

## Visit Broken Arrow – Monthly Tourism Manager Report

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

**Reporting Period:** November 2025

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

### 1. Budget Report

Significant Spending in November:

- OSAE Membership - \$425
- Horrified Rebate - \$35,172.94
- San Uria – Wedding Officiant - \$400

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

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

### 2. Hotel/Motel Tax Collections

- November 2025 collection was \$77,974.71 **up** from \$76,548.85 in November of 2024
- Fiscal YTD is \$391,460.46, **up** from \$367,819.92 at the same time last year.

### 3. General Tourism Activity

- Updating Board Book for 2026
- Various event and film rebate inquiries
- First Film Festival Committee meeting

#### Upcoming

- State of the City: December 10 (Makala, Erin, Trevor, Brian, Tommy, Sonja, Lisa)
- Makala presenting about Tourism for LBA Government Day on Dec 11
- Carols and Cocoa Dec 12
- Quarterly Hoteliers Luncheon Jan 7
- Crime Prevention in Overnight Lodging Class – TBD with Officer Peale

	October 24	October 25
Occupancy %	59.7%	63%
ADR	\$103.65	\$103.16
RevPAR	\$61.86	\$64.95

**Occupancy Rate:** The percentage of rooms that are actually sold. **Formula:**  $\text{Occupancy Rate} = \frac{\text{Rooms Sold}}{\text{Total Rooms Available}}$

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

**Formula:**  $\text{ADR} = \frac{\text{Total Room Revenue}}{\text{Number of Rooms Sold}}$

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