

FY 2020 Deliverables

A. Marketing and Communications:

1. Increase Visit Stillwater website traffic by twenty-five percent (25%) over previous year.
2. Increase Visit Stillwater website page views by ten percent (10%) over previous year.
3. Increase Visit Stillwater website sessions originating from Dallas DMA by five percent (5%) over previous year.
4. Increase referred Visit Stillwater traffic from social media to website by ten percent (10%) over previous year.
5. Increase Visit Stillwater Facebook followers by ten percent (10%) over previous year.
6. Market commercial air service to and from the Stillwater Regional Airport; work cooperatively with local partners to promote air travel from SWO by residents and businesses within the 50-mile catchment area.
7. Market Lake McMurtry, the Downtown Stillwater Cultural District (Stillwater Public Library, Stillwater Community Center, Prairie Arts Center, OSU Museum of Art, Modella Art Gallery and Stillwater History Museum at the Sheerar Center), and Downtown Stillwater as visitor destinations.
8. Market City of Stillwater sponsored events including:
 - a. Arts Festival
 - b. Halloween Fest
 - c. Boomer Blast
 - d. Friday Food Trucks & Tunes
 - e. Christmas Parade
 - f. Pop-Up Shops- Block 34
 - g. Dancing with Daddy
 - h. Mummy and Son Dance
 - i. Cops & Bobbers Fishing Event
9. Utilize City of Stillwater logo in tandem with Visit Stillwater logo in Stillwater Visitor Guide, Stillwater Event Planners' Guide, on rack cards promoting game day park-and-ride, when promoting City of Stillwater entities and events, and provide the City of Stillwater logo with link to the City of Stillwater Website from the Visit Stillwater website.
10. While marketing Stillwater as a destination do the following:
 - a. Produce 125 sweepstakes giveaways
 - b. Promote 1,000 locally held events
 - c. Distribute 125 news releases promoting Stillwater attractions, events and activities
 - d. Produce 12 videos promoting Stillwater attractions, events and activities
 - e. Write 24 blog posts promoting Stillwater attractions, events and activities

11. While marketing Stillwater as a destination, report independently the total number of original Visit Stillwater and shared marketing efforts or equivalencies appearing as the following for the Stillwater Regional Airport, Stillwater Arts Festival, and Holiday Pop-Up Shops:

- a. Facebook Posts
- b. Instagram
- c. Tweets
- d. Videos
- e. Paid Printed Advertisements
- f. Paid Digital Advertisements
- g. Other Formats

B. Meeting and Event Sales:

1. Increase number of new events booked through Visit Stillwater efforts by ten percent (10%) over previous year.
2. Increase attendance at existing events and activities booked through Visit Stillwater efforts by ten percent (10%) over previous year.
3. Report the trend in occupancy room tax collections.
4. Report the trend in occupancy rate.
5. Report the trend in average daily rate (ADR).
6. Report the trend in revenue per available room (RevPAR).
7. Generate eighty (80) hotel room blocks during the reporting period.
8. Document the number of potential room nights through hotel room blocks.
9. Document the number of actual booked room nights.
10. Document the number of groups receiving Visit Stillwater services.
11. Increase new client sales accounts by twenty percent (20%) over previous year.
12. Increase assisted sales account leads by twenty-five percent (25%) over previous year.

C. Meetings and Events Client Services:

1. Coordinate twelve (12) site inspections and/or familiarization (FAM) tours.
2. Report the number of communications with existing clients.
3. Personally welcome attendees to events that Visit Stillwater was instrumental in bringing to the city or upon request of the event planner.

4. Document and report reason(s) why a new event chose Stillwater.
5. Document and report reason(s) why a prospective event chose another city.
6. Document and report reason(s) why an event previously held in Stillwater has moved to another city this year.
7. Prepare a report explaining why any event previously held in Stillwater within the past three (3) years has moved to another city. *NOTE:* This is a one-time deliverable.

D. Enhanced Visitor Experiences:

1. Distribute *Stillwater Visitor Guide* to visitors through available distribution channels and in response to online and telephone requests.
2. Gather demographic data on Stillwater visitors.
3. Track and report number of walk-in visitors to Visit Stillwater Office and Visitor Center.