



MEMORANDUM

Council Agenda
Item No. IX. BE
5/21/2024

The City of OKLAHOMA CITY

TO: Mayor and City Council

FROM: Craig Freeman, City Manager

Receive the Fiscal Year 2024-2025 Marketing Plan and Budget Request from the Oklahoma City Convention & Visitor's Bureau, a division of the Greater Oklahoma City Chamber of Commerce, for services in the promotion of conventions, tourism and visitation in Oklahoma City.

Background:

Background:

On December 5, 1972, City voters approved a 2% hotel tax for the purpose of encouraging, promoting and fostering convention and tourism development in the city. The City created the Convention and Visitors Commission to gather information and ideas, conduct research, develop advertising and promotional materials, bid conventions and trade shows and promote the City's image as a major tourist and convention city.

On December 14, 2004, City voters approved Ordinance No. 22,538, increasing the amount of the Hotel Tax by a net 3.5% for a total tax of 5.5% and providing that four-elevenths (4/11) of the Hotel Tax revenues shall be expended to encourage, promote and/or foster the convention and/or tourism (visitor) development of the City; six-elevenths (6/11) of the Hotel Tax revenues shall be expended for improvements to the Oklahoma City Fairgrounds, not including operational expenses; and one-eleventh (1/11) of the Hotel Tax revenues shall be expended for sponsorship and/or promotion of events recommended by the Oklahoma City Convention and Visitors Commission and anticipated to enhance the local economy through increased convention and/or tourism (visitor) activity in the City.

The Convention and Visitors Bureau is a division of the Greater Oklahoma City Chamber of Commerce, consisting of professional staff of the Chamber assigned to convention and visitor services. The Bureau provides staff support and services to the Convention and Visitors Commission.

At this point in the process, Council is asked to receive the proposed budget and scope of work. A proposed agreement will be forthcoming and will at that point engage the Greater Oklahoma City Chamber of Commerce to provide convention and visitors services during FY 2024-2025. This process allows Council to review the proposed budget before the actual contract is drafted.

This marketing plan and budget request was approved by the Oklahoma City Convention & Visitors Commission at its April 17, 2024 meeting. The budget request and plan is based on the existing hotel/motel tax and existing breakdown of revenue. Any changes to the hotel/motel tax would be incorporated in an amendment or a new agreement that would be brought forward based on the results of a potential election.

Review:

City Manager's Office

Recommendation: Receive the report.