



March 14, 2014

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 2014/2015. 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.

We have some exciting ideas for FY2015 and will be 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.

Part of our marketing strategy will include being more strategic in how we place our leisure advertising placements. We want to make informed decisions driven by data. We are going to conduct a visitor profile study with the help of our hotel partners to make sure we know who is coming, why they are coming and what they are doing while they are here. This important demographic information will allow us to spend our marketing dollars wisely. The report from this study will be shared with the community upon completion of the project. We will also create group and leisure marketing videos to use on our website and in our sales efforts.



Tradeshows will continue to be an important part of our sales effort but we will be more selective in which ones we attend. Our focus will be on appointment-based tradeshows. These shows allow us to prequalify who we meet with and give us a guaranteed number of prospect meetings. We will also look to generate more leads by providing our sales managers the empowerMINT database. This database will let us prospect by a variety of criteria and help us find meetings that fit here and meet during our periods of need.

We will look to continue to improve the functionality of VisitNorman.com. The website needs to be upgraded to be a responsive site. This means it recognizes what type of device the visitor is using to access the site and then configures the data to fit that specific device. This will mean visitors to our website will get a customized experience and stay longer gathering more information. In addition, we will enhance our social media presence by using a third-party vendor to create content, post stories and generate more buzz in the social media world.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Schemm".

Dan Schemm
Executive Director