



City of Broken Arrow

Request for Action

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