantage."

BILL BAKER, DESTINATION BRANDING FOR SMALL CITIES

TULSA INSPIRES

DETERMINATION

JOURNEY TO TULSA'S TOURISM-BASED IMPROVEMENT DISTRICT NO.1

Tourism-based improvement districts empower cities, destination marketing organizations, and the hotel industry to join together in marketing our communities, generating a positive economic impact and creating jobs in the tourism industry.

TULSA'S TOURISM-BASED IMPROVEMENT DISTRICT NO.1 (TID)

will create a reliable funding mechanism for the development and implementation of new marketing and branding strategies.



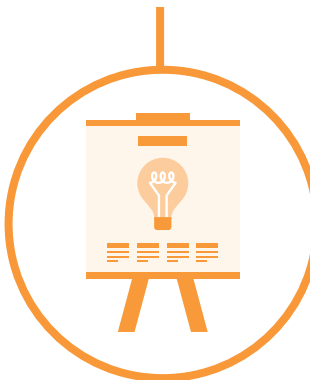
Engaging the experts

- Recruited national experts and legal firms that specialize in property and business improvement districts.
- Educated local stakeholders and tourism partners.
- Consulted with legal team to develop legislation for state TID statute.



Developing a collaborative strategy

- Legal team rewrote legislation to remove flaws from the 2015 bill.
- Identified strong House and Senate authors.
- Engaged and activated a regional consortium of 14 destination marketing organizations across the state.
- Developed strong collateral, education and messaging for strategies regional coalition.
- Developed a strategic "roll call" process for lobbying at the state Capitol to activate advocacy strategy.
- SB 1206 signed by governor April 12, 2016.
- SB 1206 effective November 1, 2016.



Educating and engaging stakeholders

- **Legal advisory team authored city ordinance.**
- **Presentations and meetings conducted to gain support from Tulsa hotel owners and operators.**
- **Hoteliers sign petition and overwhelmingly support TID ordinance.**
- **Ordinance presented to mayor and city.**
- **Continued negotiations evolve between mayor's office and hoteliers.**

2013

2014

2015

2016

2017

Targeting the "low-hanging fruit"

- Researched national best-practice models to increase tourism assets.
- Gained commitment from mayor and council to reallocate funds at the local level for increased lodging tax dollars.



Growing pains

- Created and introduced a "Tulsa-centric" bill.
- Legislative language was too broad in scope and created political challenges.
- Lacked statewide participation for broader buy-in.
- Little regional representation at the state Capitol.
- Bill failed on the House floor.

TULSA INSPIRES

LEGACY

TULSA RUN TURNS 40

Known as “Oklahoma’s most historic foot race,” the Tulsa Federal Credit Union Tulsa Run celebrates its 40th running in 2017. Throughout its 40 years, the run has become a Tulsa tradition, hosting Olympians, running legends, race enthusiasts and families alike. Now the third-largest run in the state, it has become a race for everyone, all without losing its competitive edge.

The race was created by local legends: Art Browning, Bob Harbison, Herb Beattie, Larry Aduddell, Bob Haring and Nancy Leake were at the helm, and Olympic marathon champion Frank Shorter proposed the 15k distance. Their idea quickly became the go-to race in Tulsa, welcoming participants from around the world.

The Tulsa Sports Commission has worked tirelessly to maintain the spirit of tradition, community and hospitality for runners and volunteers. Participants have learned to expect a rigorous course with lots of cheers of support along the way from spectators, while volunteers work long hours to make race day a memorable runner-friendly experience.



The Tulsa Run’s race course is rooted in the city’s downtown core starting at 3rd Street and Boston Avenue. After runners power through midtown Tulsa, the climb uphill on Boston Avenue is one of the most well-known finishes of any race in the region.



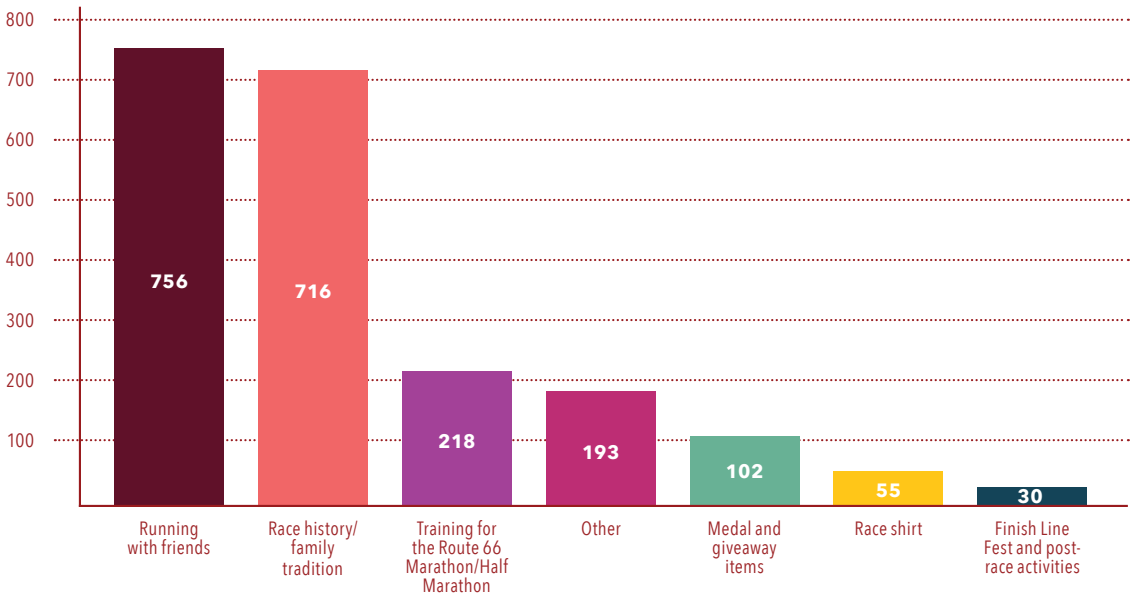
More than 153,000 finishers have completed the Tulsa Run’s 15k race, making it a favored race among longtime participants and elite athletes. Runners have traveled to Tulsa from all across the United States and 23 different countries to participate in the Tulsa Run, and 16 runners have completed the 15k every year since the race started 40 years ago.

One of the cornerstones of the Tulsa Federal Credit Union Tulsa Run is giving back to the community, which is a highlight for Tulsa Run sponsors and partners. Since 2011, the Tulsa Sports Commission has donated more than \$180,000 to local non-profit charities, and over \$20,000 to local schools. This year’s beneficiaries are River Parks, Tulsa STEM Alliance, Tulsa Tough, Lindsey House, Global Gardens, Aim High Gymnastics, Assistance League of Tulsa, and Emergency Infant Services.

The immeasurable impact of the Tulsa Federal Credit Union Tulsa Run has been felt by runners, volunteers, fans and beneficiaries for decades, but the memories created during that last Saturday morning in October live on forever.

Cheers to 40 years.

WHY DO YOU RUN THE TULSA RUN?



TULSA INSPIRES

RESULTS

REGIONAL TOURISM FINANCIAL OVERVIEW

JULY 2016 - JUNE 2017

	TOTAL ACTUAL	BUDGET
VisitTulsa/TSC Sponsorships	\$945,918.37	\$1,046,416.66
VisitTulsa/TSC Campaign	\$1,034,072.22	\$1,194,879.31
Lodging Tax Revenue	\$3,951,600.98	\$3,903,266.28
Chamber Contribution	\$250,000.00	\$250,000.00
TOTAL REVENUE	\$6,181,591.57	\$6,394,562.25

Compensation	\$1,610,308.03	\$1,556,692.58
Office Expenses	\$305,393.72	\$310,396.47
Professional Fees	\$535,607.95	\$433,618.32
Research and Training	\$161,416.52	\$115,399.00
Event Operations	\$1,352,470.60	\$1,607,427.91
Travel and Hosting	\$384,475.85	\$403,990.54
Marketing	\$1,078,378.02	\$1,267,028.06
Publications and Brochures	\$127,932.70	\$110,467.44
Support Costs	\$649,318.21	\$622,044.69
TOTAL EXPENSES	\$6,205,301.60	\$6,427,065.01

VARIANCE*	-\$23,710.03	-\$32,502.76
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**The total reflects a board approved deficit due to Tulsa Run operations. In addition to a calendar budget, Tulsa Regional Tourism provides a fiscal year budget to maintain its contractual agreement with the city of Tulsa.*

Allocation of Lodging Tax Budgeted	\$3.9M per city contract, \$3.6M per calendar year 2016
Percent of Lodging Tax Allocated	50.50%
Total Sales Tax Collected Actual	\$7,513,138.00
ROOM NIGHTS SECURED	176,361

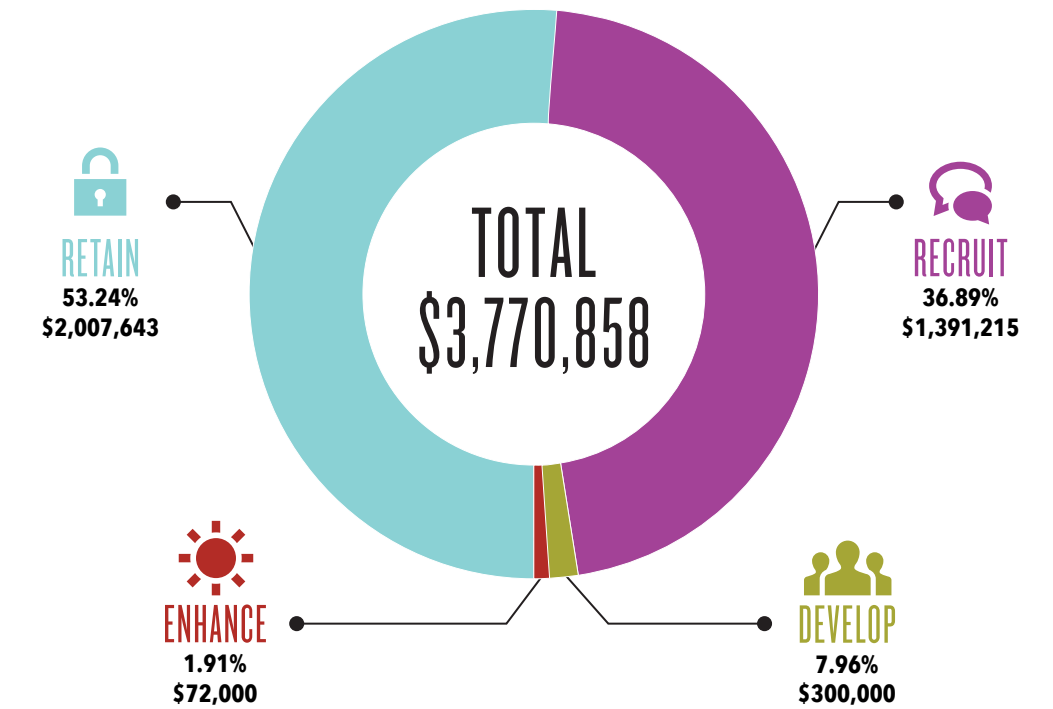
ECONOMIC IMPACT TOTALS:

Business Sales (Direct)	\$185,456,937.33
Business Sales Total (Direct and Indirect)	\$324,261,918.44

VT 2.0 PILLARS

The recruit, retain, develop and enhance pillars were implemented during the development of the VisitTulsa 2.0 funding campaign. They provide strategic focus for significant investments made in developing tourism assets and events that increase the region’s attributes as a premier destination.

PILLAR SPENDING: 2015-2017



Occupancy Rate 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.





RETAIN:

Maintaining strong, strategic relationships with clients for long-term events keeps the doors of the Tulsa tourism industry open for business. Reinvesting in groups provides a sustainable foundation that keeps money and foot traffic in the region.



RECRUIT:

Providing a premier destination for event planners to host events, while continuing to improve the quality of life and economic prosperity of the Tulsa community, is a critical role of Tulsa Regional Tourism.



ENHANCE:

There are endless opportunities to heighten the awareness of Tulsa among prospective visitors. With an influx of positive media coverage, Tulsa has an opportunity to leverage this attention by using local resources to promote a unified brand strategy that appeals to diverse audiences.



DEVELOP:

Tulsa Regional Tourism partners with community stakeholders to develop new opportunities that support local facilities and enhance current assets. We create owned and operated events that stay in Tulsa.



RETAIN

Oklahoma Coaches Association, 2016 Annual Oklahoma Coaches Convention

- More than 2,300 room nights
- Estimated economic impact (EEI) - \$5.7 million

Pony of the Americas Club, 2016 National POA Congress at Expo Square

- More than 630 room nights
- EEI - \$1.8 million

Tokyo in Tulsa

- Nearly 10,000 attendees
- More than 1,600 hotel room nights
- EEI - \$2.5 million

Oklahoma Indian Gaming Association

- More than 1,400 attendees
- More than 1,100 room nights
- EEI - approx. \$2.5 million

National Snaffle Bit Association Show Your Colors Multiple Breed Show & World Championship Show

- More than 6,500 room nights
- EEI - \$6.5 million

Tulsa Reining Classic

- Approx. 1,820 room nights
- EEI - 1.2 million

Annual U.S. National Arabian & Half- Arabian Championship Show

- More than 1,800 exhibitors and 1,750 horses
- More than 10,000 spectators throughout a nine-day period
- More than 7,000 room nights
- EEI - \$25.6 million

Pinto Horse Association of America shows

- The Mule and Donkey Congress/Ranch Horse Congress with approx. 150 room nights
- The 2016 Color Breed Congress, 1,500 attendees, approx. 1,290 room nights
- EEI - \$1.3 million

USA BMX Grand Nationals

- More than 3,000 athletes and 6,000 spectators
- EEI - \$14 million

2016 World of Wrestling Flo Kickoff Classic

- Approx. 1,328 participants
- EEI - \$1.5 million



2017 Lucas Oil Chili Bowl Nationals

- More than 20,000 racing fans
- More than 5,300 room nights
- EEI - \$18.5 million

Oklahoma Educators Association

- More than 2,000 room nights
- EEI - \$1.3 million

Christ in Youth

- More than 1,200 attendees
- More than 600 room nights
- EEI - \$700,000

2017 Equine Judges Seminar

- 600 attendees
- More than 1,500 room nights
- EEI - \$530,000



World of Wrestling Tulsa Nationals

- 2,825 wrestlers
- EEI - \$3.6 million

Tulsa Classic Volleyball Tournament

- 121 teams
- EEI - \$1.4 million

Senior Softball USA Oil City Classic

- Approx. 1,300 athletes and travelers
- Approx. 960 room nights
- EEI - \$1.1 million

Breeder's Invitational

- 3,000 exhibitors
- Approx. 5,550 room nights
- EEI - \$13.4 million

Pinto Horse Association Pinto World Championship Show

- 3,500 exhibitors with more than 1,200 horses
- Approx. 4,860 room nights
- EEI - \$19.4 million

POA National Congress Pony of the Americas Club, Inc.

- 700 exhibitors with 480 horses
- Approx. 865 room nights
- EEI - \$1.05 million

RECRUIT

Brumley Gospel Group

- Approx. 4,800 gospel music fans
- 3,500 room nights
- EEI - \$4.1 million

Marine Corps League

- More than 350 attendees
- Approx. 2,100 room nights
- EEI - \$1.1 million

US Youth Soccer National Presidents Cup

- 40 teams
- EEI - \$2.4 million

USA Gymnastics Stars & Stripes Championship

- 850 athletes from 32 states
- EEI - \$1.5 million

The 2016 Great Dane Club of American National Speciality

- 1,675 room nights
- EEI - \$963,794

2017 Bass University Presented by GRDA

- 150-200 students
- EEI - \$150,000

National Academic Advising Association

- 200 visitors
- 215 room nights
- EEI - \$165,000

2017 Heartland Conference Basketball Championships

- NCAA D II tournament
- Host institution Rogers State University men's and women's teams competed in the eight-team tournament

Big 12 Wrestling Championship

- 10 programs represented
- 17,000 total attendees over four sessions



NCAA Men's Division I Basketball 1st & 2nd rounds

- 14,745 (average attendance per session)
- 44,237 total attendance
- EEI - \$3.7 million (traveling fans could double that number)



Pipeline + Energy Expo - PennWell Publishing

- 600-800 attendees
- Approx. 850 room nights
- EEI - \$500,000

Transforming Local Government - Alliance for Innovation

- 650-700 attendees
- Approx. 1,054 room nights
- EEI - \$562,000

US Youth Soccer Region III President's Cup

- 120 soccer team, roughly 5,400 attendees
- Approx. 8,350 room nights
- EEI - \$5.9 million

USA Wrestling Junior Duals Tournament

- 700 athletes and 1400 traveling attendees
- Approx. 1,900 room nights
- EEI - \$2.6 million

USA Gymnastics Stars & Stripes Championship

- Roughly 3,100 athletes and travelers
- Approx. 1,100 room nights
- EEI - \$2.3 million

ENHANCE

Tulsa FMAC Music Mixer & Panel Series

- Six music and six film events throughout the calendar year
- Provides consistent and stronger content
- Bridges an enlarging network of Tulsa film and music lovers

Hop Jam

- After the conclusion of the third annual Hop Jam Beer & Music Festival, organizers deemed it their most successful event to date.

Tulsa Federal Credit Union Tulsa Run

- 15K, 5K and 2K distance options
- Enhanced with additional sponsors and partners, a new app, and an updated finish line festival
- EEI - \$1.4 million

2016 Union Youth Football Association Sooner Classic Football Championships

- 35 teams
- EEI - \$500,000

USA BMX STEM Build a Bike Program

- 23 USA BMX STEM kits available in Tulsa schools in 2017

Lexus Tulsa Cup

- 440 teams
- Approx. 30,000 visitors
- EEI - \$6 million

South By Southwest (SXSW)

- Created in Tulsa booth at the SXSW Trade Show exhibited Tulsa-based startups and arts organizations to more than 60,000 attendees
- Third annual Tulsa Boom Factory featured six Tulsa bands
- First-ever Tulsa Music Showcase, an official SXSW showcase, featured five local bands, including headliner HANSON
- 4.5 million impressions in print and digital media



USSSA 10U & 12U Baseball World Series

- Roughly 2,200 athletes and travelers
- Approx. 1,200 room nights
- EEI - \$850,000

DEVELOP

XPO Game Festival

- Owned and operated by Tulsa Regional Tourism
- 1,600 attendees first year
- Tulsa embodies a spirit of innovation, competition and creativity, making it the perfect city to celebrate one of the most vibrant and cutting-edge industries in the world.



Folk Alliance International Conference

- Tulsa FMAC working to develop the relationship and potentially negotiate a five-year contract in 2025.

Tulsa Office of Film, Music, Arts & Culture (Tulsa FMAC):

- "Inside The Album" featured Tulsa band HANSON, producer/writer Mark Hudson (HANSON, Aerosmith, Ringo Starr, Celine Dion, Bon Jovi), and engineer CJ Eiriksson (HANSON, U2, Matchbox 20, Incubus, Jacks Mannequin).
- HANSON recorded their Christmas Album in Tulsa, and Tulsa FMAC and VisitTulsa helped with accommodations during their stay.
- Tulsa FMAC continues to work with KTUL's Good Day Tulsa morning show by programming musicians every other week.

Tulsa FMAC represented at AFCl conference

- The Association of Film Commissioners International (AFCl) hosted two events: the Locations Show, a trade show for the film industry to access billions of dollars in incentives and opportunities for domestic and international productions; and the Global Production and Finance Conference, offering unique insights into co-production, new incentives/tax reliefs and changes in the film financing landscape.
- Tulsa FMAC is an accredited film commission with AFCl and the only city commission in Oklahoma.

TULSA INSPIRES

US

THANK YOU MAYOR G.T. BYNUM
AND TULSA CITY COUNCILORS

Thank you for working to develop and enhance Tulsa's reputation
as a premier destination for visitors.

You are great ambassadors for Tulsa, and we look forward to
even more collaborative partnerships in the future.

TULSA REGIONAL TOURISM STAFF

MEET OUR LEADERSHIP TEAM



RAY HOYT

President

Tulsa Regional Tourism
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"I am inspired by Tulsa's heritage and its ambition to create an even brighter future."



HEATH AUCOIN

*Vice President of Operations, Race Director
of Tulsa Federal Credit Union Tulsa Run*

Tulsa Regional Tourism
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"I am inspired to live in Tulsa because of the music scene. Cain's Ballroom is one of my favorite places on earth."



SABRINA DARBY

Program Coordinator

Tulsa Sports Commission
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"There are so many new, exciting things happening here. The change in downtown alone over the past 10 years has been inspiring to watch. I'm so grateful to work for an organization that encourages and participates in that change."



ABBY KURIN

Director

Tulsa Office of Film, Music, Arts & Culture
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"I am inspired to work in Tulsa because we all have an opportunity to make an impact. We've come a long way as a city, and still have so much room for growth."

JESSICA LOWE-BETTS

Vice President of Marketing and Branding

Tulsa Regional Tourism
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"I'm inspired to live in Tulsa because I see how hard leaders work to make a difference in this community. Their passion for Tulsa inspires me to do my part."



VANESA MASUCCI

Vice President

VisitTulsa
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"The pride Tulsans have for our beautiful city inspires me to want to share this amazing destination with others looking to bring visitors to Tulsa."



RACHAEL SMITH

Executive Assistant to Ray Hoyt

Tulsa Regional Tourism
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"I am inspired to work in a city where I see great changes happening and knowing that I am a small part of that."



VINCE TRINIDAD

Executive Director

Tulsa Sports Commission
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"Tulsa inspires me to explore this part of the world through its many wonders within our metro area and within driving distance. The potential areas to find your inspiration are limitless."



TULSA REGIONAL TOURISM STAFF



KATHLEEN BORGNE
Director of Sales
VisitTulsa
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"Tulsa inspires me because city leaders are always working to improve and enhance our quality of life."



MARK HARGIS
National Sales and Development Manager
Tulsa Sports Commission
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"Tulsa inspires me because of the transformation from where we started to where we are heading in the future. The future is very bright!"



MATT HOWE
Sr. Manager
Mohawk Sports Complex
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"Tulsa inspires an excitement for the future by creating the 'vision' to attract sporting visitors to our great city!"



LAURA PORTH
Operations Manager
Mohawk Sports Complex
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"Tulsa inspires me with its beauty, grit and relentless drive. Tulsa's intense pulse, the endless energy and the people that call this place home inspire me to live here."



CHRIS ROGERS
Sales and Operations Specialist
Tulsa Regional Tourism
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"Tulsa inspires me to think positively and to do more."



KENNY SMITH
Director of Convention Services
Tulsa Regional Tourism
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"I am inspired to work in Tulsa because it allows me to become connected to the region through the incredible people and opportunities found here."



PATTI KRAUSERT
Sales and Data Specialist
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"Tulsa inspires me because it becomes a better place every day."



MARLENE LIVAUDAIS
National Sales Manager
VisitTulsa
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"I am inspired to live in Tulsa because there is such a vibrant sense of pride, progress and community. Having lived in so many major cities throughout my career, the city of Tulsa has it all!"



KATIE NICHOLAS
National Sales and Development Manager
Tulsa Sports Commission
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"Tulsa inspires me to be active. Running, biking, golfing, softball, yoga, or just taking a stroll in one of our beautiful entertainment districts. There are plenty of active hobbies in our city, and I am inspired to try them all!"



MATT STOCKMAN
Events Manager
Tulsa Regional Tourism
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"I am inspired to live and work in Tulsa because of the equality this community embraces. Regardless of sexual orientation, race or ethnicity, you can make Tulsa your home and prosper."



KRISTEN VENCL
National Sales Manager
VisitTulsa
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"I am inspired to live in Tulsa because of the opportunity for young families. Great community events, museums and quick day adventures to keep little minds learning!"



THE TULSA OFFICE OF
FILM, MUSIC, ARTS & CULTURE