

# Annual Report

## Fiscal Year 2016

### *Fiscal Year 2016 VisitNorman Executive Board*

Chair: Carol Dillingham  
Vice Chair: Jen Tregarthen  
Past Chair: William Murray  
Treasurer: Don Hiebert

### *Fiscal Year 2016 VisitNorman Board of Directors*

Rex Amsler  
Randy Laffoon  
Jerry Hatter  
Michael Palermo  
Juna Stovall  
Eli Wilkerson

Jerry Hatter  
Alesha Leemaster  
Lesha Maag  
Andy Sherrer  
Robby Tawil  
Paige Williams

### *Fiscal Year 2016 VisitNorman Ex-Officio Members*

Brenda Hall, City of Norman  
Greg Heiple, Norman City Council Member  
John Woods, Norman Chamber of Commerce  
Jason Smith, Norman Economic Development Coalition



### *Fiscal Year 2016 VisitNorman Staff*

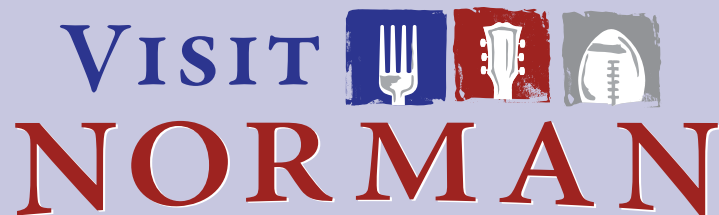
Dan Schemm  
*Executive Director*

Trent Brown & Taylor Mauldin Wagner  
*Sales Managers*

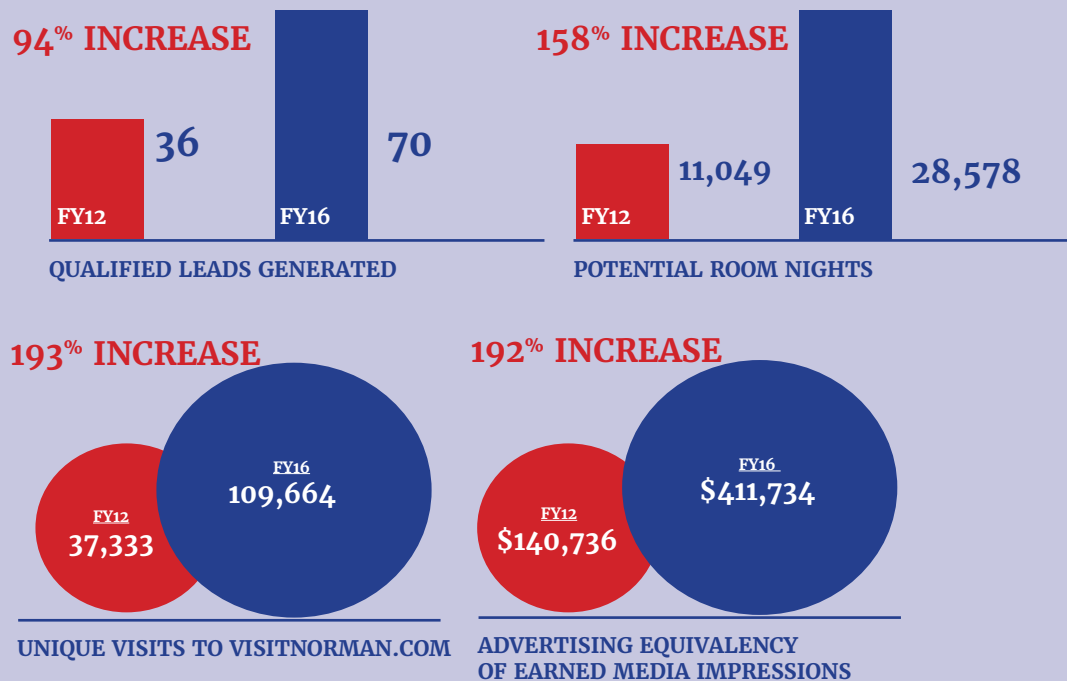
Stefanie Brickman  
*Communications Manager*

Lacy Jo Burgess Cady  
*Visitor Services Specialist*

Paige Earley and Candace Hinnergardt  
*Interns*



# 5-Year Growth



193% INCREASE

FY12

37,333

FY16

109,664

UNIQUE VISITS TO VISITNORMAN.COM

192% INCREASE

FY12

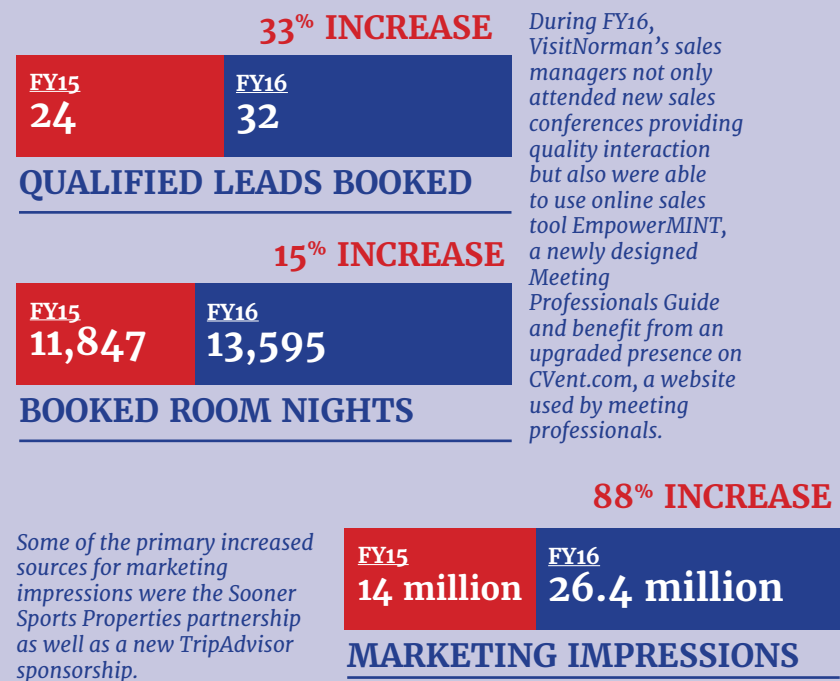
\$140,736

FY16

\$411,734

ADVERTISING EQUIVALENCY OF EARNED MEDIA IMPRESSIONS

# Year-to-Year Growth



15% INCREASE

FY15

11,847

FY16

13,595

BOOKED ROOM NIGHTS

88% INCREASE

FY15

14 million

FY16

26.4 million

MARKETING IMPRESSIONS

During FY16, VisitNorman's sales managers not only attended new sales conferences providing quality interaction but also were able to use online sales tool EmpowerMINT, a newly designed Meeting Professionals Guide and benefit from an upgraded presence on CVent.com, a website used by meeting professionals.

Some of the primary increased sources for marketing impressions were the Sooner Sports Properties partnership as well as a new TripAdvisor sponsorship.

# Measurements

	FY12	FY13	FY14	FY15	FY16
<b>Leisure Travel Advertisement &amp; Communication</b>					
Number of programs	173	176	209	181	193
Number of gross impressions	12,939,050	11,865,547	15,213,325	14,039,802	26,438,643
Visitor Guides distributed	39,332	35,562	30,775	24,063	22,475
Unique visits to VisitNorman.com	37,733	82,146	127,500	162,207	109,664 <sup>4</sup>
<b>Leisure Travel Media Relations</b>					
Media Placements	336	588	632	696	718
Number of impressions	46,091,300	510,191,255	1,362,887,508	653,903,751	445,832,834
Advertising equivalency	\$140,736.93	\$359,278.58	\$785,902.18	\$291,809.04	\$411,734.01
<b>Convention/Sports Performance Measures</b>					
Number of Qualified Leads	36	27	43	26	70
Number of potential room nights	11,049	15,329	16,527	4,624	28,578
Number of bookings	26	28	17	24	32
Booked room nights	6,666	14,653 <sup>1</sup>	4,020 <sup>2</sup>	11,847	13,595
Number of groups serviced	17	33	96	65	53
<b>Visitor Volume Measures</b>					
Bureau expenditures	\$619,664	\$626,390	\$712,257.57 <sup>3</sup>	\$816,251.98	\$899,944.12
Occupancy of hotels, motels & B&Bs	62.70%	63.30%	56.70%	59.60%	54.40%
Average daily rate	\$80.30	\$78.21	\$79.79	\$82.15	\$85.92
Transient Guest Tax collection	\$1.133 million	\$1.287 million	\$1.5 million	\$1.78 million	\$1.88 million
Sales tax collection	\$50 million	\$51.4 million	\$54.3 million	\$56.1 million	\$57.24 million

<sup>1</sup>In FY14, the service VisitNorman uses to calculate earned media impressions performed its annual audit and one outlet dropped from 17 million users per month to one million per month resutling in a lower overall impression count as well as the advertising equivalency formula.

<sup>2</sup>FY13 booked room nights figure reflects two years of softball being book within the same fiscal year as well as a large soccer tournament, large Harley Davidson Owners event and Mustang rally; 2014 booked room nights do not reflect the softball tournament that is typically booked to timing of sponsorships. Those room nights booked in early FY15.


<sup>3</sup>During the first half of FY14, VisitNorman was in transition between executive directors, thus a smaller payroll, and existing staff was fiscally conservative while waiting for arrival of a new director. Some expenditures in early FY15 were items budgeted in FY14 including the mobile visitor center.

<sup>4</sup>In FY16, VisitNorman did not invest in Search Engine Marketing (Paid Search Words) for VisitNorman.com.

The VisitNorman Fiscal Year 2016 Annual Report details the time period of July 1, 2015 through June 30, 2016. For Vis-itNorman, Fiscal Year 2016 was a year of tremendous growth, dynamic initiatives and enormous excitement.

A few highlights:

- Unprecedented growth in the number of qualified leads and the estimated number of room nights those leads represent sent out to our hotel partners
- Significant increases in the number of leads booked and booked room nights during the 12-month period versus the same time a year prior
- Tremendous growth in the number of marketing impressions from the same time period one year prior
- Norman's hotel/motel guest tax experienced another year of growth while the average daily rate for our hotels, motels and beds & breakfasts also increased, showing a gain of nearly \$4 versus the same time period one year earlier
- Press mentions and the advertising equivalency also increased during the 12-month period.

  
 VisitNorman Executive Director