



March 13, 2018

Norman City Council  
201 West Gray  
Norman, OK 73069

Dear Mayor and Council Members,

It is my pleasure to submit the VisitNorman budget for the 2018 fiscal year with annual plan of work. The mission of VisitNorman is to improve the local economy by attracting overnight visitors, meetings, conventions and events to the city. The upcoming year is going to be an exciting one here in Norman and VisitNorman is pleased to be an integral part of it. There is so much happening with opportunities to bring more visitors to our great city. Definitely an exciting time to be in Norman. We will continue to seek to provide the most return for the guest tax dollars that we receive.

The VisitNorman sales team will focus on the following:

#### **Local Interaction**

The VisitNorman team will work locally to engage the community as we look for meeting and event prospects.

- Speaking engagements with as many local organizations as possible
- Being active participants in community organizations
- Quarterly hotel/attraction events
- Quarterly hotel lodging meetings
- Bi-monthly sports committee meetings
- Features in Boyd Magazine

#### **State Associations**

We will work on a state level to continue to build relationships with our Oklahoma state associations.

- Continued involvement with the Oklahoma Travel and Recreation Department
- Continued membership with the Oklahoma Travel Industry Association, Society of Government Meeting Planners, Oklahoma Society of Association Executives, Oklahoma Business Travel Professionals, and Meeting Planners International's Oklahoma Chapter
- Sales Blitzes to call on the state association meeting planners
- Norman FAM trips for the state association meeting planners
- Enhanced electronic communications

#### **National Prospecting**

VisitNorman will prospect on a national level to bring regional and national groups to Norman that will host city-wide events.



- Appointment based tradeshow
  - Allowing us to prequalify who we meet with and give us a guaranteed number of prospect meetings
- National sales blitz effort
- Partnerships
  - Enhance our relationships/partnerships with the hotels by meeting with their counterparts frequently and communicating on a consistent basis.

On the marketing front, we will continue our shift towards more digital marketing. Our advertising dollars will move away from traditional mediums such as print and move to more digital targeted and retargeting ads. The FAM trips and media blitzes will focus on bloggers and influencers as opposed to solely focusing on radio stations and newspapers. The marketing team will continue to drive potential visitors to the website through Search Engine Optimization and Search Engine Marketing/Management. In addition, we will look to create experiential packages for our visitors to experience. People are looking for more meaningful experiences than just sand and sun on vacation and we will provide opportunities for them to find that in Norman. The speaker at our upcoming tourism luncheon is an expert on experiential tourism and we will look to have him work with our attractions to make our visitor experiences more experience oriented and meaningful.

The Visitor Services team will continue to provide first class service to those groups that have chosen Norman. Our best groups are our competitor's best prospects. This means we need to continue to ensure they have an amazing experience while here in Norman.

The VisitNorman team is looking forward to an outstanding year and thanks council for their continued trust and partnership.

Sincerely,

A handwritten signature in cursive script, appearing to read "Dan Schemm".

Dan Schemm  
Executive Director