

Visit Broken Arrow – Monthly Tourism Manager Report

Prepared by: Makala Barton, Tourism Manager

Reporting Period: October 2025

Presented to: Visit Broken Arrow Board of Directors

1. Budget Report

Significant Spending in October:

- Clarity of Place - \$4800 Final Strategic Plan Payment
- Annual Tulsa Chamber Membership - \$3435
- Uber - \$506.07
- InHouse - \$8695

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

- October 2025 collection was \$67,449.88, **up** from \$63,841.22 in October of 2024
- Fiscal YTD is \$313,485.75, **up** from \$291,271.07 at the same time last year.

3. General Tourism Activity

- First Film Festival Committee meeting this week (Makala and Erin)
- Strategic plan- finalized – will begin implementation plan
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Event Updates

- December 6: Christmas Parade

4. Upcoming

- State of the City – December 11 – 11am (Makala, Erin, Trevor, Brian, Tommy, Kathy, Sonja, Lisa confirmed)

	Sept 24	Sept 25
Occupancy %	53.5%	59.8%
ADR	\$95.65	\$99.60
RevPAR	\$51.22	\$59.59

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

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

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

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