

BOARD OF DIRECTORS MEETING AGENDA

Wednesday February 19, 2020

Legend's 11:30 a.m.

Agenda Items:

- I. Minutes (January) – Mandy Haws
- II. Finance Report (January) – Mark Milsap
- III. Review FY'21 Budget – Dan Schemm
- IV. Norman Forward – Dan/Brenda
- V. Sports Commission update – Dan Schemm
- VI. Tourism Marketing District update – Gina Reed
- VII. District Development – Mandy Haws

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 March 18, 2020 Legend's Restaurant 11:30

Upcoming Events:

Amon & the Creatures and Death by Knowledge February 19, 2020

Candlebox at Riverwind February 21, 2020

Painting Workshop with Brad Price February 22, 2020

2020 Norman Mardi Gras Parade February 22, 2020

Winter Wind Concer Series: Chely Wright February 23, 2020

OU Softball Courtyard Marriott Tournament February 28- March 1, 2020

2nd Friday Art Walk March 13, 2020

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.*



Sales Report – January 2020

Leads Sent (15 leads for a total of 4,913 potential room nights):

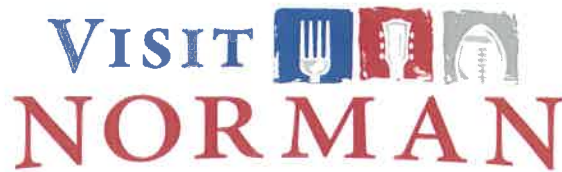
- American Dairy Goat Association
 - Annual Meeting (2022)
- OU CECPD (x6)
 - Leadership Academy, Class XXXIX Session I-VI (2020)
- ODMHSAS
 - 2021 Prevention Conference
- Pratt & Whitney
 - F100 Worldwide Users Conference (2020)
- The 2 Sisters
 - The 2 Sisters Midwest Meeting (2020)
- AME Women's Ministry
 - 2021 Executive Board Meeting
- Assemblies of God North America
 - 2020 Conference
- Battered Women Justice Project
 - BWJP CAAN 2020
- Central Oklahoma Toy Dog Club
 - 2020 Meeting/Competition
- Merchen Law
 - Marijuana Business Conference (2020)

Total leads sent YTD (FYE 2020): 71

Total rooms booked YTD (FYE 2020): 10,624

Other significant activity:

- Attended 1-day Enhanced Education with the Oklahoma chapters of MPI, OSAE and SGMP
- Participated in “hard hat tour” of Hilton Garden Inn (new meeting space too!)
- Provided servicing for Oklahoma Veterinary Medicine Conference at Embassy Suites
- Continued participation in OSAE, SGMP, GBTA/OBTP, PCMA, CTA, Sooner Rotary, NAC Arts Roundtable/PAB, Jazz in June, the Norman Chamber Aviation Committee and Norman NEXT



Leisure Travel Report
January 2020 – Lacy Jo Burgess-Cady

Leisure/Travel Shows

- Total attended: 1
 - NW Arkansas Women's Expo (140)

Distribution/Servicing (Leisure)

- Total number of leisure [groups] serviced: 3
 - Junior Achievement Career Fair (50)

Distribution/Servicing (Convention/Group)

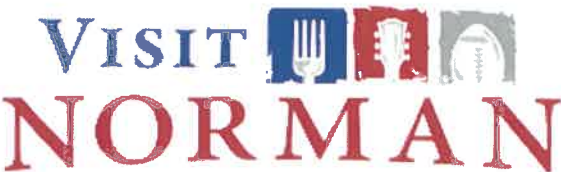
- Total number of conferences/groups serviced: 1
 - Oklahoma Vet Medicine Conference (720)

Total number guides & brochures distributed: 54

- Norman VG (54)
- FJMA rack card (40 to all groups)
- SNOMNH rack card (to all groups)
- State Travel Guide (90 to all groups)

- Other significant activity:

- Norman Arts Council Round Table January 8
- Junior Achievement Career Fair January 16
- Norman Arts Council Grants Panel Orientation January 29
- Norman Chamber of Commerce Banquet January 30



Prepared On: 02/18/2020
Prepared By: Lacy Jo Burgess

WALK-INS

Inquiry Date	Brochures	Count
01/03/2020	Oklahoma Map	1
01/08/2020	Fred Jones Jr. Mueseum of Art Rack	1
01/08/2020	Sam Noble Museum Rack	1
01/08/2020	Visitor Guide	1
01/09/2020	Norman Map	1
01/09/2020	State Parks	1
01/09/2020	Visitor Guide	2
01/13/2020	Norman Map	1
01/22/2020	Visitor Guide	1
01/23/2020	Norman Map	1
01/23/2020	Oklahoma Map	1
01/23/2020	State Parks	1
01/23/2020	State Travel Guide	1
01/28/2020	Norman Map	1
01/29/2020	Visitor Guide	1
		COUNT: 10



Communications February 2020 report

Major January activities:

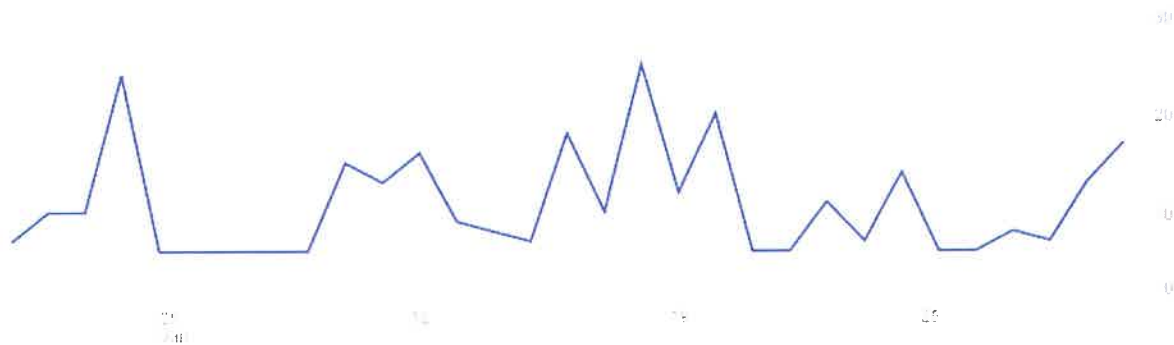
- Attended wrap-up meeting for Norman Christmas Holiday Parade
- Met with Metro Family Magazine publisher and project manager
- Chaired Norman Music Festival development committee meeting
- Attended monthly Public Relations Society of America/OKC Chapter continuing education luncheon
- Submitted print ad and advertorial copy for upcoming Food & Travel magazine
- Attended two meetings for Friday pregame Sooner weekend meetings
- Participated in Multiview performance call
- Provided artwork for Boyd Street magazine submission
- Attended Norman PR practitioners meeting
- Continued publicity for Norman events to the regional media

January 2020 measurements:

- 71 press mentions for events (65 in January 2019)
- Ad equivalency of \$54,395.58 (\$113,224.14 in January 2019)
- 13.4 million impressions (49.9 million in January 2019)

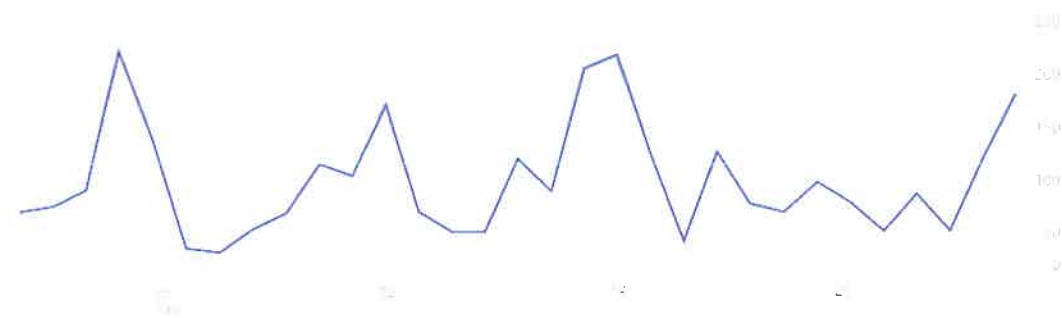
Users
163

New users
71



Views
2.8K

Event count
21K



User activity by cohort

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	15.3%	15.1%	11.7%	12.5%	10.0%
Dec 29 - Jan 4						
Jan 5 - Jan 11						
Jan 12 - Jan 18						
Jan 19 - Jan 25						
Jan 26 - Feb 1						

City: + Users New users Engaged sessions Engagement rate

1	Norman	78	24	139	89.1%
2	New York	37	13	57	82.61%
3	Oklahoma City	21	9	28	93.33%
4	Dallas	11	1	14	100%
5	(not set)	8	5	10	100%
6	Kansas City	6	2	7	77.78%
7	Moore	5	0	5	100%
8	Houston	3	1	2	160%
9	Midwest City	3	1	4	100%
10	Ardmore	2	1	4	100%

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Eat	1556
UIViewController	429
Events	236
message	118
MainActivity	115
Play	88
Norman Originals	58

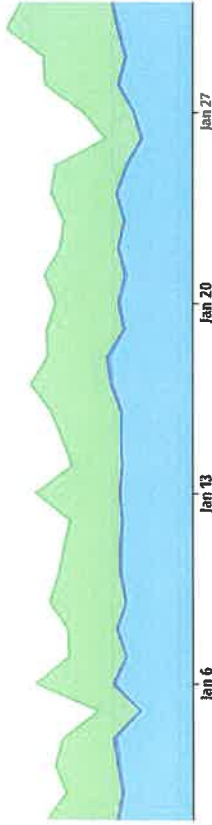
User views: 2,805
Message opens: 118
Messages sent: 9

Overview

26,093
PAGEVIEWS

13,485
SESSIONS

12,111
USERS



Top viewed pages

PAGE	PAGEVIEWS
1. /blog/top-things-to-do-while-in-norman-ok...	3,424
2. /pages/explore/oklahoma-sooner-football	2,766
3. /events/	1,611
4. /	1,430
5. /eat/	806
6. /places-to-go?venue_type=arts-culture	502
7. /events	423
8. /eat/volcano-sushi-bar	281
9. /events/p2?p=events/	276
10. /eat/p2?p=eat/	273
11. /eat/p3?p=eat/	199
12. /events/2020-norman-chocolate-festival	197
13. /stay/	190
14. /pages/explore	189
15. /all-about-norman/	186
16. /events/norman-chocolate-festival	185
17. /eat/p4?p=eat/	161
18. /eat/p5?p=eat/	145
19. /eat/p6?p=eat/	133
20. /events/norman-chocolate-festival2	131

Social Media Referrals

SOCIAL NETWORK	SESSIONS
1. Facebook	320
2. Twitter	5
3. Instagram	3
4. DZone	1

Referral sites

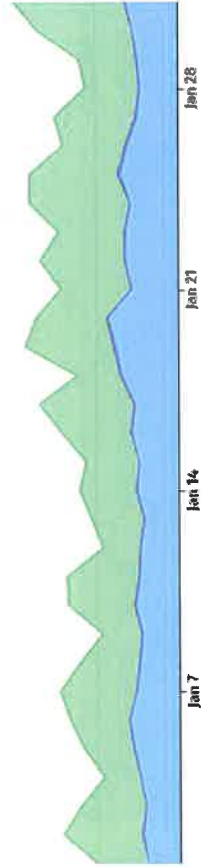
REFERRAL	SESSIONS
1. ou.edu	244
2. m.facebook.com	234
3. eastads.simpli.fi	80
4. facebook.com	72
5. travelok.com	29
6. westads.simpli.fi	26

Overview

20,870
PAGEVIEWS

8,394
SESSIONS

7,296
USERS



Top viewed pages

PAGEVIEWS

PAGE

1.	/events/	1,998	▲ 45%
2.	/	1,288	▲ 18%
3.	/blog/top-things-to-do-while-in-norman-ok..	736	▲ 5%
4.	/eat/	553	▲ 19%
5.	/places-to-go?venue_type=arts-culture	403	▲ 21%
6.	/events/p2?p=events/	376	▼ 17%
7.	/events/kane-brown-live-forever-tour-at-illo...	323	▲ 51%
8.	/blog/six-places-for-a-bowl-of-soup-in-norm...	319	▲ 43%
9.	/events/norman-chocolate-festival	318	▲ 73%
10.	/eat?venue_type=norman-originals?utm_sou...	220	▲ 8%
11.	/events/norman-chocolate-festival2	220	▲ 44%
12.	/all-about-norman/	202	▲ 7%
13.	/events/p3?p=events/	199	▼ 22%
14.	/pages/explore	182	▲ 11%
15.	/stay/	173	▲ 44%
16.	/eat/p2?p=eat/	143	▲ 61%
17.	/blog/top-6-instagram-perfect-springtime-s...	142	▲ 5%
18.	/pages/contact-us	137	▲ 32%
19.	/events?event_type=music-entertainment	136	▼ 11%
20.	/places-to-go/heisman-park	127	▼ 85%

Social Media Referrals

SOCIAL NETWORK

SESSIONS

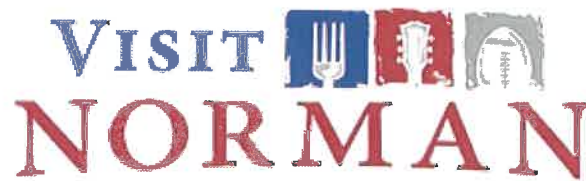
1.	Facebook	875	▲ 7%
2.	Instagram	25	▲ 7%
3.	Twitter	16	▲ 7%
4.	reddit	3	▲ 100%
5.	Scribd	2	▲ 100%
6.	LinkedIn	1	▲ 100%

Referral sites

REFERRAL

SESSIONS

1.	m.facebook.com	698	▲ 18%
2.	ou.edu	175	▲ 44%
3.	facebook.com	127	▲ 78%
4.	eastads.simpli.fi	27	▲ 100%
5.	l.facebook.com	26	▼ 81%
6.	l.instagram.com	25	▲ 100%



**Board of Directors Meeting
Wednesday January 15, 2020
Legend's Restaurant
1313 W. Lindsey St.**

Minutes

Board Attendance:

(P) Kyle Allison, Andy Alligators
(P) Tarasina Compagni, Benvenuti's
(P) 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
(A) Jerry M. Hatter, Balfour of Norman

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

Call to Order

Meeting was called to order at 11:32 am

Minutes

Minutes from November meeting were considered. Green moved to approve the minutes, Compagni second the motion. Motion was approved.

Finance Report

Milsap presents the financial report for November. Cash position is good. The entry into research is for Civitas, which is the consultation on the sports commission that we have initiated. The higher that average affiliations is due to the impact calculator invoice. December financials show the TMD consultation under the research header. The special event expense is the deposit for the speaker. Howard moves to accept the November and December 2019 financials, Montoya seconds, motion is approved.

Open Board Position

Schemm discusses potential new board member Scott Kovalick who is the new general manager at Embassy Suites. Schemm has discussed this position with Kovalick and he is interested. Howard moves to appoint him to the VisitNorman board, Montoya 2nds. Motion is approved unanimously.

UNP Update

Schemm discusses updates to the UNP. An amendment to end TIF was passed with the funds generated from this to go in the general fund. Part of this would fund land acquisition and construction for multipurpose venue. A referendum was timely filed opposing amendment. Because of this situation, the funds are not in general fund and has resulted in a budget gap. Hall says that the biggest problem is the fact that there is less time to come up with the money now. Allison states that the price is going up for construction which has the potential to affect the quality of the resulting facility.

TMD and Sports Commission update

Schemm discusses updates of both the TMD and Sports Commission. Civitas is handling the TMD which will help fund the sports commission. Because both the Embassy Suites, and the NCED lost their general managers

the TMD is in a holding pattern. The original goal was to have a July 1, 2020 start date for the TMD collection. This is now contingent on these positions being filled.

Schemm continues by explaining that Huddle Up Group (HUG) is finalizing by-laws and board of directors governing the sports commission. The sports commission will be a 501c3 and the budget will rely on the TMD collections. He discusses the HUG presentation of facility benchmarks. They stress the need for anchor facilities to be tournament quality. Myrtle Beach is the example of a goal facility.

Hotel Update

Schemm discusses updates for our hotel partners. Embassy has the new general manager Scott Kovalick who will be on our board. NCED is close to hiring a new general manager. Hampton Inn the new one hopes to be open by end of February start of March. The new Residence Inn has broken ground. And the Norman Hotel has paused work with no further updates. A new Campus Corner Hotel is in predevelopment.

Upcoming VisitNorman Initiatives

Schemm says that VisitNorman will be hosting Beverly Abell from Mesquite Downtown on February 27 to talk about District Development. The annual tourism luncheon will take place May 5. John Schallert will be the key note speaker with a workshop the following day that will be open statewide.

Sales Report

Brown reports that 15 leads were sent with a potential of 3,610 room nights. Three leads were booked with a total of 4,870 room nights. A total of 10, 640 room nights have been booked for the year.

Leisure Report

Burgess-Cady reports that a total of 7 groups received visitor services for November and December. OU Tennis club also used the VisitNorman shuttle service in December.

Communications/PR Report

Brickman reports that the Google Analytics for the App shows a definite spike for Small Business Saturday. She demonstrates that she can see how many downloads there were that week and how often they have used it since. Sessions are also up from Sooner Sports.

Howard makes a motion for adjournment, Montoya seconds. Adjourned at 12:58.

ASSETS

	2020	2019
CURRENT ASSETS		
PETTY CASH	\$ 589.99	\$ 512.99
CASH IN BANK - REPUBLIC BANK	212,599.51	216,481.80
CASH IN BANK - PREMIUM MONEY MARKET	39.12	54,422.60
CASH IN BANK - BID FEE MONEY MARKET	93,806.19	38,831.63
ACCOUNTS RECEIVABLE	8,262.99	4,545.99
EMPLOYEE ADVANCE	64.57	0.00
PREPAID EXPENSES	35,341.12	38,740.96
TOTAL CURRENT ASSETS	<u>350,703.49</u>	<u>353,535.87</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>(81,674.38)</u>	<u>(73,334.99)</u>
NET PROPERTY AND EQUIPMENT	<u>23,225.18</u>	<u>39,762.88</u>
OTHER ASSETS		
INTANGIBLE ASSETS, NET OF AMORTIZATION	<u>2,235.82</u>	<u>15,650.73</u>
TOTAL OTHER ASSETS	<u>2,235.82</u>	<u>15,650.73</u>
TOTAL ASSETS	<u>\$ 376,164.49</u>	<u>\$ 408,949.48</u>

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES		
ACCOUNTS PAYABLE	\$ 16,745.09	\$ 8,620.10
DEFERRED REVENUE	76,791.75	74,583.35
COMPENSATED ABSENCES PAYABLE	16,191.84	16,361.00
SALARIES PAYABLE	0.00	(0.50)
IRA PAYABLE	1,980.61	2,555.34
UNITED WAY PAYABLE	66.76	159.42
PAYROLL TAXES PAYABLE	<u>4,393.84</u>	<u>15,133.49</u>
TOTAL CURRENT LIABILITIES	<u>116,169.89</u>	<u>117,412.20</u>
TOTAL LIABILITIES	<u>116,169.89</u>	<u>117,412.20</u>
NET ASSETS		
UNRESTRICTED NET ASSETS - PRIOR YEAR	303,234.86	308,378.53
CHANGE IN NET ASSETS	<u>(43,240.26)</u>	<u>(16,841.25)</u>
TOTAL NET ASSETS	<u>259,994.60</u>	<u>291,537.28</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 376,164.49</u>	<u>\$ 408,949.48</u>

FOR THE ONE MONTH AND SEVEN MONTHS ENDED JANUARY 31, 2020 AND 2019

	ONE MONTH ENDED JANUARY 31, 2020	ONE MONTH ENDED JANUARY 31, 2019	SEVEN MONTHS ENDED JANUARY 31, 2020	SEVEN MONTHS ENDED JANUARY 31, 2019
REVENUE				
TRANSIENT GUEST TAX	\$ 78,791.55	\$ 74,583.33	\$ 537,541.65	\$ 522,083.33
BID FEE REBATE	0.00	0.00	78.68	0.00
MISCELLANEOUS/CARRYOVER	302.50	0.00	302.50	0.00
ADVERTISING	0.00	0.00	19,118.68	9,880.00
SALES	<u>0.00</u>	<u>(91.00)</u>	<u>1,323.17</u>	<u>489.28</u>
TOTAL REVENUE	<u>77,094.05</u>	<u>74,492.33</u>	<u>558,364.68</u>	<u>532,452.61</u>
OPERATING EXPENSES				
ACCOUNTING FEES	700.00	0.00	1,400.00	0.00
RESEARCH	16,236.00	0.00	32,472.00	0.00
AMORTIZATION EXPENSE	1,117.91	1,117.91	7,825.36	7,825.37
CONSUMER ADVERTISING/MARKETING	21,640.01	16,606.85	114,595.65	117,329.69
TRADE SHOWS	0.00	0.00	2,587.06	806.48
CONVENTION SERVICES	0.00	2,157.00	2,284.43	7,993.42
SPECIAL EVENTS EXPENSE	0.00	0.00	6,000.00	0.00
POSTAGE	0.00	20.00	1,064.36	972.09
PUBLIC RELATIONS	1,131.04	1,196.47	10,280.43	14,114.13
GROUPS MARKETING	7,981.39	335.28	64,967.93	50,843.01
AFFILIATION / MEMBERSHIPS	1,710.00	915.00	11,268.78	4,859.03
RELATIONSHIP MARKETING	443.25	1,911.23	5,072.00	6,794.27
RETAIL CENTER	0.00	1.00	1,732.00	1,454.25
OPERATIONS / ADMINISTRATION	9,897.47	7,421.45	79,153.08	80,423.63
DEPRECIATION EXPENSE	610.54	1,455.82	6,682.98	10,190.85
PERSONNEL EXPENSES	<u>41,724.70</u>	<u>33,729.19</u>	<u>255,781.90</u>	<u>247,279.19</u>
TOTAL OPERATING EXPENSES	<u>103,192.31</u>	<u>66,867.20</u>	<u>603,167.96</u>	<u>550,885.41</u>
OTHER REVENUES (EXPENSES)				
INTEREST INCOME	<u>214.72</u>	<u>226.06</u>	<u>1,563.02</u>	<u>1,591.55</u>
NET OTHER REVENUES (EXPENSES)	<u>214.72</u>	<u>226.06</u>	<u>1,563.02</u>	<u>1,591.55</u>
CHANGE IN NET ASSETS	<u>\$ (25,883.54)</u>	<u>\$ 7,851.19</u>	<u>\$ (43,240.26)</u>	<u>\$ (16,841.25)</u>

FOR THE ONE MONTH AND SEVEN MONTHS ENDED JANUARY 31, 2020

	ONE MONTH ENDED ACTUAL	ONE MONTH ENDED BUDGET	OVER/ (UNDER) BUDGET	SEVEN MONTHS ENDED ACTUAL	SEVEN MONTHS ENDED BUDGET	OVER/ (UNDER) BUDGET
SALES						
TRANSIENT GUEST TAX	\$ 76,791.55	\$ 76,791.67	\$ (0.12)	\$ 537,541.65	\$ 537,541.67	\$ (0.02)
BID FEE REBATE	0.00	0.00	0.00	78.68	0.00	78.68
MISCELLANEOUS/CARRYOVER	302.50	0.00	302.50	302.50	0.00	302.50
ADVERTISING	0.00	0.00	0.00	19,118.68	20,000.00	(881.32)
SALES	0.00	0.00	0.00	1,323.17	0.00	1,323.17
TOTAL SALES	<u>77,094.05</u>	<u>76,791.67</u>	<u>302.38</u>	<u>558,364.68</u>	<u>557,541.67</u>	<u>823.01</u>
GROSS PROFIT	<u>77,094.05</u>	<u>76,791.67</u>	<u>302.38</u>	<u>558,364.68</u>	<u>557,541.67</u>	<u>823.01</u>
OPERATING EXPENSES						
ACCOUNTING FEES	700.00	0.00	700.00	1,400.00	0.00	1,400.00
RESEARCH	16,236.00	0.00	16,236.00	32,472.00	1,250.00	31,222.00
AMORTIZATION EXPENSE	1,117.91	1,118.00	(0.09)	7,825.36	7,826.00	(0.64)
CONSUMER	21,640.01	18,000.00	3,640.01	114,595.65	122,000.00	(7,404.35)
ADVERTISING/MARKETING						
TRADE SHOWS	0.00	2,500.00	(2,500.00)	2,587.06	4,580.00	(1,992.94)
CONVENTION SERVICES	0.00	958.00	(958.00)	2,284.43	6,710.00	(4,425.57)
SPECIAL EVENTS EXPENSE	0.00	0.00	0.00	6,000.00	0.00	6,000.00
PRINTED MATERIALS	0.00	181.00	(181.00)	0.00	1,711.00	(1,711.00)
POSTAGE	0.00	0.00	0.00	1,064.36	1,500.00	(435.64)
PUBLIC RELATIONS	1,131.04	2,602.00	(1,470.96)	10,280.43	18,211.00	(7,930.57)
GROUPS MARKETING	7,981.39	5,000.00	2,981.39	64,967.93	53,845.00	11,122.93
AFFILIATION / MEMBERSHIPS	1,710.00	535.00	1,175.00	11,268.78	8,360.00	2,908.78
RELATIONSHIP MARKETING	443.25	450.00	(6.75)	5,072.00	3,150.00	1,922.00
RETAIL CENTER	0.00	0.00	0.00	1,732.00	1,000.00	732.00
OPERATIONS / ADMINISTRATION	9,897.47	10,452.00	(554.53)	79,153.08	73,164.00	5,989.08
DEPRECIATION EXPENSE	610.54	1,549.87	(939.33)	6,682.98	10,849.09	(4,166.11)
PERSONNEL EXPENSES	41,724.70	34,474.00	7,250.70	255,781.90	272,317.90	(16,536.00)
TOTAL OPERATING EXPENSES	<u>103,192.31</u>	<u>77,819.87</u>	<u>25,372.44</u>	<u>603,167.96</u>	<u>586,473.99</u>	<u>16,693.97</u>
OPERATING INCOME (LOSS)	<u>(26,098.26)</u>	<u>(1,028.20)</u>	<u>(25,070.06)</u>	<u>(44,803.28)</u>	<u>(28,932.32)</u>	<u>(15,870.96)</u>
OTHER INCOME (EXPENSES)						
INTEREST INCOME	<u>214.72</u>	<u>83.00</u>	<u>131.72</u>	<u>1,563.02</u>	<u>584.00</u>	<u>979.02</u>
TOTAL OTHER INCOME (EXPENSES)	<u>214.72</u>	<u>83.00</u>	<u>131.72</u>	<u>1,563.02</u>	<u>584.00</u>	<u>979.02</u>
NET INCOME (LOSS)	<u>\$ (25,883.54)</u>	<u>\$ (945.20)</u>	<u>\$ (24,938.34)</u>	<u>\$ (43,240.26)</u>	<u>\$ (28,348.32)</u>	<u>\$ (14,891.94)</u>

BY MONTH FOR 2020

	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	\$ 78,791.75	\$ 76,791.65	\$ 76,791.75	\$ 76,791.65	\$ 76,791.65	\$ 76,791.65	\$ 76,791.55	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 537,541.65
BID FEE REBATE	0.00	78.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	78.69
MISCELLANEOUS/CARRYOVER	0.00	0.00	0.00	0.00	0.00	0.00	302.50	0.00	0.00	0.00	0.00	0.00	302.50
ADVERTISING	15,330.00	3,788.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19,118.88
SALES	1,020.00	66.39	0.00	35.78	0.00	209.00	0.00	0.00	0.00	0.00	0.00	0.00	1,323.17
TOTAL SALES	93,141.75	80,725.40	76,791.75	76,828.43	76,791.65	76,991.65	77,094.05	0.00	0.00	0.00	0.00	0.00	558,384.68
GROSS PROFIT	93,141.75	80,725.40	76,791.75	76,828.43	76,791.65	76,991.65	77,094.05	0.00	0.00	0.00	0.00	0.00	558,384.63
OPERATING EXPENSES													
ACCOUNTING FEES	0.00	0.00	0.00	700.00	0.00	0.00	700.00	0.00	0.00	0.00	0.00	0.00	1,400.00
RESEARCH	0.00	0.00	7,500.00	0.00	4,368.00	4,368.00	18,236.00	0.00	0.00	0.00	0.00	0.00	32,472.00
AMORTIZATION EXPENSE	1,117.91	1,117.91	1,117.91	1,117.91	1,117.90	1,117.91	1,117.91	0.00	0.00	0.00	0.00	0.00	7,825.36
CONSUMER	8,451.88	6,080.36	27,276.87	12,763.76	22,899.75	15,433.22	21,840.01	0.00	0.00	0.00	0.00	0.00	114,595.65
ADVERTISING/MARKETING	1,976.00	32.06	0.00	0.00	285.00	285.00	0.00	0.00	0.00	0.00	0.00	0.00	2,587.06
TRADE SHOWS	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
CONVENTION SERVICES	0.00	0.00	0.00	0.00	0.00	6,000.00	0.00	0.00	0.00	0.00	0.00	0.00	6,000.00
SPECIAL EVENTS EXPENSE	0.00	0.00	529.85	19.01	515.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,064.36
POSTAGE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
PUBLIC RELATIONS	938.04	936.04	1,228.92	3,278.18	1,834.17	938.04	1,131.04	0.00	0.00	0.00	0.00	0.00	10,280.43
GROUPS MARKETING	1,187.17	9,918.82	11,770.82	20,180.81	12,241.25	1,887.57	7,981.38	0.00	0.00	0.00	0.00	0.00	84,567.93
AFFILIATION / MEMBERSHIPS	320.00	200.00	2,153.69	391.00	6,249.76	244.34	1,710.00	0.00	0.00	0.00	0.00	0.00	11,268.78
RELATIONSHIP MARKETING	(1.10)	428.54	597.58	339.03	794.70	2,500.00	443.25	0.00	0.00	0.00	0.00	0.00	5,072.00
RETAIL CENTER	0.00	1,432.00	0.00	0.00	0.00	300.00	0.00	0.00	0.00	0.00	0.00	0.00	1,732.00
OPERATIONS / ADMINISTRATION	10,521.90	6,923.40	10,093.68	16,251.08	15,410.30	10,050.28	9,897.47	0.00	0.00	0.00	0.00	0.00	79,153.08
DEPRECIATION EXPENSE	1,413.58	1,413.61	1,413.58	610.51	610.61	610.57	610.54	0.00	0.00	0.00	0.00	0.00	6,652.66
PERSONNEL EXPENSES	57,851.22	28,739.97	38,103.11	31,797.24	31,708.78	25,857.28	41,724.70	0.00	0.00	0.00	0.00	0.00	255,781.90
TOTAL OPERATING EXPENSES	63,773.40	57,221.91	103,834.79	87,656.96	98,045.71	69,440.88	103,192.31	0.00	0.00	0.00	0.00	0.00	603,167.95
OPERATING INCOME (LOSS)	9,368.35	23,503.49	(27,043.04)	(10,830.53)	(21,254.06)	7,550.77	(26,098.26)	0.00	0.00	0.00	0.00	0.00	(44,803.28)
OTHER INCOME (EXPENSES)													
INTEREST INCOME	235.65	260.62	215.09	223.63	209.67	203.44	214.72	0.00	0.00	0.00	0.00	0.00	1,563.02
TOTAL OTHER INCOME (EXPENSES)	235.65	260.62	215.09	223.63	209.67	203.44	214.72	0.00	0.00	0.00	0.00	0.00	1,563.02
NET INCOME (LOSS)	\$ 9,604.20	\$ 23,764.11	\$ (26,827.95)	\$ (10,606.90)	\$ (21,044.39)	\$ 7,754.21	\$ (25,883.54)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ (43,240.26)

Visit Norman Fiscal Year 2016/2017 Budget

REVENUE		2015-16 Budget	2016-'17 Budget
	1 City of Norman - Transient Guest Tax	875000	940000
Advertising			
	2 Visitors Guide	44000	25000
	3 External E-newsletter	500	500
	4 Internal E-newsletter	1500	1500
Special Events			
	5 Tourism Luncheon	7000	7000
	6 Interest	1500	1500
Retail Center			
	7 Souvenirs		1000
	8 Total Income	929500	976500
EXPENSES		2015-16 Budget	
Research			
	9 Community Branding		25,000
	10 Smith Travel Research	1250	1250
Leisure Advertising			
	11 Envoy Lettering/Wrap	2500	5000
	12 OTRD Travel Guide	4700	5000
	13 OTRD Online Display Ads	10000	10000
	14 Visitors Guide Fulfillment (OTRD)	4000	4000
	15 TravelGuidesFree.com Fulfillment	2400	2400
	16 TravelGuidesFree.com Advertising	1000	1000
	17 FCMA Travel Guide	2450	2450
	Chickasaw Country Travel Guide	1500	
	18 FCMA E-newsletter (Mar-Jun, Sept & Oct)	1000	1000
	19 Christmas in Norman	1000	25
	20 OTRD Bag Sponsorship	500	500
	21 Midwest Living July/August "Summer Getaways"	5000	5000
	22 Midwest Living May/June (OK Coop)	5800	5800
	23 Best of Midwest	1000	1000
	OU Parents Guide	1500	
	24 OU Panhellenic Association Student Life Guide	1500	1500
	25 Sooner Sports Properties	52000	58500
	Fan-Fest Band Stage Title Sponsorship and "Booth"		
	Basketball Courtside Signage		
	Game Day Program App Gameday Central Title Sponsorship		
	Soonersports.com Banner Ads		
	26 Trip Advisor Frontpage	3500	3500
	Let's Tour Oklahoma.com Sponsorship	1850	
	27 On-going Search Engine Optimization	12000	12000
	28 Search Engine Marketing - Management	8400	8400
	29 Search Engine Marketing - Media	12000	12000
	30 Video Globetrotter.com	900	900
	Sooner Mall Welcome Center	10000	
	31 CTA Program	2500	2500
	32 Advertising Contingency	15000	15000
	33 USA Today Ad	4000	4000
	34 NewsOK ads	7000	7000
	35 CNHI Statewide travel insert		2000
	36 Local event sponsorship	3500	14375[1]
	37 Parade Entries and Decorations	2000	1000
	38 Digital Marketing		12000
Retail Center			
	39 Souvenirs		6000
Leisure Trade Shows			
	40 Vision Women's Expo Dallas (FCMA) FTWorth Home Show	750	800
	41 Vision Women's Expo expenses FTWorth Home Show	300	500
	42 Dallas Travel and Adventure Show (OTRD)	1000	1250
	43 Dallas Travel and Adventure Show expenses	600	600
	44 Fe-Worth Vacation Show (OTRD) DFW Ultimate Women's Expo	450	825
	45 Fe-Worth Vacation Show expenses DFW Ultimate Women's Expo	565	565

46	Wichita (KS) Women's Fair (OTRD) Feb 21-23	500	500
47	Wichita (KS) Women's Fair expenses	565	565
	Kansas (Wichita) Sports, Boat & Travel Show (OTRD, brochure)	250	
48	Wichita Falls		250
49	Wichita Falls expenses		250
	Just for Her Expo - OP KS (OTRD)	500	
	Just For Her Expo expenses	565	
	Red Hat Society International Expo (OTRD, brochure)	200	
50	Rogers, AR Women's Expo	1200	1200
51	AR Women's Expo expenses		450
52	OTRD Oklahoma Road Shows (6)		1350
Trade Show Promotional Items			
53	Pens	3000	3000
54	Note pads	1960	1960
55	Event Magnets	2000	1325
56	Misc	4565	5000
57	Welcome Bags	3000	3000
Conference, Sports and Groups Marketing			
58	Sales Expense - Meals	1500	1500
59	Sales Expense - Entertainment	1500	1500
60	Site Tour Expenses	5000	5000
61	Attendance Generation Program	2800	2800
62	IDSS CRM Software	3600	3600
63	OSAE Conference	1100	1100
64	OSAE Luncheons	250	250
65	SGMP Luncheons	350	350
66	MPI Membership	400	400
67	MPI Website Listing	400	400
68	Small Market Meetings Conference	1595	1595
69	Small Market Meetings Conference expenses	1500	1500
	HSMIA - Meet Mid America	5250	
70	Connect Texas		3500
71	HSMIA Meet expenses- Connect Texas expenses	2000	2000
72	Rejuvenate (Trade Show)	3750	3750
73	Rejuvenate expenses	1800	1800
74	SGMP Conference	1600	1600
75	SGMP Expenses	1700	1700
76	Smart Meetings	3000	3000
77	Smart Meetings Expenses	1500	1500
78	Connect Marketplace		4000
79	Connect Marketplace expenses		2000
80	FEA	1500	1500
81	FEA expenses	1500	1500
82	NASC Symposium	975	975
83	NASC Symposium expenses	1000	1000
84	Trade Show Promotional Items	5000	5000
85	Marketing	6000	7974
	Diversity	3500	
	Diversity expenses	1000	
86	Sales Blitz (4-6)	15000	10000
87	Local prospecting	1500	1500
88	Convention sponsorships/bid fees	15000	15000
89	Staff pictures	300	300
90	CVENT listing	9000	9000
VisitNorman.com			
Improved Functionality			
91	Videos Through-out site	1200	11750
92	VisitNorman.com Hosting	600	750
93	Book Direct Housing Reservation System	10000	10000
	Responsive Website	15000	
Public Relations			
94	Informz	5000	5000
	Media Trips/Blitzes	750	
95	Media FAM Visits	750	750
96	FCMA Media Trips/Blitzes" (3)	1000	1000
97	Media Trips/Blitzes" Giveaways	500	500
98	Media Kit Materials	500	500

	99Photography	5000	3835
	100PRSA Membership	330	330
	101PRSA Travel & Tourism Conference	670	670
	102PRSA Travel & Tourism Conference expenses	885	1000
	103Cision Database Membership	4500	4500
	104Public Relations Expenses	520	520
	105Marketing campaign	20000	25000
	Community marketing	5000	0
Legislative/Government Affairs			
	106OTIA Legislative Reception	350	300
	107Chamber DC "Fly-in"	1500	1500
Special Events			
	108Tourism Luncheon	7000	7000
	109Quarterly Hotel Meetings	2500	500
Printed Materials			
	110Visitors Guide	40000	25000
	111Pad Maps	1500	1500
	112Group Sales Profile Card—Meeting Planners Guide	500	1500
	113Apparel	2000	2000
	114Other Printing	2500	2000
	115Norman Street maps		500
Postage			
	116General Postage	8000	3000
Affiliation/Memberships			
	117ASAE	500	500
	118Norman Chamber of Commerce	750	750
	119Sooner Centurion (EDC)	1000	1000
	120OK Travel Industry Association	2200	2200
	121Destination Marketing Association International	1210	1300
	122Norman Downtowners	25	25
	123OU Alumni Association	35	35
	124Norman Association of CVBs	250	
	124Frontier Country Marketing Association	350	350
	125Norman Arts Council	25	25
	126Norman Parks Foundation	50	50
	127Service Clubs-3 memberships	1500	1500
	128National Association of Sports Commissions	795	795
	129Norman Business Association	300	300
	130Cities of the Big 12	500	500
	131OSAE	550	550
	132empowerMINT	5,000	5,200
	Gameplan Oklahoma	500	500
	133Women's Leadership Luncheon	150	150
	134University Club	165	165
Operations/Admin			
Auto Expense			
	135Vehicle		4000
	136Insurance	1300	3600
	137Service	2305	1500
	138Fuel	1500	1500
	139Employee Mileage	6500	6500
Insurance			
	140CNA Connect	600	600
	141CD&O	500	500
Rent			
	142Office	30000	30000
	143Postage Meter Lease	1200	1200
	144Supplies	1500	1500
	145Subscriptions	500	500
	146Crime Policy	250	250
	147Utilities		
	148ONG	2500	2500
	149OGE	2500	2500
	150City of Norman	1500	1500
	151Alarm	700	700
Telephone	152Janitorial		3300

	153 ESI	1500	1500
	154 Cox	3780	3780
	155 Mobile phones	4500	4500
Technology			
	156 Quickbooks Subscription	500	500
	157 Service	2500	2500
	158 Equipment upgrades	10000	10000
Staff Development			
	159 DMAI Annual Conference	3000	3000
	160 Sales Academy	2000	3000
	161 Sales Academy 2	2500	2500
	162 Continuing Education	1000	1000
	163 DMAI CEO Forum	3000	3000
	164 Digital Marketing training		3000
Legal/Accounting			
	165 Annual Audit	4500	4500
	166 Accounting	8600	8700
	167 Legal	970	970
Copier			
	168 Copier Lease	3000	3000
	169 Copier Ink/pay per copy	1800	1800
	170 Staff Expenses	500	500
	171 Misc	500	500
	172 Board expenses	2000	3000
	173 Bank fees	50	50
	174 Signage for new office	4700	4700
	175 Visitor Center	4000	4000
Personnel Expenses			
	176 Full-time Salaries	265000	275600
	177 Bonus Incentive	23315	23000
	178 Internship/Part-time Wages	12000	12000
	179 Payroll Taxes	22183	23071
	180 Health Insurance	16000	19200
	181 Life Insurance	720	825
	182 Dental/Vision Insurance	1500	1800
	183 IRA	7950	8268
	184 Payroll Expense	100	100
	185 Workman's Compensation	1602	1602
	186 AD&D		100
Expenses			
Total Expenses		928125	976,500



Dan Schemm:

2nd Friday Food Trucks - \$4,000
 Medieval Fair - \$2,000
 Norman Music Fest - \$2,000
 Fall Fest - \$150
 Cleveland Co. Fair - \$1,500
 Weather Festival - \$500
 CAB Coaches Luncheon - \$725

