



March 31, 2015

Norman City Council  
201 West Gray  
Norman, OK 73070

Dear Mayor and Council Members,

It is my pleasure to submit to you the VisitNorman budget for fiscal year 2015/2016. The mission of VisitNorman is 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. We take this job very seriously and wake up every day thinking how we can attract more visitors to this great community.

FY2015 was an exciting year for us and we are looking forward to implementing some new strategies seeking to provide the most return for the guest tax dollars that we receive. The VisitNorman team will work locally to engage the community as we look for meeting and event prospects. If there is a board or association that a Norman citizen is a part of, we want them thinking about bringing those meetings to Norman. We will work on a state level to continue to build relationships with our Oklahoma state associations. There is increased competition for the state association business with new hotels and meeting space being developed in competing communities throughout the state. Norman should and will continue to get a large share of this market. Finally, we will work to prospect nationally to bring regional and national groups to Norman that will be city-wide events.

In FY2015, we concentrated on maximizing our sales efforts and in FY2016 we are going to enhance our marketing strategy. At the direction of our board, we updated our logo and we are going to use this as an opportunity to refresh our branding efforts. This will include new signage on the front of our office including "Visitor Center" signage to make the space more inviting and welcoming. Our marketing ads and campaign will also be refreshed. The



research used for our current campaign is still valid but we haven't updated our designs in more than five years. The existing research will be used to create new print and digital ads that will drive leisure visitors to Norman. Finally, the website will be redesigned with a new look and new features. It will be responsive and easier to use. We will also be adding an app for visitors to use as they look for things to do, places to see, and restaurants to eat at.

Our focus for the sales team will continue to be appointment-based tradeshow. These shows allow us to prequalify who we meet with and give us a guaranteed number of prospect meetings. In addition, the sales team will conduct sales blitzes by traveling to meeting planners at their home location. By bringing Norman to them, we hope to sell them on all the great things our City has to offer their meeting, conference or event.

The Visitor Services team will continue to provide first-class service to those groups that have chosen to come to Norman. Our best groups are our competitors' best prospects. This means we need to continue to ensure they have an amazing experience while here in Norman. We will also expand the number of leisure shows attended by adding a focus on Arkansas. This is a market that we haven't worked with much in the past but have seen an increase in potential visitors from the state.

The VisitNorman team is looking forward to an outstanding year and expects great things. Thank you for continued trust and partnership.

Sincerely,

Dan Schemm

Executive Director