



FY2022

Oklahoma City Convention and Visitors Bureau

Third Quarter Report

Greater Oklahoma City Chamber
and
City of Oklahoma City
Contract for Professional Services

April 19, 2022



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TO: Mayor and City Council
City of Oklahoma City

FROM: Zac Craig, President
Oklahoma City Convention and Visitors Bureau

RE: FY 2022 Agreement for Professional Services
Greater Oklahoma City Chamber—Convention and Visitors Bureau
Third Quarter Report

This third quarter report of Convention and Visitors Bureau activity highlights the progress toward achieving the goals outlined in the FY 2022 Marketing Plan that is part of the FY 2022 Agreement for Professional Services between the Greater Oklahoma City Chamber and the City of Oklahoma City. Also included is the Scope Report detailing the quantitative results for each activity.

In addition, the budget report for the third quarter which ended March 31, 2022 is included for your review. This budget report shows that with \$3,695,985 (75%) in contract revenue received from the 4/11th hotel tax, \$3,294,606 (66%) of the bureau's operating budget has been spent. The 1/11th hotel tax earmarked for sponsorship and/or promotion of events is budgeted for \$1,200,000, and at the end of the third quarter \$874,360 (73%) has been expended.

Highlights of the Bureau's year-to-date progress are noted below.

Convention Sales and Services

- A total of 86 international, national, regional and state conventions and meetings representing 74,201 future room nights were booked (59.4% of annual goal); these events represent future estimated direct spending in Oklahoma City of \$60.57 million
- Generated 306 leads for tentative business with an estimated 446,498 potential room nights of future business (111.6% of annual goal)
- Convention sales and services staff conducted 75 site visits with groups (booking 100+ peak room nights) who are looking at Oklahoma City as a potential location for their future convention or groups already booked and currently planning their events (CDX

was hosted in October, which resulted in 39 site visits for meeting planners who attended)

- Provided registration/servicing to 134 groups/reunions, equine events, conventions and sports activities (89% of annual goal)
- Identified 26 new booking leads or opportunities for the new convention center; 6 additional business opportunities are being pursued with local planners in hopes they will book their state/regional meeting in OKC and assist in influencing their national association affiliation to do the same
- Participated in 12 trade shows, resulting in 186 leads/RFPs to date
- Added FuturePace, a new reporting tool from 2Synergize, to track bookings, room night activity for future years and monitor pace targets.

Sports Sales

- A total of 44 international, national, regional and state events and sports activities representing 65,564 future room nights were booked (60% of annual goal); these events represent future estimated direct spending in Oklahoma City of \$55.87 million
- Generated 102 leads for tentative business with an estimated 386,650 potential room nights of future business (297.4% of annual goal)
- Attended four trade shows
- Hosted 7 site visits YTD, including NCAA for Women's College World Series in June and TEAMS for upcoming annual conference in October that Oklahoma City is hosting in 2022
- Hosted 2022 OG&E Oklahoma Futsal Classic in February at the OKC Convention Center, an event we have been pursuing for several years
- Attended grand opening event in Tulsa for new, relocated headquarters of USA BMX
- Oklahoma City Riversports was recently named the site of the International Canoe Federation Championships for summer of 2022, after being relocated from Moscow
- Conducted a sales trip to Minneapolis for the NCAA Women's Final Four Basketball Championship

Equine & Livestock Events

- Booked 12 future shows representing an estimated 145,456 room nights (80.8% of annual goal) and direct spending estimated to produce \$119.9 million (70.5% of annual goal)
- YTD events hosted included Arabian Youth Nationals & Mid-Summer National Championship, American Quarter Horse Association (AQHA) Youth World Championship and Central Level 1 Championships, Better Barrel Races Summer Shootout, Grand National Morgan Horse Show, AQHA World Show and Select Show Championships, National Reining Horse Futurity, OKC (Barrel Racing) Futurity, Cattlemen's Congress, KQHA Prairie Classic and Oklahoma Youth Expo
- Attended OQHA Hall of Fame Induction Ceremony in January with inductee Scott Wells, Chair of the Convention & Visitors Commission and former (retired) GM of Remington Park

- Held meetings with leaders from National Reining Horse Foundation and Arabian Horse Association, along with OKC Fairgrounds leadership, to discuss future shows and servicing opportunities
- Attended the AQHA Annual Convention in Las Vegas

Tourism Sales

- A total of 213 motor coach group tours were hosted in Oklahoma City, resulting in 1,302 room nights and 7,818 total passengers
- Attended 5 group tour marketplaces (U.S. Travel Association's International PowWow, National Tour Association Exchange, American Bus Association Marketplace, Go West Summit and Select Traveler Conference) and 5 consumer shows (Dallas Travel & Adventure Show, DFW Ultimate Women's Show, Chicago Travel & Adventure Show, Wichita Women's Fair and St. Louis Working Women's Fair)
- Received 62 requests for the Group Tour Planner and developed 10 new group itineraries
- Hosted 22 site visits YTD, including MARS (Mid-Atlantic Receptive Services) which included 14 participants representing 10 tour companies
- Hosted 2 meetings with attraction partners YTD
- Participated in a hard hat tour of the Blessed Stanley Rother Shrine in south Oklahoma City for CVB staff
- Conducted two interviews with group travel publications, Group Travel Leader for Route 66 story and Select Traveler Magazine
- Attended World Premier of Distant Thunder at First Americans Museum

Destination Marketing

- Averaged 127 engagements per LinkedIn post YTD, with a 20% YOY increase in impressions for Facebook and Instagram
- Pitched a total of 50 stories about OKC to travel journalists and publications nationwide
- Assisted travel journalists with an additional 55 stories
- Hosted 17 media outlets or influencers YTD, several representing national publications and several relating to the FAM opening
- Attended TravMedia's International Media Marketplace in NYC in January, meeting with 24 travel writers and influencers, with more than half already traveling to OKC or scheduled to visit
- Supported a press conference with Mayor Holt and Wayne Coyne to unveil new artwork at the OKC Convention Center
- Produced the 2022 OKC Visitors Guide, 2022 Spring/Summer OKC Pocket Guide and an updated edition of our pad map
- Launched the newly redesigned websites for VisitOKC.com and MeetInOKC.com and a new website for OKCsports.org
- Hosted 3 meetings with OKC District Managers to share CVB updates and learn about developments in their areas

- Met with local Yelp and retail merchandise partners regarding new Modern Frontier initiatives
- Developed the FY2023 CVB Marketing Plan

Administration

- Submitted FY2021 Annual Report, FY2022 First Quarter Report and FY2022 Second Quarter Report to the City Manager's Office
- Continue to monitor STR data for hotel occupancy trends and insights; met with City budget staff regarding forecast for hotel tax collections to develop FY2023 Budget Plan
- Conducting regular meetings with local industry partners to share information and stay abreast of booked or potential business, visitation trends and new developments or initiatives with our partners
- Participated in the OKC marathon podcast on February 1 with CVB VP of Sports Development
- Met with developers for OKANA and Riversports leadership to discuss synergies and partnership potential for both attractions
- Participating on two committees with Destinations International for 2022 – Advocacy and Convention Sales & Services
- City hotel tax receipts for the CVB 4/11th fund total \$4,320,308 or 85.9% of projected annual budget goal

As always, we appreciate the continued support and will be happy to answer any questions.



Financial Report

For the Period Ended March 31, 2022

Oklahoma City Convention and Visitors Bureau
Special Purpose Statement of Activity
March 31, 2022

	City Contract Budget		CVB Reserve Fund Budget		Subtotal Operating Budget			Special Promotions & Support Fund - 1-11th Fund Budget		Overall Budget			Bureau Reserve Cash Account
	FY 22 Budget	FY 22 Actual	FY 22 Budget	FY 22 Actual	FY 22 Budget	FY 22 Actual	YTD %	FY 22 Budget	FY 22 Actual	FY 22 Budget	FY 22 Actual	YTD %	
<u>Beginning of Year, Cash</u>													\$1,403,522
<u>REVENUES:</u>													
Contract Revenue from City	\$ 4,928,000	\$ 3,695,985	\$ -	\$ -	\$ 4,928,000	\$ 3,695,985	75%	\$ -	\$ -	\$ 4,928,000	\$ 3,695,985	75%	
Contract Revenue from Dedicated Fund	-	-	-	-	-	-	N/A	1,200,000	874,360	1,200,000	874,360	73%	
Total Contract Revenue	4,928,000	3,695,985	-	-	4,928,000	3,695,985	75%	1,200,000	874,360	6,128,000	4,570,345	75%	
Miscellaneous Revenue	-	12,726	-	-	-	12,726	N/A	-	-	-	12,726	N/A	
Total Revenue	4,928,000	3,708,711	-	-	4,928,000	3,708,711	75%	1,200,000	874,360	6,128,000	4,583,071	75%	
<u>EXPENSES:</u>													
<u>Personnel</u>													
Salaries	1,473,300	862,827	-	-	1,473,300	862,827	59%	-	-	1,473,300	862,827	59%	
Fringes/Payroll Taxes	272,600	189,268	-	-	272,600	189,268	69%	-	-	272,600	189,268	69%	
Total Personnel	1,745,900	1,052,095	-	-	1,745,900	1,052,095	60%	-	-	1,745,900	1,052,095	60%	
<u>Direct Promotion</u>													
Event Support:													
Event Sponsorship	-	-	-	-	-	-	N/A	1,200,000	874,360	1,200,000	874,360	73%	
Contract Sponsorship & Promotion	343,700	383,080	-	-	343,700	383,080	111%	-	-	343,700	383,080	111%	
Total Event Support	343,700	383,080	-	-	343,700	383,080	111%	1,200,000	874,360	1,543,700	1,257,440	81%	
Advertising & Marketing:													
Paid Media	768,000	502,481	-	-	768,000	502,481	65%	-	-	768,000	502,481	65%	
Digital Media	67,000	61,988	-	-	67,000	61,988	93%	-	-	67,000	61,988	93%	
Website/Technology	259,700	173,849	100,000	-	359,700	173,849	48%	-	-	359,700	173,849	48%	
Marketing/Printing	5,000	2,926	-	-	5,000	2,926	59%	-	-	5,000	2,926	59%	
Premiums	38,000	30,752	-	-	38,000	30,752	81%	-	-	38,000	30,752	81%	
Total Advertising & Marketing	1,137,700	771,996	100,000	-	1,237,700	771,996	62%	-	-	1,237,700	771,996	62%	
Travel:													
Convention Sales	135,700	116,637	-	-	135,700	116,637	86%	-	-	135,700	116,637	86%	
Sports Sales	26,500	16,035	-	-	26,500	16,035	61%	-	-	26,500	16,035	61%	
Tourism Sales	61,700	30,575	-	-	61,700	30,575	50%	-	-	61,700	30,575	50%	
Convention Services	5,000	5,087	-	-	5,000	5,087	102%	-	-	5,000	5,087	102%	
Equine Events	1,500	973	-	-	1,500	973	65%	-	-	1,500	973	65%	
Marketing & Communications	17,000	6,599	-	-	17,000	6,599	39%	-	-	17,000	6,599	39%	
Executive	6,300	2,758	-	-	6,300	2,758	44%	-	-	6,300	2,758	44%	
Professional Development	26,000	17,248	-	-	26,000	17,248	N/A	-	-	26,000	17,248	66%	
Inbound Site Visits/Fam Trips	123,000	46,012	-	-	123,000	46,012	37%	-	-	123,000	46,012	37%	
Total Travel	402,700	241,924	-	-	402,700	241,924	60%	-	-	402,700	241,924	60%	

**Oklahoma City Convention and Visitors Bureau
Special Purpose Statement of Activity
March 31, 2022**

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OKLAHOMA CITY CONVENTION AND VISITORS BUREAU FY 2022 SCOPE OF WORK AND PERFORMANCE MEASURES		
Goals with Performance Measures Assigned	Target	YTD Progress - Q3
Conventions & Meetings Sales		
Solicit for and facilitate definite room night bookings for future conventions and meetings in the Oklahoma City market	125,000 RN	Convention Sales has booked 74,201 future room nights through Q3
Generate sales leads for tentative future room night bookings (based on RFP's bid in fiscal year)	400,000 RN	Convention Sales has generated 446,498 prospective future room nights
Identify and solicit for NEW booking opportunities for the Oklahoma City Convention Center (minimum 200 RN on peak and either 1) 20,000 sq ft of mtg space or 2) one exhibit hall)	50	Convention Sales has identified 26 new booking opportunities for the convention center
Produce an economic impact in estimated future direct spending	\$215,000,000	Convention Sales definite bookings will produce a future estimated economic impact of \$60,568,233; Sports bookings will produce a future estimated economic impact of \$55,868,479
Host sales site inspections to secure business (for groups with minimum 100 RN on peak)	75	Convention Sales has conducted 75 site inspections through Q3
Attend and participate in appropriate industry trade shows/events, also tracking leads and/or RFP's received	20-25 shows/events 200 leads/RFPs	The team has attended 12 trade shows YTD and secured 186 leads/RFP's to date
Solicit local planners and influencers to book their state/regional meetings in OKC, and to assist in encouraging their national association affiliations to do the same	20 new business opportunities	7 total-currently working with Wheeler Labs, John Kennedy (arts related conference), Association of College and University Housing Officers through Leon at OSU, Margherite with Lutheran's Women, Katy Boren at Innovation District for list of Biotech conferences to pursue, Allison Woodard at Federation of Families, Oklahoma Republic Lorie for Natl Fed of Republican Women
Conduct out-of-market/regional sales calls	8	The team has conducted 5 out of market/regional sales by the end of Q3
Customer Advisory Board meetings	1	CAB meeting will not be held in FY22; targeting FY23 in Q2 for first meeting
Maintain community relations and communications with stakeholders	Monthly CBD mtgs All Stakeholders (3)	3 citywide DOS meetings have been held to date; 4 meetings with DOS staff in CBD have been held
Goals with Performance Measures Assigned	Target	YTD Progress - Q3
Sports Sales		
Solicit for and facilitate definite room night bookings for sports-related events and meetings in the Oklahoma City market	110,000 RN	Sports has booked 65,564 future room nights YTD
Generate sales leads for tentative future room night bookings	130,000 RN	Sports has generated 386,650 prospective room nights
Identify and solicit for NEW booking opportunities for the Oklahoma City Convention Center	5	Through Q3, Sports has booked 6 pieces of new business with 3 being specific to OKCCC
Host sales site inspections to secure business	15	Sports has hosted 7 site visits to date
Conduct out-of-market/regional sales calls	2	Sports traveled to Minneapolis at end of Q3 for first sales trip of FY
Attend sports trade shows, conferences and education meetings	4	Sports has attended 4 trade shows to date, with one additional show scheduled in Q4
Maintain community relations and communications with stakeholders	3 Sports Consortium Mtgs	The first Consortium Meeting since post-pandemic was held in Q3, with another potentially scheduled for late Q4

Goals with Performance Measures Assigned	Target	YTD Progress - Q3
Convention Services		
Track customer satisfaction results through post meeting and convention surveys	95% satisfaction rate 60% return rate (80% for citywide/large annual events)	Average customer satisfaction survey ratings through Q3 are 99%; return rate is 59%
Groups serviced	150	134 groups have been serviced through Q3
Goals with Performance Measures Assigned	Target	YTD Progress - Q3
Tourism Sales - Group & Leisure		
Host motorcoach group tours in Oklahoma City, tracking number of tours, passengers and hotel room night stays	300 tours 4,000 RN 25,000 Passengers	To date, 213 tours have been held in Oklahoma City with 7,818 passengers, generating 1,302 room nights
Produce an economic impact in estimated direct spending from group tour visits	\$2,500,000	Estimated total of direct spending generated from tours thru Q3 is \$1,368,190
Host tour operator site visits	32	22 site visits hosted with 14 different tour companies (one site included 14 participants representing 10 tour companies) thru Q3
Participate in Group Tour Marketplaces to encourage and increase new tourism programs from domestic and international markets	7	Attended 5 Group Tour Marketplaces YTD
Participate in consumer shows to encourage leisure travel to Oklahoma City	6	Attended 5 Consumer Shows YTD
Track/solicit tour operator requests for the Group Tour Planner	75	62 requests received for Group Tour Planner thru Q2
Identify new partners in the Group Tour Planner	5	2022 GTP included 7 new partners - 6 hotels and 1 restaurant
Develop new group itineraries	12	Developed 10 new group itineraries
Maintain community relations and communications with stakeholders	3 Attraction Mtgs	3 district luncheons and 2 attraction meetings held to date
Visitor Services		
Track newly trained and/or renewed Certified Tourism Ambassadors (CTAs), meeting national standards for renewal	80 New 200 Renewals	7 new CTAs in Q2; currently 70 CTAs have renewed for Q2
Host networking/education events for CTAs	8	No networking or education events for CTAs held YTD
Plan and facilitate CTA classes during the year	10	One CTA class held in Q2

Goals with Performance Measures Assigned	Target	YTD Progress - Q3
Equine & Livestock Events		
Maintain a schedule of equine and livestock events including major national and international championships, tracking definite room night bookings	15 Events 180,000 RN	12 events with a total of 145,456 room nights have been booked by the end of Q3
Produce an economic impact in estimated future direct spending	\$170,000,000	Booked equine groups will produce an estimated economic impact of \$119,855,216
Maintain relationships with equine associations to foster continued and increased business for Oklahoma City		Meetings with leadership from Arabian Horse Association and National Reining Horse Association were held in Q3 to review future shows and servicing opportunities
In conjunction with OKC Fairgrounds management, strategically identify opportunities to add new events	2	Continue to work with OKC Fairgrounds leadership on future opportunities for new and expanded equine business
Secure additional revenue for contract commitments	Meet with Commission Equine Committee to brainstorm ideas	Cattlemen's Congress, held for second consecutive year in January 2022, has potential for multiple-year commitment
Goals with Performance Measures Assigned	Target	YTD Progress - Q3
Marketing & Communications		
Pitch a mix of stories to media outlets based on our stakeholder groups (Meetings & Conventions, Group Tours, Leisure, Equine and Sports)	4 tailored pitches/month 48/year	50 custom pitches made through Q3
Maintain and cultivate new relationships with travel writers, bloggers and social influencers, hosting in OKC as budget allows	15	17 writers/influencers hosted through Q3
Increase social media engagement and impressions across platforms, with focus on Instagram, Facebook and LinkedIn	3% YOY increase in impressions on Instagram & Facebook 50 engagements per post on LinkedIn	20 percent increase YoY for Instagram and Facebook impressions; averaging 127 engagements per post on LinkedIn
Redesign and launch website (if budget allows)	Improve video integration and web accessibility for users; incorporate Modern Frontier in design; update content	Launched redesigned VisitOKC.com, MeetInOKC.com and all-new OKCsports.org in March 2022
Produce e-newsletters for consumers and meeting planners		Distributed nine monthly consumer newsletters and three meeting planner newsletters to date
Maintain community relations and communications with stakeholders	4 District Meetings	Hosted three meetings with district representatives

Scope of Work Goals (No Performance Measures Assigned)			YTD Progress - Q3
Finance & Administration			
Continue to monitor needs and update IT equipment and other technology for successful Bureau operation			Migration to Sharepoint and OneDrive began in Q2, with completion anticipated in Q4. New laptops for sales staff to be issued thereafter.
Utilize industry research to monitor trends and changes		Continue utilizing nationally known and proven providers of research such as STR, Lodging Econometrics and others	Our robust data insights tool, Zartico, continues to provide information on origin markets and visitor behaviors in-market. A new reporting tool with 2Synergize (FuturePace) has been added to help track hotel booking activity and pace targets. Additionally, our new Modern Frontier Attractions Pass encourages and tracks visits to multiple venues across OKC, sharing zip code data from the passholder.
Continue to develop expanded revenue opportunities to increase Bureau budget			American Rescue Plan Act (ARPA) funds are anticipated to be available by Q4, which will bolster our efforts short-term to attract and grow new and existing business for Oklahoma City
Continue to participate in local stakeholder meetings and collaborate with industry partners on partnerships and strategies that will bring more business to OKC		OKCCC/Omni, First Americans Museum/Chickasaw Nation, OTRD, Bricktown/Adventure District, Norman/Edmond CVBs	<p>President continues to meet with community leaders and stakeholders, sharing CVB initiatives and gathering input on a variety of hospitality programs. Leadership staff attends monthly partner meetings with OKCCC and Omni; staff regularly attend various district and partner meetings</p> <p>Presented to OKC Metro Hotel Association at their quarterly board meeting in Q3</p> <p>Selected to serve on two committees with Destinations International: Advocacy and Convention Sales & Services for 2022</p> <p>In addition, meetings have been attended regarding 1) new events and initiatives underway with Route 66 and the upcoming Centennial celebration in 2026; 2) the 2022 opening of the Blessed Stanley Rother Shrine in south OKC; 3) a new relationship with the OSU School of Hospitality and Tourism Management to identify collaboration opportunities and synergies for our industry, and 4) updates regarding the OKANA development</p>