



City of Broken Arrow
Meeting Agenda
Broken Arrow City Council

City Hall
220 S 1st Street
Broken Arrow OK
74012

Mayor Craig Thurmond
Vice Mayor Richard Carter
Council Member Mike Lester
Council Member Johnnie Parks
Council Member Scott Eudey

Tuesday, September 20, 2016

4:30 PM

Council Chambers

**Special Joint Meeting of the Broken Arrow City Council and Convention and Visitors'
Bureau**

- 1. Call to Order the Broken Arrow City Council**
- 2. Call to Order the Broken Arrow Convention and Visitors' Bureau**
- 3. Roll Call for the Broken Arrow City Council**
- 4. Roll Call for the Broken Arrow Convention and Visitors' Bureau**
- 5. Pledge of Allegiance to the Flag**
- 6. General Business**
 - A. [16-1137](#) Presentation, Discussion, Review, and Update on the Tourism Asset Inventory Project, a Visitor Survey, a Hotel Lodging Report, and a Market Research Study, as well as lodging revenues and expenditures, marketing, and various demographics
- 7. Adjournment of the Broken Arrow City Council**
- 8. Adjournment of the Broken Arrow Convention and Visitors' Bureau**

NOTICE:

If you wish to speak at this evening's meeting, please fill out a "Request to Speak" form. The forms are available from the City Clerk's table or at the entrance door. Please turn in your form prior to the start of the meeting. Topics are limited to items on the currently posted agenda, or relevant business.

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.

POSTED this _____ day of _____, _____, at _____
a.m./p.m.

City Clerk



City of Broken Arrow

Fact Sheet

File #: 16-1137, Version: 1

**Broken Arrow City Council/CVB
Meeting of: 09-20-2016**

To: Mayor and City Council
From: Office of Tourism
Title: Presentation, Discussion, Review, and Update on the Tourism Asset Inventory Project, a Visitor Survey, a Hotel Lodging Report, and a Market Research Study, as well as lodging revenues and expenditures, marketing, and various demographics

Background:

On April 5, 2016, the Broken Arrow City Council approved a request from the Broken Arrow Convention and Visitors' Bureau (CVB) to obtain a market research study and tourism asset inventory. Young Strategies, Inc. was selected as the firm to complete the study. The purpose of the asset inventory is to provide a program of work for future programming and direction for the CVB.

The research will establish a visitor profile and then measure and evaluate the economic impact of tourism in Broken Arrow. These objectives would include the reasons people visit Broken Arrow, where they visit from, activities they are doing, and demographic information.

Mr. Berkeley Young of Young Strategies, Inc. will give a presentation to City Council and the Convention and Visitors' Bureau on the progress of this project.

Cost: None
Prepared By: Lori Hill, Tourism Director
Reviewed By: Economic Development Coordinator/Assistant to the City Manager
Legal Department

Approved By: Michael L. Spurgeon, City Manager

Attachments: None

Recommendation:

No action required