

BOARD OF DIRECTORS MEETING AGENDA
Wednesday November 20, 2019
Legend's 11:30 a.m.

Agenda Items:

- I. Minutes (October) – Mandy Haws
- II. Finance Report (October) – Mark Milsap
- III. OU Venue presentation – Amanda Sikich
- IV. Tourism Marketing District – Dan Schemm
- V. Sports Commission update – Dan Schemm

Reports:

- I. Staff Reports
 - a. Sales –Taylor Mauldin Wagner & Trent Brown
 - b. Leisure – Lacy Jo Burgess-Cady
 - c. Communications/PR – Stefanie Brickman

Next Meeting Date:

Wednesday January 15, 2020 Legend's Restaurant 11:30

Upcoming Events:

The Nutcracker presented by University Theatre November 22-24 and December 5-8 2019

Winter Wind Concert Series Radoslav Lorkovic November 24, 2019

OU vs. West Virginia Homecoming October 19, 2019

Turkey Day 5K run and One Mile Run November 28, 2019

2019 Craft Show at Cleveland County Fairgrounds November 29-30, 2019

OK Sooners vs. Oklahoma State November 30, 2019

Small Business Saturday November 30, 2019

2019 Holiday Happening at the Sam Noble Natural History Museum December 5, 2019

Sooner Theatre presents Elf: The Musical December 6-8 and 13-15, 2019

2019 Norman Christmas Holiday Parade December 14, 2019

Norman Ballet Company's Oklahoma Nutcracker December 21-22, 2019

Please see our Website for a full list!

MISSION: *The Norman Convention and Visitors Bureau exists to promote the city, to attract overnight meeting, convention, sport and tourism business to the community, and to enhance and contribute to the overall identity and economic well-being of the city.*



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**Board of Directors Meeting
Wednesday October 16, 2019
Legend's Restaurant
1313 W. Lindsey St.**

Minutes

Board Attendance:

(P) Kyle Allison, Andy Alligators
(P) Tarasina Compagni, Benvenuti's
(A) Drew Gaschler, OU Athletics
(P) Steve Gillis, NYSA
(P) Angelia Green, The Chickasaw Nation
(P) Helen Green, OU, College of Fine Art
(P) Lee Hall, City Council
(A) Maureen Hammond, NEDC
(P) Jerry M. Hatter, Balfour of Norman

(P) Mandy Haws, Sooner Bowling
(A) Brenda Hall, City of Norman
(P) James Howard, Baked Bear
(A) Alesha Leemaster, Norman Public Schools
(P) Scott Martin, Chamber of Commerce
(P) Mark Milsap, Holmberg House
(A) Bree Montoya, Norman Arts Council
(P) Andrew Stanfield, NCED Hotel
(P) Amish Zaver, Comfort Inn

Call to Order

Meeting was called to order at 11:31 am

Minutes

Minutes from September meeting were considered. Milsap moved to approve the minutes, Hatter seconds the motion. Motion was approved.

Finance Report

Milsap presents the financial report for October. Cash position is good but less than last year which is explained by deferred revenue last year that is not present this year. In expenses there is an unbudgeted item, the Huddle Up Group package. There is also two payment to Sooner Sports properties that is just a timing thing and will not be repeated but is a budgeted expense. Green moves to accept October 2019 financials, Helen Green seconds, motion is approved.

TMD Update

Schemm discusses that VisitNorman is working with the Huddle Up Group to look at funding for Sports Commission. This funding will be provided through a voluntary assessment by the hotels that is passed through to guest. John Lambeth with Civitas will help create the TMD (tourism marketing district). He has helped to created about half of these districts across the country. We want the district to be in place by July 1. There is a six-month time frame and shall not exceed \$27700, with \$4200 month profession fees. He is a lawyer and know how to set up these agreements. Allison asks what the success rate is? Schemm answers that only 1 or 2 have been cancelled. Initial starting point is 2 to 2 1/2 percent. Tax exempt business would be exempt from this fee also. Milsap moves to approve entering into contract with Civitas as presented, Hatter seconds. Motion is approved.

Huddle Up Group

Schemm states that the monthly meetings started at the beginning of October. Presently the creation of the 501 c(3) designated group for the sports commission is being undertaken. This designation would allow corporations to provide funds to events.

City/County

Darry Stacey begins by sharing the fact that the County is paying of the Jail 10 years ahead of schedule. This is due mainly to a 2014 refinance which saved \$17 million. Currently the county is asking for 1/8th % in sales tax. This actually represents a reduction in sales tax and would provide a funding stream for jail maintenance, fund pay raises for sheriff's personnel and provide grants for rural fire departments and provide upgrades to Couch Detention center. Currently offices make \$10,000 less than other departments in the region and results in higher turnover. Sean O'Leary takes the floor for the city. The vote will be November 12th for both issues. There is a 2.2 million shortfall for Norman Public Transit with the bus system being turned over to the city. The city Inherited a very old infrastructure and buses.

Sales Report

Wagner reports that 17 leads were sent with a potential roomnight of 7610. Four leads were booked with a total of 1636 room nights. Schemm announces that Wagner was awarded SGMP's top 10 under 37.

Leisure Report

Burgess-Cady reports that five convention/groups were serviced as well as three leisure groups. Annual Moore hotel, motel and attractions delivery was completed for a total of 720 visitor guides distributed.

Communications/PR Report

Brickman reports that the numbers are a little up. The App has a new dashboard. There is an uptick in the app downloads with 50-70 showing up, she attributes these to the Embassy Card which has our download the App campaign on the back of the room key cards. There is growth in all categories. Top page visited is the Sooner football page.

Adjourned at 1:04.

NORMAN CONVENTION & VISITORS BUREAU
STATEMENTS OF FINANCIAL POSITION
OCTOBER 31, 2019 AND 2018

ASSETS

	2019	2018
CURRENT ASSETS		
PETTY CASH	\$ 589.99	\$ 495.99
CASH IN BANK - REPUBLIC BANK	234,031.24	216,942.81
CASH IN BANK - PREMIUM MONEY MARKET	39.03	54,285.65
CASH IN BANK - BID FEE MONEY MARKET	93,699.97	38,787.52
ACCOUNTS RECEIVABLE	8,317.99	4,545.99
EMPLOYEE ADVANCE	59.58	0.00
PREPAID EXPENSES	<u>45,060.40</u>	<u>51,146.20</u>
TOTAL CURRENT ASSETS	<u>381,798.20</u>	<u>366,204.16</u>
PROPERTY AND EQUIPMENT		
FURNITURE & FIXTURES	17,600.71	17,915.71
LEASEHOLD IMPROVEMENTS	6,130.00	6,130.00
MACHINERY & EQUIPMENT	2,705.25	6,089.28
VEHICLE	67,091.12	67,091.12
COMPUTER EQUIPMENT	11,372.48	15,871.76
LESS: ACCUMULATED DEPRECIATION	<u>(79,842.66)</u>	<u>(68,967.46)</u>
NET PROPERTY AND EQUIPMENT	<u>25,056.90</u>	<u>44,130.41</u>
OTHER ASSETS		
INTANGIBLE ASSETS, NET OF AMORTIZATION	<u>5,589.54</u>	<u>19,004.46</u>
TOTAL OTHER ASSETS	<u>5,589.54</u>	<u>19,004.46</u>
TOTAL ASSETS	<u>\$ 412,444.64</u>	<u>\$ 429,339.03</u>

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES		
ACCOUNTS PAYABLE	\$ 7,602.19	\$ 29,560.13
DEFERRED REVENUE	76,876.65	74,583.35
SALES TAX PAYABLE	2.95	8.04
COMPENSATED ABSENCES PAYABLE	22,163.52	20,129.48
SALARIES PAYABLE	0.00	(0.50)
IRA PAYABLE	1,980.61	2,555.34
UNITED WAY PAYABLE	413.04	123.32
PAYROLL TAXES PAYABLE	<u>4,237.36</u>	<u>14,984.70</u>
TOTAL CURRENT LIABILITIES	<u>113,276.32</u>	<u>141,943.86</u>
TOTAL LIABILITIES	<u>113,276.32</u>	<u>141,943.86</u>
NET ASSETS		
UNRESTRICTED NET ASSETS - PRIOR YEAR	303,234.86	308,378.53
CHANGE IN NET ASSETS	<u>(4,066.54)</u>	<u>(20,983.36)</u>
TOTAL NET ASSETS	<u>299,168.32</u>	<u>287,395.17</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 412,444.64</u>	<u>\$ 429,339.03</u>

NORMAN CONVENTION & VISITORS BUREAU
STATEMENTS OF ACTIVITIES
FOR THE ONE MONTH AND FOUR MONTHS ENDED OCTOBER 31, 2019 AND 2018

	ONE MONTH ENDED OCTOBER 31, 2019	ONE MONTH ENDED OCTOBER 31, 2018	FOUR MONTHS ENDED OCTOBER 31, 2019	FOUR MONTHS ENDED OCTOBER 31, 2018
REVENUE				
TRANSIENT GUEST TAX	\$ 76,791.65	\$ 74,583.33	\$ 307,166.80	\$ 298,333.34
BID FEE REBATE	0.00	0.00	78.68	0.00
ADVERTISING	0.00	0.00	19,118.68	9,880.00
SALES	<u>36.78</u>	<u>91.95</u>	<u>1,123.17</u>	<u>213.32</u>
TOTAL REVENUE	<u>76,828.43</u>	<u>74,675.28</u>	<u>327,487.33</u>	<u>308,426.66</u>
OPERATING EXPENSES				
ACCOUNTING FEES	700.00	0.00	700.00	0.00
RESEARCH	0.00	0.00	7,500.00	0.00
AMORTIZATION EXPENSE	1,117.91	1,117.91	4,471.64	4,471.64
CONSUMER ADVERTISING/MARKETING	12,763.76	27,502.88	54,572.67	66,170.11
TRADE SHOWS	0.00	301.04	2,007.06	426.04
CONVENTION SERVICES	210.43	1,246.00	2,284.43	5,792.13
POSTAGE	19.01	14.40	548.86	436.59
PUBLIC RELATIONS	3,278.18	1,161.04	8,379.18	9,892.89
GROUPS MARKETING	20,180.81	15,137.04	43,057.62	31,473.71
AFFILIATION / MEMBERSHIPS	391.00	385.00	3,054.69	2,934.03
RELATIONSHIP MARKETING	339.03	547.70	1,334.05	1,238.56
RETAIL CENTER	0.00	108.75	1,432.00	108.75
OPERATIONS / ADMINISTRATION	16,251.08	18,258.93	43,795.06	46,998.64
DEPRECIATION EXPENSE	810.51	1,455.79	4,851.26	5,823.32
PERSONNEL EXPENSES	<u>31,797.24</u>	<u>33,065.77</u>	<u>156,490.54</u>	<u>154,760.81</u>
TOTAL OPERATING EXPENSES	<u>87,658.96</u>	<u>100,302.25</u>	<u>332,489.06</u>	<u>330,327.22</u>
OTHER REVENUES (EXPENSES)				
INTEREST INCOME	<u>223.63</u>	<u>235.21</u>	<u>935.19</u>	<u>917.20</u>
NET OTHER REVENUES (EXPENSES)	<u>223.63</u>	<u>235.21</u>	<u>935.19</u>	<u>917.20</u>
CHANGE IN NET ASSETS	<u>\$ (10,606.90)</u>	<u>\$ (25,391.76)</u>	<u>\$ (4,066.54)</u>	<u>\$ (20,983.36)</u>

NORMAN CONVENTION & VISITORS BUREAU
STATEMENTS OF ACTIVITIES - ACTUAL AND BUDGET
FOR THE ONE MONTH AND FOUR MONTHS ENDED OCTOBER 31, 2019

	ONE MONTH ENDED ACTUAL	ONE MONTH ENDED BUDGET	OVER/ (UNDER) BUDGET	FOUR MONTHS ENDED ACTUAL	FOUR MONTHS ENDED BUDGET	OVER/ (UNDER) BUDGET
SALES						
TRANSIENT GUEST TAX	\$ 76,791.66	\$ 76,791.66	\$ (0.01)	\$ 307,166.80	\$ 307,166.67	\$ 0.13
BID FEE REBATE	0.00	0.00	0.00	78.68	0.00	78.68
ADVERTISING	0.00	0.00	0.00	19,118.68	20,000.00	(881.32)
SALES	<u>36.78</u>	<u>0.00</u>	<u>36.78</u>	<u>1,123.17</u>	<u>0.00</u>	<u>1,123.17</u>
TOTAL SALES	<u>76,828.43</u>	<u>76,791.66</u>	<u>36.77</u>	<u>327,487.33</u>	<u>327,166.67</u>	<u>320.66</u>
GROSS PROFIT	<u>76,828.43</u>	<u>76,791.66</u>	<u>36.77</u>	<u>327,487.33</u>	<u>327,166.67</u>	<u>320.66</u>
OPERATING EXPENSES						
ACCOUNTING FEES	700.00	0.00	700.00	700.00	0.00	700.00
RESEARCH	0.00	0.00	0.00	7,500.00	1,250.00	6,250.00
AMORTIZATION EXPENSE	1,117.91	1,118.00	(0.09)	4,471.64	4,472.00	(0.36)
CONSUMER	12,763.76	19,000.00	(6,236.24)	64,572.67	72,000.00	(7,427.33)
ADVERTISING/MARKETING						
TRADE SHOWS	0.00	500.00	(500.00)	2,007.06	1,625.00	182.06
CONVENTION SERVICES	210.43	958.00	(747.57)	2,284.43	3,832.00	(1,547.57)
PRINTED MATERIALS	0.00	181.00	(181.00)	0.00	1,168.00	(1,168.00)
POSTAGE	19.01	500.00	(480.99)	548.86	1,000.00	(451.14)
PUBLIC RELATIONS	3,278.18	2,602.00	676.18	6,379.18	10,408.00	(4,028.82)
GROUPS MARKETING	20,180.81	4,000.00	16,180.81	43,057.62	33,345.00	9,712.62
AFFILIATION / MEMBERSHIPS	391.00	575.00	(184.00)	3,064.69	3,950.00	(885.31)
RELATIONSHIP MARKETING	339.03	450.00	(110.97)	1,334.05	1,800.00	(465.95)
RETAIL CENTER	0.00	1,000.00	(1,000.00)	1,432.00	1,000.00	432.00
OPERATIONS / ADMINISTRATION	16,251.08	10,452.00	5,799.08	43,795.08	41,808.00	1,987.08
DEPRECIATION EXPENSE	610.51	1,549.87	(939.36)	4,851.26	6,199.48	(1,348.22)
PERSONNEL EXPENSES	<u>31,797.24</u>	<u>34,474.00</u>	<u>(2,676.76)</u>	<u>156,490.54</u>	<u>168,895.90</u>	<u>(12,405.36)</u>
TOTAL OPERATING EXPENSES	<u>87,658.96</u>	<u>77,359.87</u>	<u>10,299.09</u>	<u>332,489.06</u>	<u>352,951.38</u>	<u>(20,462.32)</u>
OPERATING INCOME (LOSS)	<u>(10,830.53)</u>	<u>(568.21)</u>	<u>(10,262.32)</u>	<u>(5,001.73)</u>	<u>(25,784.71)</u>	<u>20,782.98</u>
OTHER INCOME (EXPENSES)						
INTEREST INCOME	<u>223.63</u>	<u>84.00</u>	<u>139.63</u>	<u>935.19</u>	<u>334.00</u>	<u>601.19</u>
TOTAL OTHER INCOME (EXPENSES)	<u>223.63</u>	<u>84.00</u>	<u>139.63</u>	<u>935.19</u>	<u>334.00</u>	<u>601.19</u>
NET INCOME (LOSS)	<u>\$ (10,606.90)</u>	<u>\$ (484.21)</u>	<u>\$ (10,122.69)</u>	<u>\$ (4,066.54)</u>	<u>\$ (25,450.71)</u>	<u>\$ 21,384.17</u>

SUPPLEMENTARY INFORMATION

	07/31/19	08/31/19	09/30/19	10/31/19	11/30/19	12/31/19	01/31/20	02/29/20	03/31/20	04/30/20	05/31/20	06/30/20	Total
SALES													
TRANSIENT GUEST TAX	\$ 76,791.75	\$ 76,791.65	\$ 76,791.75	\$ 76,791.65	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 307,168.80
BID FEE REBATE	0.00	78.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	78.68
ADVERTISING	15,330.00	3,788.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19,118.68
SALES	1,020.00	66.39	0.00	36.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,123.17
TOTAL SALES	93,141.75	80,725.40	76,791.75	76,828.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	327,487.33
GROSS PROFIT	93,141.75	80,725.40	76,791.75	76,828.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	327,487.33
OPERATING EXPENSES													
ACCOUNTING FEES	0.00	0.00	0.00	700.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	700.00
RESEARCH	0.00	0.00	7,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,500.00
AMORTIZATION EXPENSE	1,117.91	1,117.91	1,117.91	1,117.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,471.64
CONSUMER ADVERTISING/MARKETING	8,451.68	6,080.56	27,276.67	12,763.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	54,572.67
TRADE SHOWS	1,975.00	32.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,007.06
CONVENTION SERVICES	0.00	0.00	2,074.00	210.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,284.43
POSTAGE	0.00	0.00	529.85	19.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	548.86
PUBLIC RELATIONS	936.04	936.04	1,228.92	3,278.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,379.18
GROUPS MARKETING	1,187.17	9,918.82	11,770.82	20,180.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	43,057.62
AFFILIATION / MEMBERSHIPS	320.00	200.00	2,163.68	391.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,064.68
RELATIONSHIP MARKETING	(1.10)	428.54	567.58	339.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,334.05
RETAIL CENTER	0.00	1,432.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,432.00
OPERATIONS / ADMINISTRATION	10,521.90	6,923.40	10,098.68	16,251.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	43,795.06
DEPRECIATION EXPENSE	1,413.68	1,413.61	1,413.66	610.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,851.26
PERSONNEL EXPENSES	57,851.22	28,738.97	38,103.11	31,797.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	166,480.54
TOTAL OPERATING EXPENSES	83,773.40	57,221.91	103,834.79	87,658.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	332,489.06
OPERATING INCOME (LOSS)	9,368.35	23,503.49	(27,043.04)	(10,830.53)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	(5,001.73)
OTHER INCOME (EXPENSES)													
INTEREST INCOME	235.85	260.62	215.09	223.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	935.19
TOTAL OTHER INCOME (EXPENSES)	235.85	260.62	215.09	223.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	935.19
NET INCOME (LOSS)	\$ 9,604.20	\$ 23,764.11	\$(26,827.95)	\$(10,606.90)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	(4,066.54)



Sales Report – October 2019

Leads Sent (7 leads for a total of 3,034 potential room nights):

- Canadian Valley Poultry Club
 - CVPC Mega Grande Superbowl & Poultry Expo (November 2019)
- University Aviation Association
 - 2022 Annual Conference
 - 2023 Annual Conference
- Army National Guard
 - 2020 ARNG
- Boys & Girls Club of America
 - 2021 Southwest Leadership Conference
- Mid-America Athletic Trainers' Association
 - Annual Meeting 2022
- OKiCON
 - OKiCon '20

Leads Booked (1 lead for a total of 200 room nights):

- Canadian Valley Poultry Club
 - CVPC Mega Grande Superbowl & Poultry Expo (November 2019)

Total leads sent YTD (FYE 2020): 47

Total rooms booked YTD (FYE 2020): 6,354

Other significant activity:

- Attended NASC & Connect Faith
- Attended Connect Texas
- Attended Simpleview (CRM) software training with Visit OKC and Visit Stillwater
- Continued participation in OSAE, SGMP, GBTA/OBTP, PCMA, CTA, Sooner Rotary, NAC Arts Roundtable/PAB, Jazz in June & the Norman Chamber Aviation Committee

Upcoming:

- TEAMS
- Holiday-themed sales blitz



Communications November 2019 report

Major October activities:

- Began planning Small Business Saturday with City of Norman, Norman Chamber & Transcript Media
- Participated in first Texas Travel Industry's Ideafest presented by VisitDFW umbrella group
- Attended The Main District Board Meeting & membership drive event
- Met with Norman Music Festival board members
- Resubmitted VisitNorman app to Apple Store & Google Play
- Attended training session with VisitOKC & VisitStillwater on Simpleview CRM platform
- Provided artwork for Boyd Street magazine submission
- Attended Norman PR practitioners meeting
- Continued publicity for Norman events to the regional media

October 2019 measurements:

- 66 press mentions for events (65 in October 2018)
- Ad equivalency of \$194,440.00 (\$362,128.85 in October 2018)
- 23.1 million impressions (29.79 million in October 2018)



Leisure Travel Report
October 2019 – Lacy Jo Burgess-Cady

Leisure/Travel Shows

- Total attended: 1
 - OU Loves Norman (15)
 - Weather Festival (110)

Distribution/Servicing (Leisure)

- Total number of leisure [groups] serviced: 2
 - Jane Purcell 3rd Grade (100 State Maps)
 - OU Reunion (30)

Distribution/Servicing (Convention/Group)

- Total number of conferences/groups serviced: 1
 - NIFA Student Event @ Westheimer Airport (140)

Total number guides & brochures distributed: 325

- Norman VG (295)
 - Frontier Country Marketing (0 to all groups)
 - FJMA rack card (30 to all groups)
 - SNOMNH rack card (0 to all groups)
 - State Travel Guide (0 to all groups)
- Other significant activity:
 - Fall Fest Planning Committee Meeting October 7, 21
 - Norman Arts Council Roundtable October 9
 - Simpleview Training October 28- 29



Prepared On: 11/18/2019
Prepared By: Lacy Jo Burgess

WALK-INS

Inquiry Date	Brochures	Count
10/01/2019	Norman Map	1
10/01/2019	Oklahoma Map	1
10/01/2019	State Travel Guide	1
10/01/2019	Visitor Guide	1
10/02/2019	Norman Map	1
10/02/2019	Visitor Guide	1
10/07/2019	Fred Jones Jr. Mueseum of Art Rack	1
10/07/2019	Norman Map	2
10/07/2019	Visitor Guide	1
10/09/2019	Norman Map	1
10/09/2019	Oklahoma Map	1
10/09/2019	Visitor Guide	1
10/10/2019		1
10/10/2019	Norman Map	1
10/10/2019	Visitor Guide	1
10/11/2019	Norman Map	1
10/16/2019	Norman Map	1
10/16/2019	Visitor Guide	1
10/17/2019		1
10/22/2019	Visitor Guide	1
10/28/2019		1
10/30/2019	Norman Map	1
10/30/2019	Visitor Guide	1
		COUNT: 17

Currency: USD - US Dollar

For the month of: October 2019

	Current Month - October 2019 vs October 2018												Year to Date - October 2019 vs October 2018												Participation				
	Occ %				RevPAR				Percent Change from October 2018				ADR				RevPAR				Percent Change from YTD 2018					Properties		Rooms	
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census - Sample	Census - Sample		Census - Sample	Census - Sample		
City of Norman, OK+	59.7	67.4	91.83	92.15	54.79	62.15	-11.5	-0.3	-11.8	-11.8	0.0	-11.5	65.7	62.9	87.17	87.21	57.31	54.81	4.6	-0.0	4.5	0.0	4.6	25	17	3130	1692		
City of Moore, OK+	58.3	58.8	82.35	84.12	47.99	49.50	-0.9	-2.1	-3.0	-3.0	0.0	-0.9	60.4	56.8	82.43	86.18	49.77	48.91	6.4	-4.4	1.8	0.0	6.4	9	9	586	586		
City of Oklahoma City, OK+	63.3	64.0	86.30	84.96	54.59	54.39	-1.2	1.6	0.4	2.3	1.9	0.7	62.5	64.4	84.86	85.24	53.10	-2.9	-0.4	-3.3	1.2	4.7	1.7	181	133	10277	14146		

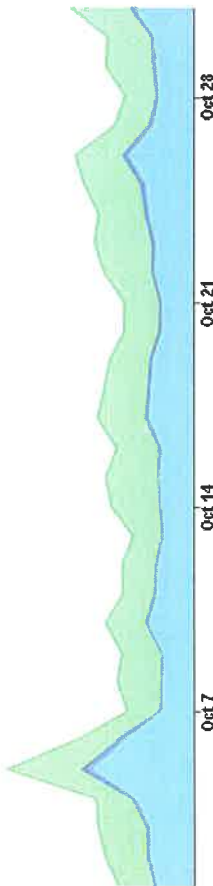
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Overview

31,588
PAGEVIEWS
▲12%

15,989
SESSIONS
▲11%

13,671
USERS
▲7%



Social Media Referrals

SOCIAL NETWORK

	SESSIONS
1. Facebook	916 ▲10%
2. Twitter	13
3. Instagram	12 ▲200%
4. reddit	1 ▼50%

Referral sites

REFERRAL

	SESSIONS
1. m.facebook.com	754 ▼14%
2. soonersports.com	247 ▼40%
3. ou.edu	235 ▲6%
4. facebook.com	135 ▲13%
5. eastads.simpli.fi	110 ▲3%
6. travelok.com	39 ▲77%

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11. /eat/	461 ▲14%
12. /places-to-go?venue_type=arts-culture	386 ▲2%
13. /events/p3?p=events/	379 ▲65%
14. /eat/volcano-sushi-bar	373 ▲287%
15. /places-to-go/adkins-hill-farm	341 ▲604%
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17. /events/touch-a-truck-2019	305 ▲312%
18. /events/pumpkin-patch-at-mcfarlin-memoria...	297
19. /blog/seven-places-for-a-bowl-of-soup-in-nor...	247
20. /events/p4?p=events/	240 ▲68%
21. /events/www.normanfallfest.com	222
22. /all-about-norman/	205 ▲1%

Overview

29,067

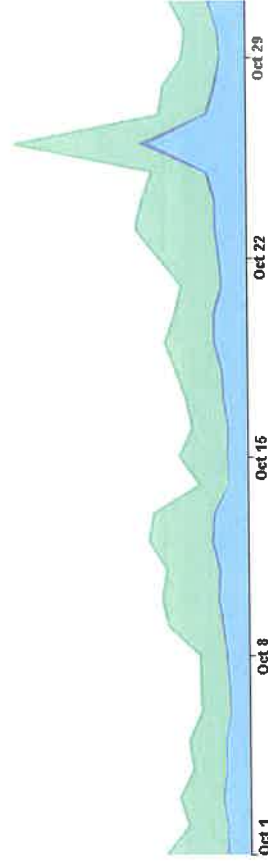
PAGEVIEWS

10,900

SESSIONS

9,169

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Social Media Referrals

SOCIAL NETWORK

SESSIONS

1. Facebook	285	65%
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3. Instagram	4	100%
4. reddit	1	

Referral sites

REFERRAL

SESSIONS

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2. m.facebook.com	207	69%
3. soonersports.com	57	62%
4. facebook.com	47	66%
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6. westads.simpli.fi	22	21%

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3. /	1,170	13%
4. /events/p2?p=events/	810	27%
5. /events/p3?p=events/	517	103%
6. /events/www.normanfallfest.com	462	
7. /eat/	395	44%
8. /places-to-go?venue_type=arts-culture	395	40%
9. /events/mix-on-main-1	351	47%
10. /events/frunk-of-treat-2018	347	
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13. /search	269	40%
14. /events/oklahoma-wine-walk-1	259	13%
15. /things-to-do/	230	29%
16. /events/fall-festival	218	
17. /events/p6?p=events/	201	20%
18. /events/legacy-park-cheers-and-beers-festival	191	
19. fall-about-norman/	190	20%
20. /events/cleveland-county-fairgrounds-touch-...	189	20%
21. /events?event_type=kids-and-family	179	118%
22. /events?event_type=music-entertainment	165	17%