



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
Regular Meeting Agenda
City Hall Main Street Conference Room B, 22 E. Main Street, Edmond, Oklahoma
12:00 p.m., Tuesday, January 20, 2026**

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 - Stan Wagnon, Chair
 - A. Welcome –
 - New board member representing Edmond Chamber, Stacie Peterson
 - New Visit Edmond Digital Communications Coordinator, Casey Clair
 - Welcome guests
2. Action Items:
 - A. Consideration of Approval of Meeting Minutes – Oct. 21, 2025
 - B. Consideration of Approval of Meeting Minutes – Nov. 18, 2025
 - C. Consideration of Approval of Financial Report – Jan. 12, 2026
 - D. Discussion and Approval of Vice Chair of Visit Edmond Tourism Advisory Board - Jennifer Thornton

- E. Discussion and Approval of \$10,000 sponsorship for America 250 Edmond Celebration Events Sponsorship on April 3-4, May 14-17 and Nov 22 – Deric Duncan (10 minutes)
- F. Discussion and Approval of \$15,000 Cycle 66 on Oct 4 Marketing Sponsorship – Mike Osburn (10 minutes)
3. Discussion Items:
 - A. Lodging Tax - Jennifer Thornton
 - B. Hotel STR Report – Mackenzie McDonald
 - C. Vacation Home STR Report – Brandy Penland
 - D. Sponsorship Request – Jodi Fetrow
 - Dam Zombies Endurance Race @ Arcadia Lake– Feb 21, 2026
 - E. Post-event Evaluations – Jodi Fetrow
 - Philadelphia Church of God Feast of Tabernacles Conference (Oct 4-16, 2025) and
 - Oklahoma’s Richest (Oct 17-19, 2025)
 - F. Beach Sprint Rowing @ Arcadia Lake discussion – Bruce Smith (US Rowing & Beach Sprints Rowing), Mike Knopp (RIVERSPORT America) & Jeffrey Pollack (Beach Sprint Rowing)
4. Director's Report - Jennifer Thornton
 - Route 66 Centennial Update
5. Future Meeting Locations
 - A.
 - February 17 – Edmond Conference Center
 - March 24 – The Old Icehouse
 - April 21 – Holiday Inn Express
6. Citizens Comments. This is an opportunity for residents and non-residents to address the Visit Edmond Tourism Advisory Board on Visit Edmond Tourism Advisory Board related matters not on the agenda or scheduled for a public hearing. All remarks must be directed to the Chair of the meeting, are limited to three minutes or less, and must otherwise be made in accordance with Section I of the City Council / Public Works Authority rules, available here and upon request at City Hall. Please note that members of the Visit Edmond Tourism Advisory Board cannot respond to issues brought up in Citizen Comments if they are not on the agenda, in accordance with state law.

7. Comments from the Visit Edmond Tourism Advisory Board Chair and Members.
8. Adjournment

Visit Edmond Tourism Advisory Board

1.

Meeting Date: 01/20/2026

Agenda Item

Call to Order and Introductions - Stan Wagnon, Chair

Fiscal Impact

Attachments

FY 2025-2026 Members



Visit Edmond Tourism Advisory Board Members

Stan Wagnon (Mayor Appointment)

Chair Representing UCO

Director of Athletics

H: 616 Belmar Drive, Edmond, OK 73025

W: 405-974-2500, C: 214-733-3578

swagnon1@uco.edu

2nd Term: Appointed Voting Member: 6/2025-6/2028

Chris Berry (Ward 3)

District Executive Director, YMCA of Greater OKC

H: 2409 Brookside Ave, Edmond 73034

W: 405-290-5080, C: 405-615-7144

cberry@ymcaokc.org

2nd Term: Appointed Voting Member: 6/2024 - 6/2027

Robert Black (Ward 2)

Representing Hospitality Industry

2400 N Bryant Ave, Edmond, OK 73034

C: 405-205-2250

robert@springboardok.com

1st Term: Appointed Voting Member: 9/2025-6/2028

Matt Conner (Mayor Appointment)

Frenzy Brewing Company

613 Old English Rd, Edmond, OK 73003

C: 405-922-5437

matt@fenzybrewing.com

2nd Term: Appointed Voting Member: 6/2025-6/2028

Jennifer Fields

Representing Arcadia Lake Commission

10232 Beautre Drive, Arcadia, OK 73007

W: 405-708-6691 C: 405-412-2273

jennifer@jenniferfields.com

3rd Term: Appointed Voting Member: 6/2025-6/2028

Joey Morris (Ward 4)

The Lookout at KickingBird Golf

4401 Karen Drive, Edmond, OK 73013

W: 405-471-6853, C: 405-464-6181

joeymorris2@gmail.com

2nd Term: Appointed Voting Member: 6/2024-6/2027

City Councilwoman Maggie Murdock Nichols

1204 Pine Oak, Edmond OK 73034

C: 405-820-0966

maggie.murdocknichols@edmondok.gov

1st Term: Appointed Voting Member: 6/2025 – 6/2027

Brandy Penland (Ward 1)

Representing Short-term Rental Industry

5501 Mountain View Rd, Edmond OK

C: 918-639-9906

brandykmoyers@gmail.com

2nd Term: Appointed Voting Member: 6/2025-6/2028

Stacie Peterson

Representing Edmond Chamber of Commerce –

Paragon Homes & Remodeling

5109 Shades Bridge Road, Edmond, OK 73034

C: 405-596-9907

peterston2423@sbcglobal.net

Chamber Appointed Voting Member: *No Limit*

Justin Smith

Representing Leadership Edmond

Justin.smith@banfirst.bank

Non-Voting Member: 9/2025 - 5/2026

Bennett Wolff

Student Representative

Bwolff1@uco.edu

Non-Voting Member: 9/2025 – 6/2026

Visit Edmond Staff

Visit Edmond - 2901 Conference Dr, Edmond, OK 73034 – 405-341-4344

Jennifer Thornton, Tourism Director
jthornton@visitedmondok.com
405-216-7781

Mackenzie McDonald, Group Sales Manager
mmcdonald@visitedmondok.com
405-216-7782

Jodi Fetrow, Destination Services Coordinator
jfetrow@visitedmondok.com
405-216-7766

Casey Clair, Digital Communications Coordinator
cclair@visitedmondok.com
405-216-7784

City of Edmond Liaison

Casey Moore, Director of Management Services
Casey.moore@edmondok.com
405-359-4531

Visit Edmond Tourism Advisory Board

2. A.

Meeting Date: 01/20/2026

Agenda Item

Consideration of Approval of Meeting Minutes – Oct. 21, 2025

Fiscal Impact

Attachments

Oct. 21, 2025 Meeting Minutes

**Visit Edmond Tourism Advisory Board
Meeting Minutes
Edmond Fine Arts Institute - 27 E Edwards St, Edmond, Oklahoma
12:00 p.m., Tuesday, October 21, 2025**

Present: Brandy Penland, Matt Conner, Stan Wagon, Joey Morris, Maggie Murdock Nichols, Robert Black, Justin Smith, Chris Berry, Jennifer Fields

Staff: Jennifer Thornton, Jodi Fetrow, Mackenzie McDonald, Devyn Dlugokinski

Advisory: Casey Moore

Guests: Cinda Covell, Taylor Wilson, Kevin Fink, Melissa Pepper, Shannon Price, Leanna Holman

Absent: Darin Kent, Bennett Wolff

1. Call to Order & Introductions – Stan Wagon

Stan Wagon called the meeting to order at 12:15 p.m.

2. Welcome new board members

- **Robert Black – Spring Board Companies, owner of Twisted Tree, Bluebird Books & Café Evoke**
- **Justin Smith – BancFirst (Leadership Edmond Representative)**
- **Bennett Wolff – Student Representative from UCO**

Stan Wagon welcomed the new board members. Then, the group introduced themselves to the new members.

3. Welcome – Shannon Price (Fine Arts Institute) & Melissa Pepper (The Uncommon Ground Sculpture Park)

Shannon Price offered the group a tour and thanked them for coming to the Edmond Fine Arts Institute. Price explained the institute is on its 40th year and is exciting to keep growing and collaborating with other organizations across the state.

Melissa Pepper announced The Uncommon Ground Sculpture Park will open on May Day in 2027. The park is still being fundraised for, but construction and fundraising is on track.

4. Action Items:

A. Consideration of Approval of Meeting Minutes - Sept. 16, 2025

A motion was made Brandy Penland, second by Matt Conner to approve the meeting minutes as of Sept. 16, 2025. The motion carried as follows:

Ayes: Penland, Berry, Conner, Wagon, Morris, Murdock Nichols, Fields, Black

Nays: None

B. Consideration of Approval of the Financial Report - Oct. 16, 2025

A motion was made by Maggie Murdock Nichols, second by Jennifer Fields to approve the Oct. 16, 2025, financial report. The motion carried as follows:

Ayes: Penland, Berry, Conner, Wagnon, Morris, Murdock Nichols, Fields, Black

Nays: None

C. Discussion and Approval of 2026 Schedule of Meetings

A motion was made by Brandy Penland, second by Maggie Murdock Nichols to approve the 2026 schedule of meetings. The motion carried as follows:

Ayes: Penland, Berry, Conner, Wagnon, Morris, Murdock Nichols, Fields, Black

Nays: None

D. Discussion and Approval of location for new Route 66 Shield provided by Oklahoma Route 66 Commission. – Jennifer Thornton

A motion was made by Chris Berry, second by Brandy Penland to approve Fink Park for the location of the new Route 66 shield. The motion carried as follows:

Ayes: Penland, Berry, Conner, Wagnon, Morris, Fields, Black

Nays: None

Abstained: Council Member Maggie Murdock Nichols

5. Discussion Items:

A. Lodging Tax – Jennifer Thornton

Jennifer Thornton reported on the latest lodging tax numbers. Thornton noted that the numbers are trending down, but that is expected for the season.

B. Hotel STR Report – Mackenzie McDonald

Mackenzie McDonald said occupancy and ADR numbers are up.

C. Vacation Home STR Report – Brandy Penland

Brandy Penland said property numbers continue to fluctuate. Penland added taxes are not added into the total price of short-term rentals, but starting in August fees were added.

D. Discussion of Fund Balance Policy – Jennifer Thornton

Jennifer Thornton explained that Visit Edmond was advised to have a fund balance guideline, not policy after discussions with the city's legal team and finance committee. The policy would not be enforceable. Fund balance guidelines will be a voting agenda item in November.

E. Sponsorship Requests – Jodi Fetrow

- **OSSAA Championship Football @ UCO**

Jodi Fetrow reported that \$3,500 was asked for and Visit Edmond recommends this amount. The board agreed since they will have a media day to draw in people to stay longer in Edmond this year.

G. Post Event Evaluation – Jodi Fetrow

Jodi Fetrow reported on the Cinch Championship held at the Lazy E Arena in July. The report was later than expected due to staffing changes.

H. Sports Tourism Update – Chris Berry

Chris Berry said Edmond has a new ad in the digital and printed Sports Planning Guide that is used by sports planners across America. It features Edmond's athletic facilities including KickingBird Golf, Edmond Center Court, Renovated A.C. Caplinger Sports Complex, Arctic Edge Ice Arena, Service Blake Soccer Complex and Edmond Schools Aquatic Center.

I. Sales Tax Vote Education – Casey Moore

Casey Moore explained the importance to vote, and what the vote is for. The resources are all on the City of Edmond's website.

F. Sales Update – Mackenzie McDonald

- **Hotel Visitation Report**
- **National High School Rodeo Association vote to move to Lazy E Arena from Gillette, WY is on January 29**
- **Route 66 Triathlon Festival is set for May 29-30**
- **Working to recruit VFW Post BBQ and National Fortnite Championship**

Mackenzie McDonald reported the Route 66 Triathlon Festival will be held at Arcadia Lake. and the Lazy E Arena is a finalist for being awarded the National High School Rodeo Association event for 10 years.

h. Route 66 Update – Matt Conner

Matt Conner reported the latest Route 66 updates. Conner added the Dec 1 Visit Edmond Holiday Party will showcase the premiere of an Edmond Route 66 documentary.

6. Director's Report

Upcoming dates: Oct. 27 Uncommon Ground Tour with US Senior PGA, Oct. 28 Boards & Commissions Appreciation, Lt. Gov. Tourism Summits, Nov. 4 & 17.

Jennifer Thornton said they are running out of time, but to please review the packet attached to the agenda.

7. Future Meeting Locations

November 18 – Frenzy Brewing

December 1 – Holiday Party at KickingBird Golf Event Center

January 20 – Edmond City Hall

8. Citizens Comments.

Taylor Wilson said Route 66 attracts a lot of international tourists and they should be captured somehow.

9. Comments from the Visit Edmond Tourism Advisory Board Chair and Members.

10. Adjournment.

A motion to adjourn was made by Brandy Penland, second by Chris Berry at 1:33 p.m. The motion carried as follows:

Ayes: Penland, Berry, Conner, Wagnon, Morris, Murdock Nichols, Fields, Black

Nays: None

Visit Edmond Tourism Advisory Board

2. B.

Meeting Date: 01/20/2026

Agenda Item

Consideration of Approval of Meeting Minutes – Nov. 18, 2025

Fiscal Impact

Attachments

Nov. 18, 2025 Meeting Minutes

Visit Edmond Tourism Advisory Board
Meeting Minutes
Edmond Fine Arts Institute – 15 S Broadway, Edmond OK 73034
12:00 p.m., Tuesday, November 18, 2025

Present: Brandy Penland, Matt Conner, Stan Wagnon, Joey Morris, Maggie Murdock Nichols, Robert Black, Justin Smith, Chris Berry, Jennifer Fields, Darin Kent, Bennett Wolf

Staff: Jennifer Thornton, Jodi Fetrow, Mackenzie McDonald

Advisory: Casey Moore

Guests: AJ Krieger, Cinda Covell, Leanna Holman, Taylor Wilson

1. Call to Order & Introductions – Stan Wagnon

Stan Wagnon called the meeting to order at 12:17 p.m.

2. Welcome – Matt Conner, Frenzy Brewing Company

Stan Wagnon welcomed Matt Conner who spoke about his brewery, weekly public events, tours available, and beer collaborations with UCO, Cycle 66, Miracle on 2nd St., and The Uncommon Ground Sculpture Park.

3. Action Items:

A. Consideration of Approval Meeting Minutes – Oct. 21, 2025

A city power outage disrupted printing abilities at the Visit Edmond office which resulted in missing page of October meeting minutes. The Board will review and consider approval of Oct. 21, 2025 minutes upon the next board meeting on January 20, 2026.

B. Consideration of Approval of the Financial Report – Nov. 13, 2025

A motion was made by Robert Black, second by Chris Berry to approve the Nov. 13, 2025 financial report.

Ayes: Penland, Berry, Conner, Wagnon, Morris, Murdock Nichols, Fields, Black, Kent

Nays: None

C. Consideration of Approval of Fund Balance Guidelines – Jennifer Thornton

A motion was made by Brandy Penland, second by Jennifer Fields to approve the Fund Balance Guidelines.

Ayes: Penland, Berry, Conner, Wagnon, Morris, Murdock Nichols, Fields, Black, Kent

Nays: None

4. Discussion Items:

A. Lodging Tax – Jennifer Thorton

Jennifer Thornton reported on the latest lodging tax numbers. Thornton noted that there was a decline the last few months however lodging tax numbers are gradually increasing from September's business.

B. Hotel Lodging Report – Mackenzie McDonald

Mackenzie McDonald reported on the September STR report concluding the current month (September 2025) compared to same month last year is pacing down in occupancy and RevPar, but our occupancy rate is still higher than the average rate sitting at 63.6%. For year-to-date, we are steadily increasing in all areas of occupancy, ADR, and RevPar.

C. Vacation Home Lodging Report Brandy Penland

Brandy Penland reported that short term rental properties have declined since last month and occupancy percentage and ADR are also down compared to last month as of November 15. All reporting areas are still pacing high year-over-year. Penland also mentioned that as of recently, cleaning fees are including in the daily rate.

Introduction Break

Stan Wagnon paused the agenda when Edmond's new City Manager, AJ Krieger arrived. Introductions were made by board, staff and guests, followed by Krieger's introduction of himself. Agenda discussion items resumed immediately after.

D. Sponsorship Request – Jodi Fetrow

- **Route 66 Festival Triathlon – May 29-30, 2026 USA Triathlon Oklahoma State Championship**

Jodi Fetrow reported that \$5,000 was asked for and Visit Edmond recommends \$3,000.

E. Post-Event Evaluation – Jodi Fetrow

- **MiracleCon in August 23, 2025**

Jodi Fetrow reviewed the MiracleCon 2025 post-event evaluation in which the planner reported this was a very successful event with 815 total participants (623 local and 190 out of state). This event is planning to host again in Edmond next year.

- **Land-Run-SASS National Championship**

Jodi Fetrow reviewed the Land Run SASS National Championship post-event evaluation with 850 attendees (550 from out of state) who stayed at hotels at I-35 and 2nd St. and dined in Edmond. This event is contracted to be held at the OKC Gun Club for the next 6 years.

F. Sales Update – Mackenzie McDonald

- A possible new, Olympic qualifier event, called Beach Sprint Rowing to be held at Arcadia Lake May 16, 2026
- BBQ State Championship hosted by VFW Post at Festival Market Place in Downtown Edmond to move forward after funds are secured this month that will be held on April 3-5, 2026.
- Oklahoma Nursing Summit inquiry to be hosted at Edmond Conference Center July 22-23, 2026, unconfirmed.

G. Vacation Home Legislation Update – Brandy Penland

Brandy Penland reported that since April 2025, Airbnb's newly implemented Terms and Conditions are of growing concern that weakens the safety net of local hosts, their homes, and neighborhoods to remain safe because Airbnb prohibits hosts from collecting government issues IDs from renters. We are meeting with Senator Kristen Thompson to take action and introduce a state bill to allow hosts to collect identification.

H. Route 66 Update – Jennifer Fields

Jennifer Fields reported that Google has invested \$100,000 in support of Oklahoma's Route 66 centennial. Google Arts & Culture & National Trust created a virtual experience in a classic car along Route 66: [Route 66 Rewind — Google Arts & Culture](#). Fields reported that National Geographic ranked Oklahoma's Route 66 as a top destination in 2026. Route 66 Commission is investing \$2M in advertising to attract Route 66 travelers, and 51 cities will receive a personalized Route 66 shield in Oklahoma. City Council voted to place Edmond's Route 66 six-foot shield at Fink Park.

5. Director's Report

Jennifer Thorton presented the City of Edmond's informational video on 100 new Wayfinding signs that are now installed. She also showcased Visit Edmond's promotional video of Miracle on 2nd street collaborated with Oklahoma Today Podcast.

6. Future Meeting Locations

- December 1 – Holiday Party at KickingBird Golf Event Center

- January 20 – Edmond City Hall
- February 17 – Edmond Conference Center

7. Citizens Comments.

Taylor Wilson remarked on a reminder to Vote today.

8. Comments from the Visit Edmond Tourism Advisory Board Chair and Members.

Jodi Fetrow spoke about Luminance kickoff on Nov 21 and brought their information cards.

9. Adjournment.

A motion to adjourn was made by Darin Kent, second by Maggie Murdock Nichols at 1:16 p.m. The motion carried as follows:

Ayes: Penland, Berry, Conner, Wagnon, Morris, Murdock Nichols, Fields, Black, Kent

Nays: None

Visit Edmond Tourism Advisory Board

2. C.

Meeting Date: 01/20/2026

Agenda Item

Consideration of Approval of Financial Report – Jan. 12, 2026

Fiscal Impact

Attachments

Financial Report 01.12

Ledger: G
 Report Date: 01/12/2026

Profit/Loss Report

Fiscal Period: 07
 Fiscal Year: 2026

Object	Description	Original Budget	Current Budget	Actual	Encumbrances	Remaining Balance	Percent of Current
130093	Visit Edmond						
7102	Hotel/Motel Tax	1,500,000.00	1,500,000.00	738,244.06	0.00	761,755.94	49.2%
	Total for Taxes:	1,500,000.00	1,500,000.00	738,244.06	0.00	761,755.94	49.2%
7700	Interest Revenue	17,292.00	17,292.00	19,072.24	0.00	-1,780.24	110.2%
	Total for Interest & Investment Earnings:	17,292.00	17,292.00	19,072.24	0.00	-1,780.24	110.2%
7809	Miscellaneous Revenue	0.00	0.00	0.00	0.00	0.00	0.0%
7836	Website Advertising Sales-NT	303.00	303.00	0.00	0.00	303.00	0.0%
7837	Guide Adv Sales-Tax Exempt	4,242.00	4,242.00	0.00	0.00	4,242.00	0.0%
7838	Guide Adv Sales-Taxable	1,606.00	1,606.00	0.00	0.00	1,606.00	0.0%
	Total for Miscellaneous:	6,151.00	6,151.00	0.00	0.00	6,151.00	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:	1,523,443.00	1,523,443.00	757,316.30	0.00	766,126.70	49.7%
8101	Regular Pay-Civilians	262,082.00	262,082.00	122,939.73	0.00	139,142.27	46.9%
8104	Overtime Pay	1,000.00	1,000.00	1,511.35	0.00	-511.35	151.1%
8107	Longevity Pay	600.00	600.00	600.00	0.00	0.00	100.0%
8110	Car Allowance	5,280.00	5,280.00	2,640.00	0.00	2,640.00	50.0%
8115	Retirement-Civilians	32,238.00	32,238.00	15,632.63	0.00	16,605.37	48.4%
8117	Group Insurance Premium	66,258.00	66,258.00	12,904.67	0.00	53,353.33	19.4%
8118	Social Security Tax	16,740.00	16,740.00	7,970.11	0.00	8,769.89	47.6%
8119	Medicare Tax	3,915.00	3,915.00	1,863.97	0.00	2,051.03	47.6%
8122	Sick Leave Incentive Pay	163.00	163.00	0.00	0.00	163.00	0.0%
8123	Bonus Incentive Pay	872.00	872.00	2,175.00	0.00	-1,303.00	249.4%
8126	Cell Phone Allowance	2,400.00	2,400.00	1,200.00	0.00	1,200.00	50.0%
8129	Health Clinic Costs	3,288.00	3,288.00	1,918.00	0.00	1,370.00	58.3%
	Total for Personal Services:	394,836.00	394,836.00	171,355.46	0.00	223,480.54	43.3%
8201	Office Supplies	1,000.00	1,000.00	779.85	0.00	220.15	77.9%
8203	Postage Costs	500.00	500.00	185.78	0.00	314.22	37.1%
8209	Food Supplies	1,500.00	1,500.00	9.96	0.00	1,490.04	0.6%
8249	Computer Supplies	2,500.00	2,500.00	0.00	0.00	2,500.00	0.0%
8299	Misc Materials & Supplies	1,000.00	1,000.00	906.68	0.00	93.32	90.6%
	Total for Materials & Supplies:	6,500.00	6,500.00	1,882.27	0.00	4,617.73	28.9%
8302	Equipment Rental	4,500.00	4,500.00	1,793.72	0.00	2,706.28	39.8%
8305	Advertising Costs	100,000.00	100,000.00	18,193.92	14,850.00	66,956.08	33.0%
8306	Training-Registration	15,000.00	15,000.00	1,797.72	0.00	13,202.28	11.9%
8312	Laundry Services	250.00	250.00	0.00	0.00	250.00	0.0%
8316	Food Services	2,500.00	2,500.00	1,323.22	0.00	1,176.78	52.9%
8317	Printing Services	85,000.00	85,000.00	5,692.22	0.00	79,307.78	6.6%
8320	Mileage Reimbursement	3,500.00	3,500.00	1,024.80	2,099.60	375.60	89.2%
8324	Dues & Subscriptions	15,000.00	15,000.00	12,721.40	0.00	2,278.60	84.8%
8327	Election Costs	0.00	0.00	0.00	0.00	0.00	0.0%
8345	Bank Charges	200.00	200.00	33.80	0.00	166.20	16.9%
8352	Travel Costs	10,000.00	10,000.00	1,533.38	0.00	8,466.62	15.3%
8361	Contract Services	250,000.00	250,000.00	84,546.92	24,253.40	141,199.68	43.5%
8375	Hotel Rebates	10,000.00	10,000.00	4,491.10	11,008.90	-5,500.00	155.0%
8381	Sponsorship	150,000.00	150,000.00	40,000.00	0.00	110,000.00	26.6%
8386	Event Support-Outreach	150,000.00	150,000.00	34,500.00	3,500.00	112,000.00	25.3%
8387	Wellness Program	0.00	0.00	0.00	0.00	0.00	0.0%
8399	Misc Services & Charges	500.00	500.00	0.00	0.00	500.00	0.0%

Ledger: G
 Report Date: 01/12/2026

Profit/Loss Report

Fiscal Period: 07
 Fiscal Year: 2026

Object	Description	Original Budget	Current Budget	Actual	Encumbrances	Remaining Balance	Percent of Current
	Total for Other Services & Charges:	796,450.00	796,450.00	207,652.20	55,711.90	533,085.90	33.0%
8805	Transfers	244,080.00	244,080.00	66,180.61	0.00	177,899.39	27.1%
8811	Transfers-Admin Support	87,488.86	87,488.86	51,035.18	0.00	36,453.68	58.3%
8816	Transfers-Insurance	6,363.66	6,363.66	3,712.17	0.00	2,651.49	58.3%
8843	Transf to GF-Hope Center Utili	0.00	0.00	0.00	0.00	0.00	0.0%
	Total for Transfers:	337,932.52	337,932.52	120,927.96	0.00	217,004.56	35.7%
	Revenues:	1,523,443.00	1,523,443.00	757,316.30	0.00	766,126.70	49.7%
	Expenses:	1,535,718.52	1,535,718.52	501,817.89	55,711.90	978,188.73	36.3%
	Net:	-12,275.52	-12,275.52	255,498.41	-55,711.90	-212,062.03	(1,627.5)

Visit Edmond Tourism Advisory Board

2. E.

Meeting Date: 01/20/2026

Agenda Item

Discussion and Approval of \$10,000 sponsorship for America 250 Edmond Celebration Events
Sponsorship on April 3-4, May 14-17 and Nov 22 – Deric Duncan (10 minutes)

Fiscal Impact

Attachments

America 250 Sponsorship Memo



TO: The Visit Edmond Tourism Advisory Board
FROM: Jodi Fetrow, Destination Services Coordinator
DATE: January 20, 2026
SUBJECT: Event Sponsorship request

Event Name: America 250 – Edmond, Oklahoma Celebrations

Event Dates: April 3-4, May 14-17, November 22, 2026

Event Type: Series of events celebrating America 250 presented by VFW Post 4938

Location: City of Edmond

Sponsorship Requested: \$10,000

In 2026, VFW Post 4938 will host one of the largest patriotic event series ever undertaken in Edmond. In honor of America's 250th Anniversary, the VFW Post 4938 (Edmond, OK) is planning 3 significant events during the year — each designed to honor veterans, celebrate our nation, and unite communities across Oklahoma. The events include:

- **Oklahoma State BBQ & Pie Championship (Kansas City Barbeque Society sanctioned)**
 - April 3 & 4
 - Potential site – LifeChurch Parking lot (1-35 & 2nd)
 - Kick-off event of Kansas City Barbeque Society (KCBS); competitors receive points toward national competition in Kansas City
 - 50 teams (150-200 competitors); expecting 10 – 15k spectators
 - Vendor marketplaces
 - Sponsor announcements and stage visibility
 - Family-friendly attractions and community engagement
 - Media—live-streamed through KCBS, Lucky Enough, and VFW National (expecting 45k over 2 days); Hurst Media (KOCO) running local and out of state ads; covered in VFW February & March newsletter, also in KC BBQ newsletter
 - Potential corporate judges from Betty Crocker and King Arthur Flour
 - Future—make this an annual event; already planning for 2027

- **The Wall That Heals – A National Memorial in Edmond**
 - Wall displayed from May 14 – 17 at Mitch Park
 - ¾ scale replica, 375 ft long, of the Vietnam Veterans Memorial in Washington, D.C.; includes 140 engraved replica panels and a full Mobile Education Center featuring historical exhibits, photographs, timelines and digital tools



- Expecting 10 – 15k (up to 45k) in-person views of the exhibit; 300k+ views from live streaming
 - Ceremonies to be hosted at The Wall: U.S. Naturalization Ceremony (for Mung community), Military Retirement Ceremonies, Military Reenlistment Ceremonies, Candlelight Vigil honoring missing Oklahomans
 - VFW Post 4938 will provide 24/7 livestream coverage (YouTube, Tik Tok, Twitch); VFW National (Twitch, YouTube and Facebook live) will post the link as well as other VFW chapters; also shared on Vietnam Veterans Memorial Fund Facebook and YouTube
 - Working on bringing home a POW; ceremony to replace red name with gold name
 - Edmond History Museum will have an exhibit in conjunction with The Wall exhibit
- **America 250 Esports Festival – Mission 4938 National Tournament**
 - November 22, 2026
 - Statewide competitive Fortnite tournament
 - Will attract gamers, families, youth and veterans from across Oklahoma
 - Vendor booths and sponsor activations
 - Veteran-centered technology exhibits
 - Community play zones
 - Broad streaming coverage across Twitch and YouTube; broadcast by EPIC Games (750k live views)
 - Expect 2,500 in-person participants & spectators
 - Working with Hilton Garden Inn to host, but no official contract; UCO is another possible host location
 - Have contacts to bring in big name gamers to sign autographs; also special guest streamers
 - Advertising in multiple military publications

Sponsorship benefits:

- Logos on all printed materials (posters, flyers, programs, signage, mailers)
- Large logo on banners and event shirts
- Website listing with direct sponsor link, vfw4938.org
- Public recognition during ceremonies and award presentations
- Monthly sponsor highlights throughout 2026 (email, social media, live streams)
- Vendor booth opportunities
- Stage participation opportunities
- Visibility through 24/7 livestream coverage at key events

Visit Edmond Tourism Advisory Board

2. F.

Meeting Date: 01/20/2026

Agenda Item

Discussion and Approval of \$15,000 Cycle 66 on Oct 4 Marketing Sponsorship – Mike Osburn (10 minutes)

Fiscal Impact

Attachments

Cycle 66 2026 Sponsorship Memo



TO: The Visit Edmond Tourism Advisory Board
FROM: Jodi Fetrow, Destination Services Coordinator
DATE: January 20, 2026
SUBJECT: Marketing Sponsorship request

Organization: Cycle 66, Inc.

Marketing Opportunity: Cycle 66

Type: Advertising now through November 2026

Sponsorship Requested: \$15,000

Past Sponsorship

2022, 2023, & 2024 Event Sponsorships - \$10,000

2025 Marketing Sponsorship - \$15,000

Cycle 66, an urban/rural bicycling tour along historic Route 66 and beyond, welcomes riders of all ages and experience levels. These tours are untimed, on open roads and registrants can choose a destination rather than a mileage. Feedback from the 2025 Cycle 66 event created an opportunity to adjust the date of the 2026 Cycle 66 which will be held on October 4, 2026. The event is leaning into the Route 66 Centennial and the communities along the way. This year an additional destination will be added for a 100-Mile Route. Beginning and ending in Downtown Edmond, each route highlights Route 66's history and nostalgia. Cycle 66 is partnering with the Oklahoma Route 66 Association and the Edmond History Museum to provide historical information and artifacts along the route and around downtown. The event also features the Crit @ Cycle 66 which is a mass start, multi-lap, fast-paced event contested on a closed course in downtown Edmond. A Finish Line Festival will welcome tour riders back from their respective destinations with a photo-op backdrop, hydration station, and vendor tents.

This marketing opportunity provides Visit Edmond with prominent recognition for an event that draws riders and visitors from across Oklahoma and beyond. This partnership highlights Edmond's leadership in supporting healthy, family-friendly recreation and Route 66 tourism. All registration fees will be split between the Oklahoma Route 66 Association and the Edmond YMCA. The YMCA will use the funds to help kickstart a bicycle rental program at Arcadia Lake.

Sponsorship benefits (new benefits in **bold**):

- Exclusive logo on custom Cycle 66 water bottles given to the first 300 participants at packet pickup
- Logo on highly visible Finish Line Truss and on additional jumbo signage at Start/Finish line
- Logo recognition at all 6 Rest Stops
- Large logo on giveaway T-shirts
- Full page ad in Commemorative Ride Book, given to all participants
- **Logo+ on the back of Commemorative Ride Book (QR code, web address, etc.)**
- Large, linked logo to landing page on www.cycle66ok.com
- Logo on Ride With GPS event page
- At least 6 social media shout-outs/tags
- Mention in at least one press release
- **Advertising/Marketing digital & print (C66 monthly e-newsletters)—for 1 year**
- Opportunity to send e-blast to all Cycle 66 contacts following event
- Website roadblock ad during event week
- Verbal shout-outs from emcee on event day during Crit
- Opportunity to occupy a Finish Line Festival space along the crit racecourse, offering the best views of the action and maximum brand visibility
- Six (6) comp registrations & hospitality passes

Visit Edmond Tourism Advisory Board

3. A.

Meeting Date: 01/20/2026

Agenda Item

Lodging Tax - Jennifer Thornton

Fiscal Impact

Attachments

Jan. Lodging Tax

Lodging Tax Collections as of January 2026

This January report reflects December tax collections which in turn indicate November business.

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

Month	FY 22-23 (Total after fees)	FY 23-24 (Total after fees)	FY 24-25 (Total after fees)	FY 25-26 (Total after fees)	Hotel Lodging Tax Remitted FY 25-26	Vacation Home Lodging Tax Remitted FY 25-26	Actual Lodging Tax Remitted FY 25-26
July	\$ 72,594.03	\$ 76,079.50	\$ 94,149.17	\$ 145,770.98	\$ 124,138.93	\$ 22,178.80	\$ 146,317.73
Aug	\$ 84,179.55	\$ 96,067.81	\$ 85,011.62	\$ 135,305.56	\$ 107,478.67	\$ 28,287.10	\$ 135,765.77
Sept	\$ 81,437.76	\$ 74,042.87	\$ 80,687.24	\$ 116,491.34	\$ 97,334.68	\$ 19,562.59	\$ 116,897.27
Oct	\$ 66,163.71	\$ 67,430.03	\$ 75,320.42	\$ 108,141.49	\$ 89,453.59	\$ 19,079.06	\$ 108,532.65
Nov	\$ 67,237.24	\$ 71,952.70	\$ 75,421.18	\$ 109,411.09	\$ 92,018.88	\$ 17,763.15	\$ 109,782.00
Dec	\$ 80,840.09	\$ 87,909.98	\$ 133,441.66	\$ 124,234.62			
Jan	\$ 62,773.00	\$ 61,938.66	\$ 108,780.65	\$ 101,815.59			
Feb	\$ 48,892.58	\$ 52,423.31	\$ 91,942.68				
Mar	\$ 63,269.18	\$ 54,164.88	\$ 99,640.05				
April	\$ 53,641.76	\$ 57,514.24	\$ 81,657.91				
May	\$ 76,757.15	\$ 74,735.43	\$ 119,792.18				
June	\$ 74,775.32	\$ 79,071.94	\$ 123,945.48				
Total	\$832,561.37	\$853,331.35	\$1,169,790.24	\$841,170.67	\$510,424.75	\$106,870.70	\$617,295.42

Total available spendable fund balance as of January 12, 2026:

\$1,223,616.68

Visit Edmond Tourism Advisory Board

3. B.

Meeting Date: 01/20/2026

Agenda Item

Hotel STR Report – Mackenzie McDonald

Fiscal Impact

Attachments

Nov. Hotel STR Report

	Current Month - November 2025 vs November 2024												Participation	
	Occ %		ADR		RevPAR		Percent Change from November 2024						Properties	
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample
Edmond, OK+	62.7	65.3	88.21	88.62	55.28	57.86	-4.0	-0.5	-4.5	-4.5	0.0	-4.0	13	9
Enid, OK+	51.1	46.7	80.82	75.47	41.34	35.25	9.5	7.1	17.3	17.3	0.0	9.5	21	13
Elk City, OK+	50.0	40.4	82.14	74.56	41.04	30.16	23.5	10.2	36.1	36.1	0.0	23.5	17	10
Stillwater, OK+	45.6	44.4	117.68	138.30	53.71	61.46	2.7	-14.9	-12.6	-12.9	-0.3	2.4	18	14
Norman, OK+	37.5	40.6	131.33	121.60	49.22	49.39	-7.7	8.0	-0.3	-0.3	0.0	-7.7	25	19
Oklahoma	50.6	50.5	95.93	94.68	48.51	47.84	0.1	1.3	1.4	1.3	-0.1	0.0	1023	592
Fayetteville/Bentonville, Arkan	51.9	59.9	128.21	146.70	66.54	87.89	-13.4	-12.6	-24.3	-20.1	5.6	-8.5	51	46
Ft. Smith, AR+	48.6	51.0	90.46	94.18	44.00	48.01	-4.6	-3.9	-8.4	-9.8	-1.5	-6.1	32	16
Wichita Falls, TX+	53.5	50.4	84.83	80.34	45.41	40.50	6.2	5.6	12.1	10.2	-1.8	4.3	32	26
Amarillo, TX+	61.2	57.3	95.67	90.59	58.55	51.95	6.7	5.6	12.7	12.8	0.1	6.8	90	64
Wichita, KS+	58.7	57.0	99.40	101.56	58.35	57.87	3.0	-2.1	0.8	4.4	3.5	6.7	110	68
Springfield, MO+	56.8	53.9	103.71	99.19	58.92	53.45	5.4	4.6	10.2	6.3	-3.6	1.7	65	47
Broken Arrow, OK+	60.3	54.7	106.36	103.70	64.13	56.75	10.2	2.6	13.0	13.0	0.0	10.2	14	11
Cedar Falls, IA+	53.3	50.4	105.40	113.46	56.23	57.22	5.8	-7.1	-1.7	-1.4	0.3	6.1	24	20
Columbia, MO+	59.4	56.3	139.38	130.70	82.78	73.54	5.6	6.6	12.6	16.0	3.0	8.8	36	31
Bentonville, AR+	51.0	59.3	127.20	134.90	64.87	80.01	-14.0	-5.7	-18.9	-10.6	10.3	-5.2	26	24
Little Rock, AR+	48.6	50.1	103.81	102.50	50.42	51.37	-3.1	1.3	-1.9	-2.5	-0.6	-3.7	74	54

	Year to Date - November 2025 vs November 2024												Participation	
	Occ %		ADR		RevPAR		Percent Change from YTD 2024						Rooms	
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample
Edmond, OK+	66.0	65.9	90.59	89.71	59.82	59.10	0.2	1.0	1.2	1.2	0.0	0.2	966	837
Enid, OK+	56.0	48.3	83.64	76.96	46.88	37.13	16.1	8.7	26.2	26.2	0.0	16.1	1352	1007
Elk City, OK+	52.8	42.7	82.11	79.01	43.33	33.76	23.5	3.9	28.3	28.3	0.0	23.5	958	650
Stillwater, OK+	51.5	47.2	116.30	116.82	59.86	55.09	9.1	-0.4	8.6	8.5	-0.1	9.0	1399	1216
Norman, OK+	43.2	43.6	117.60	114.99	50.83	50.15	-0.9	2.3	1.3	3.2	1.8	0.9	3172	2797
Oklahoma	54.3	52.7	97.47	94.98	52.88	50.09	2.9	2.6	5.6	5.8	0.2	3.1	76882	53831
Fayetteville/Bentonville, Arkan	61.9	66.6	136.28	135.87	84.39	90.46	-7.0	0.3	-6.7	-2.0	5.1	-2.3	4709	4547
Ft. Smith, AR+	53.4	56.9	95.98	97.73	51.28	55.57	-6.0	-1.8	-7.7	-4.5	3.5	-2.8	2512	1716
Wichita Falls, TX+	59.2	60.7	86.97	86.63	51.47	52.56	-2.5	0.4	-2.1	0.4	2.5	-0.0	2557	2167
Amarillo, TX+	61.1	61.6	94.16	91.82	57.49	56.58	-0.9	2.5	1.6	2.9	1.2	0.3	7383	5972
Wichita, KS+	60.9	60.5	104.14	103.65	63.38	62.70	0.6	0.5	1.1	2.4	1.3	1.9	8536	6922
Springfield, MO+	61.1	58.9	106.91	103.24	65.37	60.78	3.9	3.6	7.6	7.5	-0.1	3.8	6198	4837
Broken Arrow, OK+	59.4	57.6	102.53	99.01	60.88	57.00	3.2	3.6	6.8	6.8	0.0	3.2	1143	1041
Cedar Falls, IA+	54.9	55.9	112.60	111.63	61.80	62.37	-1.8	0.9	-0.9	-0.6	0.3	-1.5	1920	1672
Columbia, MO+	61.6	59.9	123.10	118.05	75.81	70.69	2.8	4.3	7.2	8.8	1.5	4.3	3798	3415
Bentonville, AR+	63.0	66.9	136.42	139.01	85.88	93.00	-5.9	-1.9	-7.7	4.2	12.9	6.2	2569	2480
Little Rock, AR+	53.6	56.0	108.13	106.89	58.01	59.85	-4.2	1.2	-3.1	-0.0	3.1	-1.2	7467	6441

Visit Edmond Tourism Advisory Board

3. C.

Meeting Date: 01/20/2026

Agenda Item

Vacation Home STR Report – Brandy Penland

Fiscal Impact

Attachments

Vacation Homes STR Report January

January Vacation Homes STR Report

This report reflects the Vacation Home STR Data as of January 12, 2025

Short Term Rental Properties

Month	FY24	FY25	FY26
July		124	152
August	141	132	149
September	147	139	155
October	147	142	159
November	145	146	158
December	150	156	157
January	149	157	154
February	146	164	
March	135	163	
April	134	155	
May	129	159	
June	127	155	

Occupancy

Month	FY24	FY25	FY26
July	-	26%	35%
August	26%	21%	37%
September	29%	14%	34%
October	34%	19%	31%
November	29%	21%	29%
December	28%	26%	34%
January	24%	25%	23%
February	20%	19%	
March	17%	20%	
April	19%	27%	
May	26%	26%	
June	22%	33%	

Average Daily Rate

Month	FY24	FY25	FY26
July		\$127	\$105
August	\$133	\$128	\$202
September	\$137	\$108	\$268
October	\$136	\$107	\$269
November	\$134	\$105	\$252
December	\$135	\$106	\$245
January	\$128	\$113	\$213
February	\$127	\$112	
March	\$126	\$105	
April	\$128	\$106	
May	\$126	\$99	
June	\$125	\$100	

Visit Edmond Tourism Advisory Board

3. D.

Meeting Date: 01/20/2026

Agenda Item

Sponsorship Request – Jodi Fetrow

- Dam Zombies Endurance Race @ Arcadia Lake– Feb 21, 2026
-

Fiscal Impact

Attachments

Arcadia Lake Dam Zombies Event Sponsorship Memo



TO: The Visit Edmond Tourism Advisory Board
FROM: Jodi Fetrow, Destination Services Coordinator
DATE: January 20, 2026
SUBJECT: Event Sponsorship request

Event Name: Arcadia Lake Dam Zombies Endurance Race

Past Sponsorship:
2024 – Event Sponsorship \$1,500

Event Dates: February 21, 2026

Event Type: Endurance Mountain Bike Race

Location: Arcadia Lake

Sponsorship Requested: \$1,500

Staff Recommendation: \$1,500

The Dam Zombies are back for a third go around. Edmond will host the Arcadia Lake Dam Zombies Endurance Race at Arcadia Lake. A full day of mountain bike races for all ages. Last year, they had over 125 participants and are expecting over 150 participants this year as well as family, friends and support crew who will come to cheer and watch the fun. Joe Miller, the event planner, estimates that 50% of participants will be from outside the local area. He anticipates more riders this year with the growing popularity of “the best trails in the metro”. This race is now part of a 3 race endurance series which should also boost participation. In addition to the races, there will be local bike shop vendors and a food truck. According to Joe, many participants travel over 100 miles to participate in this race each year.

The planners are working with the Fairfield, La Quinta and Hampton Inn to provide a “sporting event discount” for race participants. The hotels will be promoted on the registration website and via email to all participants who competed in the 2024 Dam Zombies event. The event will be promoted on flyers posted in local and regional bike shops as well as on social media platforms.

Sponsorship benefits:

- Welcome group (in person)
- Provide materials to participants (travel guide, bag, etc.)
- Social media tags: Facebook—OMBA Arcadia Group 1272 followers, Phat Tire OKC Bike Shop 6500 followers, Tour de Dirt 3500 followers; Instagram—7200 followers
- Logo on flyers and website
- Email promotion (120 past participants)
- Verbal thank you at podium during the event

Visit Edmond Tourism Advisory Board

3. E.

Meeting Date: 01/20/2026

Agenda Item

Post-event Evaluations – Jodi Fetrow

- Philadelphia Church of God Feast of Tabernacles Conference (Oct 4-16, 2025) and
 - Oklahoma’s Richest (Oct 17-19, 2025)
-

Fiscal Impact

Attachments

Post Event Evaluation PCOG Feast of Tabernacles 2025

Post Event Evaluation OK Richest 2025

Sponsorships FY 2026



Sponsorship Program
Post-Event Evaluation

Event: Philadelphia Church of God (PCG) Feast of Tabernacles 2025 (South/Central region)

Date: October 4-16, 2025

Amount Awarded: \$6,000

Post-Event Summary: Jodi Fetrow conducted a post event call with Jason Cocomise, PCG National Conference Director. The 10-day conference welcomed 800 attendees—225 local, 500 out of state, and 75 international. The group generated over \$12,000 in lodging tax and spent about \$80,000 on meals, 4 luncheons at the conference center and activities. The host hotel was the Hilton Garden Inn, but their group stayed at the Fairfield Inn and Stratford Inn as well as vacation homes. They hosted a Family Day event on their campus and catered from Vignolas and Panera.

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

Jason commented he has a great working relationship with Visit Edmond, and the Hilton Garden Inn/Edmond Conference Center staff is exceptional to work with.

Jason reiterated that this is an important partnership. The sponsorship helps them offset food costs for their participants during the 10-day conference. The brochures and coupon PDF are also helpful tools for participants.



Sponsorship Program
Post-Event Evaluation

Event: Oklahoma's Richest

Date: October 17-19, 2025

Amount Awarded: \$4,000

Post-Event Summary: Jodi Fetrow conducted a post event call with Chris Neal, Owner/Producer of Oklahoma's Richest. According to Chris, the events brought in approximately 4,500 attendees with 75% of attendees coming from outside the local area as well as some international attendees. The Home 2 Suites and Fairfield Inn served as the host hotels for staff, which generated approximately \$500 in lodging tax. The staff were encouraged to eat and shop in Edmond.

For marketing and promotions, the Visit Edmond logo appeared on the CN Productions website, on Lazy E Arena signage, on the video board sponsor scroll, webcast sponsor scroll, event merchandise and awards backdrop. Visit Edmond also had a full-page ad in the event program. Chris used new software to text participants with links to Edmond lodging and area attractions.

Chris was very pleased with his overall experience working with Visit Edmond and the host hotels, 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.

According to Chris, he "would definitely host another event in Edmond because the community is so welcoming and supportive. The city has a great mix of hotels and restaurants, which makes it easy to plan and promote successful events. The venue is in a great location for many of our participants and everyone was easy to work with!" Oklahoma's Richest 2026 is booked at the Lazy E Arena for October 16 – 18. Chris is also considering adding an additional day, Thursday the 15th, due to the growth of the event.



COMMITMENTS PER FY

Categories	SUM: Actual Cost
Event Sponsorship 8386	\$24,000.00
Marketing Sponsorship 8381	\$55,750.00
Grand Totals	\$79,750.00

Categories: Event Sponsorship 8386

Lead Name	Meeting Dates (Preferred Start)	Actual Cost	Categories
Cinch World Championship Junior Rodeo 2025	07/22/2025	\$5,000.00	Event Sponsorship 8386
MiracleCon 2025	08/23/2025	\$1,000.00	Event Sponsorship 8386
Land Run SASS National Championship 2025	10/04/2025	\$2,000.00	Event Sponsorship 8386
Grace Shin & Skip Wagon Invitational 2025	10/04/2025	\$3,500.00	Event Sponsorship 8386
PCOG Feast of Tabernacles Convention 2025	10/06/2025	\$6,000.00	Event Sponsorship 8386
OSSAA Football Championships 2025	12/04/2025	\$3,500.00	Event Sponsorship 8386
2026 Route 66 Festival Triathlon	05/29/2026	\$3,000.00	Event Sponsorship 8386

Categories: Event Sponsorship 8386 - Subtotal: SUM: Actual Cost = \$24,000.00

Categories: Marketing Sponsorship 8381

Lead Name	Meeting Dates (Preferred Start)	Actual Cost	Categories
Lazy E Sponsorship 2025-26	07/01/2025	\$10,000.00	Marketing Sponsorship 8381
UCO Athletics Marketing Sponsorship 2025-26	07/01/2025	\$10,000.00	Marketing Sponsorship 8381
Cycle 66 2025	07/27/2025	\$15,000.00	Marketing Sponsorship 8381
OHLA Trends & Tastings	09/18/2025	\$2,000.00	Marketing Sponsorship 8381
Sounds on 66 2025	09/18/2025	\$750.00	Marketing Sponsorship 8381
OKTF/ECC Marketing Sponsorship FY25-26	09/26/2025	\$10,000.00	Marketing Sponsorship 8381
Miracle on 2nd Street Marketing Sponsorship	10/01/2025	\$2,500.00	Marketing Sponsorship 8381
Custom Merchandise Marketing 2025	10/01/2025	\$2,000.00	Marketing Sponsorship 8381
Luminance 2025	11/21/2025	\$500.00	Marketing Sponsorship 8381
Turkey Trot 2025	11/27/2025	\$3,000.00	Marketing Sponsorship 8381

Categories: Marketing Sponsorship 8381 - Subtotal: SUM: Actual Cost = \$55,750.00

Grand Total: SUM: Actual Cost = \$79,750.00

Visit Edmond Tourism Advisory Board

3. F.

Meeting Date: 01/20/2026

Agenda Item

Beach Sprint Rowing @ Arcadia Lake discussion – Bruce Smith (US Rowing & Beach Sprints Rowing), Mike Knopp (RIVERSPORT America) & Jeffrey Pollack (Beach Sprint Rowing)

Fiscal Impact

Attachments

Edmond Route 66 Beach Sprints Festival Summary

Edmond Route 66 Beach Sprints Festival

PROJECT SUMMARY

The Edmond Route 66 Beach Sprints Festival is an opportunity for 2026 at Arcadia Lake along Route 66, and marks a premiere event for the newly formed Beach Rowing League. This inaugural festival will feature the world's top elite athletes competing in the league's fast-paced "Run-Row-Run" format (50 yard run – 250 meter row – 50 yard run). With Beach Sprints officially confirmed as a new Olympic discipline for the LA28 Games, the event offers a high-energy preview of the sport's future. If the 2026 event goes well, the 2027 event could be an Olympic qualifier.

In addition to elite racing, USRowing will host a specialized camp to engage youth and collegiate athletes, introducing the next generation to this rapidly growing discipline. The event promises a vibrant festival atmosphere that blends high-stakes competition with music and entertainment. By combining professional racing with grassroots development, the festival capitalizes on the sport's global momentum ahead of its Olympic debut.

ALIGNMENT WITH ROUTE 66 CENTENNIAL STRATEGY

The Edmond Route 66 Beach Sprints Festival aligns with the Route 66 Centennial strategy by bringing a world-class, future Olympic discipline to the historic corridor during its 2026 anniversary year. This honors the road's legacy of connection by driving international tourism for travelers while actively benefiting residents through youth engagement camps and economic growth. It ensures Route 66 remains a vibrant, living destination for the next century.

FINANCIAL SUPPORT

1. Visit Edmond Event Sponsorship (Approximately \$100,000)

Need/Use: Funds will be used for marketing and promotion to attract out-of-town spectators and athletes, directly fulfilling the goal of driving overnight stays and local spending. A portion of the budget will also support event production costs that enhance the visitor experience, such as temporary seating or festival logistics.

The organizers will submit an Event Sponsorship Application to Visit Edmond Tourism Advisory Board. This application will demonstrate the event's projected economic impact, detailing the influx of international athletes and domestic tourists. The sponsorship application will emphasize that the festival is a "destination driver" that generates sales

and lodging tax revenue, aligning perfectly with Visit Edmond's mandate to support events that promote tourism.

2. In-Kind Support

UCO: Support will include access to volunteers and interns (likely from sports management or kinesiology programs) to staff the event, as well as potential access to rowing equipment or boathouse resources if aligned with their existing rowing programs. UCO may also help with transportation and serve on the planning committee.

City of Edmond: The City will provide essential operational services at Arcadia Lake, including site preparation, waste management, security (police/fire), and permitting for beach usage.

YMCA: They are familiar with this effort and part of "Boathouse in a Box" initiative. They will provide volunteers.

Downtown Edmond/Chamber of Commerce: Volunteers to assist at the event and showcase Edmond shopping and dining during their stay.

3. Local Sponsors (Approximately \$200,000)

Event Production & Infrastructure: Sponsorship dollars are essential to build the temporary stadium infrastructure on the beach at Arcadia Lake, including the "elevated paddock experience" for VIPs and sponsors.

Athlete Prize Money: Funds will contribute to the cash prize purse, a critical component for attracting "elite athletes of both genders" to compete in this professional format.

Fan Experience & Activations: Revenue will fund the "festival environment," covering costs for music, food vendors, and immersive production elements that blend race data with natural elements like wind and waves.

Youth & Community Engagement: Private funding will support the associated USRowing youth camps and clean water activations, ensuring the event serves a dual purpose of competition and community impact.

4. National Sponsors (Approximately \$300,000)

Inaugural Opportunity: As the "inaugural event" of the Beach Rowing League, organizers will pitch this as a "proof of concept" to national brands. National sponsors will be sought to "get in on the ground floor" of a new Olympic discipline (LA28) before it scales globally.

Connected Reach: National brands will be attracted by the ability to reach fans not just on the beach, but also in homes via the "Beach Rowing app" and connected Hydrow machines, extending the event's reach beyond Edmond.

How Funds Will Be Secured

From Local Edmond Businesses & Donors:

Local Recognition: Organizers will secure funds from Edmond businesses and individual donors by offering tangible on-site recognition. This aligns with the league's strategy to tap into host cities as "deep sources of local sponsorship revenue".

VIP Hospitality: Local donors will be courted with access to exclusive VIP areas (the Paddock), providing a premium networking environment alongside influencers and high-net-worth individuals.

Through Specific Beach Activations/ Experiential Marketing: Sponsors will be secured by offering "activations" directly on the sand. The document highlights opportunities for brands to engage fans through "clean water activations" and luxury brand experiences that connect physically with the audience.

Integration: Sponsors can also be integrated into the "Run-Row-Reward" race format itself, potentially through segment-based betting or specific race entitlements.

Based on the "Beach Rowing League" overview, here is the explanation for the 10,000-person scope:

The 10,000-person scope is justified by the "Olympic Halo" surrounding Beach Sprints as a new discipline for the LA28 Games. Because Oklahoma City is established as an "Official LA28 Venue", this event serves as a high-profile preview of the Olympics, attracting sports enthusiasts well beyond the traditional rowing community.

Furthermore, the event utilizes a "festival environment" strategy that blends "competition, music, food, purpose and fun" to drive crowds. By creating a "music festival feel", the event taps into the "Music Festival Lovers" demographic (32 million in the US), ensuring a diverse audience. This dual draw of elite Olympic sport and beach entertainment supports a 10,000-person target, mirroring the average attendance of comparable emerging sports leagues like the NWSL.

Based on the event's location and thematic focus, we recommend the U.S. Army Corps of Engineers (USACE) and the National Park Service (NPS).

- U.S. Army Corps of Engineers: Arcadia Lake is a USACE reservoir. As the agency with jurisdiction over the venue, their cooperation is essential for permitting the "beach infrastructure" and "on-water course" required for the racing format. Their involvement also aligns with the event's "clean water" and environmental stewardship goals.
- National Park Service: As the administrator of the Route 66 Corridor Preservation Program, the NPS is best suited to integrate this event into the official Centennial programming, leveraging it to drive tourism and celebrate the highway's history as intended by the Commission's mandate.

Visit Edmond Tourism Advisory Board

4.

Meeting Date: 01/20/2026

Agenda Item

Director's Report - Jennifer Thornton

- Route 66 Centennial Update
-
-

Fiscal Impact

Attachments

Director Report

January Route 66 Update

Round 5 of the Route 66 Revitalization Grant opens on **January 12, 2026 at 8:00 a.m. and closes on February 27, 2026 at 5:00 p.m.** Beacon of Vision did not receive a grant from Round 4. A committee of Edmond leaders representing tourism, city manager's office, chamber, parks, city grant writers, public art, EEDA, and city council decided to support the Edmond History Museum's construction of a new children's area. Out of the 34,000 visitors that the museum welcomes annually, 17,000 are children. The area will highlight Route 66 history with a classic car, gas pump, Wide Awake Diner and other interactive activities. The museum has received \$30,000 from an ARPA grant and \$25,000 in private donations so far. The children's area design will be in Spring 2026, construction in Fall 2027 and completed in Spring 2027.

Route 66 Centennial Passports designed by UCO students.

- Passport copies now available - 30 pages of historic Route 66 landmarks and site-seeing places in Edmond
- Filled with rich stories, images, and 12 photo-op challenges

Route 66 Centennial Banners installed in downtown Edmond.



Upcoming Route 66 Presentations

- Jan 22 Edmond Chamber Breakfast Panel @ Edmond Conference Center
- Feb 12 Impact Oklahoma @ Edmond History Museum
- March 4 Women in Leadership @ Edmond History Museum
- May 6 Edmond Rotary @ St. Lukes

The Oklahoma Route 66 Centennial Commission is donating a Route 66 Shield to 55 cities along Route 66:

- City Council approved Fink Park as the location for Edmond's 6-foot tall and 22 inches deep steel Route 66 shield on Nov 10.
- Hampton Creative delivered their first draft design for the shield.
- Deadline for our feedback is Jan. 23

