



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, March 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

- A. [26-158](#) Presentation and discussion about the 7 propositions of the 2026 General Obligation Bond package, and a separate 8th proposition to fund improvements at the public sports facilities

4. General Visit Broken Arrow Business

- A. [26-373](#) 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
- B. [26-381](#) Consideration, discussion, and possible approval of the meeting minutes from the January 13, 2026, Visit Broken Arrow meeting
- C. [26-382](#) Consideration, discussion, and possible approval of the meeting minutes from the February 10, 2026, Visit Broken Arrow meeting
- D. [26-392](#) Consideration, discussion, and possible approval and authorization to submit a Request for Proposal to obtain marketing services as set forth in the Visit Broken Arrow Strategic Plan
- E. [26-396](#) Consideration, discussion, and possible approval of The National Grange 160th Annual Convention hotel rebate request in an amount not to exceed \$40,000, pending the receipt of post-event requirements as outlined in the Rebate Guidelines.

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. [26-380](#) 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 #: 26-158, Version: 1

**Visit Broken Arrow
Meeting of: 3/10/2026**

Title:

Presentation and discussion about the 7 propositions of the 2026 General Obligation Bond package, and a separate 8th proposition to fund improvements at the public sports facilities

Background:

During its regular meeting on January 6, 2026, the City Council approved and called for a special election on April 7, 2026, regarding the General Obligation Bond package. The package includes propositions comprised of \$415 million in capital improvement projects related to transportation, public safety, quality of life, public facilities, stormwater, drainage, and a partnership with Tulsa City County Library. These seven propositions, if approved by voters, would have no impact on the current property tax rate in Broken Arrow.

In addition to the first seven propositions, City Council approved a vote on an eighth proposition for voters to decide on a temporary one-half cent sales tax increase to fund much-needed improvements at the public sports facilities in Broken Arrow. If Proposition 8 is approved by voters, the new sales tax rate would be implemented on July 1, 2026, and expires on June 30, 2031, per Ordinance No. 3904. The one-half cent sales tax increase is estimated to generate \$53 million during the temporary five-year period.

These approvals of the City Council are the culmination of more than two years of planning for the General Obligation Bond package. Due to the collaborative efforts of the Council, city staff, citizens, school district, business leaders, civic organizations, community groups, youth and adult sports organizations, and others, the package is now final and being shared with the community.

City staff are conducting a Public Education campaign to meet citizens across the city through election day, April 7, 2026. The goal is to lead a transparent and informative campaign that helps Broken Arrow residents understand the key elements and budgets for the proposed propositions, how bonds work, how they are used by municipalities, how the projects were chosen, the impact of each project on the future of the community, the voting process, and the various ways citizens will have to learn more about the projects at their convenience.

Cost: \$0

Funding Source: N/A

Requested By: Michael Spurgeon, City Manager

Approved By: City Manager's Office

Attachments:

Recommendation:

No action required.



City of Broken Arrow

Request for Action

File #: 26-373, Version: 1

**Visit Broken Arrow
Meeting of: 03-10-26**

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 and Budget

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

Version: March 2, 2026				
Chalk It Up! An Art Festival Budget				
Income	2026 Budget	2026 Notes	2025 Estimate	2024
Sponsorships/Grants	\$20,000	\$7,500 VBA + local business support	\$19,750	\$15,150
Broken Arrow City Grant/Waiver	\$0	Not expecting any waived fees from city in 2026	\$4,095	
Chalk Artist registration	\$1,630		\$1,552	\$1,895
Vendor Artist Registration	\$3,800		\$3,620	\$2,032
Tshirt Sales	\$1,685	sold out in 2025/increase sales expected	\$1,533	\$325
Food Trucks	\$480	Rose Festival	\$434	\$579
Other	\$900	On-site donation via the People's Choice Award	\$817	\$817
In-Kind	\$5,000	Includes sound equipment, food for volunteers, chalk for the artists, discounted t-shirt costs etc.	\$4,925	\$2,765
Total Income	\$33,495		\$36,726	\$23,562
Expenses				
Chalk Drawing Contest: Chalk, Bracelets, Cash Prizes \$1,200, Certificates, Ribbons, Misc.	\$1,975		\$1,917	\$3,851
Catering	\$640		\$568	
Misc Event Supplies	\$975		\$945	
Publicity: Posters, Banners, Social Media, Photography	\$1,900		\$1,850	\$1,850
T-Shirts	\$1,850		\$1,745	
In-Kind Expenses	\$5,000	Includes sound equipment, food for volunteers, chalk for the artists, discounted t-shirt costs etc.	\$4,925	\$2,765
Portable toilets	\$1,000		\$416	\$416
Security On Duty BAPD		Rose Festival Responsible for Security in 2026	\$4,095	\$4,421
Additional City Expenses	\$450		\$405	\$265
Stage	\$2,880		\$1,400	\$1,000
Sound System	\$600		\$275	
Entertainment: Performers	\$4,330		\$1,800	\$2,850
Entertainment: Visual Artists	\$2,000		\$1,350	
Rose District overnight security	\$565		\$550	\$550
Inspyral Circus	\$0		\$0	\$2,651
ABCO Food Court Rental	\$200		\$190	\$124
Trash	\$280		\$270	\$225
Total Direct Expenses	\$24,645		\$22,700	\$20,968
ARTSOK Labor and Overhead	\$8,850	salaries + overhead (320 hours @ \$24) * 15%OH	\$8,556	\$8,280
SUBTOTAL --Labor and Overhead	\$8,850		\$8,556	\$8,280
Projected Net Revenue	\$0		\$5,470	-\$5,686



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 and shares some expenses.

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, 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 #: 26-381, **Version:** 1

Visit Broken Arrow
Meeting of: 03-10-26

Title:

Consideration, discussion, and possible approval of the meeting minutes from the January 13, 2026, Visit Broken Arrow meeting

Background:

Staff will present the January 13, 2026, 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: Visit BA 1 13 26 Minutes

Recommendation:

Approve the minutes from the January 13, 2026, Visit Broken Arrow meeting



City of Broken Arrow
Visit Broken Arrow
Minutes

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

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

Tuesday, January 13, 2026

Board Chambers

1. Call to Order

Chairman Brian Dean called the meeting to order at 3:30 p.m.

2. Roll Call

Present: 7 - Trevor Swanson, Sarah Lopp, Kathy Muskrat, Craig Hagin, Ben Buie, Tommy Yardy, Brian Dean
Absent: 2 - Sonja Schneider, Lisa Ford

3. Presentations - NONE

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.

Makala Barton, Tourism Manager, introduced Quintin Roberts with Pretty Good at Drinking Beer-n-BBQ for Item 25-1587. The second annual Pretty Good at Drinking Beer and Barbecue event, held September 26–27 at Central Park, noted significant growth from about 250 attendees the first year to 735 this year. The event expanded to include 30 professional barbecue teams from five states competing for national points, added a successful People’s Choice category featuring local teams, hosted 15 vendors, and featured live music throughout Saturday, including a regional headliner. Although attendance and vendor participation were somewhat impacted by scheduling during the Tulsa State Fair and overlapping sanctioned events, organizers considered the event a success and plan to move it to an October date to avoid conflicts. The event also supported community causes, including hosting Soldiers’ Wish with Mayor Wimpee and conducting a food drive for Broken Arrow Neighbors. Organizers plan to continue and grow the event next year, building on lessons learned and refining scheduling while maintaining the overall format.

It was explained that the board has reorganized its funding structure into a tiered system to better steward city funds, with allocations based primarily on event attendance. Signature

events receive \$7,500, regional events \$5,000, community events (1,000–4,000 attendees) \$2,500, and emerging events (300–399 attendees) \$1,000. Based on attendance and limited hotel room nights, the barbecue event would be classified as an emerging event, making it eligible for \$1,000 rather than the larger amount requested. It was noted that higher funding levels are typically justified by substantial economic impact, such as large tournaments generating significant revenue. They acknowledged sponsorship challenges due to tight funding conditions and agreed with the bylaw requirement that the board cannot serve as the sole primary sponsor.

MOTION: A motion was made by Ben Buie, seconded by Tommy Yardy

Move to Approve Item 25-1587 the 2nd Annual Pretty Good at Drinking Beer-n-BBQ sponsorship rebate in the amount of \$1000.

The motion carried by the following vote:

Aye: 7 - Trevor Swanson, Sarah Lopp, Kathy Muskrat, Craig Hagin, Ben Buie, Tommy Yardy, Brian Dean

B. 26-159 Consideration, discussion, and possible approval of the meeting minutes from the December 09, 2025 Visit Broken Arrow meeting

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

Move to Approve Item 26-159 meeting minutes from the December 09, 2025 Visit Broken Arrow meeting

The motion carried by the following vote:

Aye: 7 - Trevor Swanson, Sarah Lopp, Kathy Muskrat, Craig Hagin, Ben Buie, Tommy Yardy, Brian Dean

C. 26-162 Consideration, discussion, and possible approval of the FCA Women's Championship hotel rebate request in an amount not to exceed \$15,000.

Gary Desano of KG Sports presented Item 26-162, a request for \$15,000 in support of the Annika Women's All-Pro Tour event scheduled for May 11–16 at Indian Springs. The tour is an official LPGA developmental partner, providing a pathway for post-collegiate players to advance to the LPGA, and is affiliated with Annika Sörenstam and her foundation. The Broken Arrow event is expected to host 132 players from approximately 20 countries and generate more than 300 hotel room nights, with an estimated economic impact exceeding \$500,000. The total event budget is about \$125,000, with the requested funding representing roughly 12% of that amount. The weeklong format will include practice rounds, pro-am activities, media events, and tournament play, concluding on Friday due to course scheduling. Staff noted the \$15,000 request is structured as a not-to-exceed amount based on projected room nights and would come from Fiscal Year 2026 hotel rebate grant funding, leaving approximately \$21,000 remaining if approved.

Board members asked about historical hotel pickup from prior tournaments. Mr. Desano noted that the last men's All-Pro Tour event held in Broken Arrow two to three years ago generated approximately 450 room nights. He confirmed that while this will be the third year hosting the women's Annika Women's All-Pro Tour event locally, they have not previously requested funding. The request this year is due to increased financial requirements from the LPGA partnership for local events. He added that last year's women's field included 110 players, while this year's event is expected to exceed 132 players, not including families, caddies, and additional support personnel. A board member also observed that the tournament weekend is already a busy time for the city.

MOTION: A motion was made by Ben Buie, seconded by Sarah Lopp
Move to Approve Item 26-162 the FCA Women's Championship hotel rebate request in an amount not to exceed \$15,000.

The motion carried by the following vote:

Aye: 7 - Trevor Swanson, Sarah Lopp, Kathy Muskrat, Craig Hagin, Ben Buie, Tommy Yardy, Brian Dean

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

Tourism Manager Makala Barton provided a financial and activity update, noting that December's most significant expense was the \$17,750 U.S. Travel Association membership and that \$36,500 remains in Fiscal Year 2026 grant funding, excluding film incentives. Remaining film incentive funds total \$23,827, with a pending adjustment once final expenses are confirmed for the "Live Like That" project. Barton said she has reallocated funds internally to maintain the \$100,000 film incentive program in the next budget cycle and anticipates additional film inquiries this summer. She also noted early requests for Fiscal Year 2027 funding, indicating that next year's allocation may be committed more quickly.

Hotel-motel tax collections continue to trend upward, with December and year-to-date revenues exceeding last year's totals, marking consistent monthly increases since July 1. Barton highlighted strong tourism activity, including multiple upcoming conferences and tournaments such as specialty dog breed events, the MOKA Conference for the Blind, and other group gatherings. A recent hoteliers meeting at the PAC included updates on the strategic plan and upcoming conferences, and the department is co-hosting a Crime Prevention and Overnight Lodging class with the Police Department. November occupancy rates and related hotel performance metrics are also up compared to last year, reflecting positive momentum for local tourism.

7. Adjournment

The meeting was adjourned at 3:53 p.m.

MOTION: A motion was made Ben Buie, seconded by Tommy Yardy
Move to Adjourn

The motion carried by the following vote:

Aye: 7 - Trevor Swanson, Sarah Lopp, Kathy Muskrat, Craig Hagin, Ben Buie, Tommy Yardy, Brian Dean

Chairperson

Secretary



City of Broken Arrow

Request for Action

File #: 26-382, **Version:** 1

**Visit Broken Arrow
Meeting of: 03-10-26**

Title:

Consideration, discussion, and possible approval of the meeting minutes from the February 10, 2026, Visit Broken Arrow meeting

Background:

Staff will present the February 10, 2026, 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: Visit BA 2 10 26 Minutes

Recommendation:

Approve the minutes from the February 10, 2026, Visit Broken Arrow meeting



City of Broken Arrow
Visit Broken Arrow
Minutes

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

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

Board Chambers

1. Call to Order

Chairman Brian Dean called the meeting to order at 3:32 p.m.

2. Roll Call

Present: 6 - Sonja Schneider, Sarah Lopp, Craig Hagin, Lisa Ford, Ben Buie, Brian Dean
Absent: 3 - Trevor Swanson, Kathy Muskrat, Tommy Yardy

3. Presentations - NONE

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

Tourism Manager Makala Barton reminded the board that Oklahoma Wesleyan University's wrestling team had previously requested hotel rebate support for a December 2025 tournament, with an initial not-to-exceed estimate of \$62.50 based on projected room nights. After completing hotel verification, the actual qualifying rebate amount totaled \$31.25. She introduced Thomas Carr, who joined virtually, to provide a brief recap of the event and report on how it went before finalizing the rebate amount.

Thomas Carr reported that the wrestling tournament went well, with approximately 225 competitors participating, down from about 280 pre-registered due to typical late cancellations occurring the weekend before Christmas break. The event sold around 200 spectator tickets and issued an additional 88 passes for coaches, trainers, tournament staff, and support personnel.

Tourism Manager Barton reported that the tournament generated 75 verified hotel room nights. She noted that Placer data indicated a couple of thousand visitors were present at the event center that day. When asked how attendance compared to prior years in Bartlesville, Mr. Carr explained that the first year drew about 100 competitors, the second year just under 200, and

this year in Broken Arrow slightly exceeded 200, reflecting steady growth. He said the Broken Arrow venue worked very well, offering better space with six mats compared to Bartlesville's four-mat limitation. Board members viewed the increase as a success and encouraged continued growth, with hopes of reaching 300 competitors in the future. While Mr. Carr expressed interest in returning in 2026, scheduling depends on coordination with the school district. Ms. Barton added that school event staff gave positive feedback and would welcome the tournament back, though the venue calendar is busy.

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

Move to Approve Item 26-161 Oklahoma Wesleyan 918 Wrestling Open rebate request in an amount not to exceed \$3,125

The motion carried by the following vote:

Aye: 6 -

Sonja Schneider, Sarah Lopp, Craig Hagin, Lisa Ford, Ben Buie, Brian Dean

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.

Tourism Manager Makala Barton introduced Angie Mathis, the organizer of the upcoming Christian Interpreters Conference, which is scheduled for July 9–11, 2026. Barton noted that the group is requesting a hotel rebate and clarified that, because of the event dates, any funding would fall under Fiscal Year 2027 appropriations. She then invited Angie to provide additional details about the conference.

Angie Mathis explained that the Christian Interpreters Conference is a well-established professional event that began in 2009 under Deaf Missions and has grown significantly over the years. In 2021, it merged with a Deaf Leaders Conference, expanding its reach and attendance. Now under new leadership, the interpreters' portion has transitioned to World-Word Access, which equips interpreters and deaf ministry leaders globally, with Sunshine Interpreting managing the event and Ms. Mathis serving as conference manager.

The 2026 conference, scheduled for July 9–11, is expected to draw at least 300 attendees, with projections closer to 350 or more due to strong interest. Historically, participants have come from up to 30 states and several countries, including Great Britain, Canada, the Dominican Republic, and potentially Ethiopia. The conference features high-level presenters, including university professors, leading professional interpreters, and deaf leaders. It serves a diverse audience ranging from students to seasoned certified interpreters across educational, legal, professional, and church settings. While presented from a Christian worldview, it is a professional development conference, and organizers work to keep registration costs affordable by relying on sponsorships and supplemental funding.

During the discussion, a board member asked Ms. Mathis whether she was aware of the city's complimentary airport transportation program, which covers Uber rides from Tulsa International Airport to Broken Arrow hotels for qualifying events. Ms. Mathis confirmed they plan to utilize the program. She noted that airport transportation was a major factor in selecting Broken Arrow over other competing cities, including St. Louis, Kansas City, Nashville, Dallas, and Omaha. She shared that although she is from Tulsa and worked to keep the site-selection process neutral, Broken Arrow stood out—particularly because of the airport transportation benefit. The exchange concluded on a lighthearted note, with a board member commenting on her resemblance to former Tulsa Mayor Kathy Taylor and expressing enthusiasm about hosting the conference.

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

Move to Approve Item 26-237 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.

The motion carried by the following vote:

Aye: 6 -

Sonja Schneider, Sarah Lopp, Craig Hagin, Lisa Ford, Ben Buie, Brian Dean

C. 26-256 Consideration, discussion, and possible approval of a film and hotel incentive rebate in an amount not to exceed \$24,450

Tourism Manager Makala Barton introduced Flyover Films' application for a film and hotel incentive rebate, noting this is the third official film incentive request received. The production anticipates approximately 294 hotel room nights, \$5,000 in production office space costs, and up to \$112,000 in local spending. Based on those estimates, the maximum potential rebate would be \$24,450, structured as a not-to-exceed amount. Barton explained that applicants are encouraged to provide conservative, higher-end projections upfront since additional funds cannot be requested later. She then invited the Flyover Films team, who joined virtually, to present details about the project.

Jackie Zhou, director of Flyover, introduced the project as a character-driven comedy about three women from Los Angeles who return to Oklahoma for their 30th birthday, initially seeking love but ultimately rediscovering themselves and their friendship. She described the film as a nostalgic dramedy centered on friendship and personal growth, with a tone similar to films like *The Sweetest Thing*, *Someone Great*, and *Crossroads*.

She emphasized the team's excitement about filming authentically in Oklahoma—particularly in Broken Arrow—rather than using it as a stand-in for another location. The production aims to highlight the community, showcase local landmarks, and celebrate the character and charm of the area within the story. Ms. Zhou noted her commitment to collaborating with the local community to create a film that reflects the true spirit of Broken Arrow. She then transitioned to her producer to discuss production logistics.

Adria Barrata, producer, shared that the team is committed to filming Flyover in Oklahoma and hopes to base as much of the three-week shoot as possible in Broken Arrow. They intentionally sought a location that offers small-town character while still providing access to nearby resources. The production expects to bring 15–20 cast and key crew members from cities such as Los Angeles and New York, who will stay locally, along with a daily working crew of about 60 people, including local hires.

She emphasized that the production intends to spend locally—on lodging, dining, fuel, groceries, and other needs—keeping dollars within the community. The team is already working with local location managers who have identified several Broken Arrow sites, and they are enthusiastic about showcasing the city's amenities on screen. Adria noted that the airport transportation incentive is particularly appealing and expressed appreciation for the opportunity to partner with the city, inviting any additional questions from the board.

During the discussion, when asked whether Flyover is intended for theatrical release or direct streaming. Ms. Barrata responded that the plan is to pursue a film festival run followed by distribution, ideally leading to a theatrical release, though final distribution outcomes cannot be guaranteed.

Board members discussed sharing information about the city's developing film festival, with staff noting they would follow up with the production team. There was also lighthearted curiosity about one of the proposed filming locations, highlighting interest in how Broken Arrow sites are being incorporated into the script.

Tourism staff clarified funding availability, noting that of the original \$100,000 film incentive allocation for Fiscal Year 2026, \$23,827 remains unencumbered after adjustments from prior projects that spent less than anticipated. Staff confirmed that sufficient funds remain to support this request within the current budget fully.

MOTION: A motion was made by Ben Buie, seconded by Craig Hagin

Move to Approve Item 26-256, a film and hotel incentive rebate in an amount not to exceed \$24,450

The motion carried by the following vote:

Aye: 6 - Sonja Schneider, Sarah Lopp, Craig Hagin, Lisa Ford, Ben Buie, Brian Dean

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

Tourism Manager Makala Barton transitioned the meeting from virtual presenters to an in-person speaker, noting that Jennifer Deal was present to provide an update on the September 25 Chalk It Up Festival.

Jennifer Deal shared that the 2025 Chalk It Up Festival was highly successful, drawing an estimated 29,000 attendees, according to city tracking data. She expressed appreciation for the strong community support reflected in the event. She noted that adding Chad Stark to the team enhanced the VIP experience, positioning the festival for continued growth.

Ms. Deal also addressed a security fee waiver that was applied inadvertently, clarifying that the organization did not formally request it and wanted to be transparent as the board considers grant funding. She concluded by inviting any questions from the board.

Board members discussed future funding guidelines for Chalk It Up, noting that while it is a major and successful event, the original intent of the grant program was to help festivals get established rather than provide indefinite year-after-year support. Ms. Barton clarified that funding levels would remain the same for now. Still, she acknowledged that the recent security fee waiver—approximately \$9,000 combined for Chalk It Up and the Rose Festival—occurred during a transition in event coordination and was not intentionally requested. Moving forward, staff will ensure any fee waivers are clearly communicated so the board can make informed decisions in advance.

Ms. Deal explained that security costs are significant for a festival of their size and one reason they seek support, while emphasizing that she understands potential future funding changes and is working to position the event to sustain itself if needed. Board members suggested that, given the shared structure with the Rose Festival, future support could potentially be structured differently, such as city services for one component and funding for the other. They reaffirmed strong support for the festival's impact, especially its growing family participation and youth engagement, while acknowledging increasing demand from other events competing for limited funds.

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

Move to Approve Item 26-264 the post-event summary and sponsorship rebate request for the 2025 Chalk It Up Festival in an amount not to exceed \$7500

The motion carried by the following vote:

Aye: 6 - Sonja Schneider, Sarah Lopp, Craig Hagin, Lisa Ford, Ben Buie, Brian Dean

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

Trish Foster introduced herself and Alisia as co-coordinators of the Rose Festival, along with treasurer George Forester, who oversees the festival's financials. She noted the festival partners with Chalk It Up and spans three days, including a Sunday kite event in the park. Trish reported that this year's festival was very successful and indicated they have detailed attendance and financial breakdowns available for review.

George Forester shared that the 2025 Rose Festival was the most successful year yet, particularly highlighting strong participation in the rose show contest, with entries coming from Broken Arrow and surrounding communities such as Glenpool. According to city-provided attendance data, the festival drew 8,250 attendees on Friday, 21,046 on Saturday, and more than 3,000 on Sunday for the kite event, totaling approximately 31,296 attendees—an increase from 26,800 the previous year.

He emphasized the importance of data in securing sponsorships and noted that the partnership with Chalk It Up, formed during COVID to help manage expenses, continues to be beneficial. A key change this year was expanded cultural inclusion, featuring performances and participation from numerous minority communities representing the more than 59 cultures present in Broken Arrow, including groups from China, Hawaii, Bangladesh, Honduras, and Mexico. This broader representation generated strong community engagement and helped attract five new minority-owned sponsors who had not previously participated.

Mr. Forester highlighted the festival's educational components, children's activities supported by local churches, and its continued status as a completely free event that relies entirely on sponsorships. He stressed that the festival promotes cultural awareness, community ownership, and unity while celebrating Broken Arrow as a welcoming and diverse community.

Board members reviewed the Rose Festival's financials and clarified that total cash expenses were approximately \$14,659, with additional in-kind donations supporting the event. Concerns were raised about fiscal responsibility, noting that while the festival draws more than 31,000 attendees, the board must ensure city funds are used effectively and cannot serve as the largest financial contributor. It was questioned whether a \$15,000 investment represents the best return for the city, particularly when considering economic impact, and indicated that similar funding levels may not continue in future years.

Mr. Forester acknowledged the concern and said organizers understand that city support is meant to help launch and grow events rather than sustain them indefinitely. He emphasized appreciation for past support and reiterated the festival's community value, cultural impact, and free public access.

Board members echoed the tension between loving the event and needing to evaluate funding objectively, observing that attendance numbers reflect the combined festival partnership rather than separate 30,000-person events. The discussion concluded with clarification that the current vote pertains to 2025 reimbursement already approved in principle, not future 2026 funding levels, which would be considered separately.

**MOTION: A motion was made by Lisa Ford, seconded by Ben Buie
Move to Approve Item 26-266 the post-event summary and sponsorship rebate request for the 2025 Rose Festival in an amount not to exceed \$7500**

The motion carried by the following vote:

Aye: 6 - Sonja Schneider, Sarah Lopp, Craig Hagin, Lisa Ford, Ben Buie, Brian Dean

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

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

Move to Table Item 4 B. 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

The motion carried by the following vote:

Aye: 6 - Sonja Schneider, Sarah Lopp, Craig Hagin, Lisa Ford, Ben Buie, Brian Dean

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

Tourism Manager Makala Barton explained that she met with the organizers recently to review the board's new attendance-based funding guidelines. She noted that last year the group received \$10,000, which was increased from \$7,000 due to added expenses such as stage costs. Under the new tiered structure, funding is now tied directly to verified attendance data through Placer reports. Based on the organizers' projected combined attendance of at least 5,000 across their four events, the eligible funding amount would be \$5,000. She clarified that this figure reflects alignment with the updated guidelines rather than a discretionary adjustment.

Janie Green provided an update on Tuesdays in the Park, noting the long-standing tradition of the event and the need to evolve as more live music venues have emerged in the region. Organizers are introducing changes to make the series more impactful and competitive, including collaborations that bring in professional musicians from outside the area to perform alongside local bands.

They also plan to add a VIP section to enhance sponsor engagement and create new revenue opportunities. While hotel impact is not guaranteed, bringing in outside performers could generate some overnight stays. Jaynie expressed hope that the requested \$5,000 grant this year will be the final one needed, as the enhancements are intended to strengthen sponsorship support and move the event toward financial sustainability rather than operating at a loss in future years.

During the discussion, organizer Chad Stark emphasized that they intentionally reduced this year's grant request to \$5,000 as part of a broader strategy to become more self-sufficient. They have restructured sponsorship opportunities to better align with business feedback—allowing companies to participate for a single Tuesday rather than committing to multiple weeks—making involvement more accessible and potentially increasing overall participation and revenue. Attendance projections were based on a five-year city-supplied average to account for weather disruptions last year.

Board members acknowledged that drawing 1,000–1,500 attendees across four nights is significant and comparable to smaller PAC-level events, recognizing the event's impact. They also noted that Tuesdays in the Park, like Chalk It Up and the Rose Festival, contribute meaningfully to the city's quality of life. While emphasizing responsible spending, members expressed continued support for events that enhance community engagement and local

vibrancy.

MOTION: A motion was made by Ben Buie, seconded by Lisa Ford
Move to Approve Item 26-268 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

The motion carried by the following vote:

Aye: 5 - Sonja Schneider, Sarah Lopp, Craig Hagin, Lisa Ford, Ben Buie
Abstain: 1 - Brian Dean

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)

During the general discussion, members praised Erin Hofener and Makala Barton for their professional tourism marketing efforts, noting positive public feedback on social media promoting Broken Arrow as a conference destination. The member emphasized that the city's branding and outreach are elevating its reputation.

A downtown business owner encouraged event organizers to better engage businesses located north of Broadway, pointing out that many are eager to sponsor events but struggle to draw foot traffic that far during festivals and concerts. She suggested creative solutions to help connect event attendees with that area's shops and restaurants.

Members shared anecdotal feedback from visitors who chose to attend a wrestling tournament specifically because it was hosted in Broken Arrow rather than Bartlesville, reflecting the city's growing appeal.

The group also brainstormed ways to improve mobility during downtown events. Ideas included exploring pedicab services as a safer alternative to scooters, particularly given past issues with scooter vendors. Members expressed interest in pursuing pedicab options to address parking concerns and help move attendees more easily between event areas and businesses.

6. Tourism Director Report Including Updates on the Following:

A. 26-270 Presentation and discussion of the Tourism Manager's Report

Makala Barton, Tourism Manager, provided a financial update, noting that the city issued the previously approved one-time \$50,000 sponsorship for the upcoming film festival. Planning is progressing well, with Erin and staff serving on the committee and the event moving forward at the Regal Warren Theatre, primarily utilizing the upstairs space.

Regarding grant funding, remaining Fiscal Year 2026 funds are becoming limited. For Fiscal Year 2027, two grants have already been approved—the Junior Golf Association (\$15,000) and the Christian Interpreters Conference (approximately \$12,000)—leaving \$90,000 remaining in that cycle. Staff indicated that interest is increasing significantly, with several additional conferences preparing to submit applications. At the current pace, Fiscal Year 2027 hotel rebate funding could be fully allocated within the next few months. While this reflects strong demand and positive momentum for Broken Arrow, it may require groups to plan earlier if they wish to secure funding in future cycles.

During the discussion, board members asked about the status of potentially increasing the

hotel/motel tax. Staff responded that the city plans to revisit that conversation after Tulsa’s upcoming vote in August, as Tulsa is considering raising its rate from five percent to eight or nine percent under a rebranded “hotel guest” or visitor-focused tax structure. Staff indicated they are monitoring that outcome before moving forward locally.

Hotel/motel tax collections in Broken Arrow remain strong, with January slightly up compared to last year and overall fiscal year collections continuing an upward trend month over month. Staff also reported continued high tourism activity, including increased grant requests, film-related inquiries, progress on the film festival planning, and a successful joint crime prevention and overnight lodging training with the Broken Arrow Police Department that local hotels well attended. Additionally, staff is beginning the implementation of the city’s tourism strategic plan and balancing multiple ongoing initiatives. Although December occupancy dipped slightly year over year, overall performance remains solid.

7. Adjournment

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

The motion carried by the following vote:

Aye: 6 - Sonja Schneider, Sarah Lopp, Craig Hagin, Lisa Ford, Ben Buie, Brian Dean

Chairperson

Secretary



City of Broken Arrow

Request for Action

File #: 26-392, Version: 1

**Visit Broken Arrow
Meeting of: 03-10-2026**

Title:

Consideration, discussion, and possible approval and authorization to submit a Request for Proposal to obtain marketing services as set forth in the Visit Broken Arrow Strategic Plan

Background:

Over the past several years, Visit Broken Arrow has evolved from a primarily grant- and sports-focused organization into a mature destination marketing entity with integrated digital, creative, media, and partnership-driven programming.

In November 2025, Visit Broken Arrow adopted a five-year Tourism Strategic Plan (2025-2030), which includes several recommendations for expanding and strengthening our marketing program.

VBA operates with a lean staff and relies on professional agency support to execute strategic marketing initiatives. While Visit Broken Arrow has been pleased with the work and partnership provided by our current third-party marketing firm over the past three years, the recently adopted strategic plan recommends re-evaluating our marketing services as the organization continues to grow. Opening these services to a competitive bid process will allow us to assess firms with specialized destination marketing expertise and ensure we are utilizing the most effective partner moving forward.

This RFP is focused on implementing the immediate (year one) marketing recommendations outlined in the strategic plan, while maintaining flexibility to adapt as new opportunities emerge.

Once published, proposals will be accepted through April 30. Bids will be reviewed and narrowed down by the review committee. Staff will return to the Visit Broken Arrow Board and to City Council for final approval of the selected firm.

The contract will run July 1, 2026 through June 30, 2027.

Highlights of the scope and deliverables include:

- Strategic Marketing & Planning
- Destination & Experience Marketing
- Target Market Marketing Support
- Digital, Media & Content Services

- Stakeholder & Partner Support
- Performance Measurement & Reporting
- Strategic Flexibility and Emerging Opportunities

Cost: Not to Exceed \$175,000, subject to FY27 appropriations

Funding Source: Visit Broken Arrow

Requested By: Makala Barton, Tourism Manager

Approved By: City Manager's Office

Attachments: DRAFT 2026 Marketing RFP

Recommendation:

Approve and authorization for VBA staff to submit a Request for Proposal for marketing services with a cost not to exceed \$175,000



Request for Proposals (RFP)

Visit Broken Arrow (VBA) is requesting proposals from qualified agencies and professionals to serve as a strategic marketing partner to Visit Broken Arrow. The selected firm will enter into an agreement for marketing services and the project will run July 1, 2026 through June 30, 2027.

Proposals must be received by 4:00 PM EST on Thursday, April 30, 2026 in 2 (two) formats (both are required to be considered an official submission):

1. Via email to mbarton@brokenarrowok.gov

2: A hard copy must be mailed or hand delivered to:

Visit Broken Arrow
c/o Makala Barton
123 N Main St
Broken Arrow, Oklahoma 74012

It is the responsibility of the vendor to ensure that the Proposal arrives prior to the time and date indicated above. **Late proposals will not be opened.** Visit Broken Arrow reserves the right to reject any or all proposals. Proposals shall be firm for a period of 60 days commencing April 30, 2026.

Questions regarding the Request for Proposals (RFP) shall be addressed to Makala Barton, Tourism Manager, mbarton@brokenarrowok.gov

The Request for Proposal includes the following sections:

1. Summary
2. Scope of Services
3. Proposer and Proposal Requirements
4. Award of Contract
5. General Conditions

1. SUMMARY

Visit Broken Arrow (VBA), the official destination marketing organization for the City of Broken Arrow, Oklahoma, is requesting proposals from qualified marketing and advertising agencies to provide comprehensive destination marketing services.

The selected firm will serve as a strategic marketing partner to support Visit Broken Arrow's mission to promote leisure, culture, and tourism; increase overnight visitation; and drive visitor spending that benefits the community.

This RFP is open to qualified firms nationwide.

The contract term is one (1) year, starting on July 1, 2026, ending June 30, 2027, unless earlier terminated as provided herein.

BACKGROUND AND CONTEXT

Visit Broken Arrow is funded solely through the City of Broken Arrow's 4% hotel/motel occupancy tax and is responsible for reinvesting those funds into tourism promotion and initiatives that drive economic impact.

Over the past several years, Visit Broken Arrow has evolved from a primarily grant and sports-focused organization into a mature destination marketing entity with integrated digital, creative, media, and partnership-driven programming. The organization completed a robust rebranding in 2023, including a new logo and website. The organization operates with a lean staff and relies on professional agency support to execute strategic marketing initiatives.

In November 2025, Visit Broken Arrow adopted a five-year Tourism Strategic Plan (2025–2030). This RFP is focused on implementing the Year One (Immediate) marketing specific recommendations of that plan while maintaining flexibility to adapt as new opportunities emerge.

2. SCOPE OF SERVICES & DELIVERABLES

Visit Broken Arrow seeks a full-service marketing partner capable of providing strategic marketing planning, creative development, paid and owned media support, content development, and performance reporting in alignment with the Year One marketing priorities of the Tourism Strategic Plan.

The Scope of Services and related deliverables outlined below represent anticipated needs. Proposers are encouraged to recommend approaches, refinements, or enhancements consistent with the Strategic Plan and Visit Broken Arrow's goals.

A. Strategic Marketing & Planning

The selected agency shall serve as a strategic marketing advisor to Visit Broken Arrow.

Services and deliverables may include:

- Translating Year One strategic priorities into actionable marketing initiatives
 - Campaign strategy and planning recommendations
 - Ongoing strategic consultation and planning support
 - Alignment of marketing initiatives with Visit Broken Arrow’s mission, brand, and community values
-

B. Destination & Experience Marketing

The selected agency shall develop and execute experience-based destination marketing.

Services and deliverables may include:

- Event-driven and seasonal travel marketing
 - Weekend and short-stay itineraries
 - Authentic, community-rooted content development
 - Promotion of existing attractions, cultural assets, and community events
-

C. Target Market Marketing Support

The selected agency shall develop and execute targeted marketing initiatives aligned with Year One priorities.

Services and deliverables may include:

- Veterans heritage tourism messaging and promotion
 - Youth and amateur sports tourism messaging and promotion
 - Promotion of the Rose District as a tourism destination
 - Small meetings and group travel marketing
 - Film tourism and creative economy promotion
 - Readiness to support amphitheater-related marketing when appropriate and authorized
-

D. Digital, Media & Content Services

The selected agency shall provide digital, media, and content.

Services and deliverables may include:

- Paid media planning, design/creative and buying (digital, connected TV, social, search, display, print)
- Organic and paid social media management (will manage VBA social media accounts)
- Design, develop print collateral as needed (weekend guides, rack cards, flyers, brochures, etc.)
- Search optimization, including traditional SEO and AI-driven search and answer engine optimization (AEO)

- Website content support (WordPress format) and SEO/AEO collaboration
 - Email marketing and visitor communications
 - Video/photo production and creative asset development
 - Content creation for visitor-facing and partner-facing use
-

E. Stakeholder & Partner Support

The selected agency shall support Visit Broken Arrow's role as a convener and collaborator.

Services and deliverables may include:

- Co-op-ready creative assets and partner toolkits
 - Stakeholder-facing messaging and materials
 - Tourism value storytelling for residents, partners, and leadership
 - Support materials for hotels, attractions, and event partners
-

F. Performance Measurement & Reporting

The selected agency shall support data-informed marketing decisions.

Services and deliverables may include:

- Establishment of performance metrics aligned with Visit Broken Arrow's goals
 - Monthly performance reporting and insights for staff level review (may include virtual meetings), as well as a project review meeting toward the end of contract period to review successes and any adjustments needed for the future
 - Simplified monthly performance report in a format ready for board presentation
 - Staff access to an online dashboard
 - Campaign optimization recommendations
 - In-person summary report to the Visit Broken Arrow board near the end of the contract term (June 2026).
-

G. Strategic Flexibility & Emerging Opportunities

Visit Broken Arrow anticipates that new destination assets, partnerships, or priorities may emerge during the contract term.

Services and deliverables may include:

- Strategic readiness and consultation for emerging opportunities
 - Ability to adapt strategies mid-contract, if necessary
 - Collaboration on future initiatives subject to written authorization and contract amendment
-

3. PROPOSER AND PROPOSAL REQUIREMENTS

A. ELIGIBLE PROPOSERS

Proposals may be submitted by qualified individuals or firms with demonstrated experience in destination marketing, tourism marketing, or related disciplines. National firms are encouraged to apply.

B. AVAILABLE REFERENCE MATERIALS

To support the proposal development process, Visit Broken Arrow has made available the following reference material:

- Visit Broken Arrow’s Tourism Strategic Plan (2025–2030)
- Prior and current marketing contracts and scopes of work
- 2024 and 2025 Annual Reports

To be found here: <https://visitbrokenarrowok.com/visit-broken-arrow-documents>

These materials are provided for reference only and are intended to help Proposers understand Visit Broken Arrow’s evolution as a destination, existing marketing foundation, and strategic direction. Proposers are encouraged to review these materials as part of their response.

C. PROPOSAL CONTENT

Proposals should be concise, well-organized, and include the following sections in order:

1. Cover Letter signed by an authorized representative
2. Firm Overview and Qualifications
3. Relevant Experience and Case Studies
4. Proposed Approach and Understanding of Year One Priorities
5. **Review of Existing Marketing Efforts**
 1. Proposers shall review Visit Broken Arrow’s existing marketing efforts from the past three (3) years, including but not limited to branding, creative assets, digital campaigns, media placements, content strategy, and overall destination messaging.
 2. Based on this review, Proposers should provide a high-level assessment identifying strengths, opportunities for improvement, and recommendations for refining or building upon existing efforts in alignment with Visit Broken Arrow’s Tourism Strategic Plan and Year One priorities.
 3. This assessment should be constructive in nature and is intended to demonstrate the Proposer’s understanding of Visit Broken Arrow’s evolution as a destination and the ability to thoughtfully transition, enhance, and advance an established marketing foundation.
6. Team Structure and Key Personnel
7. Cost Proposal and Fee Structure
8. If proposer is not local – please include any plans to travel to Broken Arrow and break down travel budget to be included in overall cost proposal.
9. References (minimum of three)

D. COST PROPOSAL

Proposers shall provide a clear description of their fee structure, including any retainer, hourly, or project-based pricing, billable rates and any anticipated additional costs.

4. AWARD OF CONTRACT

Visit Broken Arrow will evaluate responsive proposals and may select a consultant determined to be fully qualified and best suited among those submitting proposals, on the basis of the factors listed above. Further information and negotiations may be requested from all the consultants so selected. Costs and compensation will generally be considered but is not the sole determining factor. In many cases, other factors, including but not limited to experience, financial and professional capacity, references, service, warranties, proposed approach, etc. are more important than the initial cost. Visit Broken Arrow reserves the right to request interviews and additional information.

After the evaluation, information gathering, and further negotiation is completed, Visit Broken Arrow shall select the consultant(s) who, in its opinion, best meets the need of the project, and shall award the contract to that consultant. Should Visit Broken Arrow determine, in its sole discretion that only one vendor is fully qualified or is clearly more qualified than the others under consideration, a contract may be negotiated and awarded to that vendor.

5. GENERAL CONDITIONS

Confidentiality

All information submitted by Proposers shall become and remain the property of Visit Broken Arrow and, as such, is considered public information and subject to disclosure pursuant to the Oklahoma Public Records Act, except such portions of the Proposals for which Proposer requests exception from disclosure as being proprietary information exempt from disclosure, consistent with Oklahoma law.

Visit Broken Arrow will make available to any person requesting information through the City processes for disclosure of public records, any and all information submitted as a result of this RFP not exempted from disclosure without obtaining permission from any Proposer to do so after the Notice of Intent to Award has been released.

Visit Broken Arrow accepts no liability for the inadvertent or unavoidable release of any confidential information submitted. If a public record request is made for material marked as proprietary, Visit Broken Arrow will attempt to notify the impacted Proposer prior to the deadline for release of the material but will not defend against any legal challenge for release. Therefore, claims arising out of any public record request for such information shall be at the Proposer's sole expense, if the Proposer wishes to deny or withhold the information.

Cancellation

Visit Broken Arrow reserves the right to cancel this RFP or the contract award at any time before execution of the contract by both parties, if cancellation is deemed to be in the best interest of the City. In no event shall Visit Broken Arrow have any liability for the cancellation of a contract award.

Late Proposals

All Proposals that are not received by the Proposal Due Date and Time will not be considered and will be returned unopened to the Proposer. Delays due to mail and/or delivery handling, including but not limited to delays within the City's internal distribution systems, do not excuse the Proposer's responsibility for submitting the Proposal to the correct location by the Proposal Due Date.

Rejection of Proposals

Visit Broken Arrow reserves the right to reject any or all proposals, to waive informalities or irregularities in the proposals received, and to reject non-conforming, non-responsive, conditional or qualified proposals, and to accept the proposal, in whole or in part, which, in VBA's judgment, best serves the interest of the City of Broken Arrow and its citizens.

Disputes

In case of any doubt or differences of opinion as to the items or services to be furnished hereunder, or the interpretation of the provisions of the RFP, the decision of Visit Broken Arrow shall be final and binding upon all parties.

Proposer Certifications

By the act of submitting a Proposal in response to this RFP, the Proposer certifies that:

1. Proposer has carefully examined all RFP documents, fully understands the RFP intent, is able to perform all tasks as described in the Scope of Work of this RFP, and the Proposal is made in accordance therewith. Except as otherwise noted as part of the Proposal, Proposer certifies that Proposer is ready, willing, and able to comply with all terms of the attached Professional Services Agreement.
2. Proposer is familiar with the local conditions under which the work will be performed.
3. The Proposal is based upon the requirements described in the RFP, without exception, unless clearly stated in the response.
4. Proposer certifies, and in the case of sole proprietorship, partnership, or corporation, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of Proposer's knowledge and belief, no elected official, employee, or person whose salary is payable in whole or part by Visit Broken Arrow or the City of Broken Arrow has a direct or indirect financial interest in the Proposal, or in the services to which

it relates, or in any of the profits thereof, other than as fully described in the Proposer's response to this solicitation.

5. Proposer has examined all parts of the RFP, including all requirements and contract terms and conditions thereof, and if its Proposal is accepted, the Proposer shall accept the contract documents thereto, unless substantive changes are made in the same without the approval of the Proposer.
6. Proposer, if an individual, is of lawful age; is the only one interested in this Proposal; and no person, firm, or corporation, other than that named, has any interest in the Proposal, or in the proposed contract.
7. Proposer has quality experience providing the types of services and duties as described within the Scope of Work of this RFP.
8. Proposer shall also certify Proposer's state of residence.

Nondiscrimination

By the act of submitting a Proposal in response to this RFP, the Proposer certifies, under penalty of perjury, that the Proposer has not discriminated, and will not discriminate, against minorities, women, emerging small business enterprises, or business enterprises that are owned or controlled by or that employ a disabled veteran in obtaining any required subcontracts.

Competition

Prospective Proposers are encouraged to comment, either with their Proposals or at any other time, in writing, on any specification or requirement within this RFP which the Proposer believes will inordinately limit competition.

Proposal Liability

Proposers responding to this RFP do so solely at their expense, and Visit Broken Arrow is not responsible for any Proposer expenses associated with the RFP. By proposing, Proposers agree that doing so is at their own risk and that Visit Broken Arrow shall have no liability related thereto. Finalists invited to participate in interview evaluations are responsible for scheduling and paying for their own travel arrangements. Visit Broken Arrow is not liable for any cost incurred by a Proposer in protesting any portion of the RFP documents or Visit Broken Arrow's selection decision.

Visit Broken Arrow Requests for Clarification, Additional Research, and Revisions

Visit Broken Arrow reserves the right to obtain clarification of any portion of a Proposal or to obtain additional information necessary to properly evaluate a particular Proposal. Failure of a Proposer to timely respond to such a request for additional information or clarification may result in a finding that the Proposer is non-responsive and consequent rejection of the Proposal.

Visit Broken Arrow may obtain information from any legal source for clarification of any Proposal. Visit Broken Arrow need not inform the Proposer of any intent to perform additional research in this respect or of any information thereby received.

Visit Broken Arrow may perform, at its sole option, investigations of any Proposer. Information may include, but shall not necessarily be limited to, current litigation and contracting references. All such documents, if requested by Visit Broken Arrow, become part of the public record and may be disclosed accordingly.

Visit Broken Arrow reserves the right to request revisions of any Proposal after the date and time due and before award for the purpose of obtaining best and final offers.

Modification or Withdrawal of Proposal by Proposer

A Proposal may not be modified, withdrawn, or canceled by the Proposer following the time and date the Proposals are due. Proposals submitted early may be modified or withdrawn only by notice to the City, at the Proposal submittal location, prior to the time and date the Proposals are due. Such notice shall be submitted to the Project Manager, in writing, executed and signed by a duly authorized representative of the firm/individual submitting the Proposal. All such communication shall be worded so as not to reveal the contents of the original Proposal. Withdrawn Proposals may be resubmitted prior to the time and date the Proposals are due, provided that they are then fully in conformance with the RFP.

Local and Federal Requirements

Visit Broken Arrow intends to select a consultant in accordance with Oklahoma law. Selection of a consultant under this process is not a guarantee of a contract award, nor is the award of a contract for any portion of the Work a guarantee of award of a contract for any subsequent work. All work is subject to budgetary and funding constraints of Visit Broken Arrow and the City of Broken Arrow.

The selected consultant shall comply with all federal, state, and local laws, regulations, executive orders, and ordinances applicable to the work under this contract, including, without limitation, the provisions of: (i) Title VI of the Civil Rights Act of 1964; (ii) Section V of the Rehabilitation Act of 1973; (iii) the Americans with Disabilities Act of 1990; (iv) all regulations and administrative rules established pursuant to the foregoing laws; and (v) all other applicable requirements of federal and state civil rights and rehabilitation statutes, rules, and regulations.

Proposer is subject to the Oklahoma Workers Compensation Law and shall comply with applicable laws which require the provision of Workers Compensation coverage for all employees working under this contract. Visit Broken Arrow's programs and services are open to all persons without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, marital status, disability, or political affiliation.



City of Broken Arrow

Request for Action

File #: 26-396, **Version:** 1

Visit Broken Arrow
Meeting of: 03-10-2026

Title:

Consideration, discussion, and possible approval of The National Grange 160th Annual Convention hotel rebate request in an amount not to exceed \$40,000, pending the receipt of post-event requirements as outlined in the Rebate Guidelines.

Background:

The National Grange 160th Annual Convention will be held November 6-15, 2026 at Stoney Creek Conference Center and Hotel. The event will utilize several hotels in Broken Arrow.

Attendees come from around the country and the anticipated attendance is 400, with anticipated room nights of 960.

The National Grange of the Order of Patrons of Husbandry, founded in 1867, is the oldest American agricultural advocacy organization, focusing on supporting farm families, rural communities, and agriculture through grassroots advocacy, social networking, and community service. It is a nonpartisan, fraternal organization that promotes rural development, education, and economic well-being.

Cost: Not to Exceed \$40,000, 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 National Grange 160th Annual Convention hotel rebate request in an amount not to exceed \$40,000, 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: March 2, 2026 3:30 pm

Event Name National Grange Annual Convention

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) Feb 04, 2026

Name of applying organization National Grange

Address (no P.O. Boxes) 1616 H. Street, NW
Suite 300
Washington, DC 20006

Phone 15718824930

Email champ@nationalgrange.org

Event Contact Name	Chris Hamp
Name of Event	National Grange Annual Convention
Event Start Date/Time	Nov 06, 2026 12:00 AM
Event End Date/Start Time	Nov 15, 2026 12:00 PM
Event Location	Stoney Creek Hotel & Conference Center and Hilton Garden Inn
Does your event require a Special Events Permit?	Unsure
Total Event Budget Amount	\$169,000
Total Funding Amount Requested	\$40,000.00
Amount Applicant Will Apply Towards Event	\$40,000
How Will Rebate Funds Be Used?	To improve and enhance attendee experience through tours, speakers and workshops.
What Other Sources Of Funding Have Been Secured For Your Event?	\$45,600 is earmarked from savings from our operations budget, attendees will pay registration fees and we have outside sponsors who have pledged \$40,000. Please note the Broken Arrow grant is not included in the budget.
Event Location	Stoney Creek Hotel Event Center
Please attach a copy of your detailed event budget	https://www.formstack.com/admin/download/file/19225712967
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	National Grange 160th Annual Convention
Is this event, in any way, a fundraiser for your organization?	No
Projected Attendance	400
Is this a new event?	No
If not, how many years has this event occurred?	159

Will your event generate any overnight accommodations?	Yes
Hotel(s) for the event	Hilton Garden Inn Stoney Creek Hotel
Anticipated number of hotel room(s)/night(s) expected for the duration of the event, if applicable	960
Provide the Group Booking Code from each hotel property that you have reserved a block of rooms in Broken Arrow for your event.	17735 (Stoney Creek will handle reservations for both hotels)
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

2026 National Grange Convention Budget

	<u>Income</u>	<u>Expense</u>	
Convention Funds (Savings)	\$ 45,600.00		
Registrations	\$ 21,900.00		
Tour Sales			
Lodging Sales	\$ 35,000.00	\$ 35,000.00	
Banquet Sales	\$ 17,500.00	\$ 17,500.00	
Convention Expenses			
<u>Department</u>			
Member Engagement			
Tours	\$ 6,500.00	\$ 5,000.00	
Activity	\$ 2,500.00	\$ 2,500.00	
Speakers		\$ 5,000.00	
Operations		\$ 7,500.00	<i>Transportation</i>
Communications		\$ 4,500.00	<i>Printing</i>
Convention T, M & L		\$ 92,000.00	
Convention Sponsorship	\$ 40,000.00		
Total	\$ 169,000.00	\$ 169,000.00	



City of Broken Arrow

Request for Action

File #: 26-380, **Version:** 1

Visit Broken Arrow
Meeting of: 03-10-26

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

Background:
Staff will present the February 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 February

Recommendation:
Informational only - no action required.

Visit Broken Arrow – Monthly Tourism Manager Report

Prepared by: Makala Barton, Tourism Manager

Reporting Period: February 2026

Presented to: Visit Broken Arrow Board of Directors

1. Budget Report

Significant Spending in February:

- Hotel Room Guide: \$6,750

Remaining Grant Funding for FY26: \$16,625 unencumbered (\$90,000 to start)

Remaining Film Incentive Funding for FY26: \$11628 unencumbered (\$100,000 to start)

2. Hotel/Motel Tax Collections

- February 2026 collection was \$56,339.50 **up** from \$54,575.33 in February 2025.
- Fiscal YTD is \$581,173.68 **up** from \$550,188.48 at the same time last year.

3. General Tourism Activity

- Held Film Festival Committee meeting
- Sunset Amp Tour
- Met with Glenpool ED about film
- RFP for FY26 Marketing Contract
- Completed Annual Report

4. Upcoming Events:

- OMAG Conference – March 24-25
- April 4- first Farmers Market of the season
- April 21-26 – Tibetan Spaniel Conference
- April 24-26- Severe Weather Expo
- May 2 – Fiesta De Mayo and Camp Bandage

	Jan 25	Jan 26
Occupancy %	47.5%	45.4%
ADR	\$97.00	\$101.24
RevPAR	\$46.10	\$45.94

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

CITY OF BROKEN ARROW
HOTEL/MOTEL TAX RECEIPTS

		TAXABLE SALES	TAX RECEIVED
JULY	2025	\$2,190,483.81	\$86,988.24
AUGUST	2025	\$2,129,032.31	\$84,428.14
SEPTEMBER	2025	\$1,902,497.54	\$75,541.71
OCTOBER	2025	\$1,707,572.36	\$67,842.64
NOVEMBER	2025	\$1,972,449.94	\$78,341.07
DECEMBER	2025	\$1,883,087.16	\$74,771.38
JANUARY	2026	\$1,421,837.55	\$56,921.00
FEBRUARY	2026	\$1,418,894.28	\$56,339.50
MARCH	2026	\$0.00	\$0.00
APRIL	2026	\$0.00	\$0.00
MAY	2026	\$0.00	\$0.00
JUNE	2026	\$0.00	\$0.00
Year-to-Date		<u>14,625,854.95</u>	<u>581,173.68</u>
TOTAL 2025-2026		<u>\$14,625,854.95</u>	<u>\$581,173.68</u>

JULY	2024	\$2,037,920.90	\$80,895.91
AUGUST	2024	\$2,001,432.37	\$79,447.90
SEPTEMBER	2024	\$1,740,293.05	\$67,086.04
OCTOBER	2024	\$1,608,540.67	\$63,841.22
NOVEMBER	2024	\$1,928,111.38	\$76,548.85
DECEMBER	2024	\$1,803,009.57	\$71,609.23
JANUARY	2025	\$1,425,243.65	\$56,575.33
FEBRUARY	2025	\$1,364,764.43	\$54,184.00
MARCH	2025	\$1,622,979.66	\$64,272.95
APRIL	2025	\$2,017,785.46	\$80,120.53
MAY	2025	\$1,933,016.08	\$74,682.17
JUNE	2025	\$2,124,543.66	\$84,354.14
Year-to-Date		<u>13,909,316.02</u>	<u>550,188.48</u>
TOTAL 2024-2025		<u>\$21,607,640.88</u>	<u>\$853,618.27</u>

JULY	2023	\$2,405,092.26	\$95,480.03
AUGUST	2023	\$2,084,400.49	\$81,837.78
SEPTEMBER	2023	\$1,723,847.55	\$66,197.65
OCTOBER	2023	\$1,913,181.09	\$75,901.92
NOVEMBER	2023	\$2,038,587.63	\$80,926.62
DECEMBER	2023	\$1,845,229.17	\$73,246.71
JANUARY	2024	\$1,408,687.29	\$55,932.74
FEBRUARY	2024	\$1,527,847.26	\$60,661.39
MARCH	2024	\$1,575,132.25	\$62,535.50
APRIL	2024	\$1,933,393.64	\$76,753.42
MAY	2024	\$1,665,037.45	\$63,120.30
JUNE	2024	\$1,963,978.75	\$77,943.26
Year-to-Date		<u>14,946,872.74</u>	<u>590,184.84</u>
TOTAL 2023-2024		<u>\$22,084,414.83</u>	<u>\$870,537.32</u>

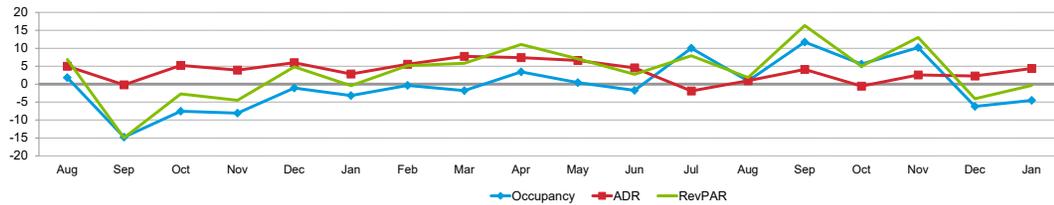
Jay Heinrichs 03-03-26

City of Broken Arrow
Hotel/Motel Tax Receipts

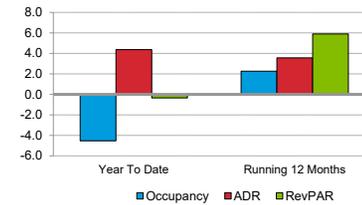
	<u>2025</u>	<u>2026</u>	Amount Increase (Decrease)	% Increase (Decrease)
January	\$ 56,575.33	\$ 56,921.00	\$ 345.67	0.61%
February	54,184.00	56,339.50	2,155.50	3.98%
March	64,272.95	-		0.00%
April	80,120.53	-		0.00%
May	74,682.17	-		0.00%
June	84,354.14	-		0.00%
July	86,988.24	-		0.00%
August	84,428.14	-		0.00%
September	75,541.71	-		0.00%
October	67,842.64	-		0.00%
November	78,341.07	-		0.00%
December	74,771.38	-		0.00%
	<u>\$ 110,759.33</u>	<u>\$ 113,260.50</u>	<u>\$ 2,501.17</u>	<u>2.26%</u>
	<u>\$ 882,102.30</u>	<u>\$ 113,260.50</u>		

City of Broken Arrow CVB
For the Month of January 2026

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2024					2025										2026		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	59.9	53.5	59.7	54.7	47.4	47.5	53.5	58.7	60.0	60.1	63.8	65.6	60.4	59.8	63.0	60.3	44.5	45.4
Last Year	58.8	62.8	64.6	59.5	48.0	49.1	53.7	59.7	58.1	59.9	65.0	59.6	59.9	53.5	59.7	54.7	47.4	47.5
Percent Change	1.8	-14.8	-2.6	-8.1	-1.1	-3.2	-0.4	-1.8	3.4	0.4	-1.7	10.0	0.9	11.7	5.6	10.2	-6.2	-4.5

Year To Date			Running 12 Months		
2024	2025	2026	2024	2025	2026
49.1	47.5	45.4	59.3	56.6	57.9
49.6	49.1	47.5	59.7	59.3	56.6
-0.9	-3.2	-4.5	-0.6	-4.6	2.3

ADR	2024					2025										2026		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	96.50	95.65	103.65	103.70	94.66	97.00	101.16	103.78	106.46	107.42	105.59	98.91	97.43	99.60	103.09	106.36	96.81	101.24
Last Year	91.93	95.86	98.49	99.79	89.31	94.32	95.85	96.31	99.12	100.78	101.00	100.83	96.50	95.65	103.65	103.70	94.66	97.00
Percent Change	5.0	-0.2	5.2	3.9	6.0	2.8	5.5	7.8	7.4	6.6	4.5	-1.9	1.0	4.1	-0.5	2.6	2.3	4.4

Year To Date			Running 12 Months		
2024	2025	2026	2024	2025	2026
94.32	97.00	101.24	99.02	98.91	102.43
92.40	94.32	97.00	97.20	99.02	98.91
2.1	2.8	4.4	1.9	-0.1	3.6

RevPAR	2024					2025										2026		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	57.79	51.22	61.86	56.75	44.90	46.10	54.14	60.88	63.92	64.58	67.41	64.86	58.85	59.59	64.95	64.13	43.07	45.94
Last Year	54.08	60.24	63.58	59.41	42.83	46.31	51.49	57.54	57.54	60.32	65.62	60.10	57.79	51.22	61.86	56.75	44.90	46.10
Percent Change	6.9	-15.0	-2.7	-4.5	4.8	-0.4	5.2	5.8	11.1	7.1	2.7	7.9	1.8	16.3	5.0	13.0	-4.1	-0.3

Year To Date			Running 12 Months		
2024	2025	2026	2024	2025	2026
46.31	46.10	45.94	58.73	55.95	59.26
45.79	46.31	46.10	58.02	58.73	55.95
1.1	-0.4	-0.3	1.2	-4.7	5.9

Supply	2024					2025										2026		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	35,433	34,290	35,433	34,290	35,433	35,433	32,004	35,433	34,290	35,433	34,290	35,433	35,433	34,290	35,433	34,290	38,037	35,433
Last Year	35,433	34,290	35,433	34,290	35,433	35,433	32,004	35,433	34,290	35,433	34,290	35,433	35,433	34,290	35,433	34,290	35,433	35,433
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.3	0.0

Year To Date			Running 12 Months		
2024	2025	2026	2024	2025	2026
35,433	35,433	35,433	417,195	417,195	419,799
35,433	35,433	35,433	417,195	417,195	417,195
0.0	0.0	0.0	0.0	0.0	0.6

Demand	2024					2025										2026		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	21,218	18,362	21,145	18,765	16,807	16,840	17,128	20,787	20,589	21,304	21,893	23,234	21,404	20,517	22,325	20,675	16,924	16,078
Last Year	20,844	21,548	22,873	20,415	16,992	17,395	17,192	21,170	19,906	21,210	22,280	21,118	21,218	18,362	21,145	18,765	16,807	16,840
Percent Change	1.8	-14.8	-7.6	-8.1	-1.1	-3.2	-0.4	-1.8	3.4	0.4	-1.7	10.0	0.9	11.7	5.6	10.2	0.7	-4.5

Year To Date			Running 12 Months		
2024	2025	2026	2024	2025	2026
17,395	16,840	16,078	247,449	236,013	242,858
17,561	17,395	16,840	249,025	247,449	236,013
-0.9	-3.2	-4.5	-0.6	-4.6	2.9

Revenue	2024					2025										2026		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	2,047,611	1,756,397	2,191,725	1,945,888	1,590,972	1,633,504	1,732,694	2,157,260	2,288,391	2,288,391	2,311,588	2,298,099	2,085,336	2,043,424	2,301,436	2,199,063	1,638,437	1,627,805
Last Year	1,916,122	2,065,503	2,252,858	2,037,296	1,517,504	1,640,755	1,647,781	2,038,981	1,973,169	2,137,479	2,250,173	2,129,367	2,047,611	1,756,397	2,191,725	1,945,888	1,590,972	1,633,504
Percent Change	6.9	-15.0	-2.7	-4.5	4.8	-0.4	5.2	5.8	11.1	7.1	2.7	7.9	1.8	16.3	5.0	13.0	3.0	-0.3

Year To Date			Running 12 Months		
2024	2025	2026	2024	2025	2026
1,640,755	1,633,504	1,627,805	24,503,184	23,343,046	24,875,380
1,622,642	1,640,755	1,633,504	24,204,809	24,503,184	23,343,046
1.1	-0.4	-0.3	1.2	-4.7	6.6

Census %	2024					2025										2026		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	13
Census Rooms	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1227	1143
% Rooms Participants	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.7	91.1

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