

Tourism - Loving Where You Live

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Shawnee Film & Music Office



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Visit Shawnee

Department of the City of Shawnee - July 2019



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Staff & Contact Info



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Oklahoma's Tourism Organization of the Year



- Website of the Year – VisitShawnee.com Upgrade
- Merit Best Brochure with Budget under \$10,000
- CPN – Oklahoma's Best Event for Balloon Fest
- Consistently the 3rd Most Requested City Brochure at TravelOK.com



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Department of Tourism

- A tourist is someone that travels at least 50 miles or plans to spend at least one night at the destination
- Overnight guests spend about 3X as much money as day-trippers
- The trip needs to provide opportunities for VISITORS to spend money at Shawnee's shops and restaurants - NEW MONEY!
- Promote more guests to Shawnee to grow sales taxes which can be used for the services we - as citizens - enjoy




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Tourism is Different

- Funded by occupancy tax collected by tax-paying lodging properties (Visitors, not residents)
- Most Tourism communication is directed outside Shawnee to grown the \$\$ pie (not just taxes, but good old fashioned business revenues)
- Staff leaves Shawnee to bring guests back




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♥ Pottawatomie County in 2022

- Travel generated \$126.4 Million in direct spending
- Nearly 2,000 people were employed in the travel industry; and
- Travel resulted in \$4.5 Million in local tax revenues
- See: [Travelok.com/tourism-industry](https://www.travelok.com/tourism-industry)

Fun Fact!
Tourism is Oklahoma's 3rd largest industry

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♥ Occupancy Tax

Average Collections by Month over 9 Years (2014-2022)

Month	Percentage
Jan	6%
Feb	7%
Mar	7%
Apr	8%
May	8%
Jun	9%
Jul	10%
Aug	10%
Sep	9%
Oct	8%
Nov	10%
Dec	8%

Collections are one Month behind the Events

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♥ Shawnee Collection by Month & Year

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♥ 2020 Travel Impact by Legislative District

Source: [travelok.com/tourism-industry](https://www.travelok.com/tourism-industry)

District	Name	% District Employment	Travel Ind Employment	Dollars		Taxes			Revenue Per District Household		
				Spending	Earnings	Local Tax	State Tax	Total Taxes	Local	State	Total
SD 13	McCortney	3.7%	1,600	\$85,000,000	\$30,000,000	\$3,800,000	\$4,300,000	\$8.1M	\$120	\$140	\$260
SD 17	Jett	4.9%	1,400	\$74,000,000	\$29,000,000	\$3,400,000	\$3,900,000	\$7.3M	\$120	\$140	\$240
SD 28	Taylor	3.4%	1,100	\$55,000,000	\$20,000,000	\$2,200,000	\$2,500,000	\$4.7M	\$70	\$90	\$160
SENATE	Average	4%	Total 4,100	Total \$214,000,000	Total \$79,000,000	Total \$9,000,000	Total \$11,100,000	Total \$26.6M	Average \$103.33	Average \$123.33	Average \$220
HD 20	Conley	4.2%	700	\$55,000,000	\$18,000,000	\$1,300,000	\$2,700,000	\$4M	\$70	\$330	\$200
HD 26	Kerbs	4.5%	1,100	\$52,000,000	\$21,000,000	\$2,100,000	\$2,600,000	\$4.7M	\$130	\$170	\$300
HD 27	Sterling	5.3%	400	\$27,000,000	\$9,000,000	\$1,000,000	\$1,400,000	\$2.5M	\$60	\$90	\$150
HD 28	Williams	4.3%	600	\$31,000,000	\$12,000,000	\$1,200,000	\$1,600,000	\$2.8M	\$90	\$120	\$210
HOUSE	Average	4.5%	Total 2,800	Total \$165,000,000	Total \$60,000,000	Total \$5,600,000	Total \$8,300,000	Total \$14M	Average \$87.50	Average \$117.50	Average \$215
POTT CO.		5.5%	1,780	\$85,400,000	\$33,800,000	\$3,300,000	\$3,400,000	\$6.7M	\$127	\$130	\$257

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♥ Travel Shows & Direct Sales

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♥ Niche Marketing

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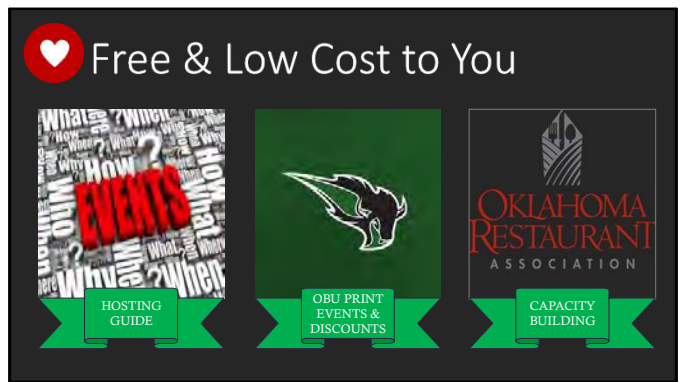
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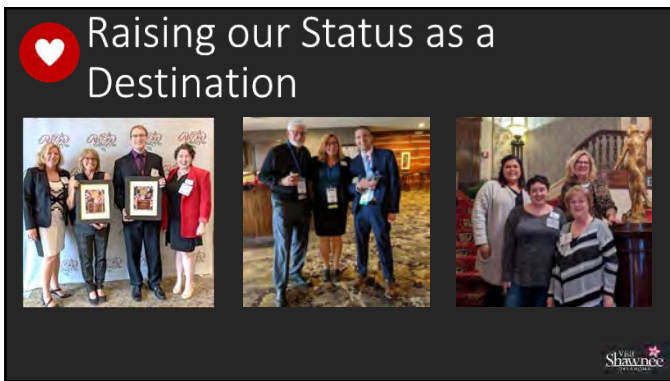
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 **Tourism & The City** (cont.)


Film & Music Office

- Shawnee has a long history with the film industry
 - Southern Winds Film Festival
 - Outsiders Production Company
- Strategic Implementation of Film Recruitment
- Growing across Oklahoma with high budget productions



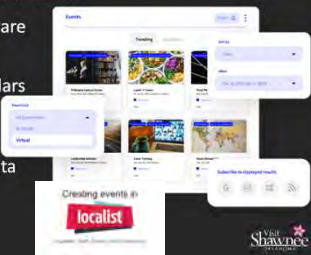





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 **Tourism & The City** (cont.)

Community Event & Activity Calendar

- Event Management & Tracking Software
- All Events are Welcome
- RSS Feeds = One Entry to Two Calendars
- Venue Widget with branded events on their calendars
- Community Partners receive good data on who is interested in their event
- Post event tracking software

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 **What Can I Do to Grow this Industry?**

- Sign up for the newsletter at VisitShawnee.com/Subscribe
- Open and read the newsletter
- If you have front line workers, print off the "Happening this weekend section"
- Attend an event - Buy a ticket - Purchase from an event vendor
- Invite your friends and family to Shawnee
- Send us your RFPs for conferences and meetings. And if you go to training... Let's have the training in the Shawnee area




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VisitShawnee.com/Subscribe



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Thank you! Questions?
 Department of Tourism &
 Shawnee Film & Music Office



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