



# City of Broken Arrow

## Meeting Agenda

### Visit Broken Arrow

*Chairman Brian Dean*  
*Vice Chair Tommy Yardy*  
*Ben Buie*  
*Lisa Ford*  
*Craig Hagin*  
*Kathy Muskrat*  
*Sarah Lopp*  
*Sonja Schneider*  
*Trevor Swanson*

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**Tuesday, January 13, 2026**

**3:30 PM**

**City Hall Council Chamber**  
**220 South Main Street**  
**Broken Arrow, OK**

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**1. Call to Order**

**2. Roll Call and Introductions**

**3. Presentations**

**4. General Visit Broken Arrow Business**

- A. [25-1587](#) Consideration, discussion, and possible approval of the 2nd Annual Pretty Good at Drinking Beer n BBQ sponsorship rebate in the amount of \$5000.
- B. [26-159](#) Consideration, discussion, and possible approval of the meeting minutes from the December 09, 2025 Visit Broken Arrow meeting
- C. [26-162](#) Consideration, discussion, and possible approval of the FCA Womens Championship hotel rebate request in an amount not to exceed \$15,000.

**5. Board members' opportunity to address Visit Broken Arrow on general topics related to city business or services (no action may be taken on matters under this item)**

**6. Tourism Director Report including updates on the following:**

- A. [26-164](#) Presentation and discussion of the Tourism Manager's Report

**7. Adjournment**

**All cell phones and pagers must be turned OFF or operated SILENTLY during meetings.**

**Exhibits, petitions, pictures, etc., shall be received and deposited in case files to be kept at the Broken Arrow City Hall. If you are a person with a disability and need some accommodation in order to participate in this meeting, please contact the City Clerk at 918-259-2400 Ext. 5418 to make arrangements.**

**A paper copy of this agenda is available upon request.**

**POSTED this \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, at \_\_\_\_\_ M**

\_\_\_\_\_  
**City Clerk**



# City of Broken Arrow

## Request for Action

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**File #:** 25-1587, **Version:** 1

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**Visit Broken Arrow**  
**Meeting of: 01-13-26**

**Title:**

Consideration, discussion, and possible approval of the 2nd Annual Pretty Good at Drinking Beer n BBQ sponsorship rebate in the amount of \$5000.

**Background:**

At the August 12, 2025 Visit Broken Arrow Board meeting, the board approved a sponsorship rebate in the amount of \$5000 for the 2<sup>nd</sup> Annual Pretty Good at Drinking Beer n BBQ event, held on September 27, 2025. The approval was pending the receipt of post event summary form and required receipts. All required items have been received.

Event organizers will be present to give an overview of the event.

**Cost:** not to exceed **\$5000**  
**Funding Source:** **Visit Broken Arrow**  
**Requested By:** **Makala Barton, Tourism Manager**  
**Approved By:** **City Manager's Office**  
**Attachments:** Post Event Summary Form and receipts

**Recommendation:**

Approve the sponsorship grant request for Pretty Good at Drinking Beer n BBQ sponsorship rebate request in an amount not to exceed \$5000

Form Name:	Visit Broken Arrow Sponsorship Post Event Summary
Submission Time:	December 9, 2025 8:31 am
Browser:	Chrome 142.0.0.0 / Windows
IP Address:	67.61.59.41
Unique ID:	1411916670
Location:	34.7838, -96.6938

## EVENT INFORMATION

<b>Name of Sponsoring Organization</b>	Pretty Good At Drinking Beer BBQ LLC
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<b>Event Organizer's Name</b>	Jason Rains
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<b>Event Organizer's Email</b>	jason@prettygoodbbqsauce.com
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<b>Name of Event</b>	Pretty Good at Drinkin Beer n BBQ in BA
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<b>Event Date</b>	Sep 27, 2025
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<b>Estimated Event Attendance</b>	734
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<b>Describe the method used to estimate attendance. If a private group was utilized to collect data through surveys or other methods, include their information.</b>	Makala Barton
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<b>Describe the advertising utilized in the promotion of the event. If grant funds provided for advertising, please attach receipt/invoice copies</b>	Social media, Banners, and curb signs
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<b>Describe any press or media coverage about the event. Include press/media outlet and description of coverage</b>	Fox 23 covered the event
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## EVENT SUMMARY

<b>Attendance</b>	Fair
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<b>Marketing of Event</b>	Fair
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<b>Organization of Event</b>	Excellent
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<b>Planning of Event</b>	Excellent
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<b>Entertainment (if applicable)</b>	Excellent
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<b>Execution of Event</b>	Excellent
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<b>Overall Success of Event</b>	Good
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## EVENT COSTS

<b>Event Space Rental Cost</b>	\$1,385.00
<b>Approximate Food and Beverage Cost For Event</b>	\$498.36
<b>Approximate Audio/Visual Cost For Event</b>	\$2800.00
<b>Approximate Security Cost For Event</b>	\$1,000.00
<b>Other Event Cost</b>	\$16,556.66

## RECEIPTS

<b>IRS W-9 Form</b>	<a href="https://www.formstack.com/admin/download/file/18875588126">https://www.formstack.com/admin/download/file/18875588126</a>
<b>Invoice for amount awarded for sponsorship reimbursement</b>	<a href="https://www.formstack.com/admin/download/file/18875588144">https://www.formstack.com/admin/download/file/18875588144</a>
<b>Financial Summary including expenses associated with sponsorship funding awarded</b>	<a href="https://www.formstack.com/admin/download/file/18875588145">https://www.formstack.com/admin/download/file/18875588145</a>
<b>Examples and expenses generated in marketing the event inside and outside of Broken Arrow</b>	<a href="https://www.formstack.com/admin/download/file/18875588146">https://www.formstack.com/admin/download/file/18875588146</a>
<b>Receipt 1</b>	<a href="https://www.formstack.com/admin/download/file/18875588147">https://www.formstack.com/admin/download/file/18875588147</a>
<b>Receipt 2</b>	<a href="https://www.formstack.com/admin/download/file/18875588191">https://www.formstack.com/admin/download/file/18875588191</a>
<b>Receipt 3</b>	<a href="https://www.formstack.com/admin/download/file/18875588192">https://www.formstack.com/admin/download/file/18875588192</a>
<b>Receipt 4</b>	<a href="https://www.formstack.com/admin/download/file/18875588199">https://www.formstack.com/admin/download/file/18875588199</a>



# PROFIT + LOSS SUMMARY

Expenses summary	Estimated	Actual	Actual expenses
Prizes	\$12,100.00	\$12,100.00	Prizes
Site	\$3,650.00	\$4,441.64	Site
Program	\$2,250.00	\$2,570.00	Program
Miscellaneous	\$800.00	\$907.71	Miscellaneous
Decorations	\$620.00	\$678.36	Decorations
Publicity	\$220.00	\$342.31	Publicity
Refreshments	\$300.00	\$200.00	Refreshments
<b>Total</b>	<b>\$19,940.00</b>	<b>\$21,240.02</b>	

Income summary	Estimated	Actual	Actual income
Admissions	\$8,000.00	\$5,600.00	Admissions
Sales of Items	\$3,600.00	\$2,970.00	Sales of Items
Sales of Items	\$950.00	\$950.00	Sales of Items
Ads in Program	\$0.00	\$0.00	Ads in Program
<b>Total</b>	<b>\$12,550.00</b>	<b>\$9,520.00</b>	

Profit & loss summary	Estimated	Actual
Total Income	\$12,550.00	\$9,520.00
Total Expenses	\$19,940.00	\$21,240.02
<b>Profit or (Loss)</b>	<b>(\$7,390.00)</b>	<b>(\$11,720.02)</b>

Expenses to profit (loss) ratio	Estimated vs actual costs
<div> <div>Total Expenses</div> <div>Profit or (Loss)</div> </div> <div> <div>Estimated</div> <div>Actual</div> </div>	<div> <div>Estimated</div> <div>Actual</div> </div> <div> <div>Total Income</div> <div>Total Expenses</div> </div>



# EXPENSES DETAILS

Total expenses	Estimated	Actual
	\$19,940.00	\$21,240.02

Site	Estimated	Actual
Park Fees	\$400.00	\$385.00
Stage	\$500.00	\$1,000.00
Sound	\$2,500.00	\$2,800.00
Tables and chairs	\$250.00	\$256.64
<b>Total</b>	<b>\$3,650.00</b>	<b>\$4,441.64</b>

Cook Team Items	Estimated	Actual
Gift bags	\$200.00	\$200.00
Pork Butts	\$300.00	\$358.36
Water	\$20.00	\$20.00
Frames	\$100.00	\$100.00
<b>Total</b>	<b>\$620.00</b>	<b>\$678.36</b>

Refreshments	Estimated	Actual
Food		
Drinks	\$220.00	\$120.00
	\$80.00	\$80.00
<b>Total</b>	<b>\$300.00</b>	<b>\$200.00</b>

Program	Estimated	Actual
Performers	\$750.00	\$700.00
RCA Fees	\$1,500.00	\$1,870.00
<b>Total</b>	<b>\$2,250.00</b>	<b>\$2,570.00</b>

Publicity	Estimated	Actual
Signing	\$200.00	\$322.31
Photocopying / Print	\$20.00	\$20.00
<b>Total</b>	<b>\$220.00</b>	<b>\$342.31</b>

Prizes	Estimated	Actual
Ribbons / Trophies		
Gifts	\$12,100.00	\$12,100.00
<b>Total</b>	<b>\$12,100.00</b>	<b>\$12,100.00</b>

Miscellaneous	Estimated	Actual
Insurance	\$300.00	\$354.04
Porta Potty	\$500.00	\$553.67
Trash Cans		
<b>Total</b>	<b>\$800.00</b>	<b>\$907.71</b>



# INCOME DETAILS

Total income	Estimated	Actual
	\$12,550.00	\$9,520.00

Entry Fees					
Type	Estimated	Actual	Price	Estimated income	Actual income
RCOA	40	28	\$200.00	\$8,000.00	\$5,600.00
	0	0	\$0.00	\$0.00	\$0.00
	0	0	\$0.00	\$0.00	\$0.00
<b>Total</b>	<b>40</b>	<b>28</b>	<b>\$0.00</b>	<b>\$8,000.00</b>	<b>\$5,600.00</b>

Ads in program					
Type	Estimated	Actual	Price	Estimated income	Actual income
	0	0	\$0.00	\$0.00	\$0.00
	0	0	\$0.00	\$0.00	\$0.00
	0	0	\$0.00	\$0.00	\$0.00
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$0.00</b>	<b>\$0.00</b>

Exhibitors / Vendors					
Type	Estimated	Actual	Price	Estimated income	Actual income
Vendor Booths	10	10	\$75.00	\$750.00	\$750.00
Food Trucks	3	3	\$200.00	\$200.00	\$200.00
<b>Total</b>	<b>13</b>	<b>13</b>		<b>\$950.00</b>	<b>\$950.00</b>

Sales of items					
Type	Estimated	Actual	Price	Estimated income	Actual income
People's Choice	200	165	\$18.00	\$3,600.00	\$2,970.00
Item 2	0	0	\$0.00	\$0.00	\$0.00
Item 3	0	0	\$0.00	\$0.00	\$0.00
Item 4	0	0	\$0.00	\$0.00	\$0.00
<b>Total</b>	<b>200</b>	<b>165</b>		<b>\$3,600.00</b>	<b>\$2,970.00</b>



# Receipt



## ABCO Party Rentals

2033 East 11th Street Tulsa OK, 74104

Phone: +1 918-583-6557

Website:

### ITEMS

1 Folding Rectangular Plastic Table



10

2 Plastic Folding Chair



100

Subtotal	\$215.00
Labor Cost	\$0.00
Service Subtotal	\$0.00
Delivery Fee	\$0.00
Tax.OK Sales Tax.8.517%	\$18.31
Exact Time Arrival Cost	\$0.00
Exact Time Pickup Cost	\$0.00
Damage Waiver	\$21.50
Damage Waiver Tax.8.517%	\$1.83
Rush Fee	\$0.00
Discounted	\$0.00
Order Total	\$256.64
Amount Paid	<b>\$256.64</b>
Total with Card Fee	\$264.98
Card Processing Fee	\$8.34
Payment Method	Card( **** 4710)

### General Notes



# Invoice

2305 S 49th W Ave  
Tulsa, OK 74107  
(918) 397-7787

*Roll-Off Dumpsters, Portable Restrooms, VIP  
Restrooms, Hand Washing, Sanitizer Stations,  
Fencing, Storage Containers, Ground Offices.*

Date	Invoice #
9/28/2025	100161

Bill To
Pretty Good at Drinking Beer and BBQ 1108 W Oakridge St. Broken Arrow, OK 74012

Ship To
1500 S Main St 1500 S Main St Broken Arrow, OK 74012



PO Number	None
Work Order	
Terms	ON RECEIPT

Division	Description	Qty	Price Each	Amount
G&A	Fuel Surcharge	1	25.23	25.23
G&A	4.5% Processing Fee	1	23.84	23.84
Sanitatn	Handicap Restroom, HPT055, 09/26/25 - 10/25/25	1	5.00	5.00T
Sanitatn	Environmental Disposal Fee, HPT055	1	5.73	5.73
Sanitatn	Handicap Restroom Service, HPT055	1	110.00	110.00
Sanitatn	Limited Liability Waiver Sanitation, HPT055	1	10.00	10.00
Sanitatn	Standard Restroom, PT1155, 09/26/25 - 10/25/25	1	5.00	5.00T
Sanitatn	Environmental Disposal Fee, PT1155	1	5.73	5.73
Sanitatn	Limited Liability Waiver Sanitation, PT1155	1	10.00	10.00
Sanitatn	Standard Restroom Service, PT1155	1	70.00	70.00
Sanitatn	Standard Restroom, PT1225, 09/26/25 - 10/25/25	1	5.00	5.00T
Sanitatn	Environmental Disposal Fee, PT1225	1	5.73	5.73
Sanitatn	Limited Liability Waiver Sanitation, PT1225	1	10.00	10.00
Sanitatn	Standard Restroom Service, PT1225	1	70.00	70.00
Sanitatn	Standard Restroom, PT131, 09/26/25 - 10/25/25	1	5.00	5.00T
Sanitatn	Environmental Disposal Fee, PT131	1	5.73	5.73
Sanitatn	Limited Liability Waiver Sanitation, PT131	1	10.00	10.00
Sanitatn	Pick Up Fee In Advance	1	50.00	50.00
Sanitatn	Standard Restroom Service, PT131	1	70.00	70.00
Sanitatn	Delivery Charge	1	50.00	50.00

**New Orders:** email [sales@oncallservicesandrentals.com](mailto:sales@oncallservicesandrentals.com), or call option 1  
**Pickup, Swap, Service:** email [dispatch@oncallservicesandrentals.com](mailto:dispatch@oncallservicesandrentals.com), or call option 2  
**Billing Questions:** email [accounting@oncallservicesandrentals.com](mailto:accounting@oncallservicesandrentals.com), or call option 3

<b>Sales Tax (8.417%)</b>	\$1.68
<b>Total</b>	\$553.67
<b>Payments/Credits</b>	-\$553.67
<b>Balance Due</b>	\$0.00

## WIRE/ACH PAYMENT INSTRUCTIONS

**Banking Institution:** Stride Bank; Enid, Oklahoma  
**Routing number:** 103100195  
**Account number:** 10720020  
**Remittance email:** [accounting@oncallservicesandrentals.com](mailto:accounting@oncallservicesandrentals.com)



# INV240248

CLIENT Pretty Good At Drinking Beer And BBQ  
ADDRESS 1108 W Oakridge St.  
Broken Arrow, OK  
74012  
EMAIL [jason@prettygoodbbqsauce.com](mailto:jason@prettygoodbbqsauce.com)  
DATE Sep 28, 2025  
PO # BA BBQ Festival 25

Phase 3 Concert Productions  
918-557-9461  
[stevie@phase3live.com](mailto:stevie@phase3live.com)

ITEM	PRICE	QTY	TOTAL
<b>Production Services - Festival</b>			
4 Dual 12" mains / 4 Dual 18" Subwoofers / Stage monitor package / Mic, stands, cables, DI's / 2 Techs Full Day	\$3,500.00	1	\$3,500.00
<b>Discount</b>			
Negotiated Discount	-\$700.00	1	-\$700.00
		SUBTOTAL	\$2,800.00
		GRAND TOTAL	\$2,800.00
		PAID	\$0.00
		<b>DUE</b>	<b>\$2,800.00</b>

== Payment in FULL required prior to event start time ==

\*\* Please make checks payable Phase 3 \*\*



## Special Event Invoice

**To: Jason Rains**

**From:** Krista Mooney-Shea, Events Liaison

**CC:** Finance

**Date:** October 24, 2025

**Event Name, Location and Date:** Pretty Good at Drinking Beer BBQ, September 26 & 27, 2025

All rates and fees can be found in the City of Broken Arrow Manual of Fees. Finance will prepare final invoice.

City Service	Rate	Notes	Total
Special Event Permit	\$25		\$25
Film Permit	\$25		NA
Road Closure/Barricades	\$25/hr. per employee (2hr. min.)		\$50
Police Officer	\$65/hr. per officer (2hr. min.)	FOP	NA
Building Maintenance	\$25/hr. per employee		NA
Fire/Emergency Services	\$50/hr. per employee		NA
Event Merchant/Vendor Permit	\$30		\$30
Tent or Temporary Structure Permit	\$150 per tent/structure		NA
Pole Banner Installation	\$100 per block (up to 8 banners)		NA
Mobile Stage	\$500 per day	2 Days	\$1000
Facility Rental	\$35 per hour	Central Park Meeting Space- 8 Hours	\$280

**Grand Total:**

**\$1385**

Please contact Krista Mooney-Shea at [kmooneyshea@brokenarrowok.gov](mailto:kmooneyshea@brokenarrowok.gov) or 918-259-2400, ext. 7420 with questions.



# City of Broken Arrow

## Request for Action

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**File #:** 26-159, **Version:** 1

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**Visit Broken Arrow**  
**Meeting of: 01-13-26**

**Title:**

**Consideration, discussion, and possible approval of the meeting minutes from the December 09, 2025 Visit Broken Arrow meeting**

**Background:**

Staff will present the December 9, 2025, Visit Broken Arrow meeting minutes for review.

**Cost:** None

**Funding Source:** Visit Broken Arrow

**Requested By:** Makala Barton, Tourism Manager

**Approved By:** City Manager's Office

**Attachments:** 12-09-25 Visit Broken Arrow Minutes

**Recommendation:**

Approve the minutes from the December 9, 2025 Visit Broken Arrow meeting.



## City of Broken Arrow

### Minutes Visit Broken Arrow

City Hall  
220 S 1st Street  
Broken Arrow, OK  
74012

**Chairman Brian Dean**  
**Vice Chair Tommy Yardy**  
**Ben Buie**  
**Lisa Ford**  
**Craig Hagin**  
**Sarah Lopp**  
**Kathy Muskrat**  
**Sonja Schneider**  
**Trevor Swanson**

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**Tuesday, December 9, 2025**

**Board Chambers**

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#### **1. Call to Order**

The meeting was called to order at 3:32 p.m. by Chairman Brian Dean.

#### **2. Roll Call and Introductions**

Present: 7 - Brian Dean, Tommy Yardy, Ben Buie, Lisa Ford, Sarah Lopp, Sonja Schneider, Kathy Muskrat

Absent: 2 - Craig Hagin, Trevor Swanson

#### **3. Presentations - NONE**

#### **4. General Visit Broken Arrow Business**

##### **A. 25-1713 Consideration, discussion, and possible approval of the meeting minutes from the November 18, 2025, Visit Broken Arrow meeting**

MOTION: A motion was made by Ben Buie, seconded by Kathy Muskrat  
**Move Approve Minutes from the November 18, 2025 Visit Broken Arrow meeting.**

The motion carried by the following vote:

**Aye: 6 -** Brian Dean, Tommy Yardy, Ben Buie, Sarah Lopp, Sonja Schneider, Kathy Muskrat

**Abstain: 1 -** Lisa Ford

**B. 25-1714      Consideration, discussion, and possible approval of the American Junior Golf Association (AJGA) Junior at Indian Springs hotel rebate request in an amount not to exceed \$15,000**

Makala Barton, Tourism Manager, introduced James O'Brien with the American Junior Golf Association, who joined virtually from his office in Atlanta. Mr. O'Brien presented an overview of the AJGA Junior at Indian Springs event, scheduled for August 3–6, 2026. The event is expected to generate an estimated 300–500 hotel room nights in Broken Arrow, and AJGA requested a hotel rebate in an amount not to exceed \$15,000.

During the presentation, Ms. Barton asked whether AJGA anticipated the event becoming a multi-year event in Broken Arrow or if it would rotate between cities. Mr. O'Brien stated that their goal is to raise approximately \$50,000 per event, and that, if fundraising goals are met, the organization would like to continue hosting the tournament in Broken Arrow.

Lisa Ford asked why AJGA chose Broken Arrow as the host location. Mr. O'Brien responded that AJGA has a significant number of members in the area, and he has a previous working relationship with Lance Allen, General Manager at Indian Springs, from Mr. Allen's prior role in Joplin, Missouri. He also noted that learning about Visit Broken Arrow's incentive and rebate program further encouraged AJGA to pursue Broken Arrow as the host community.

MOTION: A motion was made by Lisa Ford, seconded by Sonja Schneider

**Move to Approve Item 25-1714, AJGA Junior at Indian Springs hotel rebate request in an amount not to exceed \$15,000**

The motion carried by the following vote:

**Aye: 7 -**      Brian Dean, Tommy Yardy, Ben Buie, Lisa Ford, Sarah Lopp, Sonja Schneider, Kathy Muskrat

**C. 25-1720      Consideration, discussion, and possible approval of proposed updates to the Visit Broken Arrow Community Event Sponsorship Rebate Program**

Tourism Manager Makala Barton presented proposed updates to the Visit Broken Arrow Community Event Sponsorship Rebate Program. Ms. Barton reminded the board that at the October 14, 2025 Visit Broken Arrow board meeting, a temporary working committee was formed to review the program, comprised of board members Lisa Ford, Sonja Schneider, and Trevor Swanson. The committee met to discuss possible updates and developed the proposed program brought forward at this meeting.

Key changes include a tiered rebate system based on verified event attendance using Placer software. The four tiers are:

- Tier 1 – Signature Event (10,000+ attendees): \$7,500 rebate
- Tier 2 – Regional Event (5,000–9,999 attendees): \$5,000 rebate
- Tier 3 – Community Event (1,000–4,999 attendees): \$2,500 rebate
- Tier 4 – Emerging Event (300–999 attendees): \$1,000 rebate

Ms. Barton explained that a 1:1 match will be required, and that events receiving sponsorship through this program will not be eligible for in-kind services from the City. Likewise, events receiving in-kind City services will not be eligible for sponsorship under this program, in order to prevent double-dipping of City resources.

The program also introduces multi-year step-down funding to encourage events to grow and develop additional funding sources. Under this structure, eligible events may receive 100 percent of their tier amount in Year 1, 75 percent in Year 2, and 50 percent in Year 3. After Year 3, an event must sit out one full cycle, unless it demonstrates at least 20 percent verified attendance growth or significant program expansion, in which case it may re-enter at Year 1.

Events will still be required to submit a post-event report within 60 days and must demonstrate that all reimbursed spending occurred in Broken Arrow. Ms. Barton also noted that Visit Broken Arrow has \$90,000 budgeted annually for this grant program, and under the proposed changes, no more than 40 percent of those funds may be awarded to non-hotel or non-branding events. Additionally, Visit Broken Arrow funding may not exceed 30 percent of an event's total operating budget, and applicants must demonstrate that the remaining 70 percent is secured through other cash or in-kind sources.

Ms. Barton shared that these changes are intended to create clearer guidelines and safeguards for the board, ensuring that events coming forward have already undergone initial vetting and are not relying solely on City funding. The updates provide structure and consistency for future sponsorship decisions.

MOTION: A motion was made by Lisa Ford, seconded by Ben Buie

**Move to Approve Item 25-1720, proposed updates to the Visit Broken Arrow Community Event Sponsorship Rebate Program**

The motion carried by the following vote:

**Aye: 7 -** Brian Dean, Tommy Yardy, Ben Buie, Lisa Ford, Sarah Lopp, Sonja Schneider, Kathy Muskrat

**5. Board members' opportunity to address Visit Broken Arrow on general topics related to city business or services (no action may be taken on matters under this item)**

Board Member Comments:

Ben Buie asked whether Visit Broken Arrow was still using an influencer for marketing. Staff reported that the City had completed a three-month trial and is no longer under contract with an influencer at this time.

**6. Tourism Manager Report**



**A. Presentation and discussion of the Tourism Manager's Report**

Tourism Manager Makala Barton presented the Tourism Manager's Report. Ms. Barton reviewed key expenditures, including membership with the Oklahoma Society of Association Executives (OSAE), the rebate for the film "Horried," and the wedding officiant fee. She provided an update on remaining grant funds and film incentive funds for the fiscal year and noted that hotel/motel tax collections are trending upward compared to the prior year.

Ms. Barton also highlighted ongoing tourism initiatives, including preparation of a board orientation book, recruitment and hiring plans for tourism support, progress by the Film Festival Committee, and upcoming events such as the State of the City, a presentation for Leadership Broken Arrow Government Day, the Carols & Cocoa event, and the quarterly hotelier luncheon.

**7. Adjournment**

The meeting was adjourned at 4:11 p.m.

MOTION: A motion was made by Brian Dean, seconded by Ben Buie

**Move to Adjourn**

The motion carried by the following vote:

**Aye: 7 -** Brian Dean, Tommy Yardy, Ben Buie, Lisa Ford, Sarah Lopp, Sonja Schneider, Kathy Muskrat

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Chairperson

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City Clerk



# City of Broken Arrow

## Request for Action

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**File #: 26-162, Version: 1**

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**Visit Broken Arrow  
Meeting of: 01-13-2026**

**Title:**

**Consideration, discussion, and possible approval of the FCA Womens Championship hotel rebate request in an amount not to exceed \$15,000.**

**Background:**

The FCA Womens Championship is an official event on the ANNIKA Womens All Pro Tour and a qualifying event for the LGPA's Epson Tour.

The Event will be held May 13-15, 2026, at Indian Springs Golf Course in Broken Arrow.

Hotel Nights Anticipated: 300-350

The request is for the hotel rebate of \$500 for every 12 hotel room nights, in an amount not to exceed \$15,000.

**Cost:** not to exceed **\$15,000**

**Funding Source:** **Visit Broken Arrow**

**Requested By:** **Makala Barton, Tourism Manager**

**Approved By:** **City Manager's Office**

**Attachments:** Rebate Application and Event Summary

**Recommendation:**

Approve the request for the FCA Womens Championship at Indian Springs hotel rebate in an amount not to exceed \$15,000, pending the receipt of the post-event requirements as outlined in the hotel rebate guidelines.



## Executive Summary Grant Funding Support

Grace Kim  
Former ANNIKA WAPT Winner  
LPGA Tour Major Champion

# The Tour and Its Impact

## The Annika Women's All Pro Tour

The ANNIKA Women's All Pro Tour (WAPT) was established in 2019 to provide a premier developmental opportunity for female golf professionals. The tour aims to help these athletes hone their competitive skills while preparing for a life on the Epson and LPGA Tours.

Through its partnership with the LPGA's Epson Tour, the WAPT provides weekly opportunities for players to earn exemptions to select Epson Tour events. At the end of each season, the top five points earners on the Callaway Race To Q2 earn Epson Tour cards and advancement directly to stage 2 of LPGA qualifying.

## Local Economic Impact

Each week pros, family members, and friends visit the host city during an Annika WAPT event. While they are in town, they spend money on housing, food, retail, and more. The impact for a community is estimated at \$500,000.



## Annika and Her Involvement

Annika created the ANNIKA Foundation ([www.annikafoundation.org](http://www.annikafoundation.org)) to develop and empower the next generation of women around the world through the game of golf. More specifically, it provides playing opportunities in women's golf at the junior, collegiate and professional levels while teaching young people the importance of personal development on and off the course, while learning to live a healthy, active lifestyle through fitness and nutrition.

In July 2023, Golf Hall of Famer Annika Sörenstam and the Women's All Pro Tour (WAPT) are announcing a strategic alliance set to begin in 2024. One of the significant changes was the addition of Annika's name to the tour - **ANNIKA Women's All Pro Tour**.

"I am thrilled to embark on this journey with the Women's All Pro Tour," Annika said. "I firmly believe the best way to improve your game and prepare for the next level is by playing on a tour with great competition. By joining forces with the WAPT, we have a unique opportunity to further solidify an incredibly important platform that has already advanced the professional playing careers of so many talented players."





## A Week On The ANNIKA WAPT

Tournaments are either 54 or 72-hole championships  
Tournament fields are 120-132 professionals (daylight permitting)

Friday Finishes are available

### **Monday**

Professional Practice Rounds · Media Day  
Special Event 4:30 PM · Pro-am pairings party 7 pm

### **Tuesday**

Pro-am Day, 8:00 am - 1:30 pm · Post Pro-Am Party

### **Wednesday**

Pro Tournament Round 1 · Special Event 5:30 PM

### **Thursday**

Pro Tournament Round 2 · Pro field cut · Special Event 5:30 PM

### **Friday**

Pro Tournament Round 3 · Special Event 5:30 PM

### **Saturday**

Pro Tournament Final Round



# Room Nights, Local Impact, Event Budget

**Estimated Hotel Room Nights - 300+**

**Local Economic Impact - \$500,000+**

- Actual Dollars Spent by Athletes and their Guests (Food, Hotel, Entertainment) \$125,000
- Turnover Ratio - 4x

**Event Budget - \$125,000**

- \$60,000 Professional Tournament Purse
- \$25,000 Food and Facility Costs
- \$30,000 Tour Licence Fee
- \$10,000 Marketing
- Funds Requested in 2026 - \$15,000
- 12% of the budget the tournament budget



## Current Host Communities

- Alexandria, Louisiana
- Lake Charles Louisiana
- Natchez, Mississippi
- Abilene, Texas
- Broken Arrow, Oklahoma
- Grapevine Texas
- St Louis, Missouri
- Peoria, Illinois
- Thompsonville, Michigan
- Texarkana Arkansas
- Madison Wisconsin
- Denver Colorado
- Wichita Kansas







Form Name:  
Submission Time:

Visit Broken Arrow Rebate Guidelines and Application  
December 4, 2025 1:32 pm

**Event Name** FCA Women's Championship

**I have read and I understand Visit Broken Arrow's Purpose** Yes

**I understand that submitting an application does not guarantee funding** Yes

**My event will generate a minimum of TWELVE(12) paid overnight accommodations in Broken Arrow per the \$500.00 funding requested** Yes

**I have read and I understand Visit Broken Arrow's Qualifying Applicants Statement** Yes

**I have read and I understand Visit Broken Arrow's Rebate Guidelines** Yes

**I have read and I understand Visit Broken Arrow's Eligible Expenses** Yes

**I have read and I understand Visit Broken Arrow's Ineligible Expenses** Yes

**Application Date (Today's Date)** Dec 04, 2025

**Name of applying organization** Annika Womens All Pro Tour

**Address (no P.O. Boxes)** 335 Kings Road  
LEWISVILLE, TX 75077

**Phone** 14692229506

**Email** garyd@kgsportsco.com

**Event Contact Name** GARY DESERRANO

<b>Name of Event</b>	GARY DESERRANO
<b>Event Start Date/Time</b>	May 13, 2026 07:00 AM
<b>Event End Date/Start Time</b>	May 15, 2026 04:00 PM
<b>Event Location</b>	The Club at Indian Springs
<b>Does your event require a Special Events Permit?</b>	No
<b>Total Event Budget Amount</b>	100,000
<b>Total Funding Amount Requested</b>	15000
<b>Amount Applicant Will Apply Towards Event</b>	15000
<b>How Will Rebate Funds Be Used?</b>	The funds will be used to help cover the Tours management fee in order for the FCA to net more monies through tournament sponsorships
<b>What Other Sources Of Funding Have Been Secured For Your Event?</b>	Regional and area companies as sponsors of the event
<b>Event Location</b>	The Club at Indian Springs
<b>Please attach a copy of your detailed event budget</b>	<a href="https://www.formstack.com/admin/download/file/18855494711">https://www.formstack.com/admin/download/file/18855494711</a>
<b>I have read and I understand Visit Broken Arrow's Rebate Funding Information - rebates will be provided only on a reimbursable basis</b>	Yes
<b>Event Description</b>	Women's Professional Golf Tournament. The tournament is an official event on the ANNIKA Women's All Pro Tour (1 of 13) and a qualifying event for the LPGA's Epson Tour.
<b>Is this event, in any way, a fundraiser for your organization?</b>	No
<b>Projected Attendance</b>	1000
<b>Is this a new event?</b>	No
<b>If not, how many years has this event occurred?</b>	2 years
<b>Will your event generate any overnight accommodations?</b>	Yes

<b>Hotel(s) for the event</b>	Hilton Garden Inn Stoney Creek Hotel TownePlace Suites
<b>Anticipated number of hotel room(s)/night(s) expected for the duration of the event, if applicable</b>	300
<b>Provide the Group Booking Code from each hotel property that you have reserved a block of rooms in Broken Arrow for your event.</b>	WAPT26
<b>I have read and I understand Visit Broken Arrow's host hotel requirement.</b>	Yes
<b>I have read and I understand Visit Broken Arrow's post-event summary requirements.</b>	Yes
<b>I have read and I understand all of Visit Broken Arrow's rebate application guidelines and requirements.</b>	Yes



# City of Broken Arrow

## Request for Action

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**File #:** 26-164, **Version:** 1

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**Visit Broken Arrow**  
**Meeting of: 01-13-26**

**Title:**

Presentation and discussion of the Tourism Manager's Report

**Background:**

Staff will present the December 2025 Tourism Manager's Report

**Cost:** None

**Funding Source:** Visit Broken Arrow

**Requested By:** Makala Barton, Tourism Manager

**Approved By:** City Manager's Office

**Attachments:** Tourism Manager's Report October

**Recommendation:**

Informational only - no action required.

## Visit Broken Arrow – Monthly Tourism Manager Report

**Prepared by:** Makala Barton, Tourism Manager

**Reporting Period:** December 2025

**Presented to:** Visit Broken Arrow Board of Directors

### 1. Budget Report

Significant Spending in November:

- US Travel Association Annual Membership Dues - \$1775

Remaining Grant Funding for FY26: \$36,500 unencumbered (\$90,000 to start)

Remaining Film Incentive Funding for FY26: \$23,827 unencumbered (\$100,000 to start)

### 2. Hotel/Motel Tax Collections

- December 2025 collection was \$74,404.14 **up** from \$71,609.23 in December of 2024
- Fiscal YTD is \$465,864.60, **up** from \$439,429.15 at the same time last year.

### 3. General Tourism Activity

- Held Hoteliers Meeting January 7
- Held Film Festival Committee meeting #2 and #3 coming up

#### Upcoming

- Crime Prevention in Overnight Lodging Class with BAPD- January 28, 4pm

	Nov 24	Nov 25
Occupancy %	54.7%	60.3%
ADR	\$103.70	\$106.36
RevPAR	\$56.75	\$64.13

**Occupancy Rate:** The percentage of rooms that are actually sold. **Formula:** Occupancy Rate = Rooms Sold ÷ Total Rooms Available

**ADR (Average Daily Rate):** The average price paid for each occupied room.

**Formula:** ADR = Total Room Revenue ÷ Number of Rooms Sold

**RevPAR (Revenue Per Available Room):** How much money a hotel makes per room, whether it's occupied or not. **Formula:** RevPAR = ADR × Occupancy Rate