

Annual Report Fiscal Year 2017

Fiscal Year 2017 VisitNorman Executive Board

Chair: Carol Dillingham
Past Chair: William Murray
Vice Chair: Robby Tawil*
Treasurer: Andy Sherrer

Fiscal Year 2017 VisitNorman Board of Directors

Rex Amsler	Adrian Buendia
Charles DiClemente	Jerry Hatter
Mandy Haws	Randy Laffoon
Alesha Leemaster	Lesha Maag
Michael Palermo	Juna Stovall
Eli Wilkerson	Paige Williams

Fiscal Year 2017 VisitNorman Ex-Officio Members

Brenda Hall, City of Norman
James Chappell, Norman City Council Member
Jason Smith, Norman Economic Development Coalition
John Woods, Norman Chamber of Commerce*
*through Nov. 2016



Fiscal Year 2017 VisitNorman Staff

Dan Schemm
Executive Director

Trent Brown & Taylor Mauldin Wagner
Sales Managers

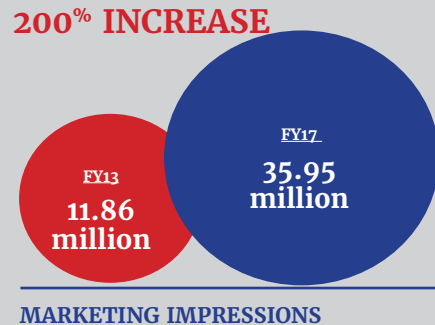
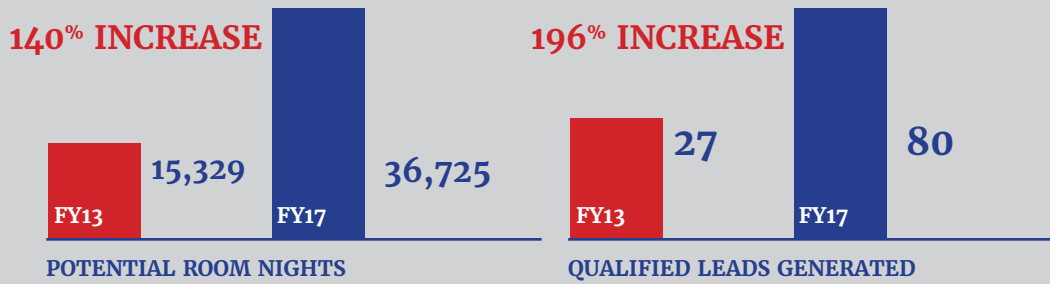
Stefanie Brickman
Communications Manager

Lacy Jo Burgess Cady
Visitor Services Specialist

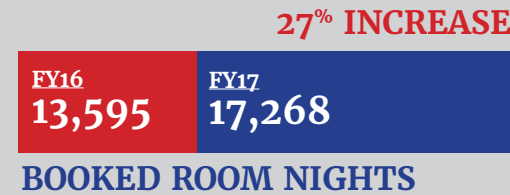
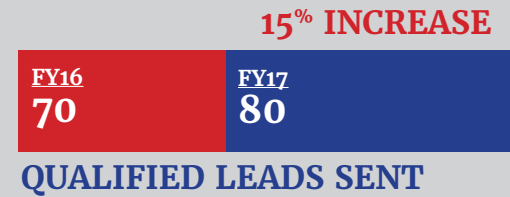
Kendall Bleakley, Candace Hinnergardt & Olivia Taylor
Interns



5-Year Growth



Year-to-Year Growth



During FY17, VisitNorman's sales managers not only attended new sales conferences providing quality interaction but also were able to use online sales tool EmpowerMINT, newly designed print and digital collateral materials and benefit from an upgraded presence on Cvent.com, a website used by meeting professionals.



Some of the primary increased sources for an increase in marketing impressions were videos placed through Sooner Sports Properties, social media platforms and digital influencers.

The VisitNorman Fiscal Year 2017 Annual Report details the time period of July 1, 2016, through June 30, 2017.

For VisitNorman, Fiscal Year 2017 has been a period of tremendous sales growth, including:

- 27-percent increase in the estimated number of booked room nights
- 15-percent increase in the number of Qualified Leads sent to hotel partners

Within the leisure marketing segment during FY17, VisitNorman rolled out:

- a series of six 30-second videos broadcast across the Sooner Sports TV and Fox Sports Southwest platforms
- a new VisitNorman.com
- an enhanced YouTube channel including three video series; "Fall in Love with Norman," "Shop Norman" and "Live Local on Lindsey"

Additionally, during the Fiscal Year, VisitNorman rolled over to a new Customer Resource Management tool which will further streamline sales and leisure tracking.

VisitNorman Executive Director

Measurements

	FY13	FY14	FY15	FY16	FY17
Leisure Travel Advertisement & Communication					
Number of programs	176	209	181	193	208
Number of gross impressions	11,865,547	15,213,325	14,039,802	26,438,643	35,953,001
Visitor Guides distributed	35,562	30,775	24,063	22,475	17,250
Unique visits to VisitNorman.com	82,146	127,500	162,207	109,664 ⁴	105,370 ⁵
Leisure Travel Media Relations					
Media Placements	588	632	696	718	755
Number of impressions	510,191,255	1,362,887,508	653,903,751 ¹	445,832,834	465,963,886
Advertising equivalency	\$359,278.58	\$785,902.18	\$291,809.04	\$411,734.01	\$427,327.53
Convention/Sports Performance Measures					
Number of Qualified Leads	27	43	26	70	80
Number of potential room nights	15,329	16,527	4,624	28,578	36,725
Number of bookings	28	17	24	32	37
Booked room nights	14,653 ²	4,020 ²	11,847	13,595	17,268
Number of groups serviced	33	96	65	53	44
Visitor Volume Measures					
Bureau expenditures	\$626,390	\$712,257.53 ³	\$816,251.98	\$899,944.12	\$992,656.95
Occupancy of hotels, motels & B&Bs	63.30%	56.70%	59.60%	54.40%	56.80%
Average daily rate	\$78.21	\$79.79	\$82.15	\$85.92	\$86.19
Transient Guest Tax collection	\$1.287 million	\$1.5 million	\$1.78 million	\$1.88 million	\$1.74 million
Sales tax collection	\$51.4 million	\$54.3 million	\$56.1 million	\$57.24 million	\$55.1 million

¹In 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 resulting in a lower overall impression count as well as the advertising equivalency formula.
²FY13 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.
³During 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.
⁴In FY16, VisitNorman did not invest in Search Engine Marketing (Paid Search Words) for VisitNorman.com.
⁵Late in FY17 (March), VisitNorman relaunched VisitNorman.com and number of unique visitors decreased as the new site was indexed by Google.