



**Brad Henry**  
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**Mary Fallin**  
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**Kathryn L. Taylor**  
Secretary of Commerce and Tourism

**Robb Gray**  
Director  
Tourism and Recreation Department

**Hardy Watkins**  
Deputy Director  
Tourism and Recreation Department

**Tina Gilliland, CAE**  
Director  
Travel and Tourism Division

**Krista Townsend**  
Editor  
*Tourism Momentum*

## Important Dates

### Oklahoma Tourism and Recreation Commission Meeting

9:30 a.m.  
February 17, 2005  
OKC Convention & Visitors Bureau  
189 W. Sheridan  
Oklahoma City

### Oklahoma Tourism Promotion Advisory Committee Meeting

10:00 a.m.  
March 10, 2005  
Ackerman McQueen  
Location TBA



# Tourism Momentum

NEWS FOR STAKEHOLDERS IN OKLAHOMA TOURISM

## Tourism Economic Impact Numbers Now Available by Legislative District

In continuing efforts to increase awareness of the economic force of tourism on Oklahoma, the Tourism Department has calculated the economic impact of tourism for each Senate and House district in the state and prepared personalized data sheets using these impressive numbers for each legislator.

On Monday, Jan. 31, the department hand-delivered these data sheets in packets containing a sample of the state's major tourism promotion brochures and a copy of *Oklahoma Today* magazine to every legislator at the State Capitol.

Members of the Oklahoma Travel Industry Association, Oklahoma Hotel & Lodging Association and Oklahoma Restaurant Association and individuals involved in the state's tourism industry may utilize

these data sheets which include total tourism expenditures, tourism supported payroll and jobs and tourism generated local tax receipts for the respective legislator's district.

Tourism is big business for our state; generating about \$4 billion per year and contributing \$321 million directly to local and state tax coffers. In terms of jobs, the tourism industry employs about 70,000 Oklahomans. This is an industry that benefits every county in the state - a fact the economic impact numbers by legislative district definitely prove.

The Travel & Tourism Division can provide you with a copy of the tourism economic impact numbers for your Senate and House districts to discuss with your legislators. Please contact Mequeal Caldwell at 405/521-3981 or [Mequeal@TravelOK.com](mailto:Mequeal@TravelOK.com)

## Industry Invited to "Morning Buzz" Sessions

The Tourism Department is hosting a series of discussion meetings throughout the state to learn about new tourism developments and the issues important to those involved in the state's tourism industry.

"With the 'Tourism Morning Buzz' sessions, we are striving to truly create a casual environment that fosters open, candid dialogue and creative ideas," said Tina Gilliland, director of the Travel and Tourism Division. "The goal is to share information and formulate action steps designed to help our industry reach its potential. Everyone involved in Oklahoma's tourism industry is invited to gather around the table for some informal, productive discussion."

Beginning Mar. 1, "Tourism Morning

Buzz" meetings will be held on Tuesday mornings from 10 a.m. to noon on the dates and in the communities listed below. Morning beverages and refreshments will be served. Industry members are encouraged to attend any of the five sessions based on their schedules or locations.

### Sites and dates include:

- Mar. 1 - McAlester
- Mar. 8 - Tulsa
- Mar. 22 - Lawton
- Mar. 29 - Oklahoma City
- Apr. 5 - Woodward

The actual meeting location in each city will be determined by the number of

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**KFOR-TV  
Channel 4, OKC  
For the Weekend  
4:30 pm Each Thursday**

Catch Tourism Deputy Director Hardy Watkins at 4:30 p.m. each Thursday on "For the Weekend" with Linda Cavanaugh for the latest information on events throughout Oklahoma.

**February 10  
Visit to Cheyenne**

- Ivy Rose Bed & Breakfast
- The Village Within
- Coyote Hills Guest Ranch

**February 17**

- Skelly Lodge—Catoosa
- Be-Mar Tiny Chapel—Bixby
- Mrs. DeHaven's 100-Year-Old Flower Shop—Tulsa
- Ideas in Ice—OKC

**February 24**

- Horseshoe Museum—Sulphur
- Keystone State Park—Sand Springs
- Sam Noble Falconry Exhibit—Norman

## Todd Stallbaumer Named Travel Development Manager

Todd Stallbaumer has been named Travel Development Manager for the Travel & Tourism Division.

Stallbaumer brings nine years of tourism industry experience to the position responsible for overseeing Oklahoma's direct sales and promotional efforts for selected consumer and group markets. Most recently, Stallbaumer served for five years as a tourism specialist for Kaleo Tours, a division of Time Lines LLC in Oklahoma City. He has also held the positions of tourism director for the Lawton/Ft. Sill and Chickasha Chambers of Commerce.



Todd Stallbaumer

Stallbaumer moves into the travel development manager

position formerly held by Barbie Elder. Elder, who has more than 24 years experience with the Oklahoma Tourism & Recreation Department, has been named Destination Development Manager. In her new role, Elder will work with Oklahoma attractions and communities to help them realize their potential as viable and sustainable destinations for individual travelers and groups.

"Todd's extensive experience in the tourism industry, combined with his enthusiasm and knowledge of the state's attractions, make him a wonderful asset to the department and our customers," said Tina Gilliland, director of Travel & Tourism. "Oklahoma has so much variety and untapped potential to offer tour operators and group leaders. We anticipate great momentum will be generated with Barbie's efforts dedicated to destination development and Todd's focus on building our current customer base and cultivating new opportunities."

## Discover Oklahoma Explores Ethnic Food, Trout Fishing

Each Sunday learn more about Oklahoma by picking up the *Destinations* section of *The Oklahoman*. OTRD's weekly "Discover Oklahoma" column features information on exciting places and events across Oklahoma.

Like it hot and spicy? Then read up on our ethnic

restaurant reviews in the Feb. 13 edition.

And if you like nothing better than fishing on your day off, or any time for that matter, our article on trout fishing in the Feb. 20 edition is sure to "catch" your interest.



Pick up the Feb. 6 edition to discover the excitement of the brand new Cherokee Casino in the Tulsa/Catoosa area.

## Chickasaw Nation Breaks Ground

Oklahoma's Chickasaw Nation recently broke ground on a new cultural center on 110 acres near Sulphur and the Chickasaw National Recreation Area. The site will feature an outdoor amphitheater, demonstration village, and space for traditional ceremonies. Indoor space encompassing more than 125,000 square feet will include theaters, exhibits, art galleries and a library. (*MuseNews*, Oklahoma Museums Association)



## Oklahoma Today Launches New Web Site

*Oklahoma Today* magazine recently launched its new Web site.

The Web site features excerpts and a table of contents from current issues, a way to view or order back or special issues, an online store and events calendar, as well as the ability to subscribe online, among other features.

"*Oklahoma Today* has been online since 1997,

but our site had become outdated," explained *Oklahoma Today* Publisher, Joan Henderson. "With pull down menus and a top notch shopping cart, the new design is far easier to use. Michael Brown, the OTRD webmaster, has provided us with handy templates so we can update it ourselves as often as necessary. We plan to provide more web-only

content, including a searchable index, in the near future."

*Oklahoma Today* is a general interest consumer magazine that focuses on the art, culture, history, people, and places of Oklahoma. The magazine is published bi-monthly in January, March, May, July, September and November. Check out the new site at [www.oklahomatoday.com](http://www.oklahomatoday.com).

## Kudos to Oklahoma Businesses

### Days Inn Wins Award

Despite opening shortly after 9/11 and then surviving the I-40 bridge collapse, the Days Inn & Suites in Poteau has still managed to maintain quality service and high standards. The hotel was recently recognized with the 2004 Best Days Inn Hotel (Under 75 Rooms) Award. Presented by Days Inn Worldwide, Inc., the award is presented to one hotel for quality and service.

Other awards the hotel has received include: Best New Days Inn in 2002; Chairman's Award for Quality in 2002, 2003 and 2004; State and Regional Employee Customer Service Awards in 2002, 2003, and 2004.

### Metcalfe Museum Receives Designation

The Metcalfe Museum in Durham has been designated a "We the People" project by the National Endowment for the Humanities for its 2005 Pres-

ervation Assistance Project. The goal of We the People is to encourage and strengthen the teaching, study and understanding of American history and culture through the support of projects that explore significant events and themes in our nation's history and culture, and that advance knowledge of the principles that define America.

### Tulsa Zoo Wins Top Honor

Tulsa Zoo was crowned "King of the Jungle" when it was named as the winner of the "Zoo Tycoon 2" America's Favorite Zoo contest sponsored by Microsoft Game Studios. Competition for the title was stiff, with the Tulsa Zoo originally competing against 50 other zoos from across the U.S.

The zoo now bears the title of America's Favorite Zoo and received a \$25,000 grant. Zoo officials plan to utilize the



grant to improve the alligator exhibit located inside the zoo's Southern Lowlands building.

## Movie to Film in OK

The Oklahoma Film and Music Office, in conjunction with Wisteria Cottage LLC, has announced a new movie project will be filmed in and around the towns of Guthrie and Pawhuska.

According to Jill Simpson, director of the film and music office, *Wisteria: The Story of Albert Fish* is a 1920s true crime drama set in New York that will be filmed exclusively in Oklahoma beginning in early April.

Location filming was originally slated for Alabama, but Brett Cranford, a Tecumseh native, convinced the group to investigate Oklahoma. Cranford said Guthrie has been very accommodating.



## Discover Oklahoma Television Show

Catch *Discover Oklahoma* at 6:30 p.m. Saturdays on KWTW-9 in Oklahoma City, KOTV-6 in Tulsa, and KSWO-7 in Lawton. Highlights for the February episodes of *Discover Oklahoma* include:

### February 12

Wedding show featuring Coles Garden in OKC; Quartz Mountain Lodge in Lone Grove; Robbers Cave State Park in Wilburton; Myriad Gardens in OKC; Skelly Lodge in Catoosa; Mrs. DeHaven's Flower Shop in Tulsa; Be-Mar Tiny Chapel in Bixby.

### February 19

Ivy Rose Bed & Breakfast and Village Within, both in Cheyenne; Brady Street artists in Tulsa.

### February 26

Trails show highlighting hiking at Greenleaf State Park in Braggs; Martin Nature Park in Oklahoma City; Gruber Recreation Area in Muskogee; Washington Irving Museum in Stillwater; Harold Miller Auto Tour in Cherokee; and promotion of the new Trails Guide published by OTRD.

Above-listed topics are subject to change. Send story ideas to Angie Hanson at 405-522-3935, or via email at [Angie@TravelOK.com](mailto:Angie@TravelOK.com).

## Conferences Focus on Community, Economic Development

### Conference to Focus on Community Renewal

The Oklahoma Community Institute invites you to attend their Sixth Annual Conversations on Community Renewal Conference March 29 – 30, 2005 at the Reed Conference Center in Midwest City.

During the conference, attendees can participate in active discussions and thoughtful exchanges among leaders and community members. The conference will give participants an opportunity to share insights and challenges, as well as ask questions and request help and support from others.

Topics to be covered include keeping Oklahoma graduates in Oklahoma and "Thinking Outside the Jar" – a session that will be

conducted by Stewart Kennedy, inventor of the peanut butter slice and believer in creative problem solving.

For more information about the conference or to register, visit [www.ocionline.org](http://www.ocionline.org), call 405-815-5191 or email [ok-com@ocionline.org](mailto:ok-com@ocionline.org).

### Seminar to Address Creative Economies

Interested in economic and cultural development? Then take advantage of an excellent opportunity to learn more about cultural-based, creative economies during a seminar from 3:30 p.m. to 5 p.m., March 30 at the Reed Conference Center in Midwest City.

Speaker Becky Anderson, founder and executive director of Hand-Made In America, Inc., will discuss strategies for developing creative economies through the industries

of arts and tourism. Anderson has 30 years of experience in economic, community and tourism development, and 10 years specializing in community cultural development. In 2000, U.S. News & World Report named Anderson as one of America's top 20 visionaries for her work in community and civic development.

The seminar, sponsored by the Oklahoma Arts Council, Eastern Oklahoma State College, and the Oklahoma Community Institute, will directly follow the Oklahoma Community Institute's sixth annual conference, "Conversations on Community Renewal."

For more information, contact Georgia Williams at email address [Georgia@arts.ok.gov](mailto:Georgia@arts.ok.gov). Registration is not required for this seminar.

## Fina Joins OTRD as Public Information Officer

Mike Fina, the new OTRD Public Information Officer, comes to the agency from the Oklahoma State Legislature where he served as the Press Secretary for former House Speaker Larry E. Adair. Prior to that, Mike was the deputy communications director for the House of Representatives. He worked five years on the House staff.

Mike was born and raised in Piedmont and resides there currently. He received his undergraduate degree in communications from Southwest Texas State University in San Marcos. While in school he served on the



Mike Fina

San Marcos Parks and Recreation Board.

Mike explained that his long-range goal for the agency's communications is to create a more cohesive internal and external communications strategy that will highlight all the varied aspects of the OTRD.

## Chambers, CVBs Asked to Check RV Guide Listings

The Oklahoma Tourism and Recreation Department is currently working on the 2005-2006 Oklahoma Guide to RV Parks, Lakes and Campgrounds. We want to make sure every community, including yours, is fully represented. Please pick up a copy of the current 2004 guide and review it for the following:

- Are all the RV parks, lakes and campgrounds in your city/area listed? If so, check the listing to make sure the description is accurate.
- If a property is not listed, please make sure their information is forwarded to our department.
- Watch your mail box. We will be sending out a letter

and a sheet giving you an opportunity to make changes to your listing. We are requesting that all changes be made in writing. You can send them one of three ways:

- E-Mail: [Angie@TravelOK.com](mailto:Angie@TravelOK.com)
- Fax: 405-521-3992 Attn: Angie Hanson
- Mail to: Oklahoma Department of Tourism & Recreation Attn: Angie Hanson P.O. Box 52002 Oklahoma City, OK 73152-2002

If you have any questions about your listing, please contact Angie Hanson at 405-522-3935.

## Seeking Tourism Public Relations Professionals

The Public Relations Section of the Travel and Tourism Division is compiling a list of the public relations contacts for attractions, convention and visitors bureaus, chambers of commerce and other tourism-related organizations around the state. Our goal is to create a public relations contact e-mail "blast" list to enable the immediate sharing of media leads and other important information throughout the tourism industry.

Following are the guidelines:

- Only send contact information for the person(s) responsible for public relations and/or handling media requests for your organization.
- Please e-mail the public relations contact name(s), title, organization name, phone number and e-mail address to Angie Hanson at [Angie@TravelOK.com](mailto:Angie@TravelOK.com).
- The department will not share the PR contact information with other entities without your permission.

## "Morning Buzz" (Cont'd from p. 1)

people who RSVP to attend.

If you plan to attend one of the sessions, please send your name, affiliation, mailing address, phone number, e-mail address and the date of the session you want to attend to Mequeal Caldwell in the Travel & Tourism Division; [Mequeal@TravelOK.com](mailto:Mequeal@TravelOK.com) or by phone at 405-521-3981. When we have established the specific locations in each city, we will let you know where the meetings will be held.

## Tourism Spring Ad Campaign Hits Full-Force in February

Beginning Feb. 28 through early-June, residents of Dallas/Ft. Worth and Kansas City will see high energy, dramatic television ads encouraging them to vacation in Oklahoma. The ads are part of the tourism department's multi-media spring advertising campaign that includes a mix of television, Internet, consumer and trade magazines, regional newspapers, billboards and direct mail. The total spring media budget is \$2,187,298.

Television ads will run Mar. 14 through the end of May in Oklahoma City, Tulsa, Amarillo, Ft. Smith, Joplin, Little Rock, Springfield, Wichita, Sherman-Ada and Wichita Falls/Lawton.

According to two recent independent advertising effectiveness studies, leads generated by Oklahoma's tourism advertising have increased more than 50

percent since 2000. During the same period, return on investment for tourism advertising has experienced a dramatic increase of 97 percent with every \$1 spent on tourism advertising returning \$12.30 in revenue to the state's economy. Total economic impact attributed to tourism marketing has increased 52 percent to \$24.9 million.

"This campaign is extremely high energy and is sure to grab the attention of viewers. It is designed to build on the tremendous success of the 2004 campaign which achieved outstanding results on every level - from response numbers to conversion," said Hardy Watkins, deputy director of the Oklahoma Tourism Department. "The commercials will again highlight the best of Oklahoma tourism under the "OklaCool," "OklaGrand" and "OklaSoul" headings."

## Travel Development in the Midst of "Show Season"

Travel & Tourism's Travel Development section is in the middle of their busiest "show season," exhibiting at a variety of travel and trade shows across the region and country.

Todd Stallbaumer, travel development manager, is currently in Chicago for the American Bus Association Conference until Feb. 10.

From Feb. 10-13, Sandi Lomonaco, travel sales coordinator, will be at the Bank-Travel Conference in Biloxi/Gulfport, MS to meet with group leaders from the banking industry across the U.S.

Charlie Waller, consumer travel show coordinator, along with Lomonaco, will be heading to Wichita, KS on Feb. 16 to exhibit at the Kansas Sports Boat & Travel Show.

From Feb. 18-20, Waller will head to Ft. Worth, TX to exhibit at a Vacation Leisure and Outdoor Show.

For more information on any of the conferences listed, please contact Sandi Lomonaco at 405-522-0654 or email at [Sandi@TravelOK.com](mailto:Sandi@TravelOK.com).

## Be Sure to "Save the Date"

The 2005 Governor's Conference on Tourism is set for Oct. 3-4, 2005 at the Renaissance Hotel in Tulsa.

Please watch future issues of *Tourism Momentum* for

more details as they become available.

