



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
The Campbell - 217 E Campbell St, Edmond, Oklahoma
12:00 p.m., Tuesday, July 16, 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. Welcome and introduction by The Campbell - Jenn Radar (10 Minutes with optional tour after the meeting)
3. Action Items:
 - A. Consideration of Approval of Meeting Minutes - June 18, 2024.
 - B. Consideration of Approval of the Financial Report - June 30, 2024 and July 11, 2024.
4. Discussion Items:
 - A. Discussion of Lodging Tax Collections as of May 2024 & May 2024 STR Reports.
 - B. Discussion and review of 3.12.200 Legacy Discount section of Lodging Tax Ordinance - Jennifer Thornton

- C. Discussion and consideration of event sponsorship request from the Philadelphia Church of God Feast of Tabernacles Conference - Jodi Fetrow
- D. Sponsorship Commitments and post-event Updates - Jodi Fetrow
 - FY24 Commitments
 - FY25 Commitments
 - Dam Arcadia Lake Race Post Event Evaluation
- E. Display of new Visit Edmond website - Jennifer Thornton
- G. Discussion of future meeting locations:
 - August 20 - University of Central Oklahoma, Nigh University Center
 - September 17 - Vault 405
 - October 15 - UCO Boathouse at Arcadia Lake
- 5. Director's Report
 - Previous six months of accomplishments
 - Route 66
 - Masterpiece Film
 - FY25 Strategic Plan
- 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.
- 7. Adjournment.

Visit Edmond Tourism Advisory Board

3. A.

Meeting Date: 07/16/2024

Agenda Item

Consideration of Approval of Meeting Minutes - June 18, 2024.

Fiscal Impact

Attachments

June Meeting Minutes

**Visit Edmond Tourism Advisory Board
June Meeting Minutes
Mitch Park YMCA - 2901 Marilyn Williams Drive, Edmond, Oklahoma 12:00
p.m., Tuesday, June 18, 2024**

Present:

Appointed: Dena Jones, Darin Kent, Stacie Peterson, Matt Conner, Brandy Penland, Chris Berry, Stan Wagon, Miriam Olson

Staff: Jennifer Thornton, Jodi Fetrow, Miranda Petre, Terry Lanham

Advisory: Casey Moore

Guests: Cinda Covell (Art Edmond), Bill Towler (Oklahoma Tennis Foundation), Brad Raney (City of Edmond)

Absent: Jennifer Fields, Joey Morris

1. Call to Order and Introductions.

Chair Jones called the regular meeting of the Visit Edmond Tourism Advisory Board to order at 12:21 PM, Tuesday, June 18, 2024, at the Mitch Park YMCA and Edmond Schools Aquatic Center located at 2901 Marilyn Williams Dr, Edmond, Oklahoma. The agenda for this meeting was posted in the City First Administration Building on June 13, 2024, at 1:35 PM.

2. Welcome by YMCA - Chris Berry

Berry welcomed the group to the Mitch Park YMCA and Edmond Schools Aquatic Center. The Edmond Schools Aquatic Center is one of two Olympic competition-size pools in the state of Oklahoma and hosts around 48 swim meets a year. Berry added that both Mitch Park and Rankin YMCA saw around 500,000 people use the gym facilities last year. Both YMCAs' are supported through the City of Edmond.

3. Miriam Olson, is our new Student Representative who was appointed by Mayor Davis and approved by City Council in May and will serve until she graduates UCO in December

4. Action Items:

A. Consideration of Approval of Meeting Minutes - May 21, 2024.

A motion was made by Peterson, seconded by Berry to approve the meeting minutes from the May 2024 meeting. The motion carried as follows:

Ayes: Conner, Jones, Kent, Wagon, Peterson, Penland, Berry

Nays: None

B. Consideration of Approval of the Financial Report - June 13, 2024.

Year-end will be June 30, 2024. Visit Edmond Budgeted \$873,500 and brought in \$892,408.06 in revenue and had a net revenue of \$102,154.37 as of June 13, 2024. The year-end financial report will be presented at the next board meeting.

A motion was made by Penland, seconded by Wagon to approve the financial report from June 13, 2024. The motion carried as follows:

Ayes: Conner, Jones, Kent, Wagon, Peterson, Penland, Berry

Nays: None

C. Oklahoma Tennis Foundation Professional Tennis Tournament Presentation & Event Sponsorship Request - Bill Towler

Towler presented to the board a sponsorship opportunity for two tennis events that will be hosted at Edmond Center Court in October 2024. One tournament is an invitational event, and the other is the Edmond Open, a women's pro circuit tournament. Towler and event planners estimate around 5,000 attendees total with 95% of attendees being from the state of Oklahoma.

A motion was made by Kent, seconded by Peterson to award a \$2,500 event sponsorship to the Oklahoma Tennis Foundation Professional Tennis Tournament. The motion carried as follows:

Ayes: Conner, Jones, Kent, Wagnon, Peterson, Penland, Berry

Nays: None

5. Discussion Items:

A. Lodging Tax & STR Reports - Dena Jones

Jones reported that April beat expectations with no large events.

Jones reminded the board that only nine of our 13 hotels report for STR. In April, Columbia, MO and other cities have more full-service hotels and therefore have a higher Average Daily Rate (ADR). Edmond had an occupancy rate of 66.3%, Jones explained that this is great for our city as it keeps Edmond at competition level or higher. Jones also said that many hotels look at average occupancy when determining to build another hotel in a city. Jones said that Edmond currently has a high ADR and should expect it to remain higher for the remainder of the year due to increased prices. April events that increased occupancy and ADR in other cities were a bulk freight conference in Springfield, MO, an Airforce Conference in Wichita Falls, TX and a Catholic Youth Conference in Amarillo, TX.

B. 2024 Advertising – Terry Lanham

Lanham reported that the 2024 Travel Guide has 18 pages of ads with 25 total advertisers. All advertisers have paid in full for their ad. With the 2025 guide, all advertisers that are not tax-exempt will be informed that they will be paying taxes on their ad.

C. Sponsorships – Jodi Fetrow

Bob Feist Invitational (BFI/BFI Week) March 27 – April 3, 2024 - \$5,000: This event packed in 7 days of action at the Lazy E Arena. The event had 2,421 contestants who traveled with their families. The Feist, which was the only ticketed event of the week, sold 2,443 tickets. The BFI staff had a total of 379 room nights which generated approximately \$1,800 in lodging tax. Plans for 2025 are considering the addition of a golf tournament and sponsor reception at the Edmond Conference Center.

Lutheran Women's Missionary League Conference (LWML) April 12 -13, 2024 - \$1,000: This year they started at noon on Friday and ended at 2 pm on Saturday. They had 176 attendees, 71 non-local attendees. The conference attendees stayed at the Hilton Garden Inn and generated \$447.44 in lodging tax. Planners felt they had an exceptional experience working with Visit Edmond and the Hilton Garden Inn/Edmond Conference Center Staff. The next conference in Edmond will be in 2026 during the Route 66 Centennial. Visit Edmond will consider having a Route 66 Exhibit booth at the 2-day conference.

D. June 18 Lodging Tax Vote Update – Jennifer Thornton

Thornton thanked the board for educating others on Lodging Tax ahead of the June 18 vote and reminded them that a results watch party will take place at Frenzy Brewing from 6:30 – 8:30 p.m.

E. 2024-2025 Working Committees - Route 66 Promotion – Stacie Peterson

Peterson reported that Visit Edmond is to be the point of contact for all Route 66 and centennial promotions.

The Uncommon Ground Sculpture Park was passed and will be located on Route 66 (2nd Street) and Coltrane.

The state Route 66 revitalization grant awards \$6.6 million a year to communities with projects on Route 66. The next deadline for the grant application is July 19 and Edmond will be submitting an application.

On June 22, 2024 the Route 66 Midpoint Corridor is hosting a Route 66 Road Rally. This is an all-day event that encourages participants to drive through the 11 cities on Route 66 and end the night with a party hosted at the Chicken Shack.

The *Harry Potter Forbidden Forest Experience* has taken an interest in Arcadia Lake as a location for this event. Edmond Parks and Recreation and city leaders are planning to host it in 2026, during the centennial celebration.

G. Future meeting location options:

- **July 16 – The Campbell**
- **August 20 – University of Central Oklahoma**
- **September 17 - TBD**

Future meeting locations that were discussed included hosting meetings at Venue 102 and the UCO boat house for the September and October meetings respectively.

6. Director's Report.

Thornton reported that on June 11th, the Edmond Conference Center hosted a state-wide tourism conference put on by the Oklahoma Travel Industry Association and the annual RedBud Awards. Visit Edmond submitted seven RedBud Awards and was awarded with two merits, one for KickingBird Golf and the other for Downtown Edmond Arts Festival. The Edmond Farmer's Market won the RedBud Award for Outstanding Agritourism Attraction.

Rick Walker and the Masterpiece film crew will begin filming on June 30th. Walker has been working with the University of Central Oklahoma and the Edmond Police Department for filming locations.

Annual LibertyFest events will begin on June 27th.

City of Edmond staff had boards & commissions training as the city is standardizing the process for all boards and commissions. All board members will be receiving a new manual. Board members are to be blind carbon copied on emails to prevent responses to all. Any business regarding the board that is discussed via email or text is subject to open record requests. The board should have annual elections for chair and vice-chair. Thornton added that agendas will include more specific topics about what is to be discussed during the meeting.

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.

N/A

8. **Adjournment.**
A motion was made by Kent, seconded by Conner to adjourn today's meeting at 1:29 p.m. The motion carried as follows:

Ayes: Conner, Jones, Kent, Wagnon, Peterson, Penland, Berry
Nays: None

Visit Edmond Tourism Advisory Board

3. B.

Meeting Date: 07/16/2024

Agenda Item

Consideration of Approval of the Financial Report - June 30, 2024 and July 11, 2024.

Fiscal Impact

Attachments

FY24 Financial Report

FY25 July Financial Report

Ledger: G Report Date: 06/30/2024		Profit/Loss Report				Fiscal Period: 12 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	852,250.34	0.00	-12,250.34	101.4%
	Total for Taxes:	840,000.00	840,000.00	852,250.34	0.00	-12,250.34	101.4%
7700	Interest Revenue	3,500.00	3,500.00	14,624.99	0.00	-11,124.99	417.8%
	Total for Interest & Investment Earnings:	3,500.00	3,500.00	14,624.99	0.00	-11,124.99	417.8%
7809	Miscellaneous Revenue	30,000.00	30,000.00	591.97	0.00	29,408.03	1.9%
7836	Website Advertising Sales-NT	0.00	0.00	2,325.00	0.00	-2,325.00	0.0%
7837	Guide Adv Sales-Tax Exempt	0.00	0.00	13,050.00	0.00	-13,050.00	0.0%
7838	Guide Adv Sales-Taxable	0.00	0.00	11,515.38	0.00	-11,515.38	0.0%
	Total for Miscellaneous:	30,000.00	30,000.00	27,482.35	0.00	2,517.65	91.6%
	Revenues:	873,500.00	873,500.00	894,357.68	0.00	-20,857.68	102.3%
8101	Regular Pay-Civilians	257,502.00	257,502.00	257,980.99	0.00	-478.99	100.1%
8104	Overtime Pay	2,576.00	2,576.00	1,785.45	0.00	790.55	69.3%
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	2,880.00	0.00	0.00	100.0%
8115	Retirement-Civilians	29,841.00	29,841.00	29,477.38	0.00	363.62	98.7%
8117	Group Insurance Premium	46,073.00	46,073.00	47,684.16	0.00	-1,611.16	103.4%
8118	Social Security Tax	16,623.00	16,623.00	16,003.87	0.00	619.13	96.2%
8119	Medicare Tax	3,888.00	3,888.00	3,742.84	0.00	145.16	96.2%
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	1,200.00	0.00	0.00	100.0%
8129	Health Clinic Costs	3,320.00	3,320.00	3,320.00	0.00	0.00	100.0%
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	366,491.29	0.00	3,433.71	99.0%
8201	Office Supplies	27,450.00	46,607.56	21,999.53	0.00	24,608.03	47.2%
8203	Postage Costs	250.00	250.00	557.41	0.00	-307.41	222.9%
8209	Food Supplies	1,000.00	1,000.00	464.00	0.00	536.00	46.4%
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	922.81	0.00	-622.81	307.6%
	Total for Materials & Supplies:	30,000.00	50,975.10	25,811.28	0.00	25,163.82	50.6%
8302	Equipment Rental	3,600.00	3,600.00	2,894.43	0.00	705.57	80.4%
8305	Advertising Costs	30,000.00	40,000.00	43,173.72	4,500.00	-7,673.72	119.1%
8306	Training-Registration	7,000.00	7,000.00	5,265.18	0.00	1,734.82	75.2%
8312	Laundry Services	100.00	100.00	0.00	0.00	100.00	0.0%
8316	Food Services	1,000.00	1,000.00	1,107.59	0.00	-107.59	110.7%
8317	Printing Services	38,000.00	88,000.00	40,259.14	1,450.00	46,290.86	47.3%
8320	Mileage Reimbursement	2,500.00	2,500.00	2,437.32	1,119.57	-1,056.89	142.2%
8324	Dues & Subscriptions	10,000.00	10,000.00	10,331.40	0.00	-331.40	103.3%
8327	Election Costs	0.00	18,500.00	12,950.85	0.00	5,549.15	70.0%
8345	Bank Charges	50.00	50.00	376.16	0.00	-326.16	752.3%
8352	Travel Costs	1,500.00	11,500.00	2,126.60	71.72	9,301.68	19.1%
8361	Contract Services	40,000.00	90,000.00	38,288.68	1,541.21	50,170.11	44.2%
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	6,660.37	8,167.56	4,685.94	75.9%
8381	Sponsorship	30,000.00	82,000.00	54,375.00	5,000.00	22,625.00	72.4%
8386	Event Support-Outreach	41,000.00	91,000.00	48,500.00	0.00	42,500.00	53.2%
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	465,013.87	270,935.18	21,850.06	172,228.63	62.9%
User: PETREM - Miranda Petre		Page: 1		Current Date: 07/11/2024			
Report: Profit_Loss_Report_FE - GL: ProfitLoss Report				Current Time: 16:31:48			

Ledger: G		Profit/Loss Report				Fiscal Period: 12	
Report Date: 06/30/2024						Fiscal Year: 2024	
Object	Description	Original Budget	Current Budget	Actual	Encumbrances	Remaining Balance	Percent of Current
8805	Transfers	150,000.00	226,880.00	149,388.68	0.00	77,491.32	65.8%
8811	Transfers-Admin Support	59,848.00	59,848.00	59,848.00	0.00	-0.00	100.0%
8816	Transfers-Insurance	2,659.00	2,659.00	2,659.00	0.00	0.00	100.0%
Total for Transfers:		212,507.00	289,387.00	211,895.68	0.00	77,491.32	73.2%
Revenues:		873,500.00	873,500.00	894,357.68	0.00	-20,857.68	102.3%
Expenses:		832,432.00	1,175,300.97	875,133.43	21,850.06	278,317.48	76.3%
Net:		41,068.00	-301,800.97	19,224.25	-21,850.06	-299,175.16	0.8%

Ledger: G Report Date: 07/11/2024		Profit/Loss Report				Fiscal Period: 01 Fiscal Year: 2025	
Object	Description	Original Budget	Current Budget	Actual	Encumbrances	Remaining Balance	Percent of Current
130093	Visit Edmond						
7102	Hotel/Motel Tax	996,045.00	996,045.00	0.00	0.00	996,045.00	0.0%
	Total for Taxes:	996,045.00	996,045.00	0.00	0.00	996,045.00	0.0%
7700	Interest Revenue	3,500.00	3,500.00	0.00	0.00	3,500.00	0.0%
	Total for Interest & Investment Earnings:	3,500.00	3,500.00	0.00	0.00	3,500.00	0.0%
7809	Miscellaneous Revenue	30,000.00	30,000.00	0.00	0.00	30,000.00	0.0%
	Total for Miscellaneous:	30,000.00	30,000.00	0.00	0.00	30,000.00	0.0%
7900	Transfers	0.00	0.00	0.00	0.00	0.00	0.0%
	Total for Other Financing Sources:	0.00	0.00	0.00	0.00	0.00	0.0%
	Revenues:	1,029,545.00	1,029,545.00	0.00	0.00	1,029,545.00	0.0%
8101	Regular Pay-Civilians	270,229.00	270,229.00	0.00	0.00	270,229.00	0.0%
8104	Overtime Pay	2,703.00	2,703.00	0.00	0.00	2,703.00	0.0%
8105	Holiday Pay	0.00	0.00	0.00	0.00	0.00	0.0%
8106	Part-Time Pay	0.00	0.00	0.00	0.00	0.00	0.0%
8107	Longevity Pay	2,400.00	2,400.00	0.00	0.00	2,400.00	0.0%
8110	Car Allowance	2,880.00	2,880.00	0.00	0.00	2,880.00	0.0%
8114	Commuter Mileage	0.00	0.00	0.00	0.00	0.00	0.0%
8115	Retirement-Civilians	33,587.00	33,587.00	0.00	0.00	33,587.00	0.0%
8117	Group Insurance Premium	49,465.00	49,465.00	0.00	0.00	49,465.00	0.0%
8118	Social Security Tax	17,441.00	17,441.00	0.00	0.00	17,441.00	0.0%
8119	Medicare Tax	4,079.00	4,079.00	0.00	0.00	4,079.00	0.0%
8121	Standby Incentive Pay	0.00	0.00	0.00	0.00	0.00	0.0%
8122	Sick Leave Incentive Pay	163.00	163.00	0.00	0.00	163.00	0.0%
8123	Bonus Incentive Pay	2,919.00	2,919.00	0.00	0.00	2,919.00	0.0%
8124	Tuition Reimbursement	0.00	0.00	0.00	0.00	0.00	0.0%
8126	Cell Phone Allowance	1,200.00	1,200.00	0.00	0.00	1,200.00	0.0%
8129	Health Clinic Costs	3,302.00	3,302.00	0.00	0.00	3,302.00	0.0%
8146	Bilingual Pay	0.00	0.00	0.00	0.00	0.00	0.0%
	Total for Personnel Services:	390,368.00	390,368.00	0.00	0.00	390,368.00	0.0%
8201	Office Supplies	5,000.00	5,000.00	0.00	0.00	5,000.00	0.0%
8203	Postage Costs	300.00	300.00	0.00	0.00	300.00	0.0%
8209	Food Supplies	1,500.00	1,500.00	0.00	0.00	1,500.00	0.0%
8249	Computer Supplies	1,000.00	1,000.00	0.00	0.00	1,000.00	0.0%
8299	Misc Materials & Supplies	500.00	500.00	0.00	0.00	500.00	0.0%
	Total for Materials & Supplies:	8,300.00	8,300.00	0.00	0.00	8,300.00	0.0%
8302	Equipment Rental	3,000.00	3,000.00	0.00	0.00	3,000.00	0.0%
8305	Advertising Costs	40,000.00	40,000.00	0.00	4,500.00	35,500.00	11.2%
8306	Training-Registration	7,000.00	7,000.00	0.00	0.00	7,000.00	0.0%
8312	Laundry Services	100.00	100.00	0.00	0.00	100.00	0.0%
8316	Food Services	1,500.00	1,500.00	0.00	0.00	1,500.00	0.0%
8317	Printing Services	40,000.00	40,000.00	0.00	1,450.00	38,550.00	3.6%
8320	Mileage Reimbursement	3,500.00	3,500.00	0.00	3,119.57	380.43	89.1%
8324	Dues & Subscriptions	10,000.00	10,000.00	0.00	0.00	10,000.00	0.0%
8327	Election Costs	0.00	0.00	0.00	0.00	0.00	0.0%
8345	Bank Charges	200.00	200.00	0.00	0.00	200.00	0.0%
8352	Travel Costs	7,800.00	7,800.00	0.00	571.72	7,228.28	7.3%
8361	Contract Services	90,000.00	90,000.00	28,025.01	42,466.21	19,508.78	78.3%
8375	Hotel Rebates	10,000.00	10,000.00	0.00	8,167.56	1,832.44	81.6%
8381	Sponsorship	75,000.00	75,000.00	0.00	5,000.00	70,000.00	6.6%
User: PETREM - Miranda Petre		Page: 1		Current Date: 07/11/2024			
Report: Profit_Loss_Report_FE - GL: ProfitLoss Report				Current Time: 16:32:29			

Ledger: G		Profit/Loss Report				Fiscal Period: 01	
Report Date: 07/11/2024						Fiscal Year: 2025	
Object	Description	Original Budget	Current Budget	Actual	Encumbrances	Remaining Balance	Percent of Current
8386	Event Support-Outreach	75,000.00	75,000.00	13,050.00	0.00	61,950.00	17.4%
8399	Misc Services & Charges	500.00	500.00	0.00	0.00	500.00	0.0%
Total for Other Services & Charges:		363,600.00	363,600.00	41,075.01	65,275.06	257,249.93	29.2%
8805	Transfers	226,880.00	226,880.00	0.00	0.00	226,880.00	0.0%
8811	Transfers-Admin Support	58,555.41	58,555.41	0.00	0.00	58,555.41	0.0%
8816	Transfers-Insurance	6,112.00	6,112.00	0.00	0.00	6,112.00	0.0%
Total for Transfers:		291,547.41	291,547.41	0.00	0.00	291,547.41	0.0%
Revenues:		1,029,545.00	1,029,545.00	0.00	0.00	1,029,545.00	0.0%
Expenses:		1,053,815.41	1,053,815.41	41,075.01	65,275.06	947,465.34	10.0%
Net:		-24,270.41	-24,270.41	-41,075.01	-65,275.06	82,079.66	438.1%

Visit Edmond Tourism Advisory Board

4. A.

Meeting Date: 07/16/2024

Agenda Item

Discussion of Lodging Tax Collections as of May 2024 & May 2024 STR Reports.

Fiscal Impact

Attachments

July Lodging Tax Report

July STR Report

Lodging Tax Collections as of May 2024

This **July** report reflects **June** lodging tax collections which in turn indicate **May** in-house lodging business.

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

Month	FY 20-21	FY 21-22	FY 22-23	FY 23-24	Lodging Actual Tax Remitted FY 24-25	Lodging Projected Tax to be Remitted FY 24-25	Variance Over Projection	Lodging Variance Actual FY 2025 vs FY 2024	Vacation Home Lodging Tax Remitted FY 24-25	FY 24-25 (Total after fees)
July	36,528.82	45,873.98	72,920.47	76,375.48	94,485.68	90,000.00	4,485.68	24%		94,149.17
Aug	48,203.70	35,649.34	84,552.98	96,434.57		95,000.00				
Sept	40,012.11	56,576.36	81,799.01	74,312.24		75,000.00				
Oct	30,166.29	60,014.92	66,449.88	67,692.05		70,000.00				
Nov	46,315.66	66,770.00	67,523.41	72,235.29		70,000.00				
Dec	39,739.48	62,297.56	81,184.21	88,240.43		95,000.00				
Jan	25,592.56	70,700.67	63,030.80	62,170.16		85,000.00				
Feb	29,189.09	50,590.21	49,097.40	52,621.27		70,000.00				
Mar	27,141.29	48,870.32	63,532.13	54,358.99		75,000.00				
April	50,413.35	44,423.43	53,856.99	57,724.99		80,000.00				
May	46,317.79	68,608.33	77,069.56	75,022.24		90,000.00				
June	58,192.01	69,122.52	75,076.56	79,339.29		95,000.00				
Total						990,000.00		#DIV/0!	0.00	94,149.17

Unadjusted, Approximate Reserve Fund as of June 30, 2024:

\$617,487.48

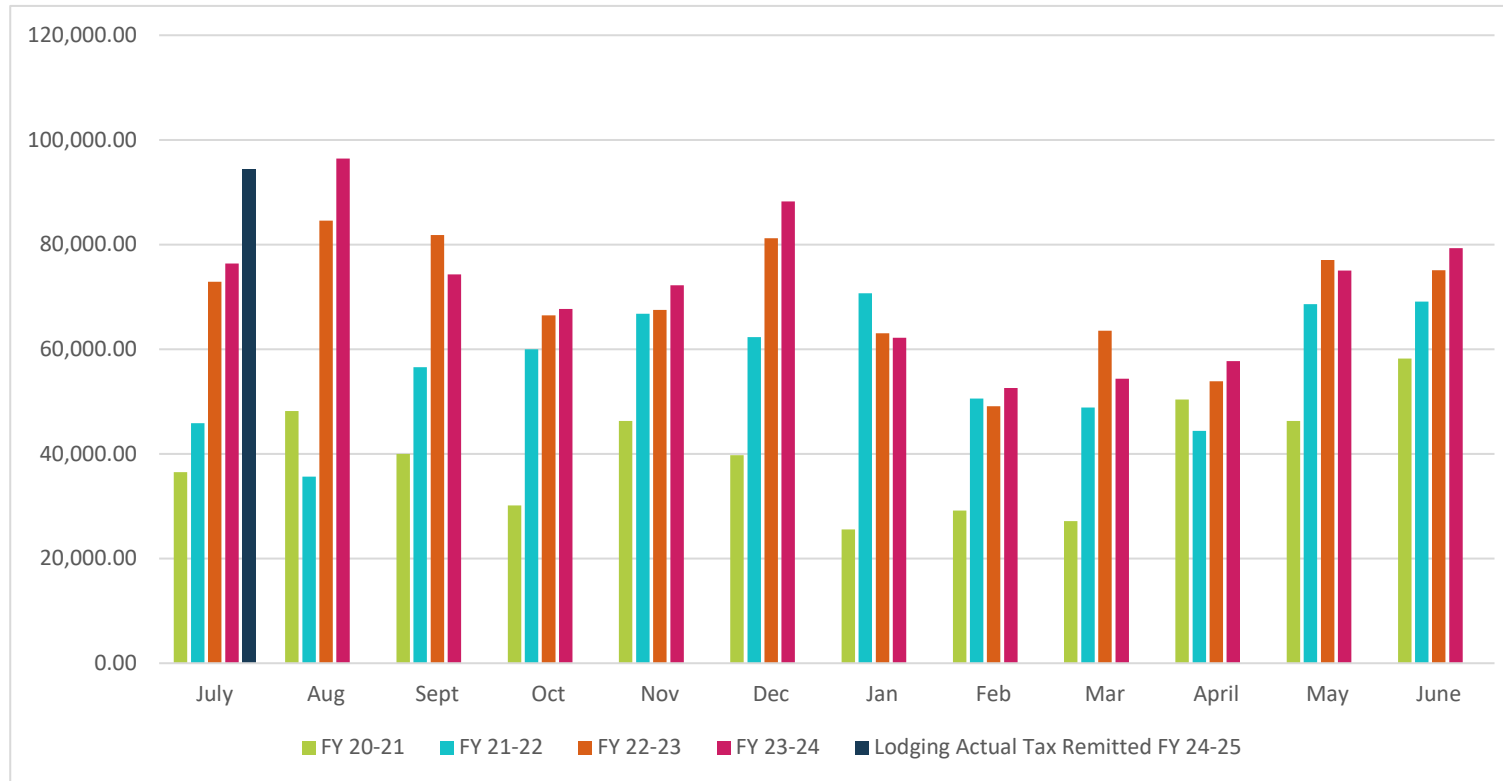
Total Reserves

\$617,487.48

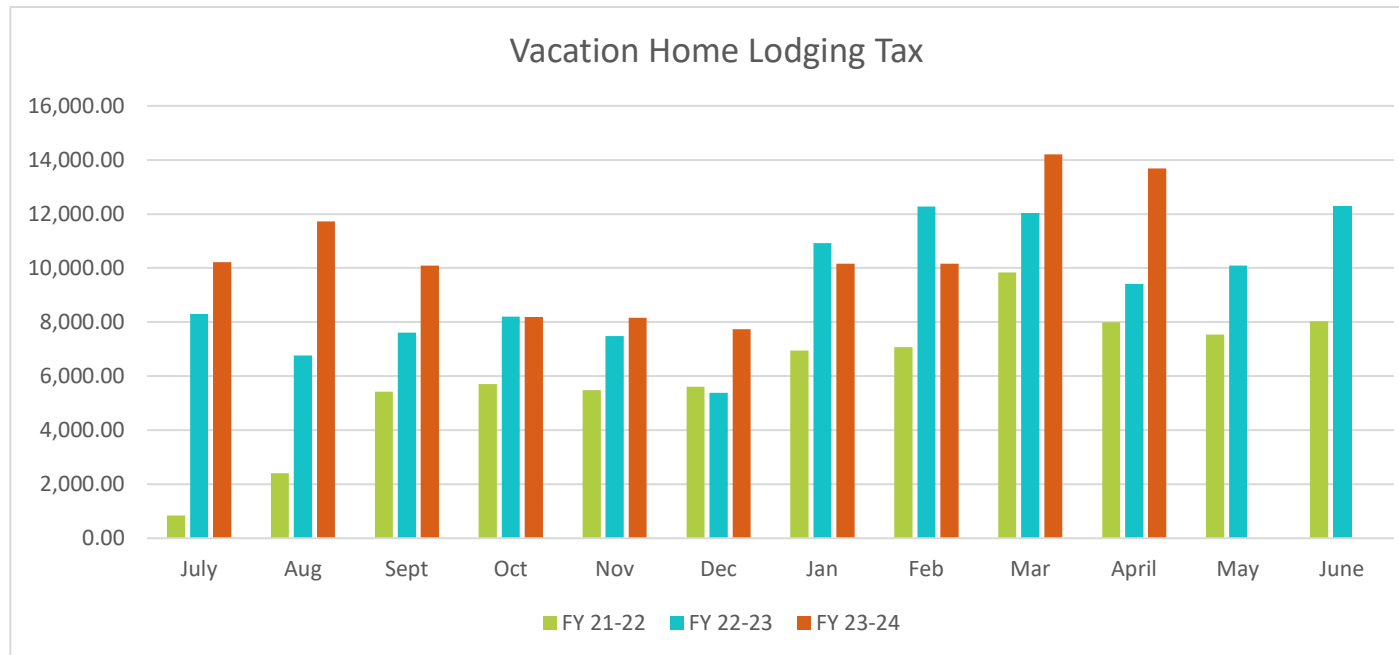
5-year Lodging Tax Collections

This **July** report reflects **June** lodging tax collections which in turn indicate **May** 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	FY 24-25
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	8,160.04	
Dec	5,608.16	5,375.36	7,736.35	
Jan	6,949.36	10,928.88	10,156.47	
Feb	7,068.96	12,271.03	10,162.27	
Mar	9,834.81	12,035.76	14,206.44	
April	7,983.12	9,412.80	13,681.04	
May	7,535.45	10,091.32		
June	8,038.88	12,293.43		
Total	72,875.30	110,768.50	104,332.73	0.00

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Individual	82.80	2,561.00	419.44	847.68	269.72	803.95	653.19	996.67	557.04	1,548.84		
Airbnb	8,346.60	7,907.64	8,624.52	6,153.32	6,844.76	6,049.68	8,925.80	9,165.60	13,649.40	11,141.54		
VRBO	1,787.80	1,254.28	1,052.84	1,192.20	1,045.56	882.72	577.48	875.76	987.92	990.66		

	Current Month - May 2024 vs May 2023												Participation	
	Occ %		ADR		RevPAR		Percent Change from May 2023						Properties	
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample
Edmond, OK+	71.8	67.5	95.24	90.04	68.43	60.81	6.4	5.8	12.5	12.4	-0.1	6.3	13	9
Enid, OK+	55.7	56.4	86.70	81.57	48.28	45.98	-1.2	6.3	5.0	-2.4	-7.0	-8.2	20	13
Elk City, OK+	45.7	47.4	82.16	77.66	37.59	36.80	-3.5	5.8	2.1	2.1	0.0	-3.5	17	11
Stillwater, OK+	52.8	49.2	144.06	119.50	76.00	58.82	7.2	20.5	29.2	29.2	0.0	7.2	19	15
Norman, OK+	47.3	47.1	123.13	113.91	58.29	53.67	0.5	8.1	8.6	8.5	-0.1	0.4	25	19
Oklahoma	56.9	57.3	100.33	96.26	57.10	55.17	-0.7	4.2	3.5	2.5	-1.0	-1.7	1028	598
Fayetteville/Bentonville, Arkansas area+	76.0	72.9	141.74	132.82	107.79	96.87	4.3	6.7	11.3	9.4	-1.7	2.5	48	44
Ft. Smith, AR+	59.6	61.4	99.17	94.55	59.11	58.09	-3.0	4.9	1.8	-2.4	-4.0	-6.9	32	17
Wichita Falls, TX+	62.5	65.8	89.25	87.72	55.78	57.75	-5.1	1.7	-3.4	3.9	7.5	2.1	32	26
Amarillo, TX+	63.4	61.4	91.30	92.26	57.91	56.67	3.3	-1.0	2.2	0.6	-1.6	1.6	89	61
Wichita, KS+	65.1	65.2	111.50	104.76	72.59	68.35	-0.2	6.4	6.2	5.1	-1.0	-1.2	106	66
Springfield, MO+	62.3	63.8	106.85	104.17	66.54	66.50	-2.5	2.6	0.1	2.1	2.0	-0.5	66	48
Valparaiso, IN+	66.7	66.8	130.41	130.30	87.04	87.00	-0.0	0.1	0.0	-2.7	-2.7	-2.8	6	6
Broken Arrow, OK+	59.9	64.4	100.78	103.71	60.32	66.81	-7.1	-2.8	-9.7	-9.7	0.0	-7.1	14	11
Cedar Falls, IA+	57.5	58.4	103.95	106.05	59.76	61.91	-1.5	-2.0	-3.5	-3.5	0.0	-1.5	26	20
Columbia, MO+	62.8	64.8	125.00	116.72	78.54	75.67	-3.1	7.1	3.8	3.8	0.0	-3.1	36	31

	Year to Date - May 2024 vs May 2023												Participation	
	Occ %		ADR		RevPAR		Percent Change from YTD 2023						Rooms	
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample
Edmond, OK+	62.0	62.6	89.27	86.42	55.36	54.13	-1.0	3.3	2.3	2.2	-0.1	-1.1	966	837
Enid, OK+	45.6	46.3	77.31	75.84	35.23	35.15	-1.7	1.9	0.2	-6.8	-7.0	-8.6	1323	1007
Elk City, OK+	42.2	43.2	79.03	76.12	33.38	32.87	-2.2	3.8	1.5	1.5	0.0	-2.2	959	725
Stillwater, OK+	46.2	46.3	112.35	103.47	51.90	47.95	-0.3	8.6	8.2	14.3	5.6	5.3	1542	1359
Norman, OK+	43.6	55.5	109.61	104.77	47.80	58.12	-21.4	4.6	-17.8	-17.8	-0.1	-21.4	3098	2717
Oklahoma	51.4	53.2	93.90	91.46	48.26	48.62	-3.3	2.7	-0.7	-1.8	-1.0	-4.3	76720	54338
Fayetteville/Bentonville, Arkansas area+	61.9	61.3	126.15	117.25	78.10	71.83	1.1	7.6	8.7	6.8	-1.8	-0.8	4268	4179
Ft. Smith, AR+	55.2	55.5	97.64	90.97	53.85	50.50	-0.6	7.3	6.6	2.3	-4.0	-4.7	2514	1751
Wichita Falls, TX+	64.3	60.7	86.80	83.23	55.78	50.53	5.8	4.3	10.4	14.3	3.5	9.6	2593	2267
Amarillo, TX+	59.4	58.2	87.77	88.83	52.17	51.69	2.1	-1.2	0.9	-0.2	-1.1	1.0	7203	5611
Wichita, KS+	58.2	60.3	103.49	99.27	60.22	59.86	-3.5	4.3	0.6	-0.4	-1.0	-4.5	8179	6789
Springfield, MO+	57.4	57.3	102.08	101.96	58.62	58.38	0.3	0.1	0.4	2.5	2.0	2.3	6323	4921
Valparaiso, IN+	57.3	59.0	117.08	118.16	67.10	69.76	-2.9	-0.9	-3.8	-4.9	-1.1	-4.0	390	390
Broken Arrow, OK+	56.1	57.4	97.42	100.57	54.69	57.71	-2.2	-3.1	-5.2	-5.2	0.0	-2.2	1143	1041
Cedar Falls, IA+	52.4	53.5	106.81	101.32	56.01	54.25	-2.1	5.4	3.2	3.2	0.0	-2.1	2140	1666
Columbia, MO+	56.7	57.9	116.30	110.21	65.90	63.80	-2.1	5.5	3.3	3.3	-0.0	-2.2	3715	3334

Visit Edmond Tourism Advisory Board

4. B.

Meeting Date: 07/16/2024

Agenda Item

Discussion and review of 3.12.200 Legacy Discount section of Lodging Tax Ordinance - Jennifer Thornton

Fiscal Impact

Attachments

Lodging Tax Ordinance 3.12.200

3.12.010 Lodging Tax Ordinance.

This ordinance shall be known and cited as the "City of Edmond Hotel Lodging Ordinance."

(Ord. 3821 , § 1, March 22, 2021).

3.12.020 Definitions.

The following words, terms and phrases, when used in this chapter, shall have the meanings described to them in this section, except where the context clearly indicates a different meaning:

- (1) *Clerk* shall mean the City Clerk of the City of Edmond.
- (2) *Lodging* shall mean any building or building structures, trailer, or other facility in which the public may, for consideration, obtain sleeping accommodations in which one (1) or more rooms are used for the accommodation of such guests, whether such rooms are in one or in several structures. This term shall include hotels, apartment hotels, motels, tourist homes, vacation rental homes, short-term rentals, lodging houses, inns, rooming houses, trailer houses, trailer motels, and all other facilities where rooms or sleeping facilities or space are furnished for a consideration. The term shall not include hospitals, sanitariums or nursing homes, or dormitories at the University of Central Oklahoma or other educational or charitable institutions.
- (3) *Occupancy* shall mean the use or possession, or the right to the use or possession, of any room or rooms in a lodging facility, or the right to use or possession of the furnishings or to the services and accommodations accompanying the use and possession of the room.
- (4) *Occupant* shall mean a person, who for a consideration, uses, possesses or has the right to the use or possession of any room or rooms in a Lodging facility under lease, concession, permit, right to access, license to use, or other agreement.
- (5) *Operator* shall mean any person operating a lodging facility in this City, including, but not limited to, the owner, proprietor, lessee, sublessee, mortgagee in possession, licensee, manager or similar agent, or any other person otherwise operating such hotel.
- (6) *Rent* shall mean the consideration received for occupancy valued in money, whether received in money or otherwise, including all receipts, cash, credits, and property or services of any kind or nature, and also any amount for which credit is allowed by the operator to the occupant, without any reduction therefrom whatsoever.
- (7) *Return* shall mean any return filed or required to be filed as herein provided.
- (8) *Room* shall mean any room or rooms of any kind in any part or portion of the lodging facility which is available for or let for the use of or possessed for any purpose other than a place of assembly. As used herein, "place of assembly" means a room or space which is not capable of being used as a lodging establishment and is used for educational, recreational or amusement purposes and shall include: dance halls, cabarets, nightclubs, restaurants, any room or space for public or private banquet, feasts, socials, card parties or weddings, lodge and meeting halls or rooms, skating rinks, gymnasiums, swimming pools, billiard, bowling and table tennis rooms, halls or rooms used for public or private catering purposes, funeral parlors, markets, recreational rooms, concert halls, broadcasting studios, and all other places of similar type of occupancy.
- (9) *Tax* shall mean the tax levied pursuant to this Chapter.

(Ord. 3821 , § 2, March 22, 2021).

3.12.030 Levied; amount.

There is hereby levied and imposed an excise tax of four percent (4%) upon the gross proceeds or gross receipts derived from all rent for every occupancy of a room or rooms in a hotel in this City, except that this tax shall not be imposed where the rent is less than the rate of three dollars (\$3.00) per day.

3.12.040 Exemptions; acknowledgement required; records required.

The exemptions from state sales tax enumerated in 68 O.S. §§ 1350 et. seq. "Sales Tax Code" are hereby adopted and incorporated herein by reference. To the extent any conflicts in connection with permitted exemptions should arise under this article and the Sales Tax Code, the Sales Tax Code shall prevail.

(Ord. 3821 , § 3, March 22, 2021).

3.12.050 Tax to be separately designated on bills.

The operator shall separately designate, charge and show the tax on all bills, statements, receipts or any other evidence of charges or payments of rent for occupancy issued or delivered by the operator.

3.12.060 Operator responsible for collection.

The operator shall be responsible for the collection of the tax from the occupant and shall be liable for the tax.

(Ord. 3821 , § 4, March 22, 2021).

3.12.070 Reserved.

Editor's note(s)—Ord. 3821 , § 5, adopted March 22, 2021, repealed § 3.12.070 which pertained to certificates of registration.

3.12.080 Records required.

Every operator shall keep records of every occupancy of all rent paid, charged or due thereon and of the tax payable thereon. Such records shall be available for inspection and examination at any time upon demand by the Oklahoma Tax Commission.

(Ord. 3821 , § 6, March 22, 2021).

3.12.090 Returns.

The tax levied hereunder shall be due and payable to the Oklahoma Tax Commission pursuant to an agreement to collect municipal lodging taxes. The tax shall be due on the date of the corresponding due date as enumerated in 68 O.S. §§ 1350 et. seq. "Sales Tax Code", except as herein provided, by any person liable for the payment of any tax due under this article. For the purpose of ascertaining the amount of the tax payable under this article, it shall be the duty of all operators, on or before the date of corresponding sales tax due date, to deliver to the Oklahoma Tax Commission, upon forms prescribed and furnished by him, returns, under oath, showing the gross receipts or gross proceeds arising from rents received from occupancy of hotel rooms during the preceding calendar month. Such returns shall show such further information as the Oklahoma Tax Commission may require to correctly compute and collect the tax herein levied. In addition to the information required on returns, or the Oklahoma Tax

Commission may request and the operator shall furnish any information deemed necessary for a correct computation of the tax levied herein. Such operator shall compute and remit to the Oklahoma Tax Commission the required tax due for the preceding calendar month. The remittance or remittances of the tax shall accompany the returns herein required. If not paid on or before the corresponding sales tax due date, the tax shall be delinquent from such date. Reports timely mailed shall be considered timely filed. If a report is not timely filed, interest shall be charged from the date the report should have been filed until the report is actually filed.

(Ord. 3821 , § 7, March 22, 2021).

3.12.100 Payment of tax.

At the time of filing a return of occupancy and of rents, each operator shall pay to the Oklahoma Tax Commission the taxes imposed by this Chapter upon the rents included in such return, as well as all other monies collected by the operator acting or purporting to act under the provisions of this Chapter. All taxes for the period for which a return is required to be filed shall be due from the operator and payable to the Oklahoma Tax Commission on or before the date fixed for the filing of the return for such period without regard to whether a return is filed or whether the return which is filed correctly shows the amount of rents and the taxes due thereon.

(Ord. 3821 , § 8, March 22, 2021).

3.12.110 Delinquent taxes.

The tax levied by this Chapter shall be due and payable when the return is filed. All taxes not paid within ten (10) days following the due date shall incur a ten percent (10%) penalty on the unpaid balance. All taxes not paid within twenty (20) days following the last day of the period shall be considered delinquent.

(Ord. 3821 , § 9, March 22, 2021).

3.12.120 Reserved.

Editor's note(s)—Ord. 3821 , § 10, adopted March 22, 2021 repealed § 3.12.120 which pertained to interest on unpaid/delinquent taxes.

3.12.130 Reserved.

Editor's note(s)—Ord. 3821 , § 11, adopted March 22, 2021 repealed § 3.12.130 which pertained to hotel tax; collection suit.

3.12.140 Reserved.

Editor's note(s)—Ord. 3821 , § 12, adopted March 22, 2021 repealed § 3.12.140 which pertained to hotel tax; bond required.

3.12.150 Assessment and determination of tax.

If a return required by this Chapter is not filed, or if a return when filed is incorrect or insufficient, the amount of tax due shall be assessed by the Oklahoma Tax Commission.

(Ord. 3821 , § 13, March 22, 2021).

3.12.160 Refunds.

Refunds will be at the determination of the Oklahoma Tax Commission as enumerated in 68 O.S. §§ 1350 et. seq. "Sales Tax Code".

(Ord. 3821 , § 14, March 22, 2021).

3.12.170 Notices.

Notices provided for under this Chapter shall be deemed to have been given when such notice has been delivered personally to the operator or deposited in the United States mail, addressed to the last known address of the operator.

3.12.180 Remedies exclusive.

The remedies provided in this Chapter shall be exclusive remedies available to any person for the review of tax liability imposed by this Chapter.

3.12.190 Failure to file; submitting fraudulent returns; failure to post a bond; penalties.

The failure or refusal of any operator/taxpayer to make reports and remittances herein required, or the making of any false and fraudulent report for the purpose of avoiding or escaping payment of any tax or portion thereof rightfully due under this Chapter or failure to post a bond, shall be an offense and, upon conviction thereof, the offending taxpayer shall be subject to punishment for a Class B offense as set forth in Section 2.56.210. Each day a violation exists shall constitute a separate offense and is subject to all penalties herein. (Ord. 2513, § 9, Oct. 11, 1999).

3.12.200 Legacy discount.

A. Existing facilities within the City of Edmond before July 1, 2021 are eligible to receive a Legacy Discount of two (2) percent on the amount of lodging tax collected by the Oklahoma Tax Commission and the City of Edmond. This Legacy Discount is contingent on the submission of a Room Count Form as outlined in Subsection B below.

Any change of ownership to the property after the [effective date of this Ordinance] disqualifies the property from receiving the Legacy Discount. New properties built after July 1, 2021 do not qualify for the Legacy Discount. Short-term rentals, including properties listed through Airbnb and VRBO and other similar lodging facilities, also do not qualify.

B. The Room Count Form is a form used to collect the total amount of rooms sold by a lodging facility during the month that corresponds with their lodging tax submission. Visit Edmond will supply the Room Count Form to lodging facilities. Submission of this form is strictly voluntary. When a completed Room Count Form is filed with Visit Edmond, a two (2) percent discount will be applied to the total amount of lodging tax paid to the City of Edmond, reimbursed by direct deposit.

Property-specific information provided on this form is confidential. Data collected from this form may be used by Visit Edmond, City of Edmond and the Edmond Economic Development Authority.

C. This section to be reviewed by the Visit Edmond Tourism Advisory Board within one year of the effective date of this Ordinance.

(Ord. 3821 , § 15, March 22, 2021).

3.12.210 Records confidential.

The confidential and privileged nature of the records and files concerning the administration of the hotel tax is legislatively recognized and declared, and to protect the same the provisions of Title 68 of the Oklahoma Statutes, Section 205, Supp. 1993, and each subsection thereof, is hereby adopted by reference and made fully effective and applicable to administration of the tax as if herein set forth.

3.12.220 Use of funds.

All taxes collected pursuant to the provisions of this Chapter shall be set aside and used exclusively for the purpose of encouraging, promoting and fostering convention and tourism for the City of Edmond. (Ord. 3024, § 1, June 26, 2006).

3.12.230 Reserved.

Editor's note(s)—Ord. 3821 , § 16, adopted March 22, 2021 repealed § 3.12.230 which pertained to hotel tax; general powers of the Clerk.

3.12.240 Reserved.

Editor's note(s)—Ord. 3821 , § 17, adopted March 22, 2021 repealed § 3.12.240 which pertained to hotel tax; administration of oaths and compelling testimony.

3.12.250 Reserved.

Editor's note(s)—Ord. 3821 , § 18, adopted March 22, 2021 repealed § 3.12.250 which pertained to hotel tax; proceedings to recover tax.

3.12.260 Amendments.

The citizens of Edmond, by their approval of this Chapter at the election herein provided, hereby authorized the City Council by ordinance duly enacted, to make such administrative and technical changes or additions in the method and manner of administration and enforcing this Chapter as may be necessary or proper for efficiency and fairness; except that the rate of the tax herein provided shall not exceed four percent (4%) without approval of the qualified electors of the City as provided by law.

3.12.265 Effective Date.

This ordinance shall become and be effective on or after the 1st day of July, 2021.
(Ord. 3821 , § 19, March 22, 2021).

3.12.270 Provisions Cumulative.

The provisions hereof shall be cumulative, and in addition to any and all other taxing provisions of the City ordinances.

3.12.280 Provisions Severable.

The provisions hereof are hereby declared to be severable, and if any section, paragraph, sentence or clause of this Chapter is for any reason held invalid or inoperative by any court of competent jurisdiction, such decision shall not affect any other section, paragraph, sentence or clause hereof.

3.12.290 Reserved.

Editor's note(s)—Ord. 3821 , § 19, adopted March 22, 2021, enacted § 3.12.265, in effect superseding § 3.12.290 which pertained to similar subject matter. See § 3.12.265 for current provisions pertaining to the effective date for this chapter.

Visit Edmond Tourism Advisory Board

4. C.

Meeting Date: 07/16/2024

Agenda Item

Discussion and consideration of event sponsorship request from the Philadelphia Church of God Feast of Tabernacles Conference - Jodi Fetrow

Fiscal Impact

Attachments

PCOG Sponsorship Memo

2023 PCOG Event Economic Impact Report



TO: The Visit Edmond Tourism Advisory Board
FROM: Jodi Fetrow, Destination Services Coordinator
DATE: July 16, 2024
SUBJECT: Event Sponsorship application

Event Name: Philadelphia Church of God (PCG) Feast of Tabernacles
Event Dates: October 16-24, 2024
Event Type: Religious Conference
Location: Armstrong Auditorium
Sponsorship Requested: \$8,000

This is PCG's annual fall regional conference in Edmond. According to Jason Cocomise, National Conference Director, there are over 800 people registered thus far. This is a record number for them in recent years. The Armstrong Auditorium archeology exhibit that closes at the end of the year is a huge draw for their members. This event is open to PCG members worldwide. Many attendees come from Oklahoma, Texas and nearby states, but it also draws attendees from across the nation as well as internationally. Of the anticipated 800 participants, approximately 600 are considered nonlocal. Jason is working with the following hotels to house conference attendees: Hilton Garden Inn, Home2Suites, Fairfield Inn and Stratford House. Conference attendees also make use of local vacation rental homes. The average stay in Edmond is 10 nights.

As a non-profit running one of the largest and longest-standing annual conferences in Edmond, PCG must take on many costs for this free to attend educational week. For example, they subsidize the cost of plated meals to make this 8-day conference more affordable for attendees with mixed budgets. The sponsorship from Visit Edmond would allow PCG to better absorb some of the operating costs of this large-scale conference that showcases Edmond.

Sponsorship benefits include:

- Email sent to 750 attendees promoting Edmond hotels and vacation home rentals
- Visit Edmond logo in conference brochure (600 copies distributed to conference attendees)
- Visit Edmond 2-page ad in their 40+ page planning magazine (3,000 copies distributed in US/Canada and put on their website for an addition 1,500 viewers)

Past support:

- 2021 - \$2,500 grant
- 2022 - \$6,000 sponsorship (estimated Lodging Tax \$19,136; Total Economic Impact \$2 M)
- 2023 - \$6,000 sponsorship (estimated Lodging Tax \$13,616; Total Economic Impact \$1.7 M)



**Economic Impact Report
2023 Feast of Tabernacles
September 29-October 7, 2023**

The Feast of Tabernacles Conference was held at the Philadelphia Church of God on September 29-October 7, 2023. The event included 370 out of town visitors and 600 total visitors.

- **Number of Visitors** - Total number of local and non-local visitors that are attributed to the event.

Total Visitors: 600

- Based on the average of total attendance

Local Visitors: 230

Non-Local Visitors: 370

- **Average Stay** - The number of days that the average visitor is in the host county. This is combined with the number of visitors to calculate total visitor days. For this event the average length of stay is estimated to be 10 days.

Total Visitor Days: 6,000 Days

- **Average Daily Spending** - Each category of visitor, local or non-local, is subject to unique default daily expenditures for lodging, food, transportation, retail, and entertainment.
 - The software that was used to produce this report and was developed for the Greater Oklahoma City Partnership by Applied Economics has set default daily expenditures for local and non-local visitors. These default figures will be used for average daily lodging and transportation expenditures.

Local Daily Expenditures:

Lodging	\$0
Food & Drink	\$30
Transportation	\$0
Retail	\$27
Entertainment	\$18
Average Daily Spending:	\$75

Non-Local Daily Expenditures:

Lodging	\$92
Food & Drink	\$65
Transportation	\$35
Retail	\$27
Entertainment	\$18
Average Daily Spending:	\$237

- **Total Spending** - Visitors associated with this event are estimated to spend \$1,049,400 in the local economy on food & drink, lodging, local transportation, entertainment and retail.
 - This spending is the primary economic driver behind tourism and will determine the overall magnitude of the economic impacts.
- **Lodging Taxes** - Lodging Taxes are based on lodging expenditures times the local lodging tax rate of 4%.

Lodging Tax: \$13,616

- **Employment Impact** - Total Employment Impact of the event likely generated 19 jobs and \$522,706 in labor income.
 - Employment impact represents individuals working for the establishments where visitors spend their money as well as supported employees at other local businesses.
 - Labor income is the payroll generated by the event, supplier and consumer income which includes the increase in payroll at other supported local businesses which is assumed to be related to the estimated increased employment at those businesses because of the event.
- **Local and State Sales Tax Revenue Impact** - This event likely generated \$49,631 in local sales tax dollars and \$64,109 in state sales tax dollars.
 - The Sales Tax Revenue Impact summarizes the estimated amount of local and state tax revenues generated by direct tourism spending (food, lodging, retail and entertainment) associated with the event as well as additional revenues associated with hospitality industry employees and other supported local businesses. This includes taxes paid by the organization and an estimate of additional taxes paid by employees and other supported population.
- **Total Economic Impact** - Total Economic Impact Value likely totaled 1,707,442.
 - Economic impact is the estimated increase in value of production or demand directly generated by the event, as well as at other local businesses as a result of the event.
 - This economic impact study cannot account for impacts made by airfare or media exposure associated with the event.

This economic and revenue impact was created using software developed for the Greater Oklahoma City Partnership by Applied Economics. It is important to remember that inputs to the model are estimates and do not represent exact and precise measurements. The output of the model, like any modeling tool, reflects the assumptions that are used in the formulation. Accordingly, if some of the assumptions change (e.g., number of visitors), then the model results will also change. The model is expected to give the community a general idea of the impact of tourism events.

Visit Edmond Tourism Advisory Board

4. D.

Meeting Date: 07/16/2024

Agenda Item

Sponsorship Commitments and post-event Updates - Jodi Fetrow

- FY24 Commitments
 - FY25 Commitments
 - Dam Arcadia Lake Race Post Event Evaluation
-

Fiscal Impact

Attachments

FY24 Commitments

FY25 Commitments

Dam Arcadia Lake Race Post Event Memo



Prepared On: 07/10/2024
Prepared By: Jodi Fetrow

COMMITMENTS PER FY BY CATEGORY

Categories	SUM: Actual Cost
Event Sponsorship 8386	\$53,000.00
Marketing Sponsorship 8381	\$32,750.00
Grand Totals	\$85,750.00

Categories: Event Sponsorship 8386

Lead Name	Meeting Dates (Preferred Start)	Actual Cost	Categories
PCOG Feast of Tabernacles Convention 2023	09/29/2023	\$6,000.00	Event Sponsorship 8386
Land Run 2023 SASS National Championship	10/07/2023	\$2,000.00	Event Sponsorship 8386
Oklahoma's Richest 2023	10/13/2023	\$2,500.00	Event Sponsorship 8386
Oklahoma Chamber of Commerce Executives Annual Conference 2023	10/25/2023	\$3,500.00	Event Sponsorship 8386
Cycle 66 2023	11/05/2023	\$10,000.00	Event Sponsorship 8386
Rising Stars 2023	11/23/2023	\$2,500.00	Event Sponsorship 8386
SWAC Conference 2024	02/15/2024	\$5,000.00	Event Sponsorship 8386
Wrangler Bob Feist Invitational 2024	03/27/2024	\$5,000.00	Event Sponsorship 8386
OKLWML District Convention 2024	04/12/2024	\$1,000.00	Event Sponsorship 8386
AMBUCS Great Plains Region 2024	04/24/2024	\$5,000.00	Event Sponsorship 8386
The Dam Arcadia Lake 66 Race 2024	05/11/2024	\$1,500.00	Event Sponsorship 8386
The Gathering at the E - OKSHA Show 2024	05/15/2024	\$3,000.00	Event Sponsorship 8386
UCO Endeavor Games 2024	06/06/2024	\$5,000.00	Event Sponsorship 8386
Cure FA Soiree 2024	06/08/2024	\$1,000.00	Event Sponsorship 8386

Categories: Event Sponsorship 8386 - Subtotal: SUM: Actual Cost = \$53,000.00

Categories: Marketing Sponsorship 8381

Lead Name	Meeting Dates (Preferred Start)	Actual Cost	Categories
UCO Athletics Marketing Sponsorship 2023-24	07/01/2023	\$10,000.00	Marketing Sponsorship 8381
MiracleCon 2023	08/26/2023	\$1,000.00	Marketing Sponsorship 8381
Route 66	10/18/2023	\$250.00	Marketing Sponsorship 8381
Luminance 2023	11/17/2023	\$15,000.00	Marketing Sponsorship 8381
Masterpiece	12/13/2023	\$5,000.00	Marketing Sponsorship 8381
Downtown Edmond Arts Festival 2024	05/03/2024	\$500.00	Marketing Sponsorship 8381
2024 Route 66 Blue Hippo Festival	06/15/2024	\$1,000.00	Marketing Sponsorship 8381

Categories: Marketing Sponsorship 8381 - Subtotal: SUM: Actual Cost = \$32,750.00

Grand Total: SUM: Actual Cost = \$85,750.00



Prepared On: 07/10/2024
Prepared By: Jodi Fetrow

COMMITMENTS PER FY BY CATEGORY

Categories	SUM: Actual Cost
Event Sponsorship 8386	\$12,000.00
Marketing Sponsorship 8381	\$10,000.00
Grand Totals	\$22,000.00

Categories: Event Sponsorship 8386

Lead Name	Meeting Dates (Preferred Start)	Actual Cost	Categories
2024 OKFDA Professional Women's Conference	07/09/2024	\$2,000.00	Event Sponsorship 8386
Cycle 66 2024	11/03/2024	\$10,000.00	Event Sponsorship 8386

Categories: Event Sponsorship 8386 - Subtotal: SUM: Actual Cost = \$12,000.00

Categories: Marketing Sponsorship 8381

Lead Name	Meeting Dates (Preferred Start)	Actual Cost	Categories
Lazy E Sponsorship 2024-25	07/01/2024	\$10,000.00	Marketing Sponsorship 8381

Categories: Marketing Sponsorship 8381 - Subtotal: SUM: Actual Cost = \$10,000.00

Grand Total: SUM: Actual Cost = \$22,000.00



Sponsorship Program
Post-Event Evaluation

Event: The Dam Arcadia Lake 66 Race

Date: May 11, 2024

Amount Awarded: \$1,500

Post-Event Summary: Kevin Kopack, event promotor, spoke with staff person, Jodi Fetrow, on Wednesday, June 12th. This was Kevin's first year promoting/planning this event. He got a late start with minimal assistance from the previous promotor/planner. Due to the late start and lack of direction, he was unable to secure a host hotel. Kevin estimated that 90% of the participants were local. There were 191 participants in the event and approximately 50 spectators.

The Visit Edmond logo was featured on social media posts and in their May Newsletter. The May Newsletter also had a story about the race being rescheduled due to weather as well as a shout out to Visit Edmond (hyperlinked to our webpage) for sponsoring the event. The Visit Edmond logo also appeared on the step and repeat banner behind the winners' podium.

Kevin plans to host this event in Edmond (Arcadia Lake) again next year. The event will most likely be scheduled for late April or early May of 2025. He wants to start planning in late November or early December. He is revamping his social media and putting more emphasis on the Oklahoma Phat Tire Bike Shops (Edmond, OKC, Tulsa, etc.). Currently, Phat Tire social media posts are more geared toward the Arkansas stores; headquarters are in Bentonville, AR. He wants to collaborate with Visit Edmond to help bring more people and awareness to the Edmond area. He was very grateful to Visit Edmond for working with him and supporting this event.