



# OKLAHOMA CITY CONVENTION AND VISITORS COMMISSION

## BUDGET COMMITTEE

# AGENDA

**May 13, 2020 | 1:00 PM**

OKLAHOMA CITY OF  
OFFICE OF  
CITY CLERK  
2020 MAY 12 PM 11:56

PH 11:56

**Due to the state of emergency in place during the COVID-19 pandemic, and in compliance with state and local stay at home orders, no physical location will be provided for this meeting. The meeting will instead be live streamed from remote locations. Instructions on how to join the meeting can be found on the second page of this agenda.**

### COMMITTEE MEMBERS:

Kari Watkins, Chair  
Robin Roberts Krieger, Vice Chair  
Shannon Palacios, Ex Officio  
Jeff Erwin  
David Jackson  
Harshil Patel  
Natalie Shirley  
Apollo Woods

Michael Carrier, President, OKC Convention and Visitors Bureau  
Roy Williams, President, Greater OKC Chamber  
Jerod Beatty, Assistant Municipal Counselor

**ALL MEMBERS WILL BE ATTENDING THE MEETING BY VIDEOCONFERENCE**

Telephone: Dial 1 (346) 248-7799 OR  
Meeting URL on computer or smart device:  
<https://us02web.zoom.us/j/89339311647>  
Meeting ID: 893 3931 1647

## **PARTICIPANT INSTRUCTIONS FOR VIDEO CONFERENCE MEETING**

The City encourages participation in public meetings from the residents of Oklahoma City. The Oklahoma City Convention and Visitors Bureau offices will be closed and the only alternative to participate in the meeting will be by video conference. Below are instructions on how to access the meeting and how to request to speak on certain agenda items.

- To participate in the meeting via ZOOM on a computer or smart device, go to:  
<https://us02web.zoom.us/j/89339311647>  
When prompted, enter Meeting ID: **893 3931 1647**
- To participate in the meeting by telephone, call **1 (346) 248-7799** and enter Meeting ID **893 3931 1647**
- To speak on a certain agenda item, place a call in advance of the meeting to (405)297-8960 or e-mail [dshumate@visitokc.com](mailto:dshumate@visitokc.com). Include your name, the agenda item number and the reason you would like to speak. Please submit your request at least 2 hours prior to the beginning of the meeting. During the meeting, the Chair will recognize you to speak at the appropriate time. If connecting by telephone, please press \*6 to unmute your audio. PLEASE LIMIT YOUR COMMENTS TO 3 MINUTES.
- At the end of the meeting, citizens who wish to speak will have an opportunity to do so under "Comments from Commissioners, Staff and Citizens." Please limit your questions or comments to 3 minutes.

The Chair will announce at the beginning of the meeting that if connections are lost, the CVB will attempt to restore communications for a maximum of 15 minutes and if communications cannot be restored, the meeting will reconvene at a certain date, time and place. If you are disconnected from the video conference, please try again before calling 405-203-4045.

It is the policy of the City to ensure that communications with participants and members of the public with disabilities are as effective as communications with others. Anyone with a disability who requires an accommodation, a modification of policies or procedures, or an auxiliary aid or service, or alternate format of the agenda in order to participate in this meeting should contact the CVB at 405-297-8960 as soon as possible but not later than 48 hours (not including weekends or holidays) before the scheduled meeting. The CVB will give primary consideration to the choice of auxiliary aid or service requested by the individual with disability.

VIDEO CONFERENCE ONLY  
SPECIAL MEETING  
AGENDA  
OKLAHOMA CITY CONVENTION AND VISITORS COMMISSION  
BUDGET COMMITTEE MEETING  
May 13, 2020  
1:00 PM

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1. Call to Order and Roll Call – Kari Watkins, Chair
2. Accounting of Procedures in Compliance with Open Meeting Act – Michael Carrier
3. Review/Discuss CVB FY 2020 Budget Report for Third Quarter Ended March 31, 2020 – ACTION REQUESTED - Michael Carrier
4. Review/Discuss FY 2021 CVB Budget Plan – ACTION REQUESTED - Michael Carrier
5. Comments from Commissioners, Staff and Citizens
6. Adjournment

*There are two ways to join the meeting. All participants will be muted upon entry.*

1. *To participate in the meeting via ZOOM on a computer or smart device:*
  - *Go to **Meeting URL:** <https://us02web.zoom.us/j/89339311647>*  
*When prompted, enter Meeting ID: **893 3931 1647***
2. *To participate in the meeting by telephone:*
  - *Dial **1 (346) 248-7799***  
*When prompted, enter Meeting ID **893 3931 1647***



## **Financial Report**

**For the Period Ended March 31, 2020**

**Oklahoma City Convention and Visitors Bureau  
Special Purpose Statement of Activity  
March 31, 2020**

	City Contract Budget		CVB Reserve Fund Budget		Subtotal Operating Budget			Special Promotions & Support Fund - 1-11th Fund Budget		Overall Budget			Bureau Reserve Cash Account
	FY 20 Budget	FY 20 Actual	FY 20 Budget	FY 20 Actual	FY 20 Budget	FY 20 Actual	YTD %	FY 20 Budget	FY 20 Actual	FY 20 Budget	FY 20 Actual	YTD %	
<b>Beginning of Year, Cash</b>													\$1,768,457
<b>REVENUES:</b>													
Contract Revenue from City	\$ 6,005,000	\$ 4,503,755	\$ -	\$ -	\$ 6,005,000	\$ 4,503,755	75%	\$ -	\$ -	\$ 6,005,000	\$ 4,503,755	75%	
Contract Revenue from Dedicated Fund	-	-	-	-	-	-	N/A	1,400,000	745,000	1,400,000	745,000	53%	
Total Contract Revenue	6,005,000	4,503,755	-	-	6,005,000	4,503,755	75%	1,400,000	745,000	7,405,000	5,248,755	71%	
Miscellaneous Revenue	57,500	33,939	-	-	57,500	33,939	59%	-	-	57,500	33,939	59%	
<b>Total Revenue</b>	<b>6,062,500</b>	<b>4,537,694</b>	<b>-</b>	<b>-</b>	<b>6,062,500</b>	<b>4,537,694</b>	<b>75%</b>	<b>1,400,000</b>	<b>745,000</b>	<b>7,462,500</b>	<b>5,282,694</b>	<b>71%</b>	
<b>EXPENSES:</b>													
<b>Personnel</b>													
Salaries	1,850,000	1,147,354	-	-	1,850,000	1,147,354	62%	-	-	1,850,000	1,147,354	62%	
Fringes/Payroll Taxes	333,000	223,739	-	-	333,000	223,739	67%	-	-	333,000	223,739	67%	
<b>Total Personnel</b>	<b>2,183,000</b>	<b>1,371,093</b>	<b>-</b>	<b>-</b>	<b>2,183,000</b>	<b>1,371,093</b>	<b>63%</b>	<b>-</b>	<b>-</b>	<b>2,183,000</b>	<b>1,371,093</b>	<b>63%</b>	
<b>Direct Promotion</b>													
Event Support:													
Event Sponsorship	-	-	-	-	-	-	N/A	1,400,000	745,000	1,400,000	745,000	53%	
Contract Sponsorship & Promotion	330,000	316,475	20,000	-	350,000	316,475	90%	-	-	350,000	316,475	90%	
Total Event Support	330,000	316,475	20,000	-	350,000	316,475	90%	1,400,000	745,000	1,750,000	1,061,475	61%	
Advertising & Marketing:													
Paid Media	1,371,200	1,038,015	131,000	-	1,502,200	1,038,015	69%	-	-	1,502,200	1,038,015	69%	
Digital Media	45,000	56,500	-	-	45,000	56,500	126%	-	-	45,000	56,500	126%	
Website/Technology	212,400	85,195	-	-	212,400	85,195	40%	-	-	212,400	85,195	40%	
Marketing/Printing	5,000	4,029	-	-	5,000	4,029	81%	-	-	5,000	4,029	81%	
Promotions	55,000	58,275	-	-	55,000	58,275	106%	-	-	55,000	58,275	106%	
Premiums	45,000	23,852	-	-	45,000	23,852	53%	-	-	45,000	23,852	53%	
Total Advertising & Marketing	1,733,600	1,265,866	131,000	-	1,864,600	1,265,866	68%	-	-	1,864,600	1,265,866	68%	
Travel:													
Convention Sales	250,000	281,077	110,000	110,000	360,000	391,077	109%	-	-	360,000	391,077	109%	
Sports Sales	45,000	36,471	-	-	45,000	36,471	81%	-	-	45,000	36,471	81%	
Tourism Sales	135,000	74,098	-	-	135,000	74,098	55%	-	-	135,000	74,098	55%	
Convention Services	12,500	11,261	-	-	12,500	11,261	90%	-	-	12,500	11,261	90%	
Equine Events	12,500	6,772	-	-	12,500	6,772	54%	-	-	12,500	6,772	54%	
Marketing & Communications	21,800	18,890	-	-	21,800	18,890	87%	-	-	21,800	18,890	87%	
Executive	22,500	14,945	-	-	22,500	14,945	66%	-	-	22,500	14,945	66%	
Professional Development	79,000	52,600	-	-	79,000	52,600	67%	-	-	79,000	52,600	67%	
Inbound Site Visits/Fam Trips	75,000	58,928	-	-	75,000	58,928	79%	-	-	75,000	58,928	79%	
Total Travel	653,300	555,042	110,000	110,000	763,300	665,042	87%	-	-	763,300	665,042	87%	

**Oklahoma City Convention and Visitors Bureau  
Special Purpose Statement of Activity  
March 31, 2020**

	City Contract Budget		CVB Reserve Fund Budget		Subtotal Operating Budget			Special Promotions & Support Fund - 1-11th Fund Budget		Overall Budget			Bureau Reserve Cash Account
	FY 20 Budget	FY 20 Actual	FY 20 Budget	FY 20 Actual	FY 20 Budget	FY 20 Actual	YTD %	FY 20 Budget	FY 20 Actual	FY 20 Budget	FY 20 Actual	YTD %	
Convention Support	395,000	325,288	175,000	92,828	570,000	418,116	73%	-	-	570,000	418,116	73%	
Event Hosting:													
Industry Events	25,000	13,572	-	-	25,000	13,572	54%	-	-	25,000	13,572	54%	
Local/Community Visitor Events	15,000	3,610	-	-	15,000	3,610	24%	-	-	15,000	3,610	24%	
Total Event Hosting	40,000	17,182	-	-	40,000	17,182	43%	-	-	40,000	17,182	43%	
Consultant Services	80,000	69,725	45,000	-	125,000	69,725	56%	-	-	125,000	69,725	56%	
Research	90,000	85,470	-	-	90,000	85,470	95%	-	-	90,000	85,470	95%	
Dues & Subscriptions	60,000	52,220	-	-	60,000	52,220	87%	-	-	60,000	52,220	87%	
Fulfillment	73,100	56,481	-	-	73,100	56,481	77%	-	-	73,100	56,481	77%	
Hospitality Professional Dev'l	20,000	20,000	-	-	20,000	20,000	100%	-	-	20,000	20,000	100%	
<b>Total Direct Promotion</b>	<b>3,475,000</b>	<b>2,763,749</b>	<b>481,000</b>	<b>202,828</b>	<b>3,956,000</b>	<b>2,966,577</b>	<b>75%</b>	<b>1,400,000</b>	<b>745,000</b>	<b>5,356,000</b>	<b>3,711,577</b>	<b>69%</b>	
<b>Operating Expenses</b>													
Occupancy	140,000	106,062	19,000	-	159,000	106,062	67%	-	-	159,000	106,062	67%	
Chamber Administration Fees	105,000	78,750	-	-	105,000	78,750	75%	-	-	105,000	78,750	75%	
Telecommunications	25,000	18,043	-	-	25,000	18,043	72%	-	-	25,000	18,043	72%	
Capital Items	30,000	16,257	-	-	30,000	16,257	54%	-	-	30,000	16,257	54%	
Data Processing/Computer Support	33,750	26,761	-	-	33,750	26,761	79%	-	-	33,750	26,761	79%	
Legal & Audit	20,000	17,672	-	-	20,000	17,672	88%	-	-	20,000	17,672	88%	
Office Expenses and Fees	11,300	7,683	-	-	11,300	7,683	68%	-	-	11,300	7,683	68%	
Automobile	13,200	7,250	-	-	13,200	7,250	55%	-	-	13,200	7,250	55%	
Personnel Activities/Recruitment	15,000	21,561	-	-	15,000	21,561	144%	-	-	15,000	21,561	144%	
Equipment Rental/Lease Contracts	11,250	7,532	-	-	11,250	7,532	67%	-	-	11,250	7,532	67%	
<b>Total Operating Expenses</b>	<b>404,500</b>	<b>307,571</b>	<b>19,000</b>	<b>-</b>	<b>423,500</b>	<b>307,571</b>	<b>73%</b>	<b>-</b>	<b>-</b>	<b>423,500</b>	<b>307,571</b>	<b>73%</b>	
<b>Total Expenses</b>	<b>6,062,500</b>	<b>4,442,413</b>	<b>500,000</b>	<b>202,828</b>	<b>6,562,500</b>	<b>4,645,241</b>	<b>71%</b>	<b>1,400,000</b>	<b>745,000</b>	<b>7,962,500</b>	<b>5,390,241</b>	<b>68%</b>	
<b>CVB Operating Results</b>	<b>\$ -</b>	<b>\$ 95,281</b>	<b>\$ (500,000)</b>	<b>\$ (202,828)</b>	<b>\$ (500,000)</b>	<b>\$ (107,547)</b>		<b>\$ -</b>	<b>\$ -</b>	<b>\$ (500,000)</b>	<b>\$ (107,547)</b>		<b>(107,547)</b>
<b>End of Period, Cash</b>													<b>\$ 1,660,910</b>

**OKC Convention & Visitors Bureau  
City Fund - Rollforward  
as of March 31, 2020**

	<b>Funds Held by City of OKC</b>		<b>CVB - Total Funds</b>
	<b><u>4/11th Tax*</u></b>	<b><u>1/11th Tax*</u></b>	
Total Collections Year to Date	\$ 11,268,821.35		
Percentage Allocation of Collections	\$ 4,097,753.22	\$ 1,024,438.30	
Control Account Carryover Prior Year	\$ -	\$ -	
Control Account Adjusted Total	\$ 4,097,753.22	\$ 1,024,438.30	
Interest Earned/Gain-Loss on M.V.	27,517.76	14,801.47	
Total Revenue	4,125,270.98	1,039,239.77	
Administration Fee Paid to City	(127,845.00)	(31,959.00)	
Net Revenues Year to Date	3,997,425.98	1,007,280.77	
Budgeted Tax Collections Paid to CVB	(4,503,755.00)	(684,000.00)	\$ 5,187,755.00
Budgeted Tax Collections Due to CVB	-	(61,000.00)	\$ 61,000.00
Total Contract Revenue Collect to Date	(4,503,755.00)	(745,000.00)	5,248,755.00
Budgeted Carryover Usage Paid to CVB	-	-	-
Total Collections Recognized by CVB	(4,503,755.00)	(745,000.00)	5,248,755.00
CVB Miscellaneous Revenue			33,939.45
CVB Revenue			5,282,694.45
CVB Expenditures			(5,390,240.59)
Net Activity Year to Date	(506,329.02)	262,280.77	(107,546.14)
End of Year Balance at 6/30/19 - per City	2,495,976.47	725,196.02	1,768,457.30
Adjustment from NCAA Settlement		13,588.39	
<b>End of Month Balance</b>	<b>\$ 1,989,647.45</b>	<b>\$ 1,001,065.18</b>	<b>\$ 1,660,911.16</b>

Note: \* - These are the funds that are maintained at the City.

**OKC Convention & Visitors Bureau  
City Fund - Rollforward  
as of April 30, 2020**

	<b>Funds Held by City of OKC</b>		<b>CVB - Total Funds</b>
	<u>4/11th Tax*</u>	<u>1/11th Tax*</u>	
Total Collections Year to Date	\$ 11,946,732.55		
Percentage Allocation of Collections	\$ 4,344,266.38	\$ 1,086,066.60	
Control Account Carryover Prior Year	\$ -	\$ -	
Control Account Adjusted Total	\$ 4,344,266.38	\$ 1,086,066.60	
Interest Earned/Gain-Loss on M.V.	30,367.51	16,708.63	
Total Revenue	4,374,633.89	1,102,775.23	
Administration Fee Paid to City	(142,050.00)	(35,510.00)	
Net Revenues Year to Date	4,232,583.89	1,067,265.23	
Budgeted Tax Collections Paid to CVB	(5,004,170.00)	(745,000.00)	\$ 5,749,170.00
Budgeted Tax Collections Due to CVB	-	-	\$ -
Total Contract Revenue Collect to Date	(5,004,170.00)	(745,000.00)	5,749,170.00
Budgeted Carryover Usage Paid to CVB	-	(10,500.00)	10,500.00
Total Collections Recognized by CVB	(5,004,170.00)	(755,500.00)	5,759,670.00
CVB Miscellaneous Revenue			34,726.27
CVB Revenue			5,794,396.27
CVB Expenditures			(5,730,235.51)
Net Activity Year to Date	(771,586.11)	311,765.23	64,160.76
End of Year Balance at 6/30/19 - per City	2,495,976.47	725,196.02	1,768,457.30
Adjustment from NCAA Settlement		13,588.39	
<b>End of Month Balance</b>	<b>\$ 1,724,390.36</b>	<b>\$ 1,050,549.64</b>	<b>\$ 1,832,618.06</b>

Note: \* - These are the funds that are maintained at the City.



**Oklahoma City Convention & Visitors Bureau**  
**Special Purpose Statement of Financial Position**  
**CVB Consolidated**  
**As of Tuesday, March 31, 2020**

	<u>3/31/2019</u>	<u>3/31/2020</u>	<u>Variance</u>
<b>ASSETS</b>			
Restricted Cash	\$1,996,988.67	\$1,598,529.07	\$398,459.60
Accounts Receivable			
City - 1/11th Budget	31,000.00	61,000.00	(30,000.00)
Other	2,370.00	1,675.00	695.00
Total Accounts receivable	<u>33,370.00</u>	<u>62,675.00</u>	<u>(29,305.00)</u>
Total Assets	<u><u>2,030,358.67</u></u>	<u><u>1,661,204.07</u></u>	<u><u>369,154.60</u></u>
<b>LIABILITIES &amp; NET ASSETS</b>			
<b>LIABILITIES</b>			
Accounts Payable	0.00		0.00
Accrued Liabilities	13,391.75	292.91	13,098.84
Total Liabilities	<u>13,391.75</u>	<u>292.91</u>	<u>13,098.84</u>
Net Assets	<u>2,016,966.92</u>	<u>1,660,911.16</u>	<u>356,055.76</u>
Total Liabilities and Restricted Net Assets	<u><u>2,030,358.67</u></u>	<u><u>1,661,204.07</u></u>	<u><u>369,154.60</u></u>



SIMPLEVIEW RECOMMENDED BUDGET FY21			
	One-Time	Annual	Notes
<b>CRM Hosting, Support and Modules</b>			
CRM Hosting & Tech Support		\$23,600	
DMAI Event Impact Calculator		\$2,000	
Outlook Integration		included	
RFP Builder Meeting Sales Integration		\$1,500	
Skinned Extranet		included	
Cvent		\$4,000	
OnceThere		included	
<b>CMS Hosting and Support</b>			
Website Redesign			
CMS Licensing		\$9,000	
Website Form Integration		\$1,500	
Partner Listings		\$2,500	
Calendar of Events		\$2,000	
Responsive Geo Triggers		included	
Special Offers/Coupons		\$1,000	
SSL Site-Wide Certificate		\$600	
Advanced Facilities Search		\$1,500	
Blog		\$1,500	
Multimedia Gallery		\$1,000	
Additional Meetings Blog		\$500	
Trip Builder		\$2,500	
Google Maps		\$2,500	
TripAdvisor		\$1,167	
Weather Feed		\$333	
Yelp		\$2,700	
Related Content		\$3,500	
Auto-play Video Headers		included	
Open Table		\$1,500	
Quickview		\$2,500	
Advanced Sports Facilities Search		\$1,500	
Map Publisher		\$6,000	
<b>Digital Marketing</b>			
CRO (dynamic content is included)		<del>\$20,000</del>	
SEO		\$24,000	
PPC		<del>\$56,800</del>	\$25,000
		\$100,800	
Plan 5 Bundle		\$6,000	
<b>TOTALS</b>			
CRM Hosting, Support and Modules:		\$31,100	
CMS Hosting and Support:		\$45,300	
Digital Marketing:		\$49,000	
SimpleSupport:		\$6,000	
<b>Total Costs:</b>		\$131,400	<b>\$263,200</b>



Month	FY21 Sales, Sports, Services Travel	Tradeshaw Registration	Conference registration	Booth fee	Shipping	Airfare	Hotel	Staff Meals	Rental Car	Taxis or parking	Client Entertain	Grand Total	SPORTS	CONV SALES	FY21 \$3.0	wait until we have more budget
		5231	5230	5240	5242	5320	5322	5323	5321	5325	5300					
July	OSAE - Annual Conference ( 2 )					\$ 440	\$ 100	\$ 200				\$ 740		\$ 740	\$ 740	
July	DMAI - Annual Conference															
Aug	SISO - Leadership Conference(CoOp w/ ASM - 1 )		\$ 6,000			\$ 500	\$ 650	\$ 60		\$ 75		\$ 7,285		\$ 7,285		7,285.00
Aug	ASAE - Annual Meeting & Expo ( 2 )		\$ 6,500	\$ -	\$ 500	\$ 500	\$ 900	\$ 350			\$ 1,000	\$ 9,750		\$ 9,750	\$ 9,750	
Aug	Connect: Specialty (1 per show)	\$ 3,415				\$ 500	\$ 800	\$ 200		\$ 100	\$ 1,000			\$ -		
	Connect Association	\$ 4,100				\$ 500	\$ 800	\$ 200		\$ 100		\$ 5,700		\$ 5,700	\$ 5,700	
	Connect Expo	\$ 3,415				\$ 500	\$ 800							\$ -		
Aug	ConferenceDirect - CDX ( 2 )					\$ 800	\$ 1,000	\$ 300		\$ 200		\$ 2,300		\$ 2,300	\$ 2,300	
Sept	Small Market Meetings - Annual Conference ( 1 )	\$ 1,995			\$ 400	\$ 500	\$ 500	\$ 100		\$ 100	\$ 100	\$ 3,695		\$ 3,695		3,695.00
Sept	IMEX America ( 2 )	\$ 7,500	\$ -			\$ 600	\$ 2,000	\$ 400		\$ 150	\$ 2,000	\$ 12,650		\$ 12,650	\$ 12,650	
Oct	Connect Medical ( 1 )	\$ 3,415				\$ 300	\$ 750	\$ 150		\$ 150	\$ 250	\$ 5,015		\$ 5,015		5,015.00
Oct	Connect Texas ( 1 )	\$ 3,415				\$ -	\$ 500	\$ 125	\$ 400	\$ 50	\$ 150	\$ 4,640		\$ -		
Nov	Nursing Organizations Alliance - Fall Summit ( 1 )	\$ 1,000		\$ 100	\$ 500	\$ 400	\$ 150			\$ 75		\$ 2,225		\$ 2,225		2,225.00
Nov	Connect DC ( 1 )	\$ 3,415				\$ 400	\$ 600	\$ 150		\$ 150	\$ 250	\$ 4,965		\$ -		
Dec	Holiday Showcase (1)	\$ 2,000			\$ 1,000	\$ 300	\$ 500	\$ 150		\$ 100	\$ 150	\$ 4,200		\$ 4,200	\$ 4,200	
Dec	IAEE - Expo & SMG (CoOp w/ASM1)	\$ 2,900				\$ 300	\$ 650	\$ 150		\$ 150	\$ 150	\$ 4,300		\$ 4,300	\$ 4,300	
Jan	PCMA - Convening Leaders ( 2 )	\$ 2,600				\$ 2,000	\$ 450	\$ 600	\$ 150	\$ 500		\$ 6,300		\$ 6,300	\$ 6,300	
Feb	RCMA Emerge ( 1 )	\$ 595	\$ 1,750	\$ 150	\$ 300	\$ 600	\$ 300			\$ 100		\$ 3,795		\$ 3,795		3,795.00
Feb	AMC Institute - Annual Meeting ( 1 )	\$ 1,150	\$ 325		\$ 400	\$ 800				\$ 125	\$ 300	\$ 3,100		\$ 3,100	\$ 3,100	
Feb	DI Destination Showcase ( 2 )	\$ 4,995				\$ 450	\$ 800	\$ 150		\$ 100	\$ 500	\$ 6,995		\$ -		
Feb	Connect Chicago	\$ 3,415				\$ 350	\$ 600	\$ 150		\$ 150	\$ 250	\$ 4,915		\$ 4,915		4,915.00
March	ConferenceDirect - Annual Partner Meeting ( 1 )					\$ 400	\$ 700	\$ 100		\$ 80	\$ 200	\$ 1,480		\$ 1,480	\$ 1,480	
March	Experient - Envision (CoOp w/ ASM 1 )	\$ 4,000				\$ 450	\$ 600	\$ 150		\$ 150	\$ 100	\$ 5,450		\$ 5,450	\$ 5,450	
March	Connect Diversity															
April	CMCA - Spring Showcase ( 1 )															
June	PCMA - Education Conference ( 2 )	\$ 5,000				\$ 800	\$ 1,600	\$ 100		\$ 100	\$ 300	\$ 7,900		\$ 7,900	\$ 7,900	
TBD	HelmsBriscoe - ABC & Partner Fair ( 2 )	\$ 6,000	\$ 4,000			\$ 1,000	\$ 1,200	\$ 250		\$ 100	\$ 200	\$ 12,750		\$ 12,750	\$ 6,375	
June	MPI - World Education Congress	\$ 12,000	\$ 250			\$ 600	\$ 600	\$ 300		\$ 200	\$ 500	\$ 14,450		\$ 14,450		14,450.00
	PCMA Heartland Chapter											\$ -		\$ -		
	Washington, DC Area Sales Calls ( 3 Total)					\$ 1,600	\$ 2,400	\$ 600		\$ 600	\$ 5,000	\$ 10,200		\$ 10,200	\$ 6,000	4,200.00
	Chicago Area Sales 3 Total)					\$ 1,600	\$ 2,400	\$ 600		\$ 600	\$ 4,800	\$ 10,000		\$ 10,000	\$ 6,000	4,000.00
	Convention Sales Calls					\$ 1,200	\$ 1,600	\$ 400		\$ 200	\$ 600	\$ 4,000		\$ 4,000	\$ 4,000	
	Miscellaneous Sales travel														3759	
	Totals	\$ 63,725	\$ 29,800	\$ 2,325	\$ 2,150	\$ 16,050	\$ 27,790	\$ 6,235	\$ 1,200	\$ 4,155	\$ 18,300	\$ 161,000	\$ -	\$ 127,750	\$ 90,000	\$ 49,580
Oct	Connect Sports	\$ 4,100				\$ 500	\$ 800	\$ 200		\$ 100	\$ 250	\$ 5,950	\$ 5,950			
Oct	TEAMS - Annual Conference ( 1 )			\$ 300	\$ 1,000	\$ 2,500	\$ 250			\$ 200	\$ 200	\$ 4,450	\$ 4,450			
April	NASC - Symposium ( 1 )	\$ 1,200				\$ 500	\$ 800	\$ 300		\$ 200		\$ 3,000	\$ 3,000			
	Sports Sales Calls ( 2 Total)					\$ 600	\$ 800	\$ 200		\$ 100	\$ 300	\$ 2,000	\$ 2,000			
													\$ 15,400			

**OKLAHOMA CITY CONVENTION AND VISITORS BUREAU - TOURISM SALES**

**TOURISM SALES TRAVEL SCHEDULE 2020-21**

DATE		REASON FOR TRAVEL	LOCATION	ATTENDANCE	CODING			EXHIBIT	ATTENDING	REGISTRATION	SPONSORSHIP	SHIPPING	FURNITURE	ELECTRIC	MARKETING	TRAVEL	TOTAL COST	Priority					
																	1	2	3				
1st Quarter	Jul-20	13-15	DMAI	Chicago, IL	600	A		E		SP							Prof Dev						
	Aug-20	4-7	IMG	Greenville, SC	400	A		TM		SP	\$800					\$2,500	\$3,300		\$	3,300			
	Aug-20	14-18	SYTA	Winnipeg, MB, Canada	3,000	A		TM		TC	\$1,200					\$1,500	\$2,700		\$	2,700			
	Aug-20	TBD	Int'l Sales Mission - UK/Ireland	UK/Ireland		A		PISM	x	SP		\$2,800	\$500			\$5,000	\$8,300			\$	8,300		
	Aug-20	31-Sept 3	Go West Travel Summit -- Rescheduled due to Coronavirus	Portland, OR	1,500	A	P	S		SP	\$1,200					\$2,000	\$3,200		\$	3,200			
	Sep-19	28-29	Austin Ultimate Women's Show	Austin, TX	8000	A		S	C	x	SP/TC	\$850		\$500	\$100	\$200	\$1,400	\$3,050			\$	3,050	
	Sep-20	12-13	DFW Ultimate Women's Expo	Irving, TX	14,000	A			C	x	TC	\$1,250		\$500	\$100	\$200	\$1,000	\$3,050	\$	3,050			
2nd Quarter	Nov-20	6-8	BIG (Boomers in Groups)	Gwinnett County, GA	400	A		TM		SP	\$2,000					\$1,300	\$3,300		\$	3,300			
	Nov-20	TBD	Minneapolis Vacation and Travel Experience	Minneapolis, MN	9,000	A		C	X	SP/TC	\$2,000		\$700	\$500	\$100	\$200	\$1,500	\$5,000		\$	5,000		
	Nov-20	8-11	OMCA	Niagara Falls, ON, Canada	1,500	A			TM		SP	\$1,100				\$1,500	\$2,600		\$	2,600			
	Nov-20	15-19	NTA	Reno/Tahoe	3,000	A			TM		SP	\$1,350				\$1,700	\$3,050		\$	3,050			
	Jan-21	29-Feb 2	ABA	Baltimore, MD	4,000	A			TM		SP/TC	\$3,000	\$1,250			\$3,500	\$7,750	\$	-	\$	4,750		
3rd Quarter	Jan-21	16-17	San Diego Travel and Adventure Show	San Diego, CA	17,500	A		C	X	SP	\$750		\$300			\$1,700	\$2,750		\$	2,750			
	Feb-21	7-10	IITA Summit	San Diego, CA	2,000	A	P	S	ITM		SP	\$1,400				\$2,000	\$3,400		\$	3,400			
	Feb-21	13-14	Chicago Travel & Adventure Show	Chicago, IL	17,500	A			C	X	TC/SP	\$7,000		\$1,000	\$800	\$200	\$350	\$2,100	\$11,450		\$	11,450	
	Feb-21	TBD	Snowbird Extravaganza	Mesa, AZ	4,000	A	P	S	C	X	SP	\$750		\$300			\$1,200	\$2,250		\$	2,250		
	Feb-21	27-28	LA Travel & Adventure Show	Los Angeles, CA	26,000	A	P	S	C	X	SP	\$3,600		\$1,000	\$850	\$125	\$2,000	\$7,575			\$	7,575	
	Feb-21	19-21	Wichita Women's Fair	Wichita, KS	16,000	A	P	S	C	X	TC	\$1,500		\$750	\$100	\$250	\$1,250	\$3,850	\$	3,850			
	Feb-21	19-21	St. Louis Women's Survival Show	St. Charles, MO	10,000	A		S	C	X	SP	\$2,800		\$800	\$500	\$100	\$1,500	\$5,500	\$	5,500			
	Feb-21	TBD	San Antonio Home & Garden	San Antonio, TX	12,000	A	P	S	C	X	TC	\$2,100					\$1,200	\$3,300	\$	3,300			
	Mar-21	TBD	BankTravel (Select Traveler)	TBD	400	A			TM		SP	\$2,000					\$1,500	\$3,500		\$	3,500		
	Mar-21	TBD	Southern Women's Show Memphis	Memphis, TN	14,000	A	P		C	X	SP	\$1,000		\$700	\$500	\$100	\$1,300	\$3,600		\$	3,600		
	Mar-21	TBD	Dallas Travel & Adventure Show	Dallas, TX	3500	A				x	TC/SP	\$8,800		\$500	\$100		\$1,300	\$8,700	\$	5,400			
	Jan-00	TBD	NW Arkansas Home & Outdoor Living Show	Rogers, AR	8,000					x	TC/SP	\$875		\$200	\$100		\$1,500	\$2,675	\$	2,675			
	4th Quarter	Apr-21	TBD	Destination Capitol Hill	Washington, DC						SP						\$0				\$		
		Apr-21	TBD	Houston Ultimate Women's Show	Houston, TX	8,000	A		S	C	x	SP/TC	\$850	\$400		\$100	\$200	\$1,400	\$2,950	\$	2,950		
Apr-21		TBD	Arizona Ultimate Women's Expo	Phoenix, AZ	15,000					x	SP/TC	\$675		\$1,000	\$500	\$100	\$2,000	\$4,275		\$	4,275		
Apr-21		TBD	Spotlight on the Southwest	TBD							SP	\$700		\$200			\$1,800	\$2,700		\$	2,700		
Apr-21		TBD	Missouri Bank Exchange	TBD	300	A			TM		SP	\$500					\$1,250	\$1,750			\$	1,750	
Apr-21		24-28	U.S. Travel International Pow Wow	Chicago, IL	10,000	A			ITM		SP	\$2,300					\$2,700	\$5,000			\$	5,000	
May-21		TBD	Fort Worth Home and Garden Show	Fort Worth, TX	13,000	A	P		C	X	SP	\$850		\$800	\$100		\$1,500	\$3,250	\$	3,250			
May-21		TBD	Oklahoma Conference on Tourism	Oklahoma City, OK	500				E	X	SP/TC		\$2,500					\$2,500	\$	2,500			
Jun-21		TBD	TAP Dance 2021	TBD	300	A			TM		SP	\$1,500					\$2,000	\$3,500	\$	3,500			
Jul 20-Jun 21		TBD	Sales Missions- Tour Operators	Drive Market							SM						\$2,000	\$2,300	\$	5,000			
Jul 20-Jun 21	TBD	Oklahoma Road Shows	TBD	300-1000		P		C	X	SP/TC	\$600					\$1,000	\$2,200						
SUBTOTAL COST																							
										\$53,100	\$6,950	\$6,800	\$6,900	\$1,425	\$2,000	\$57,100	\$134,275	\$	40,975	\$	66,825	\$	20,675
										TOTAL COST									\$134,275				



**Oklahoma City Convention & Visitors Bureau  
Fiscal Year 2021 Proposed Budget**

**Oklahoma City Convention & Visitors Bureau  
Proposed FY 2021 City Contract**

Based on meetings with the Oklahoma City Finance Office and local hotel General Managers, the proposed amounts for the FY 2021 contract are:

**Operating Budget    \$    3,000,000**

**Event Sponsorship Budget    \$        1,000,000**

Fiscal Year	Contract Revenue			Special Promotion and Support Fund	General Fund (City) Revenue for Special Marketing
	Annual Operating Contracts	Percent Increase	Supplemental Transfers		
<b>2021 (Proposed)</b>	<b>\$ 3,000,000</b>	-47.8%	\$ -	<b>\$ 1,000,000</b>	\$ -
2020	\$ 6,005,000	4.4%	\$ -	\$ 1,400,000	\$ -
2019	\$ 5,750,000	11.3%	\$ -	\$ 1,400,000	\$ -
2018	\$ 5,166,960	-3.7%	\$ -	\$ 1,400,000	\$ -
2017	\$ 5,365,000	5.2%	\$ -	\$ 1,512,000 *	\$ -
2016	\$ 5,100,000	-1.9%	\$ -	\$ 1,300,000	\$ -
2015	\$ 5,200,000	12.5%	\$ -	\$ 1,400,000	\$ 50,000
2014	\$ 4,622,500	7.5%	\$ -	\$ 1,250,000	\$ 75,000
2013	\$ 4,300,000	6.4%	\$ -	\$ 1,250,000 **	\$ 75,000
2012	\$ 4,042,800	11.6%	\$ -	\$ 1,225,000	\$ 75,000
2011	\$ 3,622,100	-1.1%	\$ -	\$ 1,225,000	\$ 75,000
2010	\$ 3,662,100	-9.6%	\$ -	\$ 1,225,000	\$ 100,000
2009	\$ 4,049,348	17.2%	\$ -	\$ 1,000,000	\$ 125,000
2008	\$ 3,454,500	8.8%	\$ -	\$ 800,000	\$ 125,000
2007	\$ 3,175,094	16.2%	\$ -	\$ 650,000	\$ 125,000
2006	\$ 2,732,312	6.8%	\$ -	\$ 342,911	\$ 125,000
2005	\$ 2,558,440	1.5%	\$ -	n/a	\$ 125,000
2004	\$ 2,520,713	0.5%	\$ -	n/a	\$ 125,000
2003	\$ 2,509,120	-2.4%	\$ 96,000	n/a	\$ 125,000
2002	\$ 2,570,802	17.7%	\$ 226,862	n/a	\$ 125,000
2001	\$ 2,184,840	2.0%	\$ 92,000	n/a	\$ 125,000
2000	\$ 2,142,000		\$ -	n/a	\$ 100,000

\* Includes budget amendment to increase amount from \$1,400,000 to \$1,512,000

\*\* Includes budget amendment to increase amount from \$1,100,000 to \$1,250,000



**Oklahoma City Convention and Visitors Bureau  
Fiscal Year 2021 Proposed Budget**

Fiscal Year 2021 Proposed Budget							
Cash Balance	City Contract Budget	CVB Reserve Fund Budget	Subtotal Operating Budget	Special Promotions & Support Fund (1/11th) Budget	Overall Budget		Industry Average
					Amount	%	
Cash Balance, July 1, 2019							
Projected YE 2020 Results (planned use of reserves)							
Projected Cash Balance, June 30, 2020							
<b>REVENUES:</b>							
Contract Revenue from City	\$ 3,000,000	\$ -	\$ 3,000,000	\$ -	\$ 3,000,000		
Reimbursement from Special Promotions Fund	-	-	-	1,000,000	1,000,000		
Total Contract Revenue	3,000,000	-	\$ 3,000,000	1,000,000	4,000,000		
Other Income	-	-	-	-	-		
Total Revenue	3,000,000	-	\$ 3,000,000	1,000,000	4,000,000		
<b>EXPENSES:</b>							
Total Direct Promotion	1,391,850	-	1,391,850	1,000,000	2,391,850	59.80%	51.35%
Total Personnel	1,299,400	-	1,299,400	-	1,299,400	32.49%	36.88%
Total Other Expenses	308,750	-	308,750	-	308,750	7.72%	11.77%
Total Expenses	3,000,000	-	3,000,000	1,000,000	4,000,000	100.00%	100.00%
<b>Net Activity (planned use of reserves)</b>	\$ -	\$ -	\$ -	\$ -	\$ -		
<b>Projected Cash Balance, June 30, 2021</b>							
	\$ 1,565,629						

**Oklahoma City Convention and Visitors Bureau  
Fiscal Year 2021 Proposed Budget**

	City Contract Budget		CVB Reserve Fund Budget		Subtotal Operating Budget		Special Promotions & Support Fund (1/11th) Budget		Overall Budget	
	FY 20 Budget	FY 21 Budget	FY 20 Budget	FY 21 Budget	FY 20 Budget	FY 21 Budget	FY 20 Budget	FY 21 Budget	FY 20 Budget	FY 21 Budget
<b>REVENUES:</b>										
Contract Revenue from City	\$ 6,005,000	\$ 3,000,000	\$ -	\$ -	\$ 6,005,000	\$ 3,000,000	\$ -	\$ -	\$ 6,005,000	\$ 3,000,000
Special Promotions Fund	-	-	-	-	-	-	1,400,000	1,000,000	1,400,000	1,000,000
Total Contract Revenue	6,005,000	3,000,000	-	-	6,005,000	3,000,000	1,400,000	1,000,000	7,405,000	4,000,000
Interest Income / Misc. Revenue	57,500	-	-	-	57,500	-	-	-	57,500	-
<b>Total Revenue</b>	<b>6,062,500</b>	<b>3,000,000</b>	<b>-</b>	<b>-</b>	<b>6,062,500</b>	<b>3,000,000</b>	<b>1,400,000</b>	<b>1,000,000</b>	<b>7,462,500</b>	<b>4,000,000</b>
<b>EXPENDITURES:</b>										
<b>Direct Promotion</b>										
Event Sponsorship	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,400,000	\$ 1,000,000	\$ 1,400,000	\$ 1,000,000
Contract Sponsorship & Promotion	330,000	175,000	20,000	-	350,000	175,000	-	-	350,000	175,000
Total Event Support	<b>330,000</b>	<b>175,000</b>	<b>20,000</b>	<b>-</b>	<b>350,000</b>	<b>175,000</b>	<b>1,400,000</b>	<b>1,000,000</b>	<b>1,750,000</b>	<b>1,175,000</b>
Advertising & Marketing:										
Paid Media	1,371,200	450,000	131,000	-	1,502,200	450,000	-	-	1,502,200	450,000
Digital Media	45,000	40,000	-	-	45,000	40,000	-	-	45,000	40,000
Website/Technology	212,400	165,400	-	-	212,400	165,400	-	-	212,400	165,400
Marketing/Printing	5,000	5,000	-	-	5,000	5,000	-	-	5,000	5,000
Promotions	55,000	-	-	-	55,000	-	-	-	55,000	-
Premiums	45,000	10,000	-	-	45,000	10,000	-	-	45,000	10,000
Total Advertising & Marketing	<b>1,733,600</b>	<b>670,400</b>	<b>131,000</b>	<b>-</b>	<b>1,864,600</b>	<b>670,400</b>	<b>-</b>	<b>-</b>	<b>1,864,600</b>	<b>670,400</b>
Travel:										
Convention Sales	250,000	90,000	110,000	-	360,000	90,000	-	-	360,000	90,000
Sports Sales	45,000	16,500	-	-	45,000	16,500	-	-	45,000	16,500
Tourism Sales	135,000	41,000	-	-	135,000	41,000	-	-	135,000	41,000
Convention Services	12,500	5,000	-	-	12,500	5,000	-	-	12,500	5,000
Equine Events	12,500	5,000	-	-	12,500	5,000	-	-	12,500	5,000
Marketing & Communications	21,800	5,000	-	-	21,800	5,000	-	-	21,800	5,000
Executive	22,500	5,000	-	-	22,500	5,000	-	-	22,500	5,000
Professional Development	79,000	-	-	-	79,000	-	-	-	79,000	-
Inbound Site Visits/Fam Trips	75,000	50,000	-	-	75,000	50,000	-	-	75,000	50,000
Total Travel	<b>653,300</b>	<b>217,500</b>	<b>110,000</b>	<b>-</b>	<b>763,300</b>	<b>217,500</b>	<b>-</b>	<b>-</b>	<b>763,300</b>	<b>217,500</b>

**Oklahoma City Convention and Visitors Bureau  
Fiscal Year 2021 Proposed Budget**

	City Contract Budget		CVB Reserve Fund Budget		Subtotal Operating Budget		Special Promotions & Support Fund (1/11th) Budget		Overall Budget	
	FY 20 Budget	FY 21 Budget	FY 20 Budget	FY 21 Budget	FY 20 Budget	FY 21 Budget	FY 20 Budget	FY 21 Budget	FY 20 Budget	FY 21 Budget
Convention Support & Sponsorships	395,000	186,000	175,000	-	570,000	186,000	-	-	570,000	186,000
Event Hosting:										
Industry Events	25,000	10,000	-	-	25,000	10,000	-	-	25,000	10,000
Local/Community Visitor Events	15,000	5,000	-	-	15,000	5,000	-	-	15,000	5,000
Total Event Hosting	<b>40,000</b>	<b>15,000</b>	-	-	<b>40,000</b>	<b>15,000</b>	-	-	<b>40,000</b>	<b>15,000</b>
Consultant Services	80,000	-	45,000	-	125,000	-	-	-	125,000	-
Research	90,000	30,000	-	-	90,000	30,000	-	-	90,000	30,000
Dues & Subscriptions	60,000	42,000	-	-	60,000	42,000	-	-	60,000	42,000
Fulfillment	73,100	35,950	-	-	73,100	35,950	-	-	73,100	35,950
Hospitality Professional Dev'l	20,000	20,000	-	-	20,000	20,000	-	-	20,000	20,000
<b>Total Direct Promotion</b>	<b>3,475,000</b>	<b>1,391,850</b>	<b>481,000</b>	-	<b>3,956,000</b>	<b>1,391,850</b>	<b>1,400,000</b>	<b>1,000,000</b>	<b>5,356,000</b>	<b>2,391,850</b>
<b>Personnel</b>										
Salaries	1,850,000	1,097,000	-	-	1,850,000	1,097,000	-	-	1,850,000	1,097,000
Fringes/Payroll Taxes	333,000	202,400	-	-	333,000	202,400	-	-	333,000	202,400
<b>Total Personnel</b>	<b>2,183,000</b>	<b>1,299,400</b>	-	-	<b>2,183,000</b>	<b>1,299,400</b>	-	-	<b>2,183,000</b>	<b>1,299,400</b>
<b>Operating Expenses</b>										
Occupancy	140,000	130,000	19,000	-	159,000	130,000	-	-	159,000	130,000
Chamber Administration Fees	105,000	100,000	-	-	105,000	100,000	-	-	105,000	100,000
Telecommunications	25,000	12,500	-	-	25,000	12,500	-	-	25,000	12,500
Capital Items	30,000	15,000	-	-	30,000	15,000	-	-	30,000	15,000
Data Processing/Computer Support	33,750	12,000	-	-	33,750	12,000	-	-	33,750	12,000
Legal & Audit	20,000	18,000	-	-	20,000	18,000	-	-	20,000	18,000
Office Expenses and Fees	11,300	5,000	-	-	11,300	5,000	-	-	11,300	5,000
Automobile	13,200	-	-	-	13,200	-	-	-	13,200	-
Personnel Activities/Recruitment	15,000	5,000	-	-	15,000	5,000	-	-	15,000	5,000
Equipment Rental/Lease Contracts	11,250	11,250	-	-	11,250	11,250	-	-	11,250	11,250
<b>Total Operating Expenses</b>	<b>404,500</b>	<b>308,750</b>	<b>19,000</b>	-	<b>423,500</b>	<b>308,750</b>	-	-	<b>423,500</b>	<b>308,750</b>
<b>Total Expenses</b>	<b>\$ 6,062,500</b>	<b>\$ 3,000,000</b>	<b>\$ 500,000</b>	<b>\$ -</b>	<b>\$ 6,562,500</b>	<b>\$ 3,000,000</b>	<b>\$ 1,400,000</b>	<b>\$ 1,000,000</b>	<b>\$ 7,962,500</b>	<b>\$ 4,000,000</b>
<b>Net Activity</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ (500,000)</b>	<b>\$ -</b>	<b>\$ (500,000)</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ (500,000)</b>	<b>\$ -</b>