



# OKLAHOMA CITY CONVENTION AND VISITORS COMMISSION

## ADVERTISING & MARKETING COMMITTEE

# AGENDA

## May 13, 2020 | 2:00 PM

**Due to the state of emergency in place during the COVID-19 pandemic, and in compliance with state and local stay at home orders, no physical location will be provided for this meeting. The meeting will instead be live streamed from remote locations. Instructions on how to join the meeting can be found on the second page of this agenda.**

### COMMITTEE MEMBERS:

Scott Wells, Chair  
Natalie Shirley, Vice Chair  
Shannon Palacios, Ex Officio  
Brenda Hernandez  
Robin Roberts Krieger  
Bhavesh Patel  
Harshil Patel  
Apollo Woods

Michael Carrier, President, OKC Convention and Visitors Bureau  
Roy Williams, President, Greater OKC Chamber  
Jerod Beatty, Assistant Municipal Counselor

**ALL MEMBERS WILL BE ATTENDING THE MEETING BY VIDEOCONFERENCE**

Telephone: Dial 1 (346) 248-7799 OR  
Meeting URL on computer or smart device:  
<https://us02web.zoom.us/j/89668201744>  
Meeting ID: 896 6820 1744

CITY OF  
OKLAHOMA CITY OKLA  
OFFICE OF  
CITY CLERK

2020 MAY 13 AM 12:50 CW

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PM 12:50

## PARTICIPANT INSTRUCTIONS FOR VIDEO CONFERENCE MEETING

The City encourages participation in public meetings from the residents of Oklahoma City. The Oklahoma City Convention and Visitors Bureau offices will be closed and the only alternative to participate in the meeting will be by video conference. Below are instructions on how to access the meeting and how to request to speak on certain agenda items.

- To participate in the meeting via ZOOM on a computer or smart device, go to:  
<https://us02web.zoom.us/j/89668201744>.  
When prompted for the Meeting ID enter **896 6820 1744**
- To participate in the meeting by telephone, call **1 (346) 248-7799** and enter Meeting ID **896 6820 1744**
- To speak on a certain agenda item, place a call in advance of the meeting to (405)297-8960 or e-mail [dshumate@visitokc.com](mailto:dshumate@visitokc.com). Include your name, the agenda item number and the reason you would like to speak. Please submit your request at least 2 hours prior to the beginning of the meeting. During the meeting, the Chair will recognize you to speak at the appropriate time. If connecting by telephone, please press \*6 to unmute your audio. PLEASE LIMIT YOUR COMMENTS TO 3 MINUTES.
- At the end of the meeting, citizens who wish to speak will have an opportunity to do so under "Comments from Commissioners, Staff and Citizens." Please limit your questions or comments to 3 minutes.

The Chair will announce at the beginning of the meeting that if connections are lost, the CVB will attempt to restore communications for a maximum of 15 minutes and if communications cannot be restored, the meeting will reconvene at a certain date, time and place. If you are disconnected from the video conference, please try again before calling 405-203-4045.

It is the policy of the City to ensure that communications with participants and members of the public with disabilities are as effective as communications with others. Anyone with a disability who requires an accommodation, a modification of policies or procedures, or an auxiliary aid or service, or alternate format of the agenda in order to participate in this meeting should contact the CVB at 405-297-8960 as soon as possible but not later than 48 hours (not including weekends or holidays) before the scheduled meeting. The CVB will give primary consideration to the choice of auxiliary aid or service requested by the individual with disability.

VIDEO CONFERENCE ONLY  
SPECIAL MEETING  
AGENDA  
OKLAHOMA CITY CONVENTION AND VISITORS COMMISSION  
ADVERTISING & MARKETING COMMITTEE MEETING  
May 13, 2020  
2:00 PM

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1. Call to Order and Roll Call – Scott Wells, Chair
2. Accounting of Procedures in Compliance with Open Meeting Act – Michael Carrier
3. Review/Discuss Proposed FY 2021 CVB Marketing Plan – ACTION REQUESTED - Michael Carrier
4. Comments from Commissioners, Staff and Citizens
5. Adjournment

*There are two ways to join the meeting. All participants will be muted upon entry.*

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# FY21 MARKETING PLAN & BUDGET REQUEST

Oklahoma City Convention & Visitors Bureau



**OKLAHOMA CITY**  
— THE MODERN FRONTIER —



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The Fiscal Year 2021 (FY21) Marketing Plan for the Oklahoma City Convention & Visitors Bureau covers four key areas: Research, Market Development, Strategy Implementation and Evaluation. The plan calls for specific performance measures in seven areas: Convention Sales, Convention Services, Equine and Livestock Events, Leisure Tourism Sales, Visitor Services, Marketing and Communications, and CVB Administration. New this year, will be the implementation of the Greater OKC Sports Authority, a new 501(c)(6) that serves as a vendor to the OKCCVB for sports business.

## MISSION STATEMENT

As the City's official destination marketing organization, the mission of the Oklahoma City Convention & Visitors Bureau is to contribute to the economic well-being of Oklahoma City and its citizens through the solicitation and servicing of conventions and other related group business, to promote the city as a first-class visitor destination, and to enhance Oklahoma City's name and image.

## POSITIONING STATEMENT

The Oklahoma City Convention & Visitors Bureau promotes Oklahoma City as a desirable and attractive location for meetings, conventions, sports, group tours and leisure travel in order to increase visitation and related expenditures.

The CVB recently completed a series of branding exercises for Oklahoma City which resulted in the Modern Frontier campaign, as well as defining the following brand voice and values:

### OKC's Voice

- Down to earth
- Approachable
- Welcoming
- Nostalgic
- Unified
- Driven

### OKC's Values

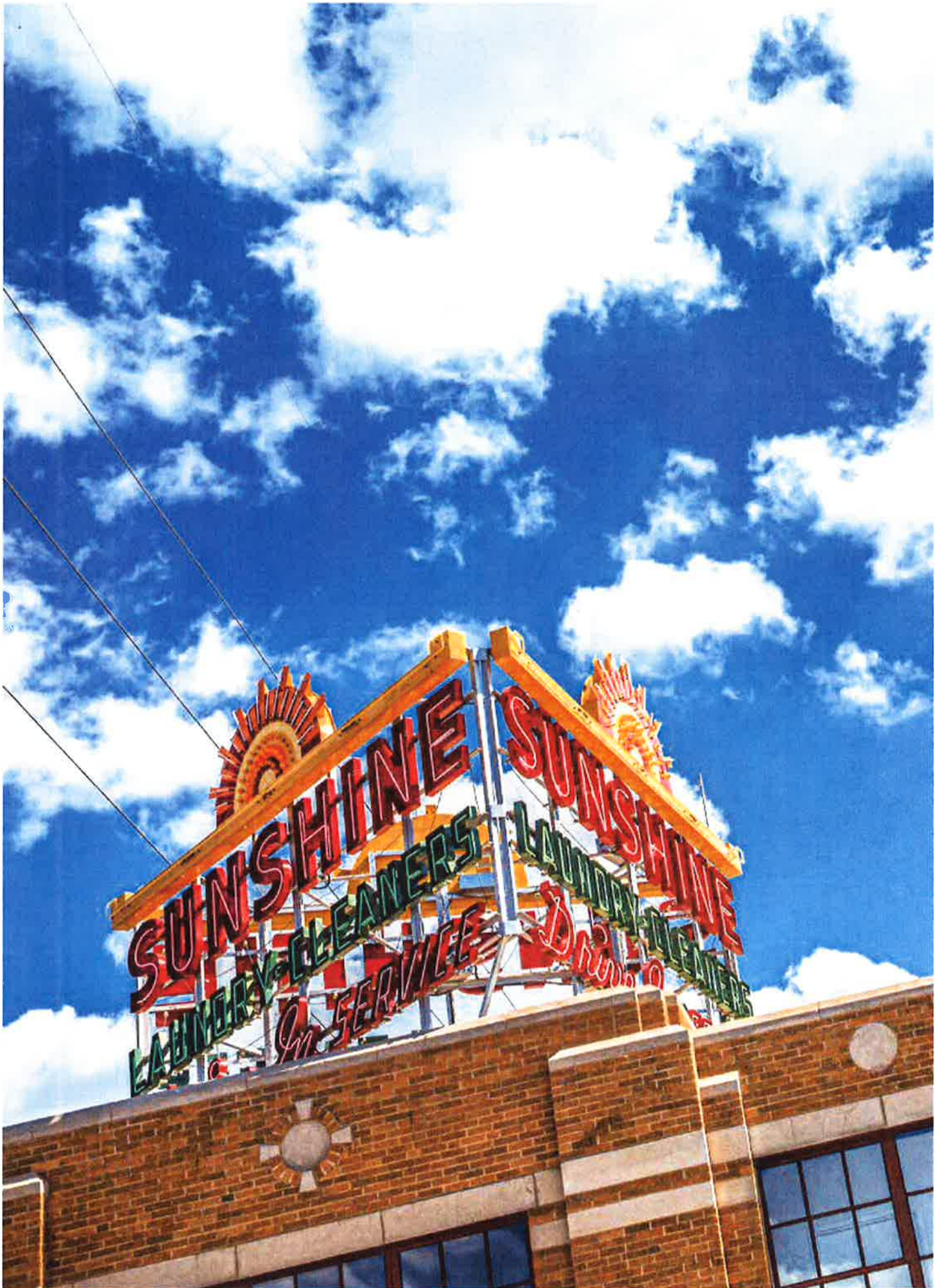
- Authentic
- Kind
- Honest
- Collaborative
- Resilient
- Diverse
- Daring

Learn more about OKC's brand story and messaging at [VisitOKC.com/brand](https://www.visitokc.com/brand).

## KEY ROLES

- Lead the development of Oklahoma City's destination brand
- Lead sales and marketing efforts to attract visitors to Oklahoma City
- Foster collaborative partnerships with stakeholders
- Inform, educate and advise visitors about Oklahoma City





## VISITOR PROFILE AND PERCEPTION RESEARCH

In fall 2015, the CVB partnered with Ackerman/McQueen and Destination Analysts, a leading tourism market research firm based in San Francisco, CA, to conduct a visitor profile study. The study was conducted using a random sample of residents of eight major feeder markets to Oklahoma City. The purpose of the study was to provide a snapshot of the Oklahoma City regional visitor, with a detailed look at survey respondents who reported visiting Oklahoma City for leisure within the past five years.












### KEY FINDINGS

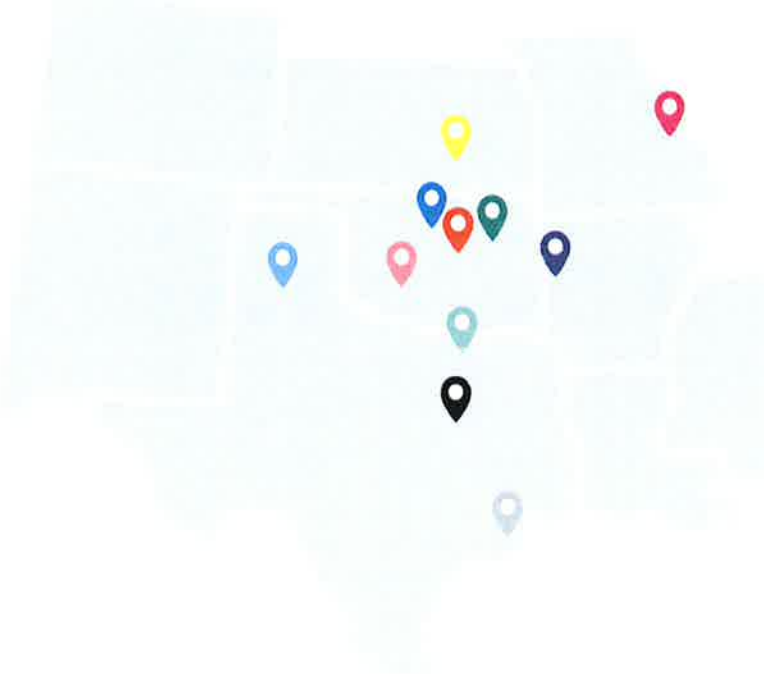
- 48% of OKC visitors came for a getaway
- 26% of recent visitors claimed Visiting Friends and Relatives (VFR) was the key motivator. Local influence is important.
- 19% Vacations, 11% Business Travel, 10.5% Other
- The primary leisure target is families with kids. Secondary: Couples / Guys' / Girls' Getaways
- Key Visitation months are May – September

## ARRIVALIST / KEY ORIGINATION MARKETS

The CVB also uses an attribution data partner, Arrivalist, to analyze the effectiveness of digital advertising by determining actual arrivals in market following ad exposure. This tool helps the CVB properly assess the effectiveness of the rapidly changing paid digital efforts to more quickly test and adjust creative, ensuring better targeting and more effective use of ad dollars.

Based on this dashboard, key markets that show the greatest visitation to Oklahoma City include:

-  Tulsa, OK
-  Lawton, OK/Wichita Falls, TX
-  Dallas/Ft. Worth, TX
-  Enid, OK
-  Wichita, KS
-  Sherman, TX/Ada, OK
-  Stillwater, OK
-  Houston, TX
-  Amarillo, TX
-  St. Louis, MO
-  Fort Smith/Fayetteville, AR

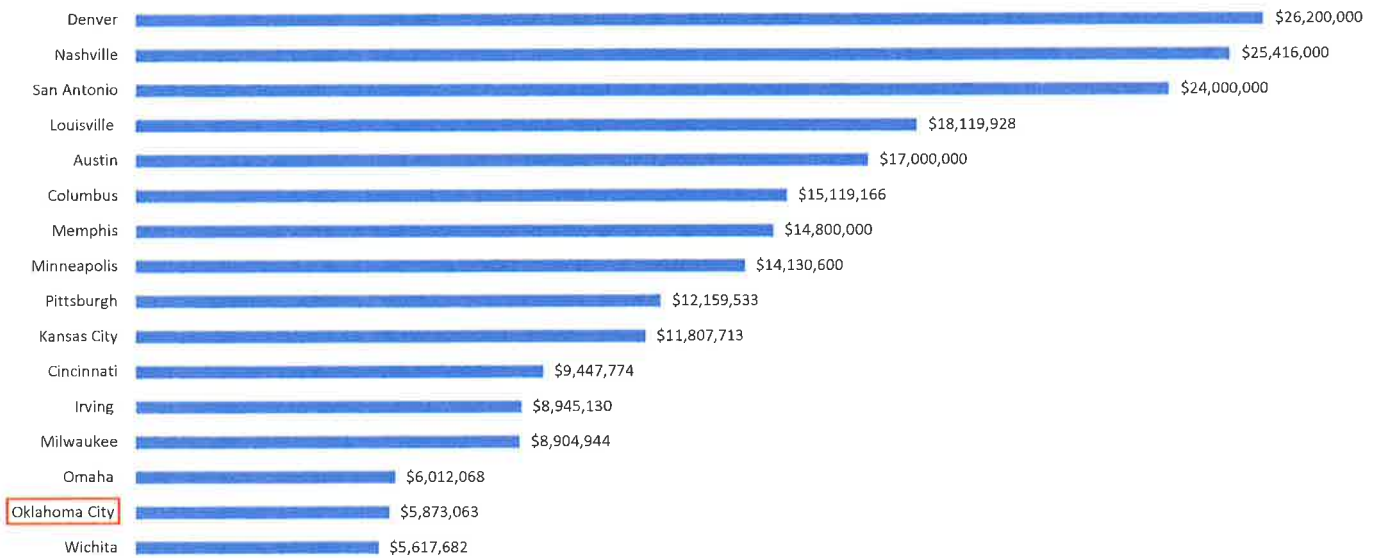


# RESEARCH

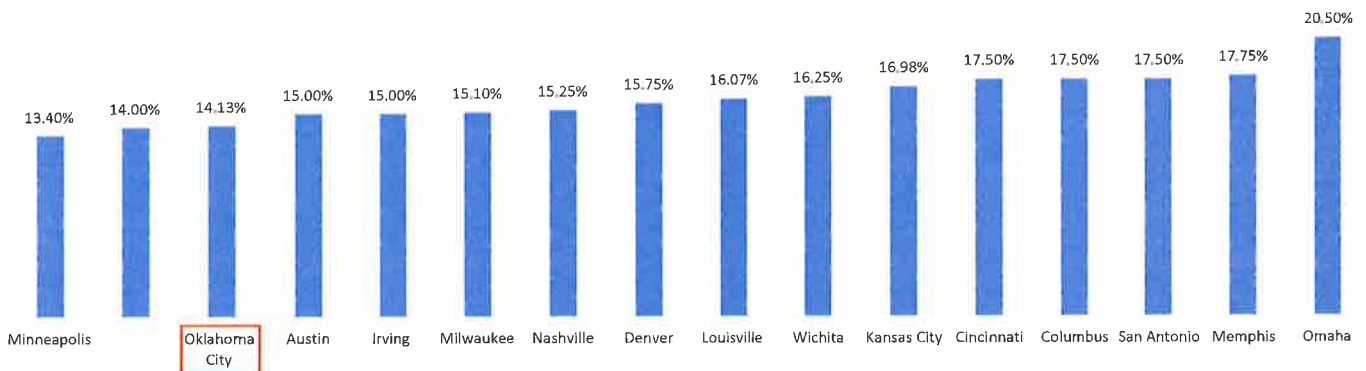
## COMP CITIES COMPARISONS

The following charts provide key data comparisons for 15 cities in our competitive set, utilizing data provided by the 2019 HVS Lodging Tax Report and Destinations International 2017 Organizational and Financial Research Study. It is the most recent industry study conducted. Comp cities with complete data sets were selected based on similarities in size, region or size and types of meetings hosted.

### FY17 Total Operating Budget

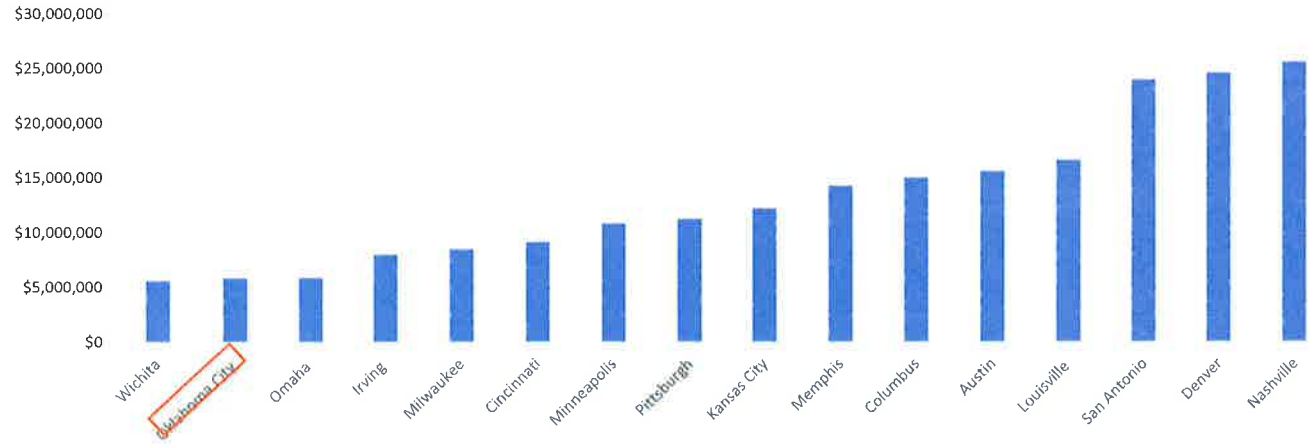


### 2019 Room Tax and Assessments at Checkout\*

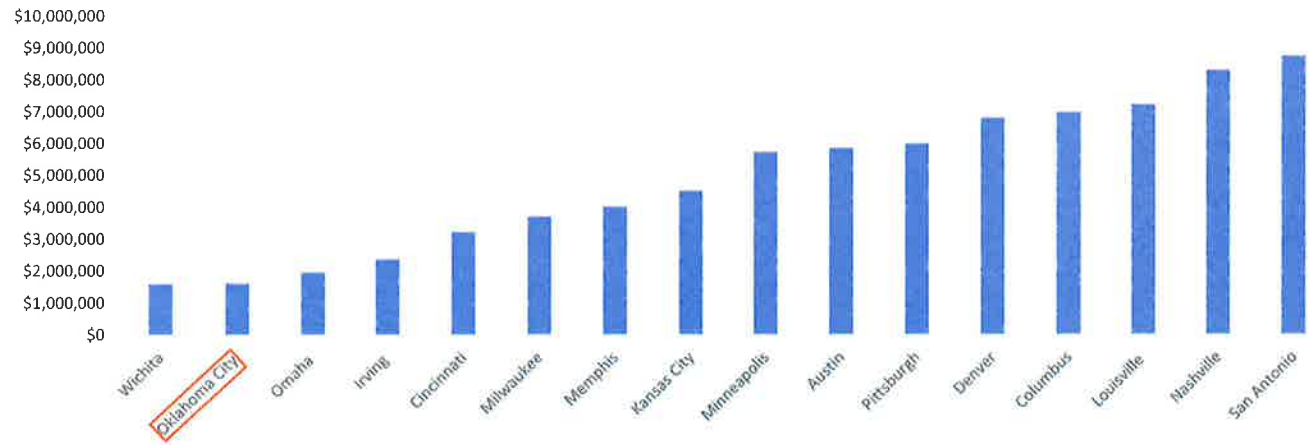


\* Data shown reflects rates as of time of study in Sept. 2019

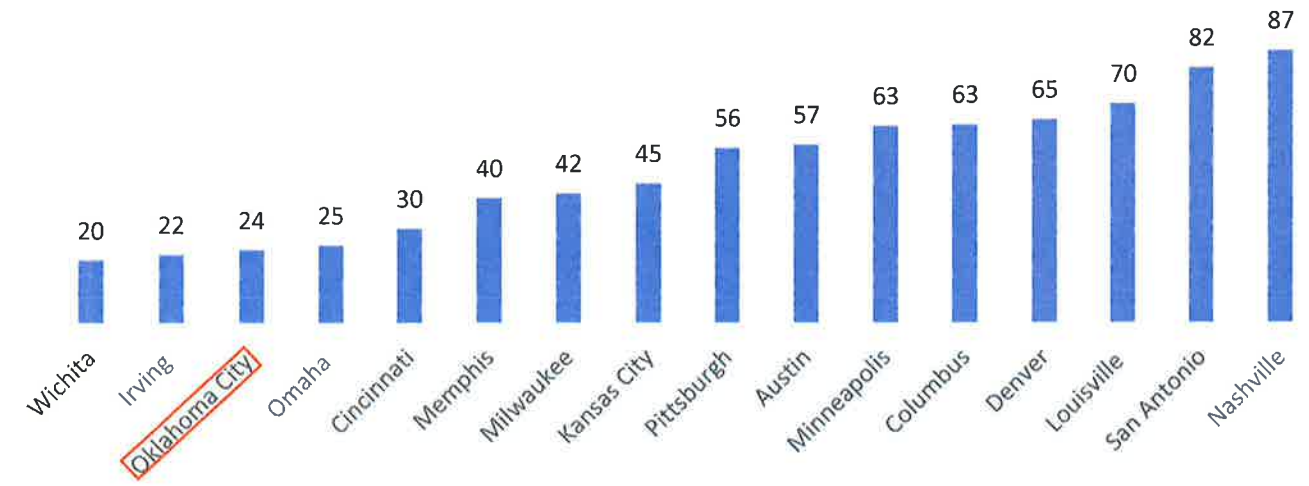
Total Annual Expenses



Total Personnel Expenses



Full-Time Employees



# RESEARCH

## TOURISM SENTIMENT INDEX

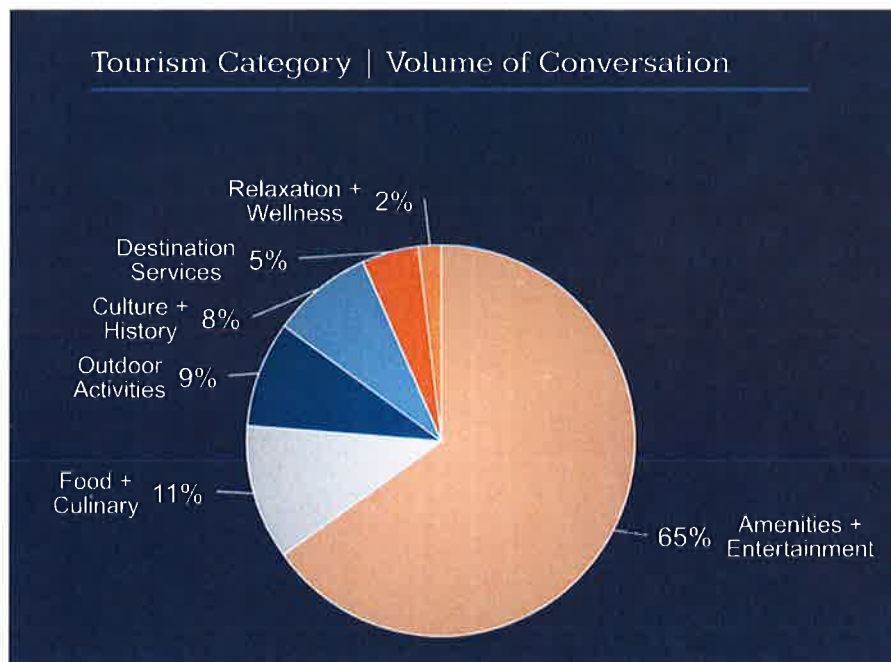
In FY20, the CVB commissioned a new research report with Destination Think to measure what people are saying online about OKC as a destination. OKC's Tourism Sentiment Index score was calculated using more than 43.8 million online conversations from around the world in the 2018 calendar year. It also analyzes OKC's score in comparison to five other destinations – Tulsa, Austin, Ft. Worth, Kansas City and Albuquerque.

The Tourism Sentiment Score is based on a 200 point scale (-100 to +100) and is a measure of a destination's ability to generate positive word-of-mouth about its tourism offering. The aggregate score is also made up of 50 tourism asset categories that we can drill down into for additional insights.



Oklahoma City's score for 2018 was 38. This is above the median and an indicator that we're driving positive conversations about OKC as a destination. Without a strong tourism industry driving a positive brand image, OKC's place sentiment score would be 22. This indicates the CVB and tourism industry's efforts make a positive impact on perceptions about OKC.

The CVB will produce additional Tourism Sentiment Index reports after calendar years 2019 and 2020 to see how this benchmarked score from 2018 shifts over time.



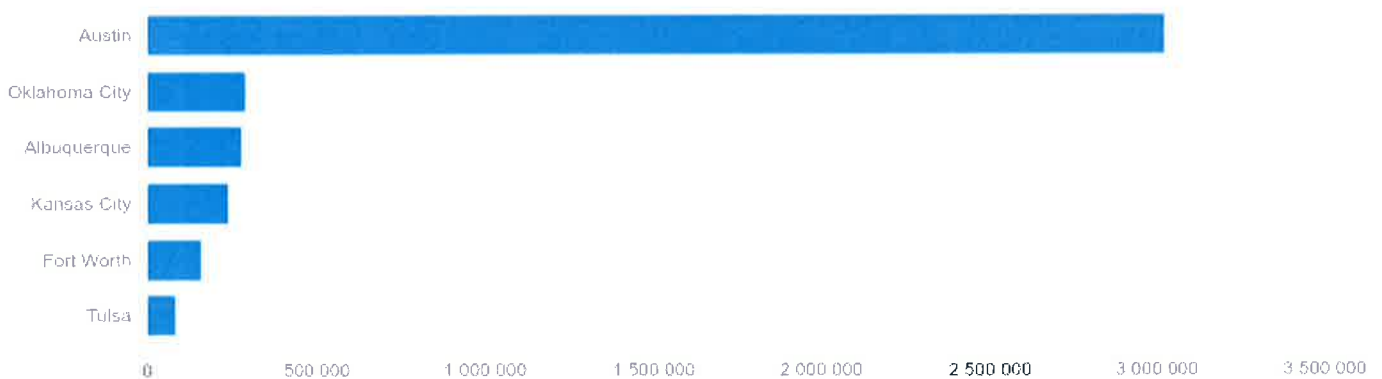
## Tourism Category Breakdown

The following section allows you to understand how Oklahoma City's individual tourism sectors are performing and how they contribute to the Tourism Sentiment Score™ as a whole.

Tourism Sectors	Sentiment		Volume	
	Oklahoma City	Comparative Performance	Oklahoma City	Comparative Performance
Outdoor Activities	41	Average	25 062	Average
Culture + History	36	Average	23 941	Average
Food + Culinary	54	Average	31 957	Average
Amenities + Entertainment	34	Average	186 730	High
Relaxation + Wellness	51	Average	5 547	Average
Destination Services	43	Average	13 543	Average

### Volume of Conversations

The amount of online conversations about a destination is an indicator of overall awareness. While volume does not represent quality since online conversations could be positive, negative or neutral, it does show opportunity.





## Meetings and Convention Industry Research

The OKC CVB's Customer Advisory Board first began meeting in November 2016 in anticipation of the new convention center complex and continues to meet biannually to provide input from a meeting planner's perspective. The group offers valuable insight into how to attract, market to and service high-quality conventions that fit OKC's venues. Recent findings from the CAB meeting in January 2020 include:

### KEY FINDINGS

- Trends in the convention servicing area are changing. For example, attendees like being greeted at the airport in-person or through signage which gives a first impression that they are a big event for the city.
- Banners at hotels welcoming attendees are not seen as valuable as other servicing opportunities. Providing a menu of opportunities for meeting planners to select from will help them feel valued while also choosing the options most important to them or their attendees.
- They also feel utilizing partnerships with national organizations such as ASAE or PCMA is a great way to put our message in front of the right people.
- Meeting face-to-face, whether at trade shows, receptions or educational workshops, rated as the most effective means of influencing meeting planners who may be considering a destination that is new to them.
- Printed materials, such as destination guides and brochures, are not influential sources of information for meeting planners. However, several attendees stated they use a printed Meeting Planning Guide on occasion.
- Direct contact by meeting planners, either via telephone or email, with CVB sales teams is the most utilized method of obtaining destination information. Destination e-newsletters and traditional print advertising is still desired and expected. Digital marketing is very influential. Specifically, they mentioned banner ads on CVENT or other industry sites were very popular and they actually searched them out.
- After previewing the new Modern Frontier brand campaign and messaging, CAB members liked the bright colors and strong visual components and felt it resonated with our destination.
- FAM trips continue to be an effective relationship building tool and provide an introduction for targeted planners to see the new offerings across OKC.



## SPORTS FACILITIES ANALYSIS

Sports business is extremely dependent on available venues. As new facilities are added, and existing ones are remodeled or expanded, OKC will be able to host more events. Below is a review of the most prominent sports facilities available for use in Oklahoma City. These and other facilities serve as the basis for the development of the new Greater Oklahoma City Sports Authority.

### KEY FINDINGS

#### Oklahoma River

Oklahoma River – The river continues to be a growing opportunity. The Devon Boathouse, Chesapeake Boathouse, CHK|Central Boathouse, Chesapeake Finish Line Tower and the pending OU Boathouse are all significant signs that rowing, canoe and kayak are popular and appreciated in Oklahoma City. The headquarters of USA Softball in Oklahoma solidifies OKC's national standing in the Olympic sports community. And

the USOPC Training Site designation makes OKC front of mind for Olympic athletes and organizations. It must not be taken for granted. New opportunities such as the new surfing pavilion provides even more diversity of product to attract new users. RIVERSPORT Rapids is gaining ground and provides Oklahoma City not only with a water sports venue, but a unique sports tourism vacation spot.



#### OKC Fairgrounds

The Bennett Event Center is a new venue to offer sports rights holders, specifically wrestling and volleyball, in addition to many other markets. There's an opportunity to grow existing events with a larger space as well. The Greater OKC Sports Authority staff is working with OKCF and existing clients to see who is a good fit to move and grow in that space.



#### USA Softball

USA Softball Hall of Fame Stadium continues to be the shining star in the softball world. This facility is a true image enhancer as well as a great venue asset for Oklahoma City. The numerous events held annually produce significant hotel room nights and visitor revenue throughout the city. The partnership with USA Softball leadership is strong and supportive of CVB efforts made on behalf of numerous sports groups. The final addition of an upper deck with approximately 4,000 seats will be completed in Spring 2020. Total cost of the upgrade is approximately \$27.5M. This will continue OKC's relationship with the WCWS, whose contract is confirmed until 2035, and will keep OKC as the heart of softball worldwide.



### Will Rogers Tennis Complex

In 2015, the tennis center had a major upgrade with the addition of six (6) climate-controlled indoor courts and six dedicated 10-&-Under Youth outdoor courts. The complex now has 36 total courts: 24 outdoor, 6 indoor and 6 youth courts. This allows for winter indoor tournaments and spring/summer tournaments to go later into the evenings. Therefore, the Greater OKC Sports Authority can recruit more events, specifically United States Tennis Association, Missouri Valley-sanctioned events and others to the city. In January 2017, Tennis Industry Magazine named Will Rogers Tennis Complex the 2016 Municipal Facility of the year.



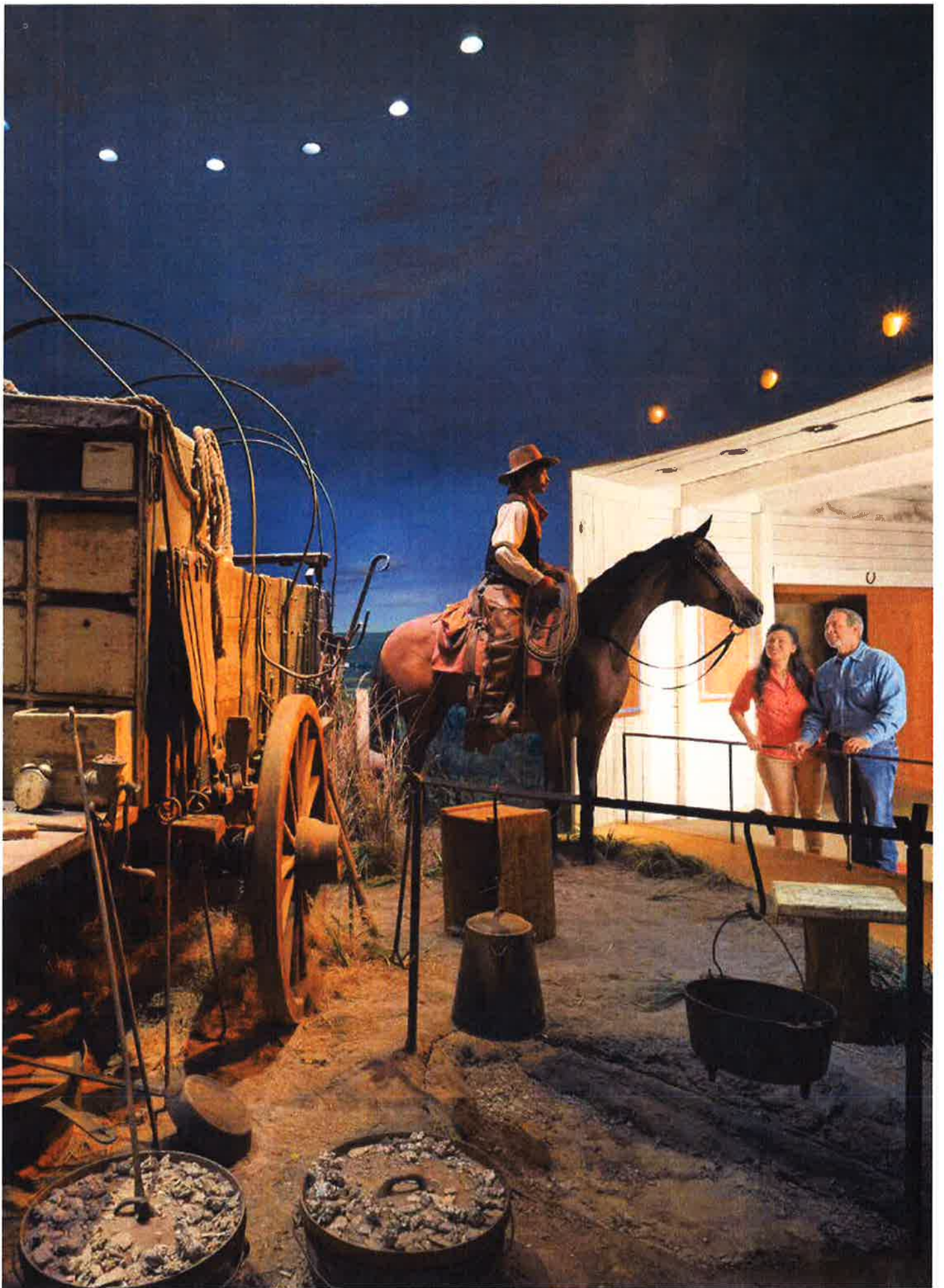
### MAPS 4

With the passage of MAPS4, OKC will see a new arena at State Fair Park, upgrades to the Chesapeake Energy Arena and a new multipurpose stadium (soccer, football, rugby, etc.). These additions and upgrades will allow the new Sports Authority to bid on events and to work with the operators on developing new events.



### Softball Improvements

The OKC Parks and Recreation Department (P&R) will begin work on the I-240 softball complex in June 2020 with a projected completion date of April 2021. Phase 1 will renovate 4 of the 8 fields. These additional fields will allow the Sports Authority to work with P&R and USA Softball on recruiting more softball to OKC and increasing USA Softball participation in their events.



## LEISURE TARGETS

*Primarily Regional, Primarily Family, Primarily Getaway*

The 2015 Visitor Profile and Perception research indicated family road trips to enjoy Oklahoma City's attractions will most likely appeal to regional travelers. Regional travelers report that ease of access, cost/affordability and family-friendly attractions are Oklahoma City's strongest destination attributes. Oklahoma City is well-positioned as an affordable family travel destination with perceptions of good restaurants and museums, events, outdoor activities and cultural offerings. Regional travel audiences are showing interest in Oklahoma City as a family destination with family travel as the top trip type. Oklahoma City performs better with regional travelers as a getaway trip destination than a vacation spot.

The findings of this research have been used to define target personas that respond well to Oklahoma City's travel product as well as key regional target markets:

### Target Personas

- Families
- Couples
- Group Trotters (Girls'/Guys' Getaways)

### Target Markets

- Oklahoma (outside of Oklahoma City)
- Dallas-Ft. Worth
- Amarillo
- Wichita
- Kansas City
- St. Louis
- Fort Smith – Fayetteville
- Sherman, TX/North TX



Content creation, influencer recruitment and paid efforts are built with these personas in mind. All personas work well for local (stay cations) and outer-market efforts. FY21 will also bring new opportunities around the centennial celebration of Route 66, the opening of First Americans Museum and other new events, exhibits and attractions.

INFORM	MOTIVATE	ENGAGE	INSPIRE
Create Advocates	Take A Trip!	Use Hashtag	Try Something New
Enable Influencers	Invite Your Family	Share Content	Make Travel A Priority
	Write A Review	Create Content	Unwind
		Newsletter Signup	
		Visit Website	

# MARKET DEVELOPMENT & PLANNING

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## AUDIENCE ACTIVATION

Content can be aligned with specific types of audience activation, which can also help with creative as well as distribution choices and prioritization.

## CONVENTION SALES TARGETS

### *New Convention Center, New Hotels and New Attendee Attractions*

With the new convention center opening in FY21, it's prime time in OKC. We've been building momentum for this milestone over the past several years and are attracting larger conventions than ever before. As we move up to a new tier within the industry, our targets for FY21 remain broad and include:

- Existing groups that may benefit from additional space and dates
- Groups for which a lack of adequate space was previously a concern but could now be serviced by the new convention center
- Groups attracted by creating short-term booking incentives with hotel partners

The primary sales message will continue to be centered on the new convention center, new Omni headquarter hotel and the development in the surrounding area. New attractions coming online, such as the First Americans Museum, are also key messages for meeting planners looking for high-quality experiences for their attendees. However, we must not forget most planners have no opinion of OKC and we need to continue to increase awareness and build positive perceptions.





## SPORTS TARGETS

### *Entering a New Chapter*

We enter a new chapter in Sports Business with the beginning of a new partner organization, the Greater OKC Sports Authority, serving as a stand-alone 501c6 vendor to the CVB as opposed to being a department of the Bureau. This new structure will better position the Sports Authority to provide a full range of services expected in the sports world. Sports business continues to be a significant economic driver for OKC and the surrounding areas and is extremely dependent on facilities and organizations that can create and produce events. As facilities are added, remodeled or expanded, more events will be able to be recruited and hosted. The Sports Authority also has an opportunity to own its events. The development of RIVERSPORT Rapids opened an entirely new set of opportunities, as well as the I-240 softball complex set to be remodeled by April 2021. FY21 will be a critical year as Sports Business duties and operations fall under a new organization entirely.

## GROUP TARGETS

### *Experiential Focus*

Oklahoma City has a solid history of being a strong motor coach market. Our attractions have been good partners in soliciting and servicing the tourism market, both groups and individuals. Our marketing professionals at many of the attractions have played a key role in additional tourism revenues as they know the economic environment has caused changes in the travel plans of regional residents. Changes in national organizations and Oklahoma City's longstanding involvement with those organizations has helped us stay involved, and in many cases ahead of our competitors.

As the baby boomer generation continues to retire, the travel model for group tours continues to evolve. The boomers are a key segment and should be targeted with "experiential" life-enhancing products designed to appeal to their "forever young" attitudes.

Oklahoma City also has the addition of new and different attractions coming online, including First Americans Museum, Oklahoma Contemporary and Scissortail Park which are appealing to group tour planners.



# STRATEGY IMPLEMENTATION

Based on the research and target markets outlined, the following are strategic areas of concentration for each division of the CVB:

## TOURISM SALES

### *Leisure Individual Market Key Strategies:*

- Host promotional booths at travel and consumer shows in the top feeder markets. Consumer shows and events are an important marketing tool, and partnerships with our local attractions continues to be invaluable. Many of our competitive cities are experiencing economic challenges resulting in contraction of the consumer show market, as well as increased promotional involvement by our competitors, making our own involvement more important.
- Offer suggested itineraries at all travel shows, events and on the CVB website
- Efforts to promote and facilitate packaging will be managed through the CVB to encourage traffic to the CVB website and increased visitors to the city
- Create and strengthen strategic marketing partnerships with area organizations, attractions, performance venues and restaurants to build synergy among them and create awareness of product/service expansion and new developments to grow visitor attendance
- Partner with the State of Oklahoma Tourism and Recreation Department in their Corporate Road Shows (Promotion Shows) and other opportunities
- Identify and pursue travel affinity niche markets in all consumer show efforts (Rowing, Students, Girlfriend, etc.)
- Geotargeting attendees at leisure shows to drive booth traffic or position VisitOKC.com to sign up for a giveaway





# STRATEGY IMPLEMENTATION

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## *Leisure Motorcoach Market Key Strategies:*

- Maintain a presence at national, regional and local travel association shows/marketplaces to promote Oklahoma City to group tour market
- Offer suggested itineraries at all travel shows and events with profile sheet
- Create and strengthen strategic marketing partnerships with area organizations, attractions, performance venues and restaurants to build synergy, create awareness of product/service expansion, and learn of new developments
- Partner with State of Oklahoma Tourism and Recreation Department to gain more visibility at American Bus Association (ABA), by participating in booth at MarketPlace 2021
- Incorporate promotion of the First Americans Museum through appointments, itineraries, and profile sheets at all Marketplace Shows

## *International Market Key Strategies:*

- Continue to pursue additional receptive tour operator relationships to build Oklahoma City's presence of hotel and attraction product inventory, resulting in increased international travel bookings
- Participate in sales missions through state and regional partnerships to conduct product education training and meet with key tour operators in countries with direct flights into our region
- Co-op with Brand USA awareness campaign to promote Oklahoma and Oklahoma City as authentic America with special interest in Route 66, Western and First American experiences
- Host site visits and FAM tours to promote Oklahoma City to international tour operators, travel agents and wholesalers

