# Visit Broken Arrow - Monthly Tourism Manager Report

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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:** Occupancy Rate = Rooms Sold  $\div$  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