



City of Broken Arrow

Request for Action

File #: 19-232, Version: 1

**Broken Arrow Convention and Visitors' Bureau
Meeting of: 02-11-2019**

Title:

Consideration, discussion, and possible approval of a grant request for the Heartland District of Civitan International for \$500.00

Background:

The Heartland District of Civitan International is hosting their annual convention at the Stoney Creek Conference Center August 23, 2019. The Heartland District of Civitan International has requested \$500.00 in grant funding to provide transportation from Stoney Creek Conference Center to the Rose District during their Friday evening event.

Berkeley Young with Young Strategies, Inc. presented the final report of the Tourism Asset Inventory project to City Council and the CVB during a special meeting Tuesday, January 17, 2017. In this report, Young Strategies, Inc. recommended that the CVB refocus funding to invest in activities that have the potential to drive overnight stays, which will have the greatest economic impact for Broken Arrow. Overnight visitor travel parties typically spend three times more than a daytrip visitor. Promotion of the destination to overnight visitors will result in a healthy number of daytrip visitors as a natural by-product.

The CVB recently restructured its grant application process

- Grant request received - January 9, 2019
- Event date is This is within the 90-day grant submittal deadline
- Required Special Event Permit Application has not been submitted
- Previous Year's follow up report - Not applicable, first time event
- Previous Year's hotel room pick up report - Not applicable, first time event

Cost: **\$500.00**

Funding Source: **Fund 27 - Convention and Visitors' Bureau**

Requested By: **Lori Hill, Tourism Director**

Approved By: **Norman Stephens, Economic Development Manager**

Attachments: **Heartland District Civitan International Grant Request**

Recommendation:

Approve the Heartland District Civitan International grant request in the amount of \$500.00.