



City of Broken Arrow

Legislation Details (With Text)

File #: 17-1885 **Name:**

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On agenda: 3/13/2017 **Final action:**

Title: Consideration, discussion and possible approval of identifying recommended actions from the Tourism Asset Inventory final report to be presented to City Council

Sponsors:

Indexes:

Code sections:

Attachments: 1. Tourism Asset Inventory Final Report, 2. Strategic Plan

Date	Ver.	Action By	Action	Result
3/13/2017	1	Convention and Visitors Bureau	tabled	Pass

Broken Arrow Convention and Visitors' Bureau Meeting of: 03-13-2017

To: Convention and Visitors' Bureau Board
From: Office of Tourism
Title: Consideration, discussion and possible approval of identifying recommended actions from the Tourism Asset Inventory final report to be presented to City Council

Background:

On January 17, 2017, Young Strategies, Inc. presented the Tourism Asset Inventory final report at a joint meeting to the City Council and the Convention and Visitor's Bureau (CVB). In this report, Young Strategies recommended several action items for the CVB to consider implementing in the near future. The Suggested recommended actions include:

- Restructuring of the CVB - Create new structure focused on sales and marketing to drive increased room demand.
- Increase staffing - increase staff to include a Director, Marketing-Group Sales and Office Support.
- Drive increased demand for room nights with focus on need periods when occupancy is low.
- Marketing - Build a brand around the unique name "Broken Arrow". Develop aggressive strategies for website and digital; social media and traditional marketing partnership with regional and state CVBs.
- Gateways - Support City in the development of gateways that create a sense of place and direct arriving guests to information and core gathering spots.

City staff is recommending that the CVB identify these recommended actions as steps that should be taken by the City and present to City Council for further action. If these recommended action items are approved by City Council, City staff will work with the CVB to develop a timeline for implementation.

Cost: \$0

Prepared By: Lori Hill, Tourism Director

Reviewed By: Finance Department
Legal Department
Assistant City Manager

Approved By: Norman Stephens, Assistant to the City Manager/Economic Development Coordinator

Attachments: Tourism Asset Inventory Final Report
Strategic Plan

Recommendation:

Identify recommended actions from the Tourism Asset Inventory final report to be presented to City Council.