



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

Tuesday, February 10, 2026

3:30 PM

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

1. Call to Order

2. Roll Call and Introductions

3. Presentations

4. General Visit Broken Arrow Business

- A. [26-161](#) Consideration, discussion, and possible approval of Oklahoma Wesleyan 918 Wrestling Open rebate request in an amount not to exceed \$3,125
- B. [26-237](#) Consideration, discussion, and possible approval of The Christian Interpreters Conference hotel rebate request in an amount not to exceed \$12,500, pending the receipt of post-event requirements as outlined in the Rebate Guidelines.
- C. [26-256](#) Consideration, discussion, and possible approval of a film and hotel incentive rebate in an amount not to exceed \$24,450.
- D. [26-264](#) Consideration, discussion, and possible approval of the post-event summary and sponsorship rebate request for the 2025 Chalk It Up Festival in an amount not to exceed \$7500
- E. [26-266](#) Consideration, discussion, and possible approval of the post-event summary and sponsorship rebate request for the 2025 Rose Festival in an amount not to exceed \$7500

- F. [26-267](#) Consideration, discussion, and possible approval of the 2026 Chalk it Up sponsorship request in the amount of \$7500, pending the required follow-up report submitted by the deadline and the required receipts submitted to be approved by Visit Broken Arrow for reimbursement
- G. [26-268](#) Consideration, discussion, and possible approval of the 2026 Tuesdays in the Park sponsorship request in the amount of \$5000, pending the required follow-up report submitted by the deadline and the required receipts submitted to be approved by Visit Broken Arrow for reimbursement

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:

- [26-270](#) 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

File #: 26-161, Version: 1

**Visit Broken Arrow
Meeting of: 02-10-2026**

Title:

Consideration, discussion, and possible approval of Oklahoma Wesleyan 918 Wrestling Open rebate request in an amount not to exceed \$3,125

Background:

The 918 Open, historically held in Bartlesville, OK, was held in Broken Arrow in 2025 due to the growth of the event. It was held on December 13, 2025.

Organizers for the event attended and received pre-approval of the rebate at the July 2025 VBA meeting. The approval was for an amount not to exceed \$6,250. The estimated rebate was on the high side, with this being the first event in BA, the exact number of participants was an estimate.

There were over 20 teams from OK, NE, KS, TX, AR, MO and FL and 222 total wrestlers. Total verified hotel room nights for the event was 75.

The requested rebate of \$3,125 is based on the hotel rebate of \$500 for every 12 hotel room nights.

Cost: \$3,125
Funding Source: Visit Broken Arrow
Requested By: Makala Barton, Tourism Manager
Approved By: City Manager's Office
Attachments: OKWU Post Event Summary

Recommendation:

Approve the Oklahoma Wesleyan 918 Wrestling Open rebate request in an amount not to exceed \$3,125.

Form Name: Visit Broken Arrow Post Event Summary
Submission Time: January 14, 2026 1:52 am
Browser: Chrome 143.0.0.0 / Windows
IP Address: 24.119.34.210
Unique ID: 1422792020
Location: 36.7407, -95.9272

EVENT INFORMATION

Name of Sponsoring Organization Oklahoma Wesleyan University

Event Organizer's Name Tom Carr

Event Organizer's Email tcarr@okwu.edu

Name of Event Tom Carr

Event Date Dec 13, 2025

Estimated Event Attendance 582

Describe the method used to estimate attendance. If a private group was utilized to collect data through surveys or other methods, include their information. Gate, pass, requests and ticket sales

Describe the advertising utilized in the promotion of the event. If funds provided for advertising, please attach receipt/invoice copies This was advertised through email

Describe any press or media coverage about the event. Include press/media outlet and description of coverage

The 918 Open generated substantial media coverage across participating institutions, with ten competing programs publishing tournament results and highlights on their official athletics websites and social media platforms. Coverage spanned multiple competitive levels, including NAIA programs (Oklahoma City University, Oklahoma Wesleyan), NCAA Division II institutions (Cowley College-ranked #7 nationally), NJCAA junior colleges (Cowley College, Murray State College, Northern Oklahoma College-Tonkawa, Southeast Community College), and unaffiliated athletes. Media outlets included institutional news articles with detailed match-by-match results (Central Baptist College, Oklahoma City University, Murray State College, Northern Oklahoma College-Tonkawa, Cowley College, Friends University), social media engagement (Texas Wesleyan Instagram post), and national streaming through FlowRestling, which provided live coverage to wrestling audiences nationwide. The coordinated institutional reporting demonstrated strong tournament credibility and competitive level, with programs highlighting individual athlete achievements and team performances. This multi-platform coverage extended the tournament's visibility beyond the event itself, reaching participating institutions' alumni networks, prospective athletes, and the broader national wrestling community-providing significant media value for event sponsors Tulsa Sports Commission and Visit Broken Arrow.

EVENT SUMMARY

Attendance	Good
Marketing of Event	Fair
Organization of Event	Excellent
Planning of Event	Excellent
Entertainment (if applicable)	N/A
Execution of Event	Excellent
Overall Success of Event	Good

HOTEL INFORMATION

Broken Arrow Hotel(s) utilized for event Hampton Inn

Total Number of Paid Rooms For Event	7
Approximate Number of Local Attendees For Event	50
Broken Arrow Hotel Room Block 1	TownePlace Suites
Number of Paid Room Nights (Room Block 1)	2
Room Rate Per Room For Room Block 1	106.5
Please provide the Group Booking Code utilized for the hotel room block at this hotel property for your event	??
Persons Per Room For Room Block 1	2
Name of contact at lodging property that provided information (Room Block 1)	NA
Broken Arrow Hotel Room Block 2	Hampton Inn
Number of Paid Room Nights (Room Block 2)	8
Room Rate Per Room For Room Block 2	100.05
Please provide the Group Booking Code utilized for the hotel room block at this hotel property for your event	Hotels.com Itinerary: 72068717765512
Persons Per Room For Room Block 2	2
Name of contact at lodging property that provided information (Room Block 2)	NA
Broken Arrow Hotel Room Block 3	Hampton Inn
Number of Paid Room Nights (Room Block 3)	8
Room Rate For Room Block 3	95.20

Please provide the Group Booking Code utilized for the hotel room block at this hotel property for your event 53332126

Persons Per Room For Room Block 3 3

Name of contact at lodging property that provided information (Room Block 3) NA

Broken Arrow Hotel Room Block 4 Hilton Garden Inn

Number of Paid Room Nights (Room Block 4) HILTON GARDEN INN - TULSA BROKEN ARROW

Room Rate For Room Block 4 113.36

Please provide the Group Booking Code utilized for the hotel room block at this hotel property for your event 3382930112

Persons Per Room For Room Block 4 2

Name of contact at lodging property that provided information (Room Block 4) Pam Carlson

Broken Arrow Hotel Room Block 5 Holiday Inn Express

Number of Paid Room Nights (Room Block 5) 25

Room Rate For Room Block 5 Rate Range: \$114-\$156 per night

Please provide the Group Booking Code utilized for the hotel room block at this hotel property for your event NA

Persons Per Room For Room Block 5 2

Name of contact at lodging property that provided information (Room Block 5) Terry Pack

Broken Arrow Hotel Room Block 6 Holiday Inn Express

**Number of Paid Room Nights
(Room Block 6)** Holiday Inn Express

Room Rate For Room Block 6 NA

Please provide the Group Booking Code utilized for the hotel room block at this hotel property for your event NA

Persons Per Room For Room Block 6 3

Name of contact at lodging property that provided information (Room Block 6) NA

EVENT COSTS

Event Space Rental Cost 5,274.70

Approximate Food and Beverage Cost For Event \$1,361.11

Approximate Audio/Visual Cost For Event 910.51

Approximate Security Cost For Event 640

Other Event Cost \$7,147.42

RECEIPTS

IRS W-9 Form <https://www.formstack.com/admin/download/file/19026261372>

Invoice for amount awarded for reimbursement <https://www.formstack.com/admin/download/file/19026261373>

Financial Summary including expenses associated with sponsorship funding awarded <https://www.formstack.com/admin/download/file/19026261374>

Detailed paid hotel room pickup report including the room nights generated and which Broken Arrow hotels utilized <https://www.formstack.com/admin/download/file/19026261375>

**Examples and expenses
generated in marketing the event
inside and outside of Broken
Arrow**

<https://www.formstack.com/admin/download/file/19026261376>

Receipt 1

<https://www.formstack.com/admin/download/file/19026261377>

Receipt 2

<https://www.formstack.com/admin/download/file/19026261378>

Request for Taxpayer Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the
requester. Do not
send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.) Oklahoma Wesleyan University		
	2 Business name/disregarded entity name, if different from above.		
	3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor <input checked="" type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ <i>(Applies to accounts maintained outside the United States.)</i>	
	3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions <input type="checkbox"/>		
	5 Address (number, street, and apt. or suite no.). See instructions. 2201 Silver Lake Road	Requester's name and address (optional)	
	6 City, state, and ZIP code Bartlesville OK 74006		
	7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Social security number									
			-						
or									
Employer identification number									
7	3	-	6	0	8	5	6	1	6

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person 	Date 4/11/25
------------------	---	-----------------

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

REIMBURSEMENT REQUEST

Organization: Oklahoma Wesleyan University Wrestling

Event: 918 Open Collegiate Wrestling Tournament

Date: December 12-13, 2025

Recipient: Visit Broken Arrow

HOTEL ROOM NIGHTS CALCULATION

Verified Room Nights	75 nights
Rebate Formula (\div 12)	6.25 units
Eligible Units (complete only)	6 units
Rebate per Unit	\$500

REIMBURSEMENT REQUEST

AMOUNT REQUESTED	\$3,125.00
-------------------------	-------------------

Authorization: Visit Broken Arrow Board Approval Item 25-955 (July 1, 2025)

918 OPEN WRESTLING TOURNAMENT

Financial Summary - December 12-13, 2025

REVENUE

Entry Fees & Sponsorship	\$17,404
Tulsa Sports Commission (Contracted)	\$2,000
TOTAL REVENUE	\$19,404

EXPENSES

Venue & Facility	\$5,120.00
Officials & Referees	\$5,160.00
Staff & Labor	\$850.00
Food & Hospitality	\$812.42
Equipment & Supplies	\$1,503.83
Transportation & Utilities	\$347.80
TOTAL EXPENSES	\$13,794.05

NET PROFIT

PROFIT	\$5,609.95
---------------	-------------------

HOTEL ROOM PICKUP REPORT

Event: 918 Open Collegiate Wrestling Tournament

Date: December 12-13, 2025

Location: Broken Arrow, Oklahoma

HOTEL BREAKDOWN

Hotel	Rooms
Holiday Inn Express	34
Hampton Inn	23
Hilton Garden Inn	8
Stoney Creek Inn	8
TownPlace Suites	2
TOTAL	75

SUMMARY

Total Room Nights	75
Average Nightly Rate	\$110

MARKETING REPORT

Event: 918 Open Collegiate Wrestling Tournament

Date: December 12-13, 2025

MARKETING CHANNELS

Channel	Details
Email to Coaches	Primary platform
TrackWrestling	Paid listing
FlowRestling	Live stream
Social Media	19 programs

MARKETING INVESTMENT

Item	Amount
TrackWrestling Listing	\$106.60
TOTAL	\$106.60

COACH OUTREACH BY DIVISION

Division	Coaches
Division 1	81
Division 2	72
Division 3	135
NAIA	72
NJCAA	69
NCWA	92
3C2A	23
TOTAL	545

PARTICIPATION RESULTS

Metric	Result
Total Wrestlers	221
Total Teams	19
Out-of-State Wrestlers	115 (52%)
States Represented	9



Invoice #: 369282132
 Invoice Name: 918 Open
 Invoice Date: 12/14/2025
 Payment Terms: Net 30
 Due Date: 01/13/2026

\$106.00 paid on 12/15/2025 03:37 p.m.

From:

FloSports, Inc.
trackwrestling.com/tickets

To:

Tom Carr
 tcarr@okwu.edu
 (918) 914-0859
 (918) 914-0859

Item	Amount	Discount	Total
918 Open	\$106.60	0.0%	\$106.60
Total			\$106.60

Save time! Pay by credit card online at no additional cost!

Pay with Credit Card

OR

Make a check payable to FloSports
 and send it to the check processing address below:
 PO Box 7410989
 Chicago, IL 60674-0989

Please include the invoice number with your payment.

You can use the following link to access our W9, which includes our physical address:

[View W9](#)

***Thank you for using trackwrestling.com to help manage your event.
 Please let us know if there is anything else we can help you with.***



Oklahoma Wesleyan
918 Open Wrestling Tournament

Presented by The Tulsa Sports Commission and Visit Broken Arrow

Date: Saturday December 13, 2024

Place: Broken Arrow Event Center

Weight Classes: 125, 133, 141, 149, 157, 165, 174, 184, 197 and 285.

Eligibility: One Division / College Rules

Registration: Online at [Trackwrestling.com](https://www.okwu.edu/wrestling-tournament/) or by email for unattached
<https://www.okwu.edu/wrestling-tournament/>

Deadline: Preregistration will close at noon on Friday 12/12/2025

Entry Fee: \$40 pre-registration, \$45 Saturday. Entry fee must be paid prior to weigh in. Checks payable to Oklahoma Wesleyan Wrestling, credit card processing available on the tournament website 12/1/25

Tournament: This will be a double elimination format tournament.

Timing: All matches will be 7 minutes with riding time. If the match is tied, the NCAA overtime procedure will be used.

Scoring: NCAA match scoring, No team score will be kept

Matches: Wrestling will start at 10a.m. and run straight through.

Director: Tom Carr, tcarr@okwu.edu
Makayla Hurst, wrestling@OKWU.edu

Lodging: Our sponsor is Hilton Garden Inn, we kindly ask that you stay with them or another hotel in Broken Arrow.

Tentative Schedule:	Friday 12/12/25	Noon	Deadline for Entries
	Saturday 12/13/25	6AM	Facilities Open
		7:45AM	Skin check
		8:00AM	Weigh In
		10AM	Wrestling Begins



EAGLES



Tournament Hotel Options – Broken Arrow / Tulsa

- Our event is sponsored by The Tulsa Sports Commission and Visit Broken Arrow, we ask that you stay in a hotel in Broken Arrow, OK.

Hilton Garden Inn - \$109

Our host hotel for the event will be the Hilton Garden Inn, it is the closest hotel to the event and has a block of rooms set aside for the event.

A block of rooms has been set aside for the event, please call 918-940-8444 to make a reservation or this [LINK](#)

- Free Wireless High-Speed Internet Access
 - Indoor Pool
 - Fitness Center
 - Business Center
 - Refrigerators in all guest rooms
 - Microwave in all guest rooms
 - Free Parking
- Other hotels in Broken Arrow
 - Clarion Hotel
 - 2600 N Aspen Ave, Broken Arrow, OK (918) 258-7085
 - TownePlace Suites Tulsa Broken Arrow
 - 2251 N Stone Wood Circle, Broken Arrow, OK (918) 355-9600
 - Holiday Inn Express & Suites Tulsa S Broken Arrow Hwy 51
 - 2201 N Stone Wood Circle, Broken Arrow, OK (918) 355-3200
 - Hampton Inn Broken Arrow
 - 2300 W Albany Street, Broken Arrow, OK (918) 251-6060
 - Stoney Creek Hotel & Conference Center
 - 200 W Albany St, Broken Arrow, OK (918) 416-8100
 - La Quinta Inn & Suites by Wyndham Tulsa Broken Arrow
 - 451 W Albany St, Broken Arrow, OK (918) 615-3400
 - Hilton Garden Inn Tulsa-Broken Arrow
 - 420 W Albany St, Broken Arrow, OK (918) 940-8448
 - Best Western Kenosha Inn — 1200 E Lansing St, Broken Arrow, OK
 - (918) 251-2799
 - EconoLodge Broken Arrow
 - 2600 N Aspen Ave, Broken Arrow, OK (918) 355-3200
 - Quality Inn Broken Arrow
 - 2600 N Aspen Ave, Broken Arrow, OK (918) 258-8585
 - Homewood Suites by Hilton Tulsa-South
 - 4900 W Madison Place, Broken Arrow, OK (918) 392-7700





City of Broken Arrow

Request for Action

File #: 26-237, Version: 1

**Visit Broken Arrow
Meeting of: 02-10-2026**

Title:

Consideration, discussion, and possible approval of The Christian Interpreters Conference hotel rebate request in an amount not to exceed \$12,500, pending the receipt of post-event requirements as outlined in the Rebate Guidelines.

Background:

The Christian Interpreters Conference was launched in 2009 by Deaf Missions and has been held every other year. This will be the 9th conference, and the 1st year under new leadership. The event will be held July 9-11, 2026 at Stoney Creek Hotel & Conference Center.

Attendees come from around the country and the anticipated attendance is 350.

Cost: Not to Exceed \$12,500, pending FY27 appropriations

Funding Source: Visit Broken Arrow

Requested By: Makala Barton, Tourism Manager

Approved By: City Manager's Office

Attachments: Hotel Rebate Application

Recommendation:

Approve The Christian Interpreters Conference hotel rebate request in an amount not to exceed \$12,500, pending the receipt of the post-event requirements as outlined in the Rebate Guidelines.



Form Name: Visit Broken Arrow Rebate Guidelines and Application
Submission Time: January 22, 2026 10:51 am

Event Name Christian Interpreters Conference

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) Jan 22, 2026

Name of applying organization Word Access with Sonshine Interpreting (event manager Mathis Enterprises)

Address (no P.O. Boxes) 216 Wynbrook Ct.
Franklin, TN 37064

Phone (503) 508-3708

Email info@christianinterpretersconference.org

Event Contact Name	Angie Mathis (918-724-7075)
Name of Event	Christian Interpreters Conference
Event Start Date/Time	Jul 09, 2026 12:00 PM
Event End Date/Start Time	Jul 11, 2026 10:00 PM
Event Location	Stoney Creek Hotel and Conference Center
Does your event require a Special Events Permit?	No
Total Event Budget Amount	\$117,085
Total Funding Amount Requested	\$12,500
Amount Applicant Will Apply Towards Event	\$12,500
How Will Rebate Funds Be Used?	These funds could be applied a number of places - AV, hotel rooms for presenters and event staff, conference meals, conference shirts
What Other Sources Of Funding Have Been Secured For Your Event?	registration fees and event sponsors
Event Location	Stoney Creek Hotel and Conference Center
Please attach a copy of your detailed event budget	https://www.formstack.com/admin/download/file/19064343096
I have read and I understand Visit Broken Arrow's Rebate Funding Information - rebates will be provided only on a reimbursable basis	Yes
Event Description	Professional Conference for Sign Language from a Christian Worldview that will offer 20 hours of professional CEUs approved by RID (the leading certifying agency for interpreters)
Is this event, in any way, a fundraiser for your organization?	No
Projected Attendance	350
Is this a new event?	No

If not, how many years has this event occurred?	This conference was launched in 2009 by Deaf Missions and has been held every other year. This will be the 9th conference, and the 1st year under new leadership.
Will your event generate any overnight accommodations?	Yes
Hotel(s) for the event	Stoney Creek Hotel
Anticipated number of hotel room(s)/night(s) expected for the duration of the event, if applicable	300
Provide the Group Booking Code from each hotel property that you have reserved a block of rooms in Broken Arrow for your event.	SONSHINE0726
I have read and I understand Visit Broken Arrow's host hotel requirement.	Yes
I have read and I understand Visit Broken Arrow's post-event summary requirements.	Yes
I have read and I understand all of Visit Broken Arrow's rebate application guidelines and requirements.	Yes



City of Broken Arrow

Request for Action

File #: 26-256, Version: 1

**Visit Broken Arrow
Meeting of: 02-10-2026**

Title:

Consideration, discussion, and possible approval of a film and hotel incentive rebate in an amount not to exceed \$24,450.

Background:

Flyover Films, LLC has submitted a film and hotel incentive application for a production to be filmed in Broken Arrow and is seeking pre-approval for a film rebate.

Highlights of the application include:

Type: Feature Film

Total Budget: \$1.7M

Start Date: 4/20/26

Projected Wrap Date: 5/25/26

Proposed shooting days in Broken Arrow: 15

Estimated BA residents to be hired on the production: 30

Estimated Qualified spend

Local Spending: \$112,000 (estimated 10%/\$11,200 rebate on spend)

Hotel Room Nights: 294 (Estimate \$105/night=\$30,870) (Approx \$12,250 rebate)

Production Office Space: \$5,000 (estimated 10-20%/\$500-\$1000 rebate on spend)

Total Maximum Estimated Spend: \$136990

Total Rebate Request not to exceed: \$24,450

In order to receive rebate funding, the organization must submit all receipts and confirm that all guidelines have been met via the post-production summary report (to be provided by VBA staff). After project completion, a representative from the organization will attend a VBA Board meeting to present the project outcomes and total spend. The rebate will not be processed until the VBA Board gives final approval.

Cost: Not to exceed \$24,450

Funding Source: Visit Broken Arrow

Requested By: Makala Barton, Tourism Manager

Approved By: City Manager's Office

Attachments: Film Incentive Application

Recommendation:

Approve the film and hotel rebate request in an amount not to exceed \$24,450 pending the receipt of the post-event requirements as outlined in the film incentive guidelines.

Form Name: Film Incentive Application
Submission Time: February 2, 2026 3:17 pm
Browser: Chrome 144.0.0.0 / OS X
IP Address: 76.90.17.242
Unique ID: 1428895996
Location: 34.0767, -118.1802

APPLICANT INFORMATION

Name	Flyover Films LLC
Title	Flyover
Address	4918 N North Maywood Ave Apt 4 Los Angeles, CA 90041 United States
Contact Person	Adria Baratta
Title	Line Producer
Email	adriabaratta@gmail.com
Phone	(551) 404-7086
Date of Incorporation or Formation:	Apr 28, 2025
Federal Tax ID Number:	33-4829508
Do you have a production company affiliated that is different than the name of the applicant above?	NO

Project Information

Title of Project:	Flyover
Type of Production:	Feature Film
Is this project fully funded?	YES
Is the production company applying for certification as a 'work for hire' for another production company?	NO
Did the production company applying for certification hire another production company as a 'work for hire?'	NO

Script

<https://www.formstack.com/admin/download/file/19109685299>

Please provide a description of this project (storyline):

Exhausted by yet another failed relationship, strong-willed Lexi convinces her oldest friends to take the search for love out of Los Angeles to prove they're not the problem in their love lives - LA is - and while dating may seem simpler in a flyover state, you can only get so far when you're running from yourself.

Name of talent attached:

LEXI - Hayley Law
SLOANE - Sonia Mena
ASTRID - Sara Eklund
JONATHAN - Micheal Neeson
WINSTON - Trevor Salter

Where in Broken Arrow are you planning to film your project (list locations):

Deb's Action Lounge 832 S. Aspen Ave. Broken Arrow, OK
Broken Arrow Grain Elevator 420 S. Main St. Broken Arrow, OK
Railside 423 S. Ash Ave. Broken Arrow, OK
Broken Arrow Round-Up Club 10505 S 241st E Ave Broken Arrow, OK 74014
"residence" 2224 W. Knoxville St. Broken Arrow, OK
"residence" 1400 S. 145th E. Ave. Broken Arrow, OK
Denali Ranch 3400 E. Albany St. Broken Arrow, OK

Estimated total number of Broken Arrow residents to be hired on the Production:

30

Wrap Date:

May 22, 2026

Number of proposed shooting days in Broken Arrow

10

Pre-Production Project Start Date:

Mar 30, 2026

Principal Photography Start Date:

Apr 20, 2026

Post Production Start Date:

May 25, 2026

Total Budget of Project:

\$1.7m

Distribution Plan: The goal is to premiere at a top-tier, market-facing festival, with Flyover specifically positioned for SXSW or Tribeca (director is an Alum). We are actively pursuing sales agents who specialize in female-driven independent films and streaming-forward distribution, prioritizing domestic sales.

Theatrical distribution plan in place?	NO
Producer	Maria Fernanda Prietor
Phone	(310) 606-0993
Email	maria@purplecactusproductions.com
Producer - 2	Sara Eklund
Phone - 2	(239) 290-0395
Email - 2	sara@purplecactusproductions.com

CREDITS AND PROMOTIONAL MATERIALS

To complete eligibility requirements, applicants will provide the following items:

- Five production still photos in electronic format with rights cleared for promotional use by the City of Broken Arrow/Visit Broken Arrow.
- Behind the scenes photos/videos, if available
- The Visit Broken Arrow logo must be used in the end credit roll of a full-length picture
- One (1) poster of the type designed for promotion of the finished project, if applicable
- A digital copy of the finished project
- An electronic press kit

I agree to provide all required materials listed above.



The above information will be provided by:	Adria Baratta
Title:	Line Producer
Company:	Flyover Films LLC

Company Address 5101 Santa Monica Blvd
Ste 8
Los Angeles, CA 90029
United States

Phone (551) 404-7086

Email adriabaratta@gmail.com

The end credit roll of a full-length picture that utilizes the Visit Broken Arrow Film Incentive rebate must recognize the City of Broken Arrow and requires use of the Visit Broken Arrow logo. The City of Broken Arrow/Visit Broken Arrow reserves the right to refuse use of its logo(s) in the credits of a motion picture filmed or produced in the City of Broken Arrow. Authorized Signature:



Date/Time Feb 02, 2026 09:22 AM

Contact Information Legal Name Adria Baratta

Address 4918 N North Maywood Ave
4
Los Angeles, CA 90041
United States

Title: Line Producer

Email adriabaratta@gmail.com

Phone (551) 404-7086

REBATE DETAILS

Incentive request Local Spending
Hotel Room
Production Office

Local Spending Incentive Requirements Minimum budget of \$5,000
Minimum spend equal to 10% of total budget amount in Broken Arrow City Limits (hotels excluded due to separate hotel room incentive, below)
25% of shooting days/time must be in Broken Arrow
Pre-completed/approved Visit Broken Arrow filming permit, if applicable
Display the Visit Broken Arrow logo in end credits

Rebate is 10% of qualified spend. 100,000

Please state your anticipated maximum spend:

Hotel Room Incentive Requirements

Minimum budget of \$5,000
Minimum spend equal to 10% of total budget amount in Broken Arrow City Limits (hotels excluded due to separate hotel room incentive, below)
25% of shooting days/time must be in Broken Arrow
Pre-completed/approved Visit Broken Arrow filming permit, if applicable
Display the Visit Broken Arrow logo in end credits
In addition to the above, all project types above are eligible to receive \$500 for every 12 room nights stayed in a Broken Arrow hotel.

Rebate is \$500 for every 12 room nights. Please state your anticipated maximum room nights: 294

Production Office Incentive Requirements

Minimum budget of \$5,000
Minimum spend equal to 10% of total budget amount in Broken Arrow City Limits (hotels excluded due to separate hotel room incentive, below)
25% of shooting days/time must be in Broken Arrow
Pre-completed/approved Visit Broken Arrow filming permit, if applicable
Display the Visit Broken Arrow logo in end credits
Local Spending Incentive Requirements (above) apply
20% rebate on cost of production office space at any Broken Arrow hotel
10% rebate applies for cost of any production office space other than a Broken Arrow hotel but within city limits

Rebate is 10 - 20% of qualified spend. Please state your anticipated maximum spend: \$5,000

Please total your anticipated maximum spend: \$5,000

CERTIFICATION BY APPLICANT

Name Adria Baratta

Phone (551) 404-7086

Email adriabaratta@gmail.com

Title Line Producer

Applicant Signature

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Date/Time

Feb 02, 2026



City of Broken Arrow

Request for Action

File #: 26-264, **Version:** 1

**Visit Broken Arrow
Meeting of: 02-10-2026**

Title:

Consideration, discussion, and possible approval of the post-event summary and sponsorship rebate request for the 2025 Chalk It Up Festival in an amount not to exceed \$7500

Background:

ARTSOK hosted its 2025 Chalk It Up Festival event in Broken Arrow on September 19, 2025.

Chalk It Up Festival event organizers will be present to provide a general update on last fall's event.

The VBA Board approved a sponsorship rebate in the amount of \$7,500.00, pending post-event summary and all required receipts in accordance with sponsorship guidelines.

Cost: \$7500

Funding Source: Visit Broken Arrow

Requested By: Makala Barton, Tourism Manager

Approved By: City Manager's Office

Attachments: Chalk It Up Post Event Summary

Recommendation:

Approve the sponsorship rebate request in amount not to exceed \$7500 for the 2025 Chalk It Up Event

Form Name:	Visit Broken Arrow Sponsorship Post Event Summary
Submission Time:	January 20, 2026 6:03 pm
Browser:	Chrome 144.0.0.0 / Windows
IP Address:	98.184.107.168
Unique ID:	1424972751
Location:	36.1262, -95.9408

EVENT INFORMATION

Name of Sponsoring Organization ArtsOK, Inc

Event Organizer's Name Jennifer Deal

Event Organizer's Email jennifer.deal@arts302.com

Name of Event Chalk It Up! An Arts Festival

Event Date Sep 19, 2025

Estimated Event Attendance 29,000

Describe the method used to estimate attendance. If a private group was utilized to collect data through surveys or other methods, include their information. Per Erin Hofner numbers gathered by the city.

Describe the advertising utilized in the promotion of the event. If grant funds provided for advertising, please attach receipt/invoice copies Instagram, Facebook, First National Bank billboard (picture attached), local and regional calendars, banners on Arts@302 balcony (banner picture included) all September and stage during the event (banner picture included).

Describe any press or media coverage about the event. Include press/media outlet and description of coverage Value News did an article about Chalk It Up. Fox News came out and did interviews, then posted a story on their website.

EVENT SUMMARY

Attendance Excellent

Marketing of Event Good

Organization of Event Excellent

Planning of Event Excellent

Entertainment (if applicable) Good

Execution of Event Excellent

Overall Success of Event Excellent

EVENT COSTS

Event Space Rental Cost	0
Approximate Food and Beverage Cost For Event	\$1068
Approximate Audio/Visual Cost For Event	\$1675
Approximate Security Cost For Event	\$4645 (this includes the \$4095 waived by the City of BA)
Other Event Cost	\$5132

RECEIPTS

IRS W-9 Form	https://www.formstack.com/admin/download/file/19056198653
Invoice for amount awarded for sponsorship reimbursement	https://www.formstack.com/admin/download/file/19056198673
Financial Summary including expenses associated with sponsorship funding awarded	https://www.formstack.com/admin/download/file/19056198682
Examples and expenses generated in marketing the event inside and outside of Broken Arrow	https://www.formstack.com/admin/download/file/19056198683
Receipt 1	https://www.formstack.com/admin/download/file/19056198684
Receipt 2	https://www.formstack.com/admin/download/file/19056198685
Receipt 3	https://www.formstack.com/admin/download/file/19056198693
Receipt 4	https://www.formstack.com/admin/download/file/19056198698

Chalk It Up! An Art Festival Overview Budget		
Income:	Actual 2025	Income Split w RF
Sponsorships <i>(Includes \$7500 VBA Sponsorship)</i>	\$19,750.00	
Security On Duty BAPD	\$4,095.00	\$8,190.00
Chalk Artist registration	\$1,552.06	
Vendor Artist Registration	\$1,809.79	\$3,619.58
Tshirt Sales	\$1,533.32	
Food Trucks	\$225.00	\$450.00
Marketplace Vendors	\$1,725.00	\$3,450.00
Sound System In-Kind	\$1,700.00	
Other	\$816.90	
Total Projected Income	\$33,207.07	
Expenditures: (non shared)		
Chalk Drawing Contest: Chalk, Bracelets, Cash Prizes \$1,200, Certificates, Ribbons, Misc.	\$1,872.68	
Publicity: Posters, Banners, Social Media, Photography	\$1,490.00	
Catering		
T-Shirts	\$1,744.83	
Entertainment (Visual Artists)	\$1,300.00	
Total	\$6,407.51	
Expenses Shared with RF		
	CIU Cost	Total Cost
Stage	\$700.00	\$1,400.00
Sound System <i>(\$1700 in-kind)</i>	\$137.50	\$275.00
Entertainment (Performance Artists)	\$1,400.00	\$2,800.00
Security On Duty BAPD	\$4,095.00	\$8,190.00
Additional City Expenses	\$402.50	\$805.00
Rose District overnight security	\$550.00	\$1,100.00
ABCO Food Court Rental	\$124.25	\$248.50
Trash	\$270.00	\$540.00
Shared Expenses	\$7,679.25	\$15,358.50
Total Expenses (Including Shared Expenses)	\$14,086.76	
Revenue in Excess of Expenses	\$19,120.31	



INVOICE FOR CHALK IT UP: AN ART FESTIVAL!

Bill to:
Attn: Erin Hofener
dhofener@brokenarrowok.gov
Visit Broken Arrow

Mail to:
ArtsOK, Inc
Attn: Jennifer Deal
302 S Main Street
Broken Arrow, OK 74012

Invoice#: CIU 0002025
Invoice Date: 01/19/2026
Due Date:

Item No.	Invoice	Total
Receipt 1	Entertainment (<i>performers, sound & stage, visual artists</i>)	\$4023.77
Receipt 2	Marketing (<i>photography, banners and posters</i>)	\$1836.83
Receipt 3	Logistics (<i>overnight security, trash, portajohns, misc</i>)	\$1209.29
Receipt 4	Chalk Contest Expenses (<i>chalk, misc.</i>)	\$666.67
	Subtotal	\$7909.70
TOTAL CITY CONTRACT FUNDS DUE TO ARTSOK, INC		\$7500.00

Thank you for your support!

Jennifer Deal
ArtsOK, Inc
Chalk It Up! An Art Festival
jennifer.deal@arts302.com
918-688-5766

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type.
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
ARTSOK INC.

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.

Individual/sole proprietor or single-member LLC C Corporation S Corporation Partnership Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶ **NONPROFIT CORPORATION**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any) _____
Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
302 S MAIN ST

6 City, state, and ZIP code
BROKEN ARROW, OK 74012

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

			-					
--	--	--	---	--	--	--	--	--

or

Employer identification number

3	1	-	1	6	5	7	9	7	1
---	---	---	---	---	---	---	---	---	---

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶  Date ▶ **11/3/2023**

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

Date	Transaction Type	Num	Name		Class	Memo/Description	Amount
09/11/2025	Credit Card Expenditure		Amazon.com	<input checked="" type="checkbox"/>	Chalk Contest Expenses	Small Chalk	\$64.32
09/12/2025	Credit Card Expenditure		Amazon.com	<input checked="" type="checkbox"/>	Chalk Contest Expenses	Small chalk	\$64.32
09/14/2025	Credit Card Expenditure		Amazon.com	<input checked="" type="checkbox"/>	Chalk Contest Expenses	Black Chalk	\$236.25
09/15/2025	Credit Card Expenditure		Amazon.com	<input checked="" type="checkbox"/>	Chalk Contest Expenses	Small chalk	\$5.36
09/14/2025	Credit Card Expenditure		Amazon.com	<input checked="" type="checkbox"/>	Chalk Contest Expenses	Small chalk	\$58.96
09/15/2025	Credit Card Expenditure		Amazon.com	<input checked="" type="checkbox"/>	Chalk Contest Expenses	Small chalk	\$64.32
08/26/2025	Credit Card Expenditure		Home Depot	<input checked="" type="checkbox"/>	Chalk Contest Expenses	PVC for measuring squares	\$49.14
09/09/2025	Credit Card Expenditure		Amazon.com	<input checked="" type="checkbox"/>	Chalk Contest Expenses	Pennant Flags	\$93.20
09/15/2025	Credit Card Expenditure		Amazon.com	<input checked="" type="checkbox"/>	Chalk Contest Expenses	Sheet Protectors	\$30.80
						TOTAL	\$666.67
09/19/2025	Check	3406	Randy Brumley	<input checked="" type="checkbox"/>	Entertainment	Chalk It Up entertainment	\$150.00
09/17/2025	Check	3386	James Bradley	<input checked="" type="checkbox"/>	Entertainment	Entertainment 2025 Chalk It Up	\$800.00
06/18/2025	Check	3224	Cyber Sound Productions	<input checked="" type="checkbox"/>	Entertainment	Entertainment: Stage Deposit	\$280.00
09/17/2025	Check	3384	Cyber Sound Productions	<input checked="" type="checkbox"/>	Entertainment	Entertainment Stage: Balance	\$1,120.00
09/19/2025	Check	3404	David Hernandez	<input checked="" type="checkbox"/>	Entertainment	Entertainment: Chalk it Up	\$150.00
09/19/2025	Check	3405	The Music Store	<input checked="" type="checkbox"/>	Entertainment	Entertainment: equipment	\$275.00
10/10/2025	Check	3462	Amy Watson Artistry	<input checked="" type="checkbox"/>	Entertainment	Invoice #0868: Interactive mural	\$548.77
09/20/2025	Check	3409	Mery McNett	<input checked="" type="checkbox"/>	Entertainment	Artsy Cartsy: 2025 Chalk It Up	\$700.00
						TOTAL	\$4,023.77
09/26/2025	Check	3418	On Call Services and Rentals LLC	<input checked="" type="checkbox"/>	Logistics	Invoice #99341, portable restrooms	\$389.29
12/17/2025	Check	3574	Tiger Strike Robotics	<input checked="" type="checkbox"/>	Logistics	Trash pick up	\$270.00
09/18/2025	Check	3397	Jennifer Dumont	<input checked="" type="checkbox"/>	Logistics	Security payment	\$550.00
						TOTAL	\$1,209.29
09/17/2025	Check	3381	Droneocle LLC	<input checked="" type="checkbox"/>	Marketing	Drone photography	\$600.00
10/01/2025	Check	3431	R.J.CR Photo	<input checked="" type="checkbox"/>	Marketing	Photography services	\$400.00
09/15/2025	Credit Card Expenditure		Fastsigns	<input checked="" type="checkbox"/>	Marketing	CIU signage	\$306.70
09/26/2025	Check	3420	QUALITY SIGNS & BANNERS	<input checked="" type="checkbox"/>	Marketing	Invoice #125100 - Banners for Chalk It	\$388.00
08/07/2025	Credit Card Expenditure		Quickprint	<input checked="" type="checkbox"/>	Marketing	Posters	\$40.13
09/17/2025	Check	3394	Janie Green	<input checked="" type="checkbox"/>	Marketing	Reimbursement: Quality Signs & Bann	\$80.00
09/04/2025	Check	3365	Royal Printing	<input checked="" type="checkbox"/>	Marketing	Rose Festival - Chalk It Up: Posters	\$22.00
						TOTAL	\$1,836.83

Events Expense
ArtsOK - Chalk it Up



City of Broken Arrow

Request for Action

File #: 26-266, **Version:** 1

**Visit Broken Arrow
Meeting of: 02-10-2026**

Title:

Consideration, discussion, and possible approval of the post-event summary and sponsorship rebate request for the 2025 Rose Festival in an amount not to exceed \$7500

Background:

Keep Broken Arrow Beautiful hosted its 2025 Rose Festival event in Broken Arrow on September 19, 2025.

Rose Festival event organizers will be present to provide a general update on last fall's event.

The VBA Board approved a sponsorship rebate in the amount of \$7,500.00, pending post-event summary and all required receipts in accordance with sponsorship guidelines.

Cost: \$7500

Funding Source: Visit Broken Arrow

Requested By: Makala Barton, Tourism Manager

Approved By: City Manager's Office

Attachments: Rose Festival Post Event Summary

Recommendation:

Approve the sponsorship rebate request in amount not to exceed \$7500 for the 2025 Rose Festival

Form Name:	Visit Broken Arrow Sponsorship Post Event Summary
Submission Time:	February 4, 2026 2:39 pm
Browser:	Chrome 144.0.0.0 / Windows
IP Address:	209.95.126.100
Unique ID:	1429648489
Location:	35.7445, -95.3451

EVENT INFORMATION

Name of Sponsoring Organization	Keep Broken Arrow Beautiful
Event Organizer's Name	Broken Arrow Rose Festival/Trish Foster
Event Organizer's Email	barosefestival@gmail.com
Name of Event	Broken Arrow Rose Festival/Rose Kites Over Broken Arrow
Event Date	Sep 19, 2025
Estimated Event Attendance	29,000

Describe the method used to estimate attendance. If a private group was utilized to collect data through surveys or other methods, include their information.

Attendance provided by City of Broken Arrow/Krista Mooney-Shea, and estimate based on kites decorated.

Describe the advertising utilized in the promotion of the event. If grant funds provided for advertising, please attach receipt/invoice copies

Social media, KBAB and American Kite Flyers Association. KBAB website. Banners, posters, flyers. Billboard by 1st National Bank, in kind. Various local publications.

Describe any press or media coverage about the event. Include press/media outlet and description of coverage

Press release Channel 2, Channel 6 (interview and live coverage), Fox 23. Spanish radio Que Buena.

EVENT SUMMARY

Attendance	Excellent
Marketing of Event	Good
Organization of Event	Excellent
Planning of Event	Excellent
Entertainment (if applicable)	Excellent
Execution of Event	Excellent
Overall Success of Event	Excellent

EVENT COSTS

Event Space Rental Cost	City Fees \$910
Approximate Food and Beverage Cost For Event	\$500
Approximate Audio/Visual Cost For Event	0.00
Approximate Security Cost For Event	\$900 off duty security, \$4,095 police (waived)
Other Event Cost	\$9,027

Waived Fees

Did you receive approval for any waived fees through the City of Broken Arrow?	Yes
---	-----

RECEIPTS

IRS W-9 Form	https://www.formstack.com/admin/download/file/19120144719
Invoice for amount awarded for sponsorship reimbursement	https://www.formstack.com/admin/download/file/19120144725
Financial Summary including expenses associated with sponsorship funding awarded	https://www.formstack.com/admin/download/file/19120144746
Examples and expenses generated in marketing the event inside and outside of Broken Arrow	https://www.formstack.com/admin/download/file/19120144747
Receipt 1	https://www.formstack.com/admin/download/file/19120144768
Receipt 2	https://www.formstack.com/admin/download/file/19120144769
Receipt 3	https://www.formstack.com/admin/download/file/19120144770
Receipt 4	https://www.formstack.com/admin/download/file/19120144806



2025
BROKEN ARROW
**ROSE
SHOW**

Let's Celebrate Our Roses!

Cash Prizes & Ribbons!

September 19 | 5-8 PM

September 20 | 8 AM-11 AM

ROSE DISTRICT,
BROKEN ARROW

ROSE FESTIVAL EXPENSES 2025

On Call Services (portajohns)	
Rose District	\$441.79
Kite Event Nienhuis Park	\$382.83
ABCO Tent Rental	
Rose District and Kite Event	
Nienhuis Park	\$4,962.90
Kites in the Sky (free kites for Kidzone)	\$462.22
Liability Insurance	\$74.50
Cash Prizes	
Rose Show	\$310.00
Art Show	\$500.00
Entertainment	\$900.00
Prize Ribbons	
Rose Show	\$101.89
Art Contest	\$90.11
TOTAL	\$8,226.24



City of Broken Arrow

Request for Action

File #: 26-267, **Version:** 1

Visit Broken Arrow
Meeting of: 02-10-26

Title:

Consideration, discussion, and possible approval of the 2026 Chalk it Up sponsorship request in the amount of \$7,500, pending the required follow-up report submitted by the deadline and the required receipts submitted to be approved by Visit Broken Arrow for reimbursement

Background:

A representative from the Chalk it Up event will share details about the September 2026 event and will be available to answer any questions and share details about the sponsorship request.

Cost: \$7,500 pending FY27 Budget Appropriations

Funding Source: Visit Broken Arrow

Requested By: Makala Barton, Tourism Manager

Approved By: City Manager's Office

Attachments: 2026 Chalk It Up Sponsorship Application

Recommendation:

Approve the sponsorship request for 2026 Chalk it Up event in the amount of \$7,500, pending the required follow-up report submitted by the deadline and the required receipts submitted to be approved by Visit Broken Arrow for reimbursement



Form Name: Visit Broken Arrow Sponsorship Application
Submission Time: February 4, 2026 12:00 pm

Application Date (Today's Date) Feb 02, 2026

Is your event at least 90 days from date of application? Yes

Event Name Chalk It Up 2026

Description of Event

Chalk It Up is a two-day street art and community festival produced by ARTSOK in Broken Arrow's Rose District. In 2026, the event begins Friday, September 11 at 3:00 p.m. and continues through Saturday, September 12 at 6:00 p.m., transforming several downtown blocks into an open-air art experience.

Approximately 60 chalk artists create large-scale murals directly on the pavement, turning the streets into a temporary public gallery. Guests can walk around the district, watch the artwork develop in real time, and interact with artists throughout the weekend. The festival also features 75 art and maker vendors, 5-10 food trucks, and a beer garden operated by Broken Arrow's own Nook Brewing Company.

Friday evening opens with a high-energy dance band to kick off the weekend and draw early crowds downtown. Throughout the event, the main stage features continuous local entertainment, including community bands, youth performances, and dance groups. ARTSOK also partners with the Rose Festival to host a community art show.

Chalk It Up is in the heart of downtown to support Rose District businesses. Because the event spans multiple blocks, attendees spend time dining, shopping, and visiting nearby restaurants and retailers while exploring the festival. The mix of visual art, food, and live entertainment attracts guests from across the Tulsa metro and surrounding area, making it both a community celebration and a regional destination.

The event is powered by strong local support, with 40-50 Broken Arrow volunteers contributing more than 250 hours each year to help set up streets, care for artists, and ensure the festival is safe and welcoming.

In 2026, ARTSOK plans to expand partnerships with both local companies and select national brands to strengthen marketing reach and continue growing attendance. Support from Visit Broken Arrow will help sustain one of Broken Arrow's most visible arts events.

Upload an event flyer or marketing image

<https://www.formstack.com/admin/download/file/19119567756>

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

I understand that submitting an application does not guarantee funding 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 Sponsorship 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

Have you received approval for, requested, or plan to request waived fees from the City of Broken Arrow? No

Name of applying organization ARTSOK -- The Regional Arts Alliance of Broken Arrow

Address (no P.O. Boxes) 302 S. Main Street
artsok.org
Broken Arrow, OK 74012

Phone 19189926884

Email chad.stark@artsok.org

Event Contact Name Chad Stark

Name of Event Chad Stark

Event Start Date/Time Sep 11, 2026 03:00 PM

Event End Date/Start Time Sep 12, 2026 06:00 PM

Event Location Rose District -- Downtown Main Street

Does your event require a Special Events Permit? Yes

Total Event Budget Amount \$33,500

Total Sponsorship Funding Amount Requested \$7,500

Amount Applicant Will Apply Towards Event	\$7,500
How Will Sponsorship Funds Be Used?	To cover direct expenses such as stage rental, marketing, performances, security etc.
What Other Sources Of Funding Have Been Secured For Your Event?	We will secure funding from businesses via sponsorship and booth sales, chalk artists and vendor registrations, and t-shirt sales.
What percentage of your raised funds have come from private sponsorships?	37%
Please attach a copy of your detailed event budget	https://www.formstack.com/admin/download/file/19119567780
I have read and I understand Visit Broken Arrow's Sponsorship Funding Information - Sponsorships will be provided only on a reimbursable basis	Yes
Is this event, in any way, a fundraiser for your organization?	No
Projected Attendance	29,000
Is this a new event?	No
If not, how many years has this event occurred?	13 years
What efforts are being made to grow or better the event?	We plan to expand our engagement with local companies, focus on greater usage of the main stage, and are looking to reenvision the usage of Main Street to allow for more chalk art, vendors and flow. We are also starting our marketing and fundraising 4 months earlier than 2025.
Has this event previously received funding from the City of Broken Arrow or Visit Broken Arrow?	yes
Will your event generate any overnight accommodations?	Yes
Hotel(s) for the event	Clarion/EconoLodge Hampton Inn Hilton Garden Inn Stoney Creek Hotel

Anticipated number of hotel room(s)/night(s) expected for the duration of the event, if applicable

We listed the hotels above on the 2025 Chalk It Up website. However, we have never guaranteed a room block or audited hotel pick-up. We don't have insight in hotel usage.

Provide the Group Booking Code from each hotel property that you have reserved a block of rooms in Broken Arrow for your event.

The hotels have sent us a link in the past that we post on the website.

I have read and I understand Visit Broken Arrow's post-event summary requirements.

Yes

I have read and I understand all of Visit Broken Arrow's grant application guidelines and requirements.

Yes



City of Broken Arrow

Request for Action

File #: 26-268, Version: 1

**Visit Broken Arrow
Meeting of: 02-10-26**

Title:

Consideration, discussion, and possible approval of the 2026 Tuesdays in the Park sponsorship request in the amount of \$5000, pending the required follow-up report submitted by the deadline and the required receipts submitted to be approved by Visit Broken Arrow for reimbursement

Background:

A representative from the Tuesdays in the Park event will share details about the June events and will be available to answer any questions and share details about the sponsorship request.

Expected Attendance total of all Tuesday events: 6300

Cost: \$5000

Funding Source: Visit Broken Arrow

Requested By: Makala Barton, Tourism Manager

Approved By: City Manager's Office

Attachments: 2026 Tuesdays in the Park Sponsorship Application

Recommendation:

Approve the sponsorship request for 2026 Tuesdays in the Park event in the amount of \$5000, pending the required follow-up report submitted by the deadline and the required receipts submitted to be approved by Visit Broken Arrow for reimbursement



Form Name: Visit Broken Arrow Sponsorship Application
Submission Time: February 4, 2026 12:20 pm

Application Date (Today's Date) Feb 02, 2026

Is your event at least 90 days from date of application? Yes

Event Name Tuesdays in the Park

Description of Event

Tuesdays in the Park is a free, family-friendly outdoor concert series produced by ARTSOK each June at Central Park on Main Street in Broken Arrow. Every Tuesday evening, the park becomes a welcoming place for families, neighbors, and visitors to gather for live music, food trucks, local businesses, and kids' art activities.

The series started several decades ago as a small neighborhood concert and has grown into one of Broken Arrow's most loved community programs. The goal is to make the arts easy to access and create a reason for people to come out, spend time together, and enjoy Broken Arrow.

This season we are raising the quality of the event. We increased our budget to bring in exciting talent with their own marketing reach. We are pairing these well-known local bands with national artists. It's a format you don't often see at a community concert. Local musicians get the chance to share the stage with national talent, and audiences get a higher-caliber show. It gives people a stronger reason to attend and helps draw guests from outside Broken Arrow.

Each week will also include themed nights: 1) Health and Wellness, 2) Pets, 3) Home Improvement and 4) Cars. These themes will allow local businesses to host tents and engage with attendees. We also have a partnership with the Mayor's Office to open the evening with a local rendition of the national anthem, and free hands-on art projects for kids led by Arts@302.

Even though Central Park sits just outside the Rose District, attendees typically make an evening of it by dining and visiting nearby businesses before or after the show. The series drives midweek traffic into Broken Arrow and introduces new visitors to the community.

ARTSOK intentionally keeps the event free because accessibility matters to us, and we continue to invest in it because the community values it. Support from Visit Broken Arrow will help ensure the series can continue to grow and attract even more visitors to Broken Arrow.

Upload an event flyer or marketing image

<https://www.formstack.com/admin/download/file/19119682477>

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

I understand that submitting an application does not guarantee funding 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 Sponsorship 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

Have you received approval for, requested, or plan to request waived fees from the City of Broken Arrow? No

Name of applying organization ARTSOK -- The Regional Arts Alliance of Broken Arrow

Address (no P.O. Boxes) 302 S. Main Street
artsok.org
Broken Arrow, OK 74012

Phone 19189926884

Email chad.stark@artsok.org

Event Contact Name Chad Stark

Name of Event Chad Stark

Event Start Date/Time Jun 02, 2026 06:00 PM

Event End Date/Start Time Jun 22, 2026 08:00 PM

Event Location Central Park, 1500 S. Main Street, Broken Arrow, OK 74012

Does your event require a Special Events Permit? Yes

Total Event Budget Amount \$38,200

Total Sponsorship Funding Amount Requested \$5,000

Amount Applicant Will Apply Towards Event	\$5,000
How Will Sponsorship Funds Be Used?	Monies will help cover entertainment and marketing costs.
What Other Sources Of Funding Have Been Secured For Your Event?	We will secure corporate sponsors (\$16.5K), apply for an Oklahoma Arts Council grant (\$5K) and we sell raffle tickets onsite with prizes provided by local businesses. ARTSOK underwrites all labor and overhead for the event.
What percentage of your raised funds have come from private sponsorships?	43%
Please attach a copy of your detailed event budget	https://www.formstack.com/admin/download/file/19119682502
I have read and I understand Visit Broken Arrow's Sponsorship Funding Information - Sponsorships will be provided only on a reimbursable basis	Yes
Is this event, in any way, a fundraiser for your organization?	No
Projected Attendance	~6,300 attendees in June; ~1,570 per event night. Projected attendance is based on a five-year historical average, which reflects typical program participation and accounts for year-to-year fluctuations. Numbers used were provided by City of Broken Arrow.
Is this a new event?	No
If not, how many years has this event occurred?	25+ years
What efforts are being made to grow or better the event?	This year we are increasing our investment in talent and production quality by pairing well-known local bands with national artists. We're also adding theme nights to encourage business engagement.
Has this event previously received funding from the City of Broken Arrow or Visit Broken Arrow?	yes
Will your event generate any overnight accommodations?	No

I have read and I understand Visit Broken Arrow's post-event summary requirements. Yes

I have read and I understand all of Visit Broken Arrow's grant application guidelines and requirements. Yes

version: Jan 13, 2026

Tuesday's In the Park Budget 2026

Reference Line

	2026 Budget	2026 Assumptions	2025 Estimate	2025 Notes	2024 (Unaudited)	2024 Notes	
INCOME							
1	Sponsors	\$16,500	Longer runway to sell sponsorships for 2026.	\$8,000	McGraw, Metronet; Tastee Treat; OCCU; Molded Products; Jennifer Deal	\$5,500	OCCU; Molded Products; Tastee Treat; Jennifer Deal
2	Raffle Tickets	\$2,450	five weeks of raffles at \$490 a week	\$1,640		\$1,955	
3	Food Vendors	\$1,250	Assumes average of \$250 a week and five weeks	\$980	Stu-B-Que; KettleMasters; WTF Chicken; Nothing Bundt Cakes; V/Fresco; Civitans	\$930	
4	In-Kind Donations	\$8,000	50% inkind discount from Blakes	\$6,400	Blakes AV covering 50%	\$12,300	Blake's AV (50%); City Stage; P Design Billboard/banner design; Billboard FNBB
5	Grants	\$10,000	Visit Broken Arrow (\$5K); OK Arts Council (\$5K); Visit Broken Arrow lowered to \$5K compared to \$10K in 2025.	\$10,000	Visit Broken Arrow	\$4,250	OK Arts Council
6	SUBTOTAL – INCOME	\$38,200		\$27,020		\$24,935	
EXPENSES							
7	Art staff	\$1,000	Artists working Kids stations	\$720	Artists working Kids stations	\$765	Deal, Dumont, Garland billed back to grant
8	Entertainment	\$12,500	Five bands at \$2,500	\$6,700	The Holdouts; Home Skillet; Rendevox, Paul Holt Band	\$8,700	Midlife; Grady Nicols; The Brothers Moore; Red Dirt Rangers; Mery McNett; Julian DeLesDernier; Mikee Welsowski; Kristen Morehead/Once and Future Things
9	AV	\$16,000	\$3200 a week for five weeks	\$12,800		\$14,200	50% covered as inkind
10	Security	\$1,000	5 weeks at \$200 a week	\$450	Broken Arrow PD	\$800	Broken Arrow PD
11	Stage	\$2,000	flat rate with previous years	\$2,000		\$2,000	stage covered by city as in-kind
12	City electric, permits, roads etc	\$500		\$405		\$305	
13	Signage/Banners	\$250		\$230		\$700	design costs inkind
14	Poster	\$250		\$70		\$550	design costs inkind
15	Portajohns	\$450		\$350	Construction Portables	\$340	
16	Marketing	\$600					
17	Art Supplies	\$100		\$60		\$400	
18	Billboard rental					\$2,200	inkind from FNBB
19	Raffle Expenses	\$50		\$25			
20	SUBTOTAL – EXPENSES	\$34,700		\$23,810		\$30,960	
LABOR AND OVERHEAD							
	ARTSOK Labor and Overhead	\$3,500	ARTSOK Labor and Overhead	\$3,500	ARTSOK Labor and Overhead		
	SUBTOTAL -- L/O	\$3,500		\$3,500			
21	PROJECTED NET REVENUE	\$0		-\$290		-\$6,025	



City of Broken Arrow

Request for Action

File #: 26-270, **Version:** 1

Visit Broken Arrow
Meeting of: 02-10-26

Title: Presentation and discussion of the Tourism Manager's Report

Background:
Staff will present the January 2026 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 January

Recommendation:
Informational only - no action required.

Visit Broken Arrow – Monthly Tourism Manager Report

Prepared by: Makala Barton, Tourism Manager

Reporting Period: January 2026

Presented to: Visit Broken Arrow Board of Directors

1. Budget Report

Significant Spending in December:

- Film Festival: \$50,000

Remaining Grant Funding for FY26: \$28,875 unencumbered (\$90,000 to start)

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

2. Hotel/Motel Tax Collections

- January 2026 collection was \$56,583.08 **up** from \$56,575.33 in January 2025.
- Fiscal YTD is \$522,447.68, **up** from \$496,004.48 at the same time last year.

3. General Tourism Activity

- Held Film Festival Committee meeting
- Crime Prevention in Overnight Lodging Class with BAPD
- Oklahoma Travel Industry Association Board Meeting
- Strategic Plan Implementation First Steps

	Dec 24	Dec 25
Occupancy %	47.5%	44.5%
ADR	\$94.66	\$96.81
RevPAR	\$44.90	\$43.07

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:** $\text{RevPAR} = \text{ADR} \times \text{Occupancy Rate}$