REINVESTING IN TOURISM

REINVESTING YOUR TULSA

The CVF Fund currently has a projected collection of $3,738,000 which is an increase of $538,000 compared to the budgeted $3.2M. As the official DMO, Tulsa Regional Tourism is requesting $538,000 of the available funds to reinvest into the promotion of tourism.

FUND PLANNED DISBURSEMENT

$70,000 - Visitor Center: investing the user experience to maximize in-town spending from the R66 location
$46,500 - Strategic Plans: development of studies to inform venue investors to consider Tulsa for hotelier projects
$75,000 - In-year Bid fees: assist as a closing fund to obtain event business including to secure economic impact
$127,500 - Film & Music Fund: to secure film & tv production projects and support local music industry
$150,000 - Marketing: to maintain momentum built from previous funds despite increased printing costs and higher demand and use of the Official Tulsa Visitor Guide by city partners
$35,000 - Travel expenses: Assist with required business travel to industry sales/networking/marketing events
$34,000 - DEI Training: Maintain the global benchmark in training needed for a modern DMO

FOCUS MARKETING AREAS

- Route 66 marketing (2x video ‘vertical’ campaigns (day and night), display ads, social + co-op print R66 Comm)
- Route 66 site enhancements (Increase in actional website content for business districts on R66)
- Additional ‘vertical’ marketing to drive/fly-in markets including: Trails, Family Attractions
- Official Tulsa Visitor Guide increased print availability for higher demand from users: City of Tulsa, Partner Tulsa, hoteliers, restaurateurs, attractions, events and tourism visitor centers
- Official Tulsa Visitor Guide increased digital availability to targeted drive-in markets
- Asset capture (images and b-roll) of key or missing events/business/landmarks for tourism marketing (I/SHARE with event organizers, businesses and/or districts upon capture)

CURRENT ENVIRONMENTAL FACTORS

Printing costs increased
Demand increased for visitor guides above pre-covid levels (and adopted by more groups than ever before)
Return of business travel for strategic event lead procurement (industry-wide)

ROI = TRANSLATION TO SUCCESS FOR TULSA

END-OF-FUNNEL - GROWTH OF DIGITAL EDITION OF VISITOR GUIDE

<table>
<thead>
<tr>
<th>Spring/22 @ 10,800+ Impressions</th>
<th>Summer/22 @ 30,200+ Impressions</th>
<th>Fall/22 @ 65,700+ Impressions</th>
<th>Winter/22-23 130,800+ Impressions</th>
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END-OF-FUNNEL (CY) - VISITTULSA.COM

<table>
<thead>
<tr>
<th>CY</th>
<th>Users</th>
<th>Sessions</th>
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<td>2018</td>
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