



City of Edmond

Notice of Public Meeting

The City of Edmond encourages participation from all its citizens. To request an accommodation due to a disability, please contact the ADA Coordinator at least 48 hours prior to a scheduled meeting. The ADA Coordinator can be contacted by email: ADAcordinator@edmondok.gov or phone: 405-359-4518.

**Visit Edmond Tourism Advisory Board
City Council Workshop
Regular Meeting Agenda
Edmond Conference Center - 2901 Conference Drive, Edmond, Oklahoma
12:00 p.m., Tuesday, January 23, 2024**

Notice to the Public

Official action can only be taken on items which appear on the agenda. The Visit Edmond Tourism Advisory Board may discuss, adopt, approve, amend, reject, deny, strike or continue any item listed on the agenda. When more information is needed to act on an item, the Visit Edmond Tourism Advisory Board may refer the matter to Visit Edmond Tourism Advisory Board staff. The Visit Edmond Tourism Advisory Board may also refer items to the standing committees of the Board for additional study. Under certain circumstances, items are deferred/continued to a specific later date or stricken from the agenda entirely.

1. Call to Order and Introductions.
2. Introduce Guests
3. Welcome and presentation by Gabby Trad, Edmond Conference Center
4. Action Items:
 - A. Consideration of Approval of November Meeting Minutes.
 - B. Consideration of Approval of the Dec. 31, 2023, and Jan. 18, 2024 Financial Report.
5. Discussion Items:
 - A. Lodging Tax - Dena Jones

- B. 2024 Guide - Jennifer Thornton
- C. Sponsorships - Jodi Fetrow
- D. Sports Tourism - Darin Kent
- E. Route 66 Centennial Commission and Miracle on 2nd Street Updates - Jennifer Fields
- F. Branding Presentation - Jennifer Thornton
- G. Future Meeting Locations:
 - 1. Feb. 20 - The Gin
 - 2. Mar. 12 - Edmond Center Court
 - 3. Apr. 9 - Two Hearts Inn & Inspirations Tea Room
- 6. Director's Report.
- 7. Citizens Comments.

This is an opportunity for citizens to address the Visit Edmond Tourism Advisory Board. Remarks should be directed to the Visit Edmond Tourism Advisory Board as a whole and limited to five minutes or less.
- 8. Adjournment.

Visit Edmond Tourism Advisory Board

3.

Meeting Date: 01/23/2024

Agenda Item

Welcome and presentation by Gabby Trad, Edmond Conference Center

Fiscal Impact

Attachments

Oct. STR Report

Nov. STR Report

Dec. STR Report

	Current Month - October 2023 vs October 2022												Participation	
	Occ %		ADR		RevPAR		Percent Change from October 2022						Properties	
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample
Edmond, OK+	65.8	69.1	91.41	89.36	60.11	61.76	-4.9	2.3	-2.7	-2.8	-0.1	-4.9	14	9
Enid, OK+	47.1	48.8	76.06	74.92	35.82	36.58	-3.6	1.5	-2.1	-2.1	0.0	-3.6	20	12
Elk City, OK+	45.3	46.0	73.06	72.47	33.12	33.37	-1.6	0.8	-0.7	0.1	0.8	-0.7	19	11
Stillwater, OK+	49.7	51.0	142.85	142.01	71.03	72.47	-2.6	0.6	-2.0	7.6	9.8	7.0	19	15
Norman, OK+	40.6	57.4	109.20	104.49	44.29	60.01	-29.4	4.5	-26.2	-26.2	-0.0	-29.4	26	20
Oklahoma	54.4	56.3	95.34	91.87	51.89	51.69	-3.3	3.8	0.4	-0.3	-0.7	-3.9	1029	603
Fayetteville/Bentonville, Arkansas area+	68.0	71.8	138.55	124.30	94.26	89.21	-5.2	11.5	5.7	5.5	-0.2	-5.4	50	46
Ft. Smith, AR+	58.7	62.4	93.81	91.80	55.06	57.32	-6.0	2.2	-3.9	-4.1	-0.2	-6.2	32	17
Wichita Falls, TX+	59.1	62.6	85.05	82.49	50.24	51.60	-5.6	3.1	-2.6	10.5	13.4	7.1	31	25
Amarillo, TX+	63.5	60.9	87.60	89.13	55.66	54.24	4.4	-1.7	2.6	2.6	0.0	4.4	87	58
Wichita, KS+	62.3	60.5	100.66	98.09	62.74	59.34	3.0	2.6	5.7	5.1	-0.6	2.4	109	66
Springfield, MO+	65.3	66.1	107.77	103.28	70.33	68.29	-1.3	4.3	3.0	3.0	0.0	-1.3	65	46
Valparaiso, IN+	66.1	60.8	126.26	133.20	83.51	81.03	8.7	-5.2	3.1	3.1	0.0	8.7	7	6
The Woodlands, TX+	72.6	69.2	204.59	198.31	148.48	137.31	4.8	3.2	8.1	8.3	0.1	5.0	14	14
Loveland, CO+	69.3	69.4	125.39	116.32	86.87	80.68	-0.1	7.8	7.7	7.7	0.0	-0.1	22	17

	Year to Date - October 2023 vs October 2022												Participation	
	Occ %		ADR		RevPAR		Percent Change from YTD 2022						Rooms	
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample
Edmond, OK+	62.6	62.5	86.15	83.97	53.95	52.49	0.2	2.6	2.8	2.8	-0.0	0.2	1068	837
Enid, OK+	46.6	47.4	76.94	75.20	35.88	35.65	-1.6	2.3	0.7	0.7	0.0	-1.6	1423	957
Elk City, OK+	42.8	43.4	72.53	70.50	31.03	30.56	-1.3	2.9	1.5	2.4	0.8	-0.5	1210	725
Stillwater, OK+	46.1	49.5	108.68	106.73	50.05	52.82	-7.0	1.8	-5.3	1.3	6.9	-0.5	1542	1359
Norman, OK+	50.1	58.6	105.78	101.15	52.96	59.32	-14.6	4.6	-10.7	-8.6	2.4	-12.6	3189	2808
Oklahoma	54.3	54.9	92.80	89.18	50.39	48.92	-1.0	4.1	3.0	2.8	-0.2	-1.2	77533	55005
Fayetteville/Bentonville, Arkansas area+	64.5	63.0	123.14	112.74	79.38	71.07	2.3	9.2	11.7	11.6	-0.1	2.2	4445	4356
Ft. Smith, AR+	57.9	59.6	92.79	88.70	53.71	52.85	-2.8	4.6	1.6	1.6	-0.1	-2.9	2615	1751
Wichita Falls, TX+	61.8	63.3	85.58	83.24	52.91	52.66	-2.3	2.8	0.5	10.5	10.0	7.5	2507	2181
Amarillo, TX+	62.3	62.8	91.99	93.55	57.35	58.74	-0.7	-1.7	-2.4	-1.8	0.6	-0.2	7319	5493
Wichita, KS+	62.1	59.5	100.99	95.94	62.73	57.10	4.4	5.3	9.9	8.8	-1.0	3.4	8436	6789
Springfield, MO+	61.0	63.8	103.13	99.36	62.88	63.40	-4.4	3.8	-0.8	-0.4	0.4	-4.1	6196	4750
Valparaiso, IN+	66.8	63.0	127.76	121.21	85.35	76.33	6.1	5.4	11.8	11.8	0.0	6.1	401	390
The Woodlands, TX+	65.9	63.7	197.13	183.68	129.93	116.92	3.5	7.3	11.1	11.2	0.0	3.6	2254	2254
Loveland, CO+	69.0	66.1	124.26	118.90	85.72	78.57	4.4	4.5	9.1	9.1	0.0	4.4	1625	1515

	Current Month - November 2023 vs November 2022												Participation	
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	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample
Edmond, OK+	54.9	58.5	88.80	81.85	48.74	47.87	-6.1	8.5	1.8	1.7	-0.1	-6.2	14	10
Enid, OK+	44.1	41.7	73.46	75.37	32.36	31.40	5.8	-2.5	3.1	3.1	0.0	5.8	20	12
Elk City, OK+	39.5	40.4	70.97	71.38	28.01	28.87	-2.4	-0.6	-3.0	-2.2	0.8	-1.6	19	11
Stillwater, OK+	42.9	45.2	123.05	122.70	52.83	55.44	-5.0	0.3	-4.7	4.7	9.8	4.4	19	15
Norman, OK+	38.1	53.0	110.68	109.88	42.17	58.25	-28.1	0.7	-27.6	-27.6	-0.0	-28.2	26	20
Oklahoma	49.8	51.0	91.98	89.34	45.80	45.53	-2.3	3.0	0.6	-0.1	-0.7	-3.0	1026	601
Fayetteville/Bentonville, Arkansas area+	57.0	57.8	133.14	130.58	75.90	75.47	-1.4	2.0	0.6	0.4	-0.2	-1.5	49	44
Ft. Smith, AR+	53.0	56.5	91.88	90.99	48.74	51.44	-6.2	1.0	-5.3	-5.4	-0.2	-6.4	32	17
Wichita Falls, TX+	57.5	61.4	83.38	81.52	47.93	50.05	-6.4	2.3	-4.2	8.6	13.4	6.2	31	26
Amarillo, TX+	60.3	60.6	90.10	91.43	54.32	55.40	-0.5	-1.5	-2.0	-2.4	-0.4	-0.9	88	59
Wichita, KS+	57.5	56.8	99.26	94.81	57.11	53.83	1.3	4.7	6.1	5.0	-1.0	0.3	109	66
Springfield, MO+	56.6	55.4	97.39	95.48	55.17	52.91	2.2	2.0	4.3	4.3	0.0	2.2	65	46
Valparaiso, IN+	57.2	56.0	120.18	126.65	68.79	70.90	2.2	-5.1	-3.0	-3.0	0.0	2.2	7	6
The Woodlands, TX+	69.5	64.6	186.40	185.06	129.51	119.50	7.6	0.7	8.4	8.5	0.1	7.7	14	14
Loveland, CO+	55.9	57.9	106.18	101.81	59.32	58.97	-3.5	4.3	0.6	0.6	0.0	-3.5	22	17

	Year to Date - November 2023 vs November 2022												Participation	
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	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample
Edmond, OK+	61.9	62.2	86.36	83.79	53.49	52.07	-0.3	3.1	2.7	2.7	-0.0	-0.4	1068	939
Enid, OK+	46.5	46.9	76.64	75.21	35.66	35.27	-0.8	1.9	1.1	1.2	0.0	-0.7	1423	957
Elk City, OK+	42.5	43.1	72.40	70.57	30.76	30.41	-1.4	2.6	1.2	2.0	0.8	-0.6	1210	725
Stillwater, OK+	45.8	49.1	109.92	108.05	50.30	53.06	-6.8	1.7	-5.2	1.6	7.2	-0.1	1542	1359
Norman, OK+	49.0	58.1	106.13	101.88	52.00	59.22	-15.7	4.2	-12.2	-10.3	2.1	-13.9	3189	2808
Oklahoma	53.9	54.5	92.74	89.20	50.02	48.62	-1.1	4.0	2.9	2.5	-0.3	-1.4	77367	54881
Fayetteville/Bentonville, Arkansas area+	63.7	62.5	124.00	114.43	78.97	71.56	1.8	8.4	10.4	10.2	-0.1	1.7	4342	4189
Ft. Smith, AR+	57.5	59.3	92.71	88.90	53.27	52.72	-3.1	4.3	1.0	0.9	-0.1	-3.2	2615	1751
Wichita Falls, TX+	61.5	63.1	85.27	83.09	52.40	52.43	-2.6	2.6	-0.0	10.2	10.3	7.4	2507	2243
Amarillo, TX+	62.2	62.6	91.82	93.36	57.08	58.44	-0.7	-1.7	-2.3	-1.9	0.5	-0.2	7287	5461
Wichita, KS+	61.7	59.3	100.84	95.85	62.23	56.80	4.1	5.2	9.5	8.5	-1.0	3.1	8402	6789
Springfield, MO+	60.6	63.1	102.65	99.05	62.19	62.45	-3.9	3.6	-0.4	-0.1	0.4	-3.6	6196	4750
Valparaiso, IN+	65.9	62.3	127.17	121.65	83.86	75.85	5.8	4.5	10.6	10.6	0.0	5.8	401	390
The Woodlands, TX+	66.2	63.7	196.12	183.80	129.89	117.15	3.9	6.7	10.9	10.9	0.0	4.0	2254	2254
Loveland, CO+	67.8	65.3	122.92	117.54	83.35	76.81	3.8	4.6	8.5	8.5	0.0	3.8	1625	1515

Current Month - December 2023 vs December 2022														Participation	
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	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold		Census	Sample
Edmond, OK+	50.7	51.5	73.78	74.71	37.44	38.45	-1.4	-1.2	-2.6	-2.7	-0.1	-1.5		14	9
Enid, OK+	37.8	37.0	72.55	73.06	27.45	27.04	2.2	-0.7	1.5	1.5	0.0	2.2		20	12
Elk City, OK+	34.1	35.3	69.64	68.03	23.72	24.00	-3.5	2.4	-1.2	-0.3	0.8	-2.7		19	11
Stillwater, OK+	36.7	37.6	94.14	94.61	34.58	35.57	-2.3	-0.5	-2.8	6.8	9.8	7.3		19	15
Norman, OK+	33.8	46.5	96.24	95.50	32.52	44.39	-27.3	0.8	-26.8	-26.8	-0.0	-27.3		26	20
Oklahoma	42.6	44.3	86.18	84.52	36.75	37.40	-3.6	2.0	-1.7	-2.3	-0.6	-4.2		1026	597
Fayetteville/Bentonville, Arkansas area+	44.6	44.6	107.36	97.50	47.89	43.52	-0.1	10.1	10.0	8.2	-1.7	-1.7		48	44
Ft. Smith, AR+	44.5	46.8	85.56	86.29	38.06	40.34	-4.9	-0.8	-5.7	-5.8	-0.2	-5.0		32	17
Wichita Falls, TX+	48.5	55.0	79.51	78.05	38.60	42.90	-11.7	1.9	-10.0	-1.9	9.0	-3.7		31	25
Amarillo, TX+	55.0	57.4	85.16	86.67	46.84	49.78	-4.2	-1.7	-5.9	-6.3	-0.4	-4.6		88	59
Wichita, KS+	47.0	47.2	91.59	87.61	43.04	41.39	-0.5	4.5	4.0	1.9	-2.1	-2.6		108	66
Springfield, MO+	50.7	48.6	92.67	91.53	47.00	44.52	4.3	1.2	5.6	5.6	0.0	4.3		65	46
Valparaiso, IN+	44.9	47.4	114.79	113.22	51.59	53.67	-5.2	1.4	-3.9	-3.9	0.0	-5.2		7	6
The Woodlands, TX+	53.8	49.9	170.70	172.24	91.89	85.92	7.9	-0.9	6.9	7.1	0.1	8.1		14	14
Loveland, CO+	49.9	51.2	101.50	97.36	50.61	49.85	-2.6	4.3	1.5	1.5	0.0	-2.6		22	17

Year to Date - December 2023 vs December 2022														Participation	
	Occ %		ADR		RevPAR		Percent Change from YTD 2022							Rooms	
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold		Census	Sample
Edmond, OK+	61.0	61.2	85.48	83.14	52.13	50.92	-0.4	2.8	2.4	2.3	-0.0	-0.5		1068	837
Enid, OK+	45.8	46.0	76.40	75.06	34.96	34.57	-0.6	1.8	1.1	1.2	0.0	-0.6		1423	957
Elk City, OK+	41.8	42.4	72.21	70.39	30.17	29.87	-1.5	2.6	1.0	1.8	0.8	-0.7		1210	725
Stillwater, OK+	45.0	48.1	108.78	107.16	48.94	51.57	-6.5	1.5	-5.1	1.9	7.4	0.4		1542	1359
Norman, OK+	47.7	57.1	105.55	101.43	50.35	57.94	-16.5	4.1	-13.1	-11.4	1.9	-14.9		3189	2808
Oklahoma	53.0	53.6	92.28	88.87	48.90	47.67	-1.2	3.8	2.6	2.2	-0.4	-1.6		77235	54528
Fayetteville/Bentonville, Arkansas area+	62.1	61.0	123.07	113.37	76.41	69.17	1.8	8.6	10.5	10.1	-0.4	1.4		4278	4189
Ft. Smith, AR+	56.4	58.2	92.23	88.72	51.98	51.67	-3.2	4.0	0.6	0.5	-0.1	-3.3		2615	1751
Wichita Falls, TX+	60.3	62.4	84.86	82.70	51.20	51.59	-3.3	2.6	-0.8	9.3	10.2	6.5		2507	2181
Amarillo, TX+	61.6	62.2	91.32	92.84	56.21	57.70	-1.0	-1.6	-2.6	-2.2	0.4	-0.6		7287	5461
Wichita, KS+	60.5	58.3	100.24	95.28	60.62	55.50	3.8	5.2	9.2	8.1	-1.1	2.7		8312	6789
Springfield, MO+	59.7	61.8	101.93	98.55	60.90	60.92	-3.4	3.4	-0.0	0.3	0.3	-3.0		6196	4750
Valparaiso, IN+	64.2	61.1	126.43	121.09	81.12	73.96	5.0	4.4	9.7	9.7	0.0	5.0		401	390
The Woodlands, TX+	65.2	62.6	194.33	183.02	126.66	114.50	4.2	6.2	10.6	10.7	0.0	4.2		2254	2254
Loveland, CO+	66.3	64.1	121.58	116.17	80.60	74.52	3.3	4.7	8.2	8.2	0.0	3.3		1625	1515

Visit Edmond Tourism Advisory Board

4. A.

Meeting Date: 01/23/2024

Agenda Item

Consideration of Approval of November Meeting Minutes.

Fiscal Impact

Attachments

Nov. Meeting Minutes

Visit Edmond Tourism Advisory Board
Meeting Minutes
Armstrong Auditorium - 14400 S Bryant Ave, B, Edmond, Oklahoma
12:00 p.m., Tuesday, November 21, 2023

Present:

Appointed: Dena Jones, Jennifer Fields, Stan Wagnon, Matt Conner, Briley Moore, Joey Morris, Brandy Penland

Staff: Jennifer Thornton, Miranda Petre, Terry Lanham

Advisory: Casey Moore

Guests: Cinda Covell (Art Edmond)

Absent: Darin Kent, Chris Berry, Stacie Peterson, Nancy Williams

1. Call to Order and Introductions.

Meeting attendance was in compliance with the Oklahoma Open Meeting Act and the meeting was called to order at 12:17 p.m. by Dena Jones.

2. Welcome from Shane Granger, Director of Marketing and Public Relations, Armstrong International Cultural Foundation - 10 minutes.

Granger informed the board that Armstrong Auditorium is in a partnership with Herbert W. Armstrong University under the Philadelphia Church of God. The university has a primary focus on performing arts and Archeology. In 2024, Armstrong Auditorium will be celebrating their 25th season. The auditorium brings in 60,000 visitors each season, with 193 employees. Granger is excited to welcome a free archeology exhibit opening Feb. 25: Kingdom of David and Solomon will be on display in the main lobby of the auditorium.

3. Action Items:

A. Consideration of Approval of Meeting Minutes - 10/17/2023.

A motion was made by Penland, seconded by Fields to approve the meeting minutes from the October 2023 meeting. The motion carried as follows:

Ayes: Jones, Fields, Wagnon, Conner, Morris, Penland

Nays: None

B. Consideration of Approval of the Financial Report - 11/16/2023.

Thornton informed the board that reserve funds were added to the Visit Edmond budget. In FY24, the lodging tax is trending up and Visit Edmond remains on track with their revenue.

A motion was made by Fields, seconded by Conner to approve the financial report from the November 16, 2023. The motion carried as follows:

Ayes: Jones, Fields, Wagnon, Conner, Morris, Penland

Nays: None

C. Approval of 2024 Schedule of Meetings

A motion was made by Penland, seconded by Wagnon to approve the 2024 Visit

Edmond Tourism Advisory Board Schedule of Meetings. The motion carried as follows:

Ayes: Jones, Fields, Wagnon, Conner, Morris, Penland

Nays: None

4. Discussion Items:

A. Lodging Tax & STR Reports - Dena Jones

Lodging Tax: The Philadelphia Church of God held their annual Feast of Tabernacles at the end of September and beginning of October, where many of the attendees stayed in Edmond hotels or Vacation Homes. Jones reported that September overall was a busy month for hotels, mainly depending on events occurring in Oklahoma City and Stillwater. Jones cautioned the board that November and December are going to slow down with not as many people traveling to Edmond this time of year.

STR: Jones pointed out that Valparaiso had an increase in Occupancy in September. Many other competitors experience occupancy shifts, Edmond's main factors are college events and small conferences. Jones is encouraging the Visit Edmond team to look into and attract more small national conferences and to use our STR report to locate where these types of events are currently located. Edmond is growing in Average Daily Rate, but at a slower pace than normal.

B. Sponsorships - Jodi Fetrow

Southwest Area Conference for Rural Mail Carriers: Feb. 20th, 2024, at Edmond conference center. This is the first time the conference will be in Oklahoma with 200 attendees, 98% that are non-local. The group requested \$10,000; Visit Edmond suggests providing them with \$5,000. The group has already pushed Visit Edmond materials to their attendees in a national magazine.

AMBUCS Regional Conference: April 25th – 28th, 2024 at the Edmond Conference center. This is a leadership and training conference with 175 attendees, 50% that are non-local. The group requested and Visit Edmond suggests a \$5,000 sponsorship. The group will be utilizing other Edmond venues like the Golf Club of Edmond. Visit Edmond will be welcoming the group and provide materials and coupons.

C. Vacation Home Update - Brandy Penland

Penland reports that the group met on Nov. 2nd to discuss vacation home safety protocols. Penland informed the board that it was a small, but engaged group discussion on keeping neighbors and guests safe and how to avoid being an absentee vacation home owner.

D. Working Committee Updates

1. Branding - Jennifer Thornton

Thornton informed the board that Visit Edmond has had the same logo for 30 years. A design firm, Nuevo Studios, was hired to create a new brand identity for Visit Edmond. Nuevo and Visit Edmond have worked through the brand story and different ideas for a new logo.

2. Sports Tourism - Stan Wagnon

Wagnon reported that the Youth Sports Commission had a meeting with input from tourism, parks, planning and Edmond Public Schools. The group has established four priorities to focus on with the goal of balancing sports tourism and community recreation.

3. Route 66 Promotion and Centennial Planning - Jennifer Fields

Fields informed the board that the group is still debating ideas to submit for the State Route 66 Grant. The group will be meeting again in January. Fields also reported that Miracle on 2nd Street had a great kickoff in Downtown Edmond with the Deck the Downtown tree lighting event.

E. Future Meeting Locations:

1. Dec. 4 - Visit Edmond Holiday Party - 1884

2. Jan. 16 - Edmond Conference Center

3. Feb. 20 - The GIN

5. Director's Report.

The Oklahoma Secondary School Athletic Association is hosting the seven games of the 11-man State Football Championship Nov. 30 – Dec. 2nd and Dec. 9th at the University of Central Oklahoma. Next year UCO will host nine games. Last year 20,000 tickets were sold, not including the teams and bands.

The Sports Destination Magazine awarded two champions of economic impact awards to the 2022 OSSAA State Football Championship at UCO and the Edmond Youth Sports Association State Title Belt Softball Championship.

Cycle 66 2023 had 700 riders from 12 different states and no injuries.

Visit Edmond Luminance Sponsorship included a new lighted display of the Blue Hippo. Luminance is currently ongoing and the next Merry Marketplace will be on Dec. 8th.

The Blue Hippo and the 1889 Territorial Schoolhouse are getting new roadside attraction signs from the Oklahoma Route 66 Association in partnership with the Edmond Historic Preservation Trust and Visit Edmond.

There is a traveling Blue Hippo that made his debut at Deck the Downtown with Art Edmond. He is set to move locations and is currently at 405 Vault

and will soon be robbed by Frenzy Brewing.

The Masterpiece film by State 46 Films received half of their marketing sponsorship fund. The group is planning to begin filming in Edmond in December.

Thornton wants a Strategic planning session to take place in the new year. One of the goals is to set a date for the Visitor Tax increase.

6. Citizens Comments.

This is an opportunity for citizens to address the Visit Edmond Tourism Advisory Board. Remarks should be directed to the Visit Edmond Tourism Advisory Board as a whole and limited to five minutes or less.

N/A

7. New Business.

In accordance with the Open Meeting Act, new business is defined as any matter not known about or which could not have been reasonably foreseen prior to the time of posting of the agenda.

N/A

8. Adjournment.

A motion was made by Fields, seconded by Conner to adjourn today's meeting at 1:24 p.m. The motion carried as follows:

Ayes: Jones, Fields, Wagnon, Conner, Morris, Penland
Nays: None

Visit Edmond Tourism Advisory Board

4. B.

Meeting Date: 01/23/2024

Agenda Item

Consideration of Approval of the Dec. 31, 2023, and Jan. 18, 2024 Financial Report.

Fiscal Impact

Attachments

Dec. 31 Financial Report

Jan. 18 Financial Report

Ledger: G Report Date: 12/31/2023		Profit/Loss Report				Fiscal Period: 06 Fiscal Year: 2024	
Object	Description	Original Budget	Current Budget	Actual	Encumbrances	Remaining Balance	Percent of Current
130093	Visit Edmond						
7102	Hotel/Motel Tax	840,000.00	840,000.00	472,919.58	0.00	367,080.42	56.2%
	Total for Taxes:	840,000.00	840,000.00	472,919.58	0.00	367,080.42	56.2%
7700	Interest Revenue	3,500.00	3,500.00	5,639.32	0.00	-2,139.32	161.1%
	Total for Interest & Investment Earnings:	3,500.00	3,500.00	5,639.32	0.00	-2,139.32	161.1%
7809	Miscellaneous Revenue	30,000.00	30,000.00	5,241.97	0.00	24,758.03	17.4%
7836	Online Advertising Sales-NT	0.00	0.00	0.00	0.00	0.00	0.0%
7837	Guide Advertising Sales	0.00	0.00	150.00	0.00	-150.00	0.0%
	Total for Miscellaneous:	30,000.00	30,000.00	5,391.97	0.00	24,608.03	17.9%
	Revenues:	873,500.00	873,500.00	483,950.87	0.00	389,549.13	55.4%
8101	Regular Pay-Civilians	257,502.00	257,502.00	126,287.38	0.00	131,214.62	49.0%
8104	Overtime Pay	2,576.00	2,576.00	640.62	0.00	1,935.38	24.8%
8107	Longevity Pay	2,200.00	2,200.00	2,200.00	0.00	0.00	100.0%
8110	Car Allowance	2,880.00	2,880.00	1,440.00	0.00	1,440.00	50.0%
8115	Retirement-Civilians	29,841.00	29,841.00	14,532.25	0.00	15,308.75	48.6%
8117	Group Insurance Premium	46,073.00	46,073.00	24,688.50	0.00	21,384.50	53.5%
8118	Social Security Tax	16,623.00	16,623.00	7,897.42	0.00	8,725.58	47.5%
8119	Medicare Tax	3,888.00	3,888.00	1,846.98	0.00	2,041.02	47.5%
8122	Sick Leave Incentive Pay	163.00	163.00	0.00	0.00	163.00	0.0%
8123	Bonus Incentive Pay	2,792.00	2,792.00	216.60	0.00	2,575.40	7.7%
8126	Cell Phone Allowance	1,200.00	1,200.00	600.00	0.00	600.00	50.0%
8129	Health Clinic Costs	3,320.00	3,320.00	0.00	0.00	3,320.00	0.0%
8199	ESTIMATE INCREASE FOR	867.00	867.00	0.00	0.00	867.00	0.0%
	Total for Personnel Services:	369,925.00	369,925.00	180,349.75	0.00	189,575.25	48.7%
8201	Office Supplies	27,450.00	46,607.56	21,445.19	0.00	25,162.37	46.0%
8203	Postage Costs	250.00	250.00	128.27	0.00	121.73	51.3%
8209	Food Supplies	1,000.00	1,000.00	437.00	0.00	563.00	43.7%
8249	Computer Supplies	1,000.00	2,817.54	1,867.53	0.00	950.01	66.2%
8299	Misc Materials & Supplies	300.00	300.00	764.65	0.00	-464.65	254.8%
	Total for Materials & Supplies:	30,000.00	50,975.10	24,642.64	0.00	26,332.46	48.3%
8302	Equipment Rental	3,600.00	3,600.00	1,377.27	0.00	2,222.73	38.2%
8305	Advertising Costs	30,000.00	40,000.00	28,434.16	0.00	11,565.84	71.0%
8306	Training-Registration	7,000.00	7,000.00	2,372.85	0.00	4,627.15	33.8%
8312	Laundry Services	100.00	100.00	0.00	0.00	100.00	0.0%
8316	Food Services	1,000.00	1,000.00	351.48	0.00	648.52	35.1%
8317	Printing Services	38,000.00	88,000.00	558.88	0.00	87,441.12	0.6%
8320	Mileage Reimbursement	2,500.00	2,500.00	1,046.71	820.98	632.31	74.7%
8324	Dues & Subscriptions	10,000.00	10,000.00	3,836.40	0.00	6,163.60	38.3%
8345	Bank Charges	50.00	50.00	17.30	0.00	32.70	34.6%
8352	Travel Costs	1,500.00	11,500.00	1,763.64	71.72	9,664.64	15.9%
8361	Contract Services	40,000.00	90,000.00	20,072.48	8,475.56	61,451.96	31.7%
8364	Right of Way Use Fee	0.00	0.00	0.00	0.00	0.00	0.0%
8375	Hotel Rebates	15,000.00	19,513.87	2,844.77	11,983.16	4,685.94	75.9%
8381	Sponsorship	30,000.00	82,000.00	38,375.00	7,000.00	36,625.00	55.3%
8386	Event Support-Outreach	41,000.00	91,000.00	24,500.00	0.00	66,500.00	26.9%
8399	Misc Services & Charges	250.00	250.00	1,900.00	0.00	-1,650.00	760.0%
	Total for Other Services & Charges:	220,000.00	446,513.87	127,450.94	28,351.42	290,711.51	34.8%
8805	Transfers	150,000.00	226,880.00	59,876.48	0.00	167,003.52	26.3%
8811	Transfers-Admin Support	59,848.00	59,848.00	29,923.98	0.00	29,924.02	50.0%
User: PETREM - Miranda Petre Report: Profit_Loss_Report_FE - GL: ProfitLoss Report		Page: 1		Current Date: 01/11/2024 Current Time: 08:18:56			

Ledger: G
Report Date: 12/31/2023

Profit/Loss Report

Fiscal Period: 06
Fiscal Year: 2024

Object	Description	Original Budget	Current Budget	Actual	Encumbrances	Remaining Balance	Percent of Current
8816	Transfers-Insurance	2,659.00	2,659.00	1,329.48	0.00	1,329.52	49.9%
	Total for Transfers:	212,507.00	289,387.00	91,129.94	0.00	198,257.06	31.4%
	Revenues:	873,500.00	873,500.00	483,950.87	0.00	389,549.13	55.4%
	Expenses:	832,432.00	1,156,800.97	423,573.27	28,351.42	704,876.28	39.0%
	Net:	41,068.00	-283,300.97	60,377.60	-28,351.42	-315,327.15	(11.3%)

Ledger: G Report Date: 01/18/2024		Profit/Loss Report				Fiscal Period: 07 Fiscal Year: 2024	
Object	Description	Original Budget	Current Budget	Actual	Encumbrances	Remaining Balance	Percent of Current
130093	Visit Edmond						
7102	Hotel/Motel Tax	840,000.00	840,000.00	534,778.89	0.00	305,221.11	63.6%
	Total for Taxes:	840,000.00	840,000.00	534,778.89	0.00	305,221.11	63.6%
7700	Interest Revenue	3,500.00	3,500.00	5,718.67	0.00	-2,218.67	163.3%
	Total for Interest & Investment Earnings:	3,500.00	3,500.00	5,718.67	0.00	-2,218.67	163.3%
7809	Miscellaneous Revenue	30,000.00	30,000.00	5,241.97	0.00	24,758.03	17.4%
7836	Online Advertising Sales-NT	0.00	0.00	0.00	0.00	0.00	0.0%
7837	Guide Advertising Sales	0.00	0.00	2,550.00	0.00	-2,550.00	0.0%
	Total for Miscellaneous:	30,000.00	30,000.00	7,791.97	0.00	22,208.03	25.9%
	Revenues:	873,500.00	873,500.00	548,289.53	0.00	325,210.47	62.7%
8101	Regular Pay-Civilians	257,502.00	257,502.00	126,287.38	0.00	131,214.62	49.0%
8104	Overtime Pay	2,576.00	2,576.00	640.62	0.00	1,935.38	24.8%
8107	Longevity Pay	2,200.00	2,200.00	2,200.00	0.00	0.00	100.0%
8110	Car Allowance	2,880.00	2,880.00	1,440.00	0.00	1,440.00	50.0%
8115	Retirement-Civilians	29,841.00	29,841.00	14,532.25	0.00	15,308.75	48.6%
8117	Group Insurance Premium	46,073.00	46,073.00	24,688.50	0.00	21,384.50	53.5%
8118	Social Security Tax	16,623.00	16,623.00	7,897.42	0.00	8,725.58	47.5%
8119	Medicare Tax	3,888.00	3,888.00	1,846.98	0.00	2,041.02	47.5%
8122	Sick Leave Incentive Pay	163.00	163.00	0.00	0.00	163.00	0.0%
8123	Bonus Incentive Pay	2,792.00	2,792.00	216.60	0.00	2,575.40	7.7%
8126	Cell Phone Allowance	1,200.00	1,200.00	600.00	0.00	600.00	50.0%
8129	Health Clinic Costs	3,320.00	3,320.00	1,936.69	0.00	1,383.31	58.3%
8199	ESTIMATE INCREASE FOR	867.00	867.00	0.00	0.00	867.00	0.0%
	Total for Personnel Services:	369,925.00	369,925.00	182,286.44	0.00	187,638.56	49.2%
8201	Office Supplies	27,450.00	46,607.56	21,424.80	0.00	25,182.76	45.9%
8203	Postage Costs	250.00	250.00	128.27	0.00	121.73	51.3%
8209	Food Supplies	1,000.00	1,000.00	437.00	0.00	563.00	43.7%
8249	Computer Supplies	1,000.00	2,817.54	1,867.53	0.00	950.01	66.2%
8299	Misc Materials & Supplies	300.00	300.00	314.65	0.00	-14.65	104.8%
	Total for Materials & Supplies:	30,000.00	50,975.10	24,172.25	0.00	26,802.85	47.4%
8302	Equipment Rental	3,600.00	3,600.00	1,465.69	0.00	2,134.31	40.7%
8305	Advertising Costs	30,000.00	40,000.00	28,534.07	2,500.00	8,965.93	77.5%
8306	Training-Registration	7,000.00	7,000.00	2,427.85	0.00	4,572.15	34.6%
8312	Laundry Services	100.00	100.00	0.00	0.00	100.00	0.0%
8316	Food Services	1,000.00	1,000.00	458.09	0.00	541.91	45.8%
8317	Printing Services	38,000.00	88,000.00	1,809.88	17,946.62	68,243.50	22.4%
8320	Mileage Reimbursement	2,500.00	2,500.00	1,046.71	820.98	632.31	74.7%
8324	Dues & Subscriptions	10,000.00	10,000.00	5,631.40	0.00	4,368.60	56.3%
8345	Bank Charges	50.00	50.00	17.30	0.00	32.70	34.6%
8352	Travel Costs	1,500.00	11,500.00	1,763.64	71.72	9,664.64	15.9%
8361	Contract Services	40,000.00	90,000.00	20,072.48	21,625.56	48,301.96	46.3%
8364	Right of Way Use Fee	0.00	0.00	0.00	0.00	0.00	0.0%
8375	Hotel Rebates	15,000.00	19,513.87	2,844.77	11,983.16	4,685.94	75.9%
8381	Sponsorship	30,000.00	82,000.00	38,375.00	7,000.00	36,625.00	55.3%
8386	Event Support-Outreach	41,000.00	91,000.00	24,500.00	0.00	66,500.00	26.9%
8399	Misc Services & Charges	250.00	250.00	2,188.74	0.00	-1,938.74	875.4%
	Total for Other Services & Charges:	220,000.00	446,513.87	131,135.62	61,948.04	253,430.21	43.2%
8805	Transfers	150,000.00	226,880.00	59,876.48	0.00	167,003.52	26.3%
8811	Transfers-Admin Support	59,848.00	59,848.00	34,911.31	0.00	24,936.69	58.3%
User: PETREM - Miranda Petre Report: Profit_Loss_Report_FE - GL: ProfitLoss Report		Page: 1		Current Date: 01/18/2024 Current Time: 08:17:14			

Ledger: G
Report Date: 01/18/2024

Profit/Loss Report

Fiscal Period: 07
Fiscal Year: 2024

Object	Description	Original Budget	Current Budget	Actual	Encumbrances	Remaining Balance	Percent of Current
8816	Transfers-Insurance	2,659.00	2,659.00	1,551.06	0.00	1,107.94	58.3%
	Total for Transfers:	212,507.00	289,387.00	96,338.85	0.00	193,048.15	33.2%
	Revenues:	873,500.00	873,500.00	548,289.53	0.00	325,210.47	62.7%
	Expenses:	832,432.00	1,156,800.97	433,933.16	61,948.04	660,919.77	42.8%
	Net:	41,068.00	-283,300.97	114,356.37	-61,948.04	-335,709.30	(18.4%)

Visit Edmond Tourism Advisory Board

5. A.

Meeting Date: 01/23/2024

Agenda Item

Lodging Tax - Dena Jones

Fiscal Impact

Attachments

Jan. Lodging Tax Report

Lodging Tax Collections as of September 2023

This **January** report reflects **December** lodging tax collections which in turn indicate **November** in-house lodging business.

There is a 45-day delay from when sales occur to when the City of Edmond receives funds.

Month	FY 19-20	FY 20-21	FY 21-22	FY 22-23	Lodging Actual Tax Remitted FY 23-24	Lodging Projected Tax to be Remitted FY 23-24	Variance Over Projection	Lodging Variance Actual FY 2024 vs FY 2023	Vacation Home Actual Lodging Actual Tax Remitted FY 23-24	FY 223-24 (Total after fees)
July	54,537.63	36,528.82	45,873.98	72,920.47	76,375.48	75,000.00	1,375.48	5%	10,217.20	76,079.50
Aug	51,403.14	48,203.70	35,649.34	84,552.98	96,434.57	90,000.00	6,434.57	14%	11,722.92	96,067.81
Sept	52,811.24	40,012.11	56,576.36	81,799.01	74,312.24	85,000.00	(10,687.76)	-9%	10,096.80	74,042.87
Oct	44,070.12	30,166.29	60,014.92	66,449.88	67,692.05	70,000.00	(2,307.95)	2%	8,193.20	67,430.03
Nov	53,366.77	46,315.66	66,770.00	67,523.41	72,235.29	70,000.00	2,235.29	7%		71,952.70
Dec	42,760.23	39,739.48	62,297.56	81,184.21	88,240.43	75,000.00	13,240.43	9%		87,909.98
Jan	33,697.53	25,592.56	70,700.67	63,030.80	62,170.16	65,000.00	(2,829.84)	-1%		61,938.66
Feb	37,034.32	29,189.09	50,590.21	49,097.40		55,000.00				
Mar	37,405.78	27,141.29	48,870.32	63,532.13		65,000.00				
April	29,494.36	50,413.35	44,423.43	53,856.99		55,000.00				
May	11,102.30	46,317.79	68,608.33	77,069.56		80,000.00				
June	20,155.66	58,192.01	69,122.52	75,076.56		55,000.00				

Total	467,839.08	477,812.15	679,497.64	836,093.40	537,460.22	840,000.00	7,460.22	-36%	40,230.12	535,421.55
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Unaudited, Approximate Reserve Fund as of December 31, 2023:

\$55,503.29

Unaudited, Approximate Reserve Fund as of June 30, 2023:

\$581,987.83

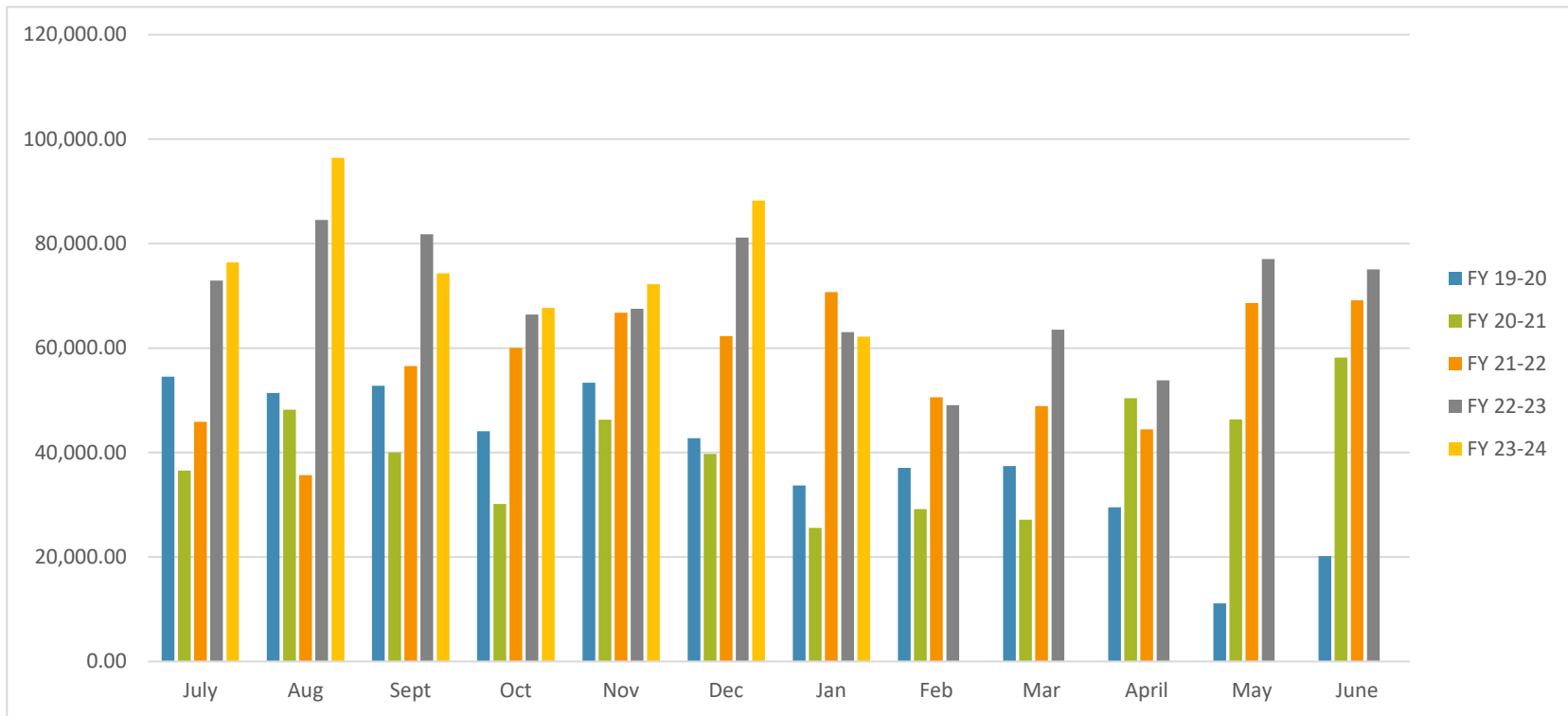
Total Reserves

\$637,491.12

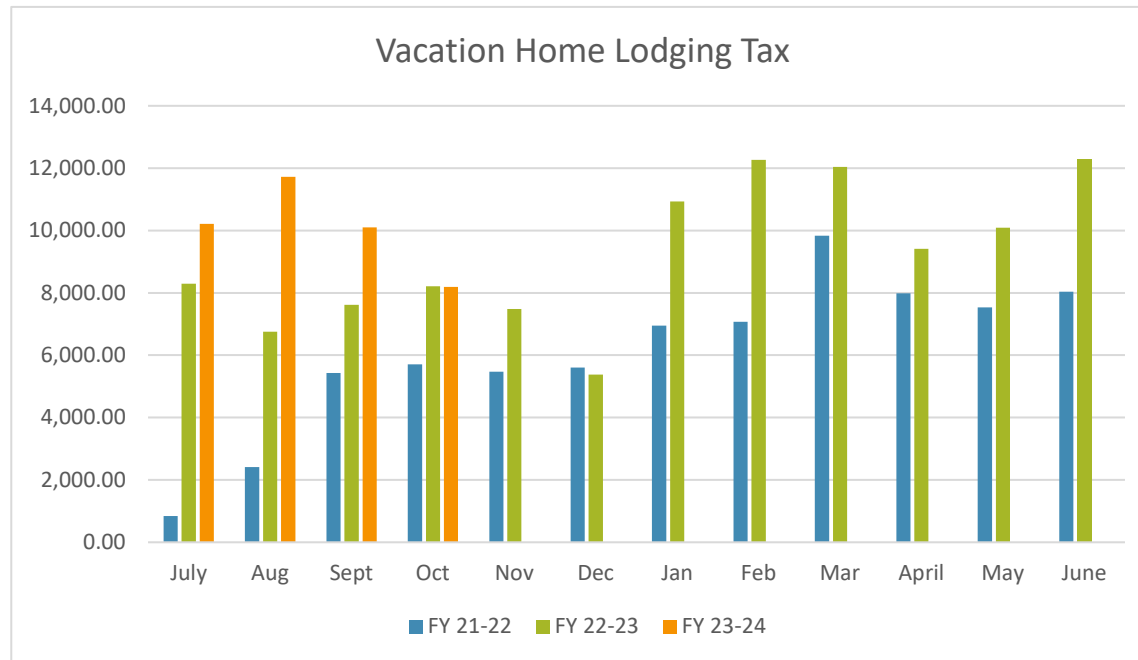
5-year Lodging Tax Collections

This **January** report reflects **Decemeber** lodging tax collections which in turn indicate **November** in-house lodging business.

There is a 45-day delay from when sales occur to when the City of Edmond receives funds.



Vacation Home Lodging Tax Collections



MONTH	FY 21-22	FY 22-23	FY 23-24
July	840.52	8,296.61	10,217.20
Aug	2,407.52	6,758.92	11,722.92
Sept	5,426.68	7,615.43	10,096.80
Oct	5,705.76	8,208.20	8,193.20
Nov	5,476.08	7,480.76	
Dec	5,608.16	5,375.36	
Jan	6,949.36	10,928.88	
Feb	7,068.96	12,271.03	
Mar	9,834.81	12,035.76	
April	7,983.12	9,412.80	
May	7,535.45	10,091.32	
June	8,038.88	12,293.43	
Total	72,875.30	110,768.50	40,230.12

Visit Edmond Tourism Advisory Board

5. C.

Meeting Date: 01/23/2024

Agenda Item

Sponsorships - Jodi Fetrow

Fiscal Impact

Attachments

Lutheran Women's Missionary League Sponsorship Memo

Feast of Tabernacles 2023 Post Event Summary

SASS Land Run Post Event Summary

Chris Neal Events Post Event Summary



TO: The Visit Edmond Tourism Advisory Board
FROM: Jodi Fetrow, Destination Services Coordinator
DATE: January 23, 2024
SUBJECT: Sponsorship applications

Event Name: Lutheran Women's Missionary League (LWML) Convention

Event Dates: April 12-13, 2024

Event Type: Convention

Location: Hilton Garden Inn and Edmond Conference Center

Sponsorship Requested: \$1,000

Sponsorship Recommended: \$1,000

The Lutheran Women's Missionary League is an official auxiliary of The Lutheran Church—Missouri Synod and is a national organization. The LWML Oklahoma District hosts a convention every two years. Activities include business meetings, elections of officers, mission grant goal and mission grants for the next two years. Convention activities also include gathering of donations for local charities, hands-on projects to be donated locally, worship service, receptions, speakers, exhibitors, banquet dinner, and various seminars.

The convention location is set to be hosted every 2 years in the Oklahoma City area for state-wide participation. It was hosted at the Edmond Conference Center in 2022. The convention attendance has a relatively steady growth of about 5%. Planners anticipate 250 attendees with 55% of attendees coming from outside the local area.

The group plans to use the funds to help pay hotel expenses i.e. food service, meeting rooms and hall charges at the Hilton Garden Inn and Edmond Conference Center. This will help keep registration costs down, thus resulting in higher participation statewide.

Sponsorship Benefits:

- Welcome group (in person at opening meeting)
- Provide visitor guide to all attendees
- Visit Edmond logo with link on website
 - The Visit Edmond logo will be included in all advertising, newsletter articles, e-mail blasts and in the convention booklet. Special articles and pictures will also be published (on all our advertising platforms) about promoting Edmond business, restaurants, and points of interest. Special mention of Edmond sponsorship will also be included in the Acknowledgements of our convention booklet.

Past Sponsorship

- 2022 Grant for \$500



Sponsorship Program
Post-Event Evaluation Summary

Event: Philadelphia Church of God Feast of Tabernacles 2023

Date: September 29 – October 7, 2023

Amount Awarded: \$6,000

Post-Event Summary: Jason Cocomise, National Conference Director, and Jodi Fetrow met on November 14th to discuss the PCOG Feast of Tabernacles 2023 event, September 29th – October 7th. The 10-day conference welcomed 600 attendees—230 local (within 75 miles), 330 out-of-state, and 40 internationals. The group generated over \$7,000 in lodging tax (at the host hotel) and spent over \$38,000 on 3 large luncheons at the Hilton Garden Inn and Edmond Conference Center. This group stays at several local hotels as well as our local Vacation Rental Homes. Family Day on their campus was catered by Texlahoma BBQ.

For marketing and promotions, the Visit Edmond logo was published in the annual conference planning magazine, which is mailed to 3,000 North American members, in email blasts to attendees, and on the event brochure. Our logo was also posted on their website which reaches an additional 1,500 worldwide members.

Jason was very pleased with his overall experience in working with Visit Edmond, giving exceptional ratings to communication, sponsorship application process, and services. He commented, "Great working with Jodi and team!" The Visit Edmond Sponsorship was very valuable.

When asked about his experience working with local hotels, Jason expressed some concerns with communication. As General Managers change and/or desk staff turnover, he finds it challenging to make necessary contact with some hotels. He will make a more concerted effort to schedule in person visits to local hotels to determine if management changes have occurred. Jodi offered that Visit Edmond can also be a resource for making connections with hotel management.

Jason also asked about Citylink. Jodi will follow up with Christi Batterson to obtain updated bus maps. This could be an additional resource for conference attendees.



Sponsorship Program
Post-Event Evaluation Summary

Event: 2023 Land Run – SASS National Championship

Date: October 6-14, 2023

Amount Awarded: \$2,000

Post-Event Summary: Jodi Fetrow spoke with event planners J.R. and Melody Hile on January 9, 2024. This event took place October 6th through the 14th at the Oklahoma City Gun Club. There were 830 attendees composed of 200 local, 626 out-of-state, and 4 internationals. The planners did not have a host hotel but listed 6 Edmond hotels and the RV park at Arcadia Lake on their event webpage. Entrants were encouraged to visit the webpage and make their own reservations. The attendees also frequented local restaurants such as Eddie's and Ted's during their stay.

As well as the webpage promotion of local hotels, the Visit Edmond logo appeared on all the shooter's promotional bags. A Visit Edmond ad also appeared in the shooter's handbook. The sponsorship and the coordination with hotels were most helpful to the planners.

J.R. and Melody were pleased with the relationship with Visit Edmond. They rated their overall experience as exceptional. They hope to continue working with Visit Edmond in the future.

For the 2024 Land Run, registration opened January 1st. Seven hundred shooters registered within the first week and only 87 of those registrants are from Oklahoma. The planners would like to offer coupons to local Edmond restaurants for the participants. According to the planners, the group has some "beer snobs" that enjoy local breweries. The group is also fond of Interurban, Ted's and the Bricktown Brewery on 2nd Street.



Sponsorship Program

Post-Event Evaluation Summary

Event: Oklahoma's Richest & Rising Stars 2023

Date: October 13-15 and November 23-26, 2023

Amount Awarded: \$5,000

Post-Event Summary: Jodi Fetrow conducted a post event call with Chris Neal, Owner/Producer of Oklahoma's Richest and Rising Stars. According to Chris, the events brought in approximately 5,000 attendees with most attendees coming from outside the local area. The Hilton Garden Inn served as the host hotel for his staff which generated over \$700 in lodging tax. The staff were encouraged to eat and shop in Edmond, and they also enjoyed a catered meal from Ted's.

For marketing and promotions, the Visit Edmond logo appeared in magazine ads, on the CN Productions website, on Lazy E Arena signage, on the video board sponsor scroll, webcast sponsor scroll, webcast commercial, and awards backdrop. Visit Edmond had a full-page ad in the Event Programs and a thirty second commercial on the video board in the arena.

Chris was very pleased with his overall experience working with Visit Edmond and the host hotel, giving exceptional ratings to communication, sponsorship application process, and services. The sponsorship dollars and sharing his event information on our website and emails were very helpful.

Chris commented that he and his staff love everything about Edmond--great people, great food, and a wonderful hotel! He plans to host his events in Edmond for at least the next 3-5 years. He would love to grow the events and draw bigger crowds, especially from the local community.

Visit Edmond Tourism Advisory Board

5. D.

Meeting Date: 01/23/2024

Agenda Item

Sports Tourism - Darin Kent

Fiscal Impact

Attachments

A.C. Caplinger Renderings

A. C. CAPLINGER
SPORTS COMPLEX
IMPROVEMENTS

EDMOND, OKLAHOMA

FINAL CONCEPT
(470 PARKING SPACES)

MAP LEGEND

- 1. SPORTS FIELD: 11U - 12U (4 TOTAL)
- 2. SPORTS FIELD: 7U - 8U (6 TOTAL)
- 3. BULLPENS
- 4. PARKING LOT 1 (238 / 470 SPACES)
- 5. PARKING LOT 2 (232 / 470 SPACES)
- 6. MAINTENANCE YARD
- 7. VEHICULAR DROPOFF
- 8. ENTRANCE
- 9. PLAZA
- 10. COVERED BLEACHERS
- 11. RESTROOM BUILDING
- 12. FUTURE STRUCTURE
- 13. STORAGE BUILDING
- 14. PLAY AREA
- 15. TRAIL CONNECTION
- 16. COVERED DUGOUTS
- 17. RENOVATED EXISTING CONCESSION
- 18. EXISTING FACILITIES
- 19. MONUMENT SIGNAGE
- 20. DUMPSTER ENCLOSURE
- 21. UMPIRE FACILITIES
- 22. PICNIC SHELTERS

DECEMBER 13, 2023

Concept plan only. Subject to change. Land use locations and configurations are approximate and may be altered to respond to changing development conditions and requirements. Plan subject to governmental approval.





A. C. CAPLINGER SPORTS COMPLEX IMPROVEMENTS
EDMOND, OKLAHOMA | CONCEPT PERSPECTIVE

Concept plan only. Subject to change. Land use locations and configurations are approximate and may be altered to respond to changing development conditions and requirements. Plan subject to governmental approval.





A. C. CAPLINGER SPORTS COMPLEX IMPROVEMENTS
EDMOND, OKLAHOMA | CONCEPT PERSPECTIVE

Concept plan only. Subject to change. Land use locations and configurations are approximate and may be altered to respond to changing development conditions and requirements. Plan subject to governmental approval.





Visit Edmond Tourism Advisory Board

5. E.

Meeting Date: 01/23/2024

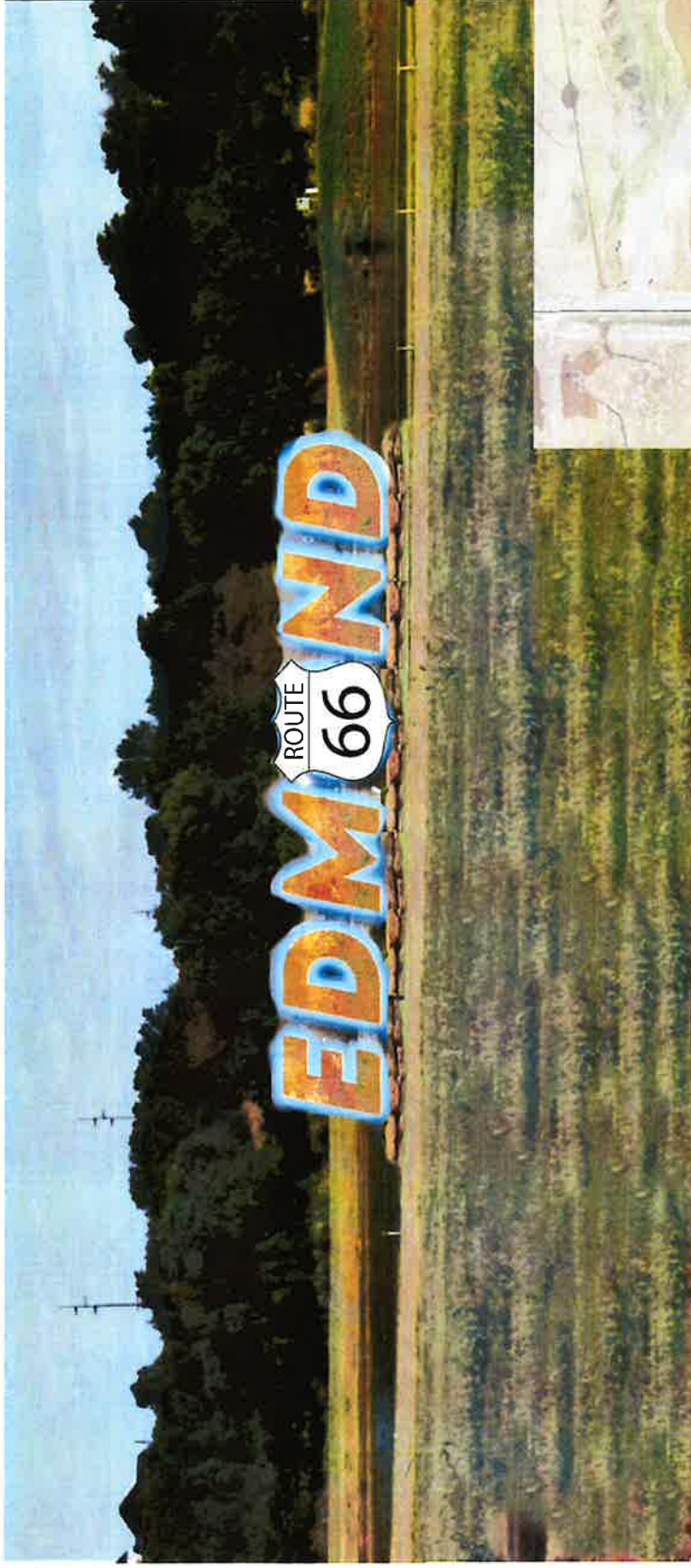
Agenda Item

Route 66 Centennial Commission and Miracle on 2nd Street Updates - Jennifer Fields

Fiscal Impact

Attachments

Edmond Route 66 Word Art



Conceptual Placement - View from Route 66



Location Option

Visit Edmond Tourism Advisory Board

5. F.

Meeting Date: 01/23/2024

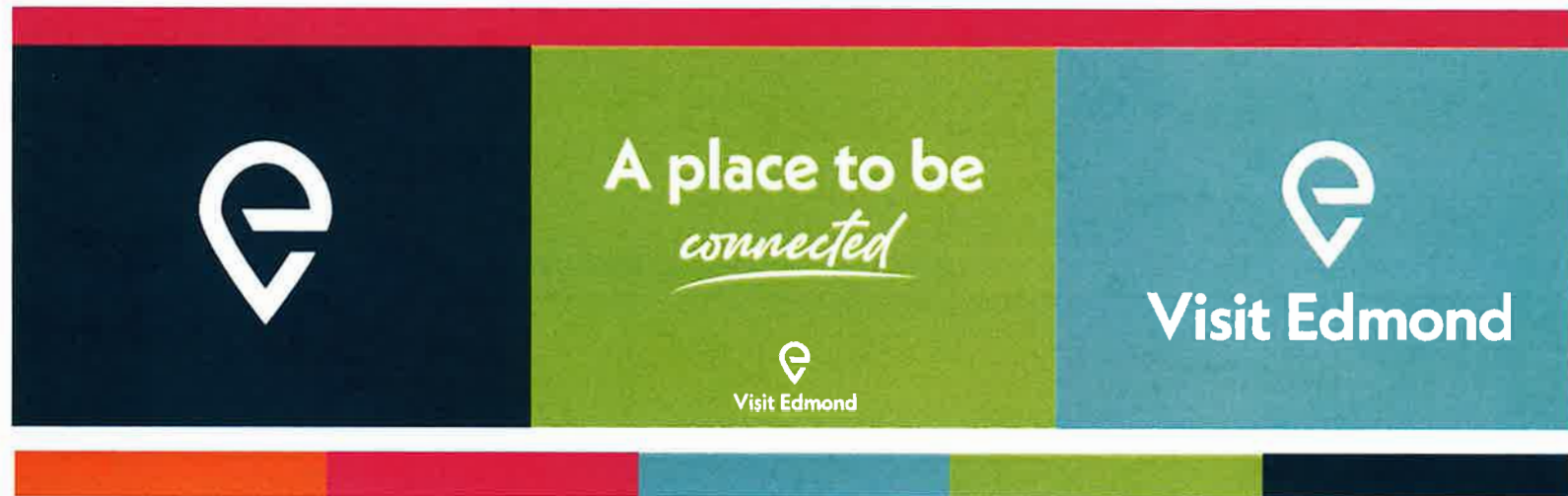
Agenda Item

Branding Presentation - Jennifer Thornton

Fiscal Impact

Attachments

Visit Edmond Rebrand



Visit Edmond
A place to be connected.

