

TULSA

A JOURNEY OF TOURISM FUNDING INNOVATION



2010:THE GENESIS

- Convention & Visitors' Bureau budget: **\$1.8 million**
- Generated 100% from Lodging Tax
- This represented 34% of total lodging tax collection
- 11 staff
- 83,000 rooms booked annually



**Necessity is the
mother of invention.**

Plato

2010: MARKET POSITION

- Weak marketing presence: Beige
- Stereotyped into 1920s images: Oil, Cowboys, and Steers
- Limited airline service
- Meetings centered on existing business, no new business
- Hotel occupancy dependent on energy business highs and lows

2011-12: BUILDING A CASE FOR TOURISM

- Leveraged industry relationships for key event partnerships
 - e.g. NCAA, BASSMASTERS, AHA, USYSA, BIG 12
- Recruited private investment from local entities: Lodging Tax Funding Gap
- Defined Placemaking for Tulsa: Quality of Life
- Workforce Recruitment and Retention: everyone's challenge
- Competitive Identity: we needed one

SHARING THE POWER OF PLACE



PLACE

Perceived quality of a city's natural and built environment



PROGRAMMING

The arts, culture and entertainment in a city



PROSPERITY

Employment, GDP per capita and corporate head offices



PRODUCT

A city's key institutions, attraction and infrastructure



PEOPLE

Immigration and diversity of a city



PROMOTION

Quantity of articles, references and recommendations online

VISITTULSA 1.0 & 2.0

2012

- VT 1.0
- 43 Private Investors pledge \$3.6 million over 3 years

2015

- VT 2.0
- 68 Private investors pledge additional \$6.4 million over 4 years
- Lodging tax allocation increases from 34% to 50.5% (\$1.8 million to \$3.8 million)

2016

- Market research study launches, regionally
- Private investment stirs public engagement:
 - capital improvements & Vision investment, \$510 million over 15 years

REGIONAL MARKET RESEARCH

- Began in late 2016
- Open process
- Regional involvement
- Funded by multiple agencies
- Focused on understanding over consensus, data-driven

TULSA
INSPIRES

TOURISM IMPROVEMENT DISTRICT

Empowers cities, DMOs, and the hotel industry to **join** together in **marketing** a destination for **increased hotel occupancy**.



TOURISM-BASED IMPROVEMENT DISTRICT

- 2015: ran state legislation, amending Business Improvement District Statute
- 2015: FAILED
- 2016: partnered with 14 DMOs across state
- 2016: wrote specific statute to only impact hotels by class of business
- 2017: PASSED

2016: STATEWIDE ADVOCACY PARTNERSHIP



bartlesville
chamber of commerce
CONNECTED / CREATIVE / VIBRANT



MTH LA
METRO TULSA HOTEL &
LODGING ASSOCIATION



TID NO. ONE: IN PROGRESS

- Sole Purpose:
 - Marketing services reasonably calculated to increase hotel occupancy
- Protected Funds:
 - Assessments used only to conduct tourism district programs
- TID Advisory Board:
 - 11 members, including representatives from VisitTulsa's Executive Board, Mayor's Office, and Hoteliers
- Assessments:
 - 3% per occupied room
- Collection:
 - City charged by statute to collect assessments
- Use:
 - Solely for event services and marketing related activity
- Annual Contracts:
 - Contracted annually with Tulsa-based DMO

TODAY: THE MIDDLE

- ~~Tulsa Convention & Visitors' Bureau~~ Regional Tourism budget: **\$6.8 million**
- Generated ~~100%~~ **56%** from Lodging Tax
- This represented ~~34%~~ **50.5%** of total lodging tax collection
- ~~11~~ **26** staff
- ~~83,000~~ **178,000** rooms booked annually
- TID Proposal projecting 3% assessment annually, for additional \$3.5 million to begin in late 2018



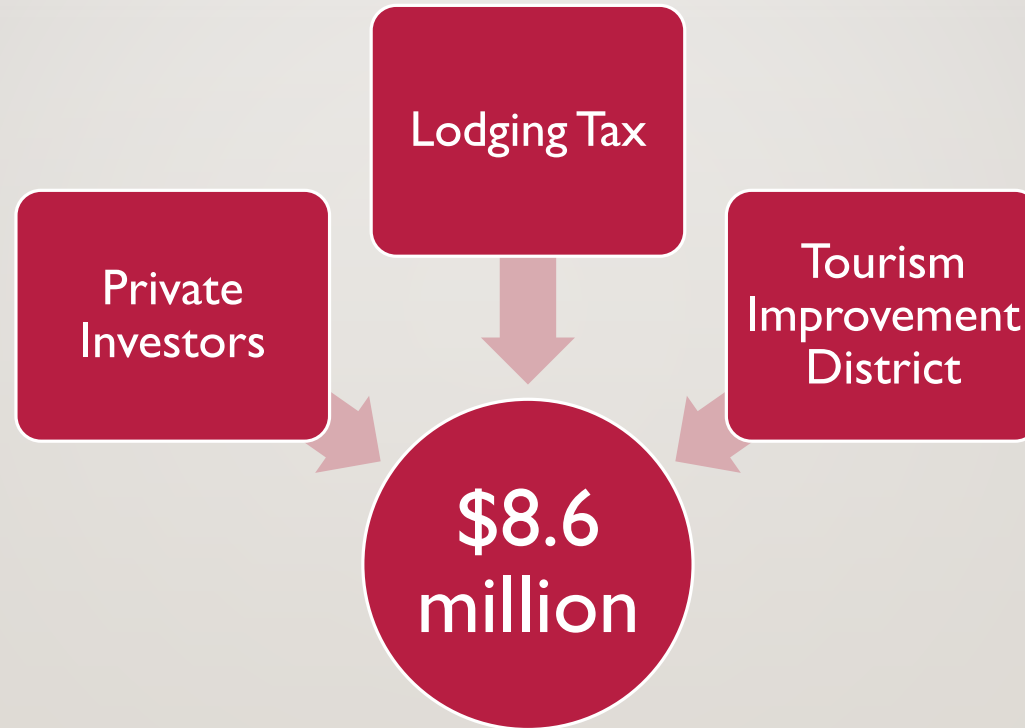
WHAT'S
NEXT?

MOMENTUM CAPITAL CAMPAIGN 2019

A five-year strategy for private investment to recruit and retain top-tier events and entertainment industries.



MOMENTUM 2019: LINKED FOR STABILITY



The ones who see things differently –
they're not fond of rules. You can
quote them, disagree with them,
glorify or vilify them, but the only
thing you can't do is ignore them,
because they **change** things.

– Steve Jobs

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