

FY 2020 Scope of Services

A. Marketing and Communications: Develop and implement a comprehensive marketing and communications plan.

1. Manage a robust and responsive website spotlighting local hospitality industry partners, locally held events, local attractions, and visitor/meeting planner resources.
2. Produce the Annual *Stillwater Visitors Guide* in digital and print formats which shall include a two-page feature spread for City of Stillwater entities and events, including the Stillwater Regional Airport, Lake McMurry, Downtown Stillwater Cultural District, and Downtown Stillwater.
3. Develop and Coordinate the official Stillwater Comprehensive Calendar of Events.
4. Conduct Advertising, Social Media, Promotions, and Public Relations, including:
 - a. Online/Digital Activities
 - b. Offline/Traditional Activities
5. Provide Media Relations and Community Awareness.

B. Meeting and Events Sales: Establish a strong regional and national presence in the meetings and events industry to maximize visitor spending through day and overnight visitors for hotel partners and incremental sales for hospitality industry and business partners.

1. Establish and maintain relationships with meeting and event planners to produce new, and retain existing, business for hotels, meeting and event venues, caterers, and other hospitality industry partners.
2. Participate in regional, state and local industry related tradeshow and sponsor and attend high profile events that will enhance meeting and event planner relationships.
3. Coordinate all elements of event request for proposals including detailed information about the local hospitality industry, availability of facilities and accommodations, local partner options, uniqueness of destination, services provided, and payment of bid fee if required for consideration.
4. Support via sponsorships, grants, and/or on-site services locally held events that attract substantial day or overnight visitors.

5. Establish and maintain relationships with local hospitality industry partners through consistent communication, site visits, hosted events, familiarization tours, and education opportunities.

C. Meetings and Events Client Services: Enhance the meeting and event planner experience through excellent customer service, as a trusted source of community resources as well as reliable and dependable local experts.

1. Build strong relationships with local hospitality industry partners to provide distinct, unique, and extraordinary visitor experiences.
2. Serve as a liaison between meeting and event planners and local hospitality industry partners by providing “one stop shop” services.
3. Conduct Pre-Meeting and Event Services:
 - a. Familiarization Tours or Site Inspections
 - b. Hotel Room Block Coordination to determine availability and rates
 - c. Meeting Facility, Event Venue, Catering, and Transportation Options
 - d. Tours, Special Events, Spouse Programs, Family and Youth Activities
 - e. Local Marketing and Public Relations Assistance
4. Provide On-Site Services:
 - a. *Stillwater Visitor Guides*, Visitor Bags, Promotional Items
 - b. “Welcome” from a local representative or official
 - c. Registration Table or Volunteer Coordination

D. Enhanced Visitor Experiences: Support enhancements to the visitor experience.

1. Operate and Maintain a Stillwater Visitor Information Center and Visitor Information Stands at the:
 - a. Entrance into Stillwater off of I-35: 2617 West 6th Avenue
 - b. Stillwater Regional Airport – Inbound and Outbound Terminals

E. Partner and Industry Relations: Advocate destination enhancing developments.

1. Work with local economic development partners to encourage the formalization of a community-wide strategic master plan that will enhance destination marketing efforts.
2. Maintain a local inventory of available meeting and event facilities and venues.
3. Collect data for destination development opportunities.

4. Support and market local museum, events, and attractions.

F. Destination and Economic Development Partnerships: Elevate the effectiveness and impact of destination marketing as an integral component of local economic development.

1. Assist local economic development partners as an integral component of business recruitment, site selection, expansion, and relocation.
2. Provide market research, trends, impact analysis, visitor spending estimates, and other data to local partners to utilize within their specialized fields of economic development.

G. Administration: Provide managerial, administrative, and fiscal services for strategic planning, operation efficiencies, education, and community-based initiatives and partnerships.

1. Maintain reporting and measurements following industry best practices and as identified by contract with Stillwater Economic Development Authority.