City of Broken Arrow

Request for Action

File #: 26-1274, **Version:** 1

Broken Arrow City Council
Meeting of: 08/18/2026

Title:
Notification of out-of-state travel to U.S. Travel's ESTO Conference and Award Ceremony in Philadelphia

Background:
Visit Broken Arrow has been named one of three finalists for U.S. Travel's 2026 ESTO Innovation Award for our submission, **"Small City, Big Screen: How Broken Arrow Rewrote the Rules of Tourism Growth."** The other finalists are Visit Norfolk and Visit Savannah.

Visit Broken Arrow staff will attend the Annual ESTO Conference in Philadelphia, August 24-27, with the Innovation Award winner being announced during the awards ceremony on the evening of August 25.

At the August 11. 2026 Visit Broken Arrow meeting, the board recommended that fellow Visit Broken Arrow Board Member and City Councilor Lisa Ford attend the award ceremony to show her support. Councilor Ford has been a strong advocate for Visit Broken Arrow's film tourism initiatives since its inception, and her attendance is greatly appreciated.

Cost: TBD

Funding Source: General Government/Visit Broken Arrow

Requested By: Makala Barton, Tourism Manager

Approved By: City Manager's Office

Attachments: None

Recommendation:
n/a