



AGENDA

Durant Tourism Economic Development Authority
Tuesday, November 29, 2022 | 3:00 p.m.
Durant City Hall – Roscoe J. Hatfield Council Chambers
300 W Evergreen • Durant, OK74701

CALL TO ORDER

INVOCATION/FLAG SALUTE

ROLL CALL

ORDER OF BUSINESS

- 1) Discuss and Consider Approval of Minutes - October 25, 2022, Regular Meeting Minutes
- 2) Review of Financial Reports - October 2022
- 3) Discuss and Consider Approval of Contracting a Discover Durant Advertisement on Local Hotel Information Channels in Local Hotels
- 4) Discuss and Consider Approval of New DTEDA Bank Account
- 5) Discuss and Consider Approval of Sidekick Marketing Commercial Lump Sum Payment
- 6) Grant Wrap-Up Report - Semple Family Museum Spirit of the Hawk Gala Hall of Fame Ceremony
- 7) Informational Items
 - a. Durant Area Chamber of Commerce Activity/Marketing Report
 - b. Report from Choctaw Nation Tourism Department
- 8) New Business

ADJOURNMENT

Posted on Durant City Hall Bulletin Board & Durant Area Chamber of Commerce
by November 25, 2022, at 3:00 p.m.

PLEASE BRING YOUR PACKETS TO THE MEETING

The Durant Tourism Economic Development Trust Authority encourages participation from all its citizens. If participation at any public meeting is not possible due to a disability, notification to the City Clerk at least 48 hours prior to the scheduled meeting is encouraged to make the necessary accommodations. The Durant Industrial Authority may waive the 48-hour rule if signing is the necessary accommodation.

MINUTES OF THE REGULAR MEETING OF THE DURANT TOURISM ECONOMIC DEVELOPMENT AUTHORITY ON OCTOBER 25, 2022, AT 3:00 PM IN THE ROSCOE J. HATFIELD COUNCIL CHAMBERS, 300 WEST EVERGREEN ST, DURANT, OKLAHOMA

Full Board Meeting Can Be Viewed At: [\(DTEDA Meeting 10/25/2022\)](#)

CALL TO ORDER

Chairman Sherrer called the meeting to order at 3:04 PM

INVOCATION/FLAG SALUTE

Trustee Thorpe provided the invocation. Trustee Anthony led the flag salute.

ROLL CALL

Present: Trustee Anthony, Trustee Thorpe, Trustee Shattuck, Trustee Reed, and Chairman Sherrer

Absent: Trustee Calhoun and Vice-Chairman Walker

TRUSTEE REED DECLARED A QUORUM PRESENT

ORDER OF BUSINESS

1. Grant Wrap-Up Report - DHS Softball Booster Club Tournament

Lindsay Knight reported that this was the 19th Annual Tournament. They hosted over 250 players that participated in the three day tournament. The Booster Club partnered with Imagine Durant to host Movie Night as well which was all a great success.

2. Discuss and Consider Approval of Christmas Lighting Ceremony and Holiday Decor

[Presented by Ryan Brewer, Parks and Recreation Manager for City of Durant]

APPROVED

A motion was made by Trustee Anthony to approve a grant of \$10,000 to improve the Christmas Lighting and Holiday Decor. The motion passed with the following vote:

Ayes: Anthony, Reed, Shattuck, Sherrer, Thorpe

3. Discuss and Consider Approval of Minutes - September 27, 2022, Regular Meeting Minutes

APPROVED

A motion was made by Trustee Reed to approve the September 27, 2022 Regular Meeting Minutes as presented. Seconded by Trustee Anthony. The motion passed with the following vote:

Ayes: Anthony, Reed, Shattuck, Sherrer, Thorpe

4. Discuss and Consider Approval of Minutes - October 4, 2022, Special Meeting Minutes

APPROVED

A motion was made by Trustee Reed to approve the October 4, 2022 Special Meeting Minutes as presented. Seconded by Trustee Anthony. The motion passed with the following vote:

Ayes: Anthony, Reed, Shattuck, Sherrer, Thorpe

5. Review of Financial Reports – October 2022

The authority reviewed the October 2022 financial reports included in the board packet. Trustee Shattuck reported that occupancy in August is typically lower, but the Authority is still collecting taxes well above projections.

6. Informational Items

The Authority reviewed the following informational items included in the November 29, 2022 DTEDA packet.

- A. Durant Area Chamber of Commerce Activity/Marketing Report
- B. DTEDA Bank Account Update
- C. Report from Choctaw Nation Tourism Department

APPROVED

7. New Business

No New Business

ADJOURNMENT

A motion was made by Trustee Thorpe and seconded by Trustee Anthony to adjourn the meeting. The motion passed with the following vote:

Ayes: Anthony, Reed, Shattuck, Sherrer, Thorpe



Durant, OK

Balance Sheet

Account Summary

As Of 10/31/2022

Account	Name	Balance	
Fund: 125 - 5% LODGING TOURISM TAX			
Assets			
125-000-102-0000	CLAIM ON POOLED CASH	774,103.67	
125-000-133-1000	DUE FROM TOURISM FUND	39,808.00	
	Total Assets:	813,911.67	813,911.67
Liability			
	Total Liability:	0.00	
Equity			
125-000-271-0000	FUND BALANCE	908,758.77	
	Total Beginning Equity:	908,758.77	
Total Revenue		169,287.22	
Total Expense		264,134.32	
Revenues Over/Under Expenses		-94,847.10	
	Total Equity and Current Surplus (Deficit):	813,911.67	
	Total Liabilities, Equity and Current Surplus (Deficit):		813,911.67

City of Durant, Oklahoma

Yearly History Report - 5% Lodging Tax Revenue

	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	Single Month Period
July	\$0	\$30,805	\$36,925	\$19,259	\$39,808	\$41,758.99	July
August	\$0	\$56,328	\$40,836	\$30,070	\$44,825	\$42,580.08	August
September	\$37,971	\$37,998	\$44,174	\$29,973	\$48,358	\$43,873.83	September
October	\$43,423	\$33,042	\$37,767	\$31,425	\$40,307	\$39,981.58	October
November	\$39,261	\$25,137	\$34,450	\$30,539	\$34,835	\$37,554.08	November
December	\$35,990	\$36,342	\$36,760	\$30,209	\$33,161		December
January	\$35,065	\$31,248	\$34,684	\$25,955	\$32,137		January
February	\$41,008	\$29,871	\$32,944	\$23,887	\$29,981		February
March	\$29,722	\$30,714	\$35,157	\$25,284	\$30,202		March
April	\$37,876	\$27,630	\$33,048	\$29,161	\$30,886		April
May	\$30,622	\$33,318	\$22,017	\$37,922	\$38,058		May
June	\$27,592	\$34,022	\$13,295	\$38,769	\$35,516		June
Total	\$358,531	\$406,456	\$402,057	\$352,454	\$438,074	\$205,748.56	
FY Monthly Average	\$29,878	\$33,871	\$33,505	\$29,371	\$36,506	\$41,149.71	
% change from prior yr.	N/A	-13.39%	-1.08%	-12.34%	24.29%	3.90%	
\$ change from prior yr.		(\$39,207)	(\$4,399)	(\$49,603)	\$85,620	\$16,368	

City of Durant, Oklahoma
5% Lodging & Tourism Tax - Unaudited

Monthly Revenue and Expense Report
Oct. 31, 2022 -33.33% of Fiscal Year Lapsed

	Current Period	Year-To-Date Actual	Current FY22/23 Budget	% of Budget Y-T-D
BEGINNING BALANCE			438,067.00	49.22%
Lodging Tax Transfer In	39,981.58	168,383.37	450,000.00	50.56%
Interest Earnings	0.00	903.85	2,000.00	0.22%
Total Revenues	39,981.58	169,287.22	890,067.00	100.00%

Professional Services				
Legal Fees	2,920.00	2,920.00	7,500.00	0.84%
Prorated Audit Fees	44.67	69.80	1,090.00	0.12%
TOTAL PROFESSIONAL SERVICES	2,964.67	2,989.80	8,590.00	0.97%

Contractual Expenditures				
Advertising-Publications			65,000.00	7.30%
Contract Labor	35,000.00	75,500.00	264,000.00	29.66%
Promotions/Adv./Sponsr	19,234.84	133,204.84	180,000.00	20.22%
TOTAL CONTRACTUAL EXPENDITURES	54,234.84	208,704.84	509,000.00	57.19%

Other Expenses				
Fund Reserve			235,658.00	26.48%
Grants	10,000.00	55,000.00	120,000.00	13.48%
Event Boards			2,000.00	0.22%
IT Service Fees	1,234.92	4,939.68	14,819.00	1.66%
TOTAL OTHER EXPENSES	11,234.92	59,939.68	372,477.00	41.85%

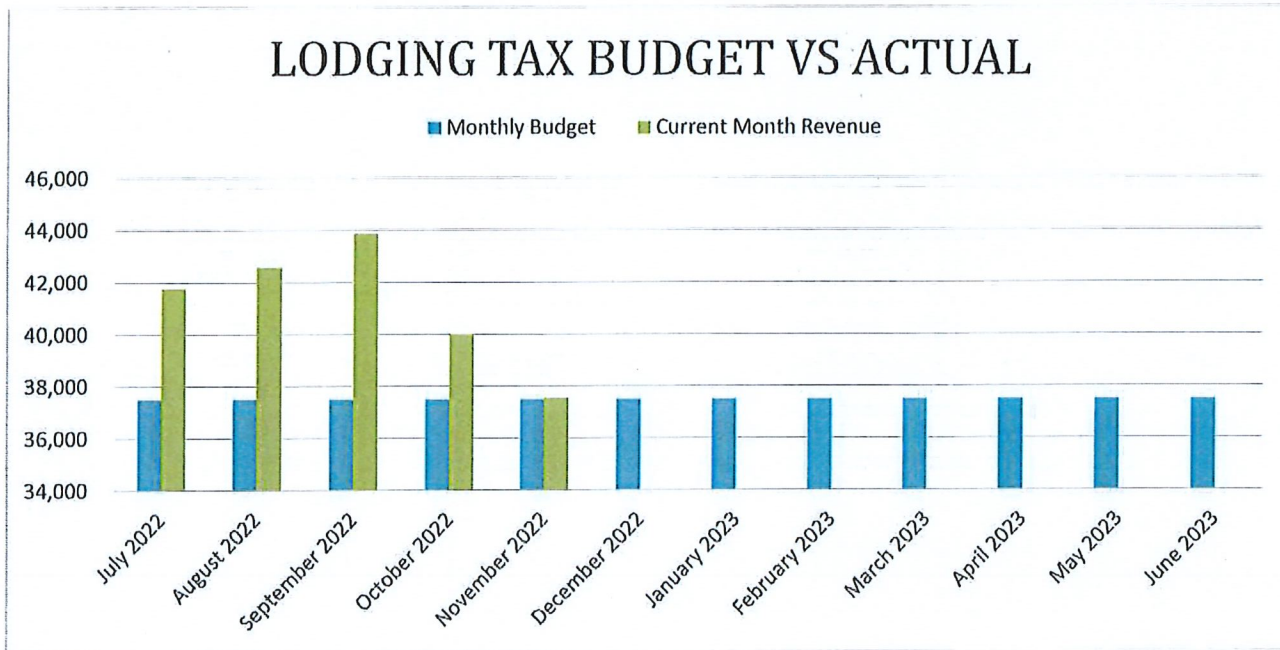
Total Expenditures	68,434.43	271,634.32	890,067.00	100.00%
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FUND BALANCE AVAILABLE FOR BUDGET-UNAUDITED AT 07-31-2022	254,350.0	This is the remaining fund that exclude FY 22-23 Budget, include the roll over from last year unuse budget
FUND BALANCE AVAILABLE FOR BUDGET-AT 6-30-2022 (UNAUDITED)	908,759	

LODGING TAX REVENUE **BUDGET VS ACTUAL**

41.67%

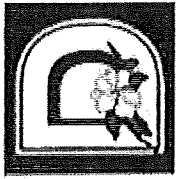
	Monthly Budget	Current Month Revenue	Y-T-D Revenue	% of Budget
July 2022	37,500	41,759	41,758.99	9.28%
August 2022	37,500	42,580	84,339.07	18.74%
September 2022	37,500	43,874	128,212.90	28.49%
October 2022	37,500	39,982	168,194.48	37.38%
November 2022	37,500	37,554	205,748.56	45.72%
December 2022	37,500			
January 2023	37,500			
February 2023	37,500			
March 2023	37,500			
April 2023	37,500			
May 2023	37,500			
June 2023	37,500			
	450,000.00	205,748.56		



Income Statement

For Fiscal: 2022-2023 Period Ending: 10/31/2022

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	YTD Activity + Encumbrances	Budget Remaining
Fund: 125 - 5% LODGING TOURISM TAX							
RevDepartment: 000 - 000							
125-000-301-1000	BEGINNING BALANCE	438,067.00	438,067.00	0.00	0.00	0.00	438,067.00
125-000-361-0000	TRANSFER IN - LODGING TAX FUND	450,000.00	450,000.00	39,981.58	168,383.37	168,383.37	281,616.63
125-000-361-1000	INTEREST EARNINGS REVENUE	2,000.00	2,000.00	0.00	903.85	903.85	1,096.15
RevDepartment: 000 - 000 Total:		890,067.00	890,067.00	39,981.58	169,287.22	169,287.22	720,779.78
Department: 070 - 5% LODGING TOURISM TAX							
ExpCategory: 520 - PROFESSIONAL SERVICES							
125-070-520-2130	PRORATED AUDIT FEES	1,090.00	1,090.00	44.67	69.80	959.50	130.50
ExpCategory: 520 - PROFESSIONAL SERVICES Total:		1,090.00	1,090.00	44.67	69.80	959.50	130.50
ExpCategory: 530 - CONTRACTUAL							
125-070-530-3038	ADVERTISING	65,000.00	65,000.00	0.00	0.00	13,500.00	51,500.00
125-070-530-3051	CONTRACT LABOR	162,000.00	264,000.00	35,000.00	75,500.00	188,000.00	76,000.00
125-070-530-3332	LEGAL FEES	7,500.00	7,500.00	2,920.00	2,920.00	2,920.00	4,580.00
125-070-530-3474	PROMOTIONS/ADVERTISING/SPONS	180,000.00	180,000.00	19,234.84	133,204.84	133,204.84	46,795.16
ExpCategory: 530 - CONTRACTUAL Total:		414,500.00	516,500.00	57,154.84	211,624.84	337,624.84	178,875.16
ExpCategory: 550 - MATERIALS/SUPPLIES/MAINT/SM TOOLS							
125-070-550-5820	EVENT BOARDS	2,000.00	2,000.00	0.00	0.00	0.00	2,000.00
ExpCategory: 550 - MATERIALS/SUPPLIES/MAINT/SM TOOLS Total:		2,000.00	2,000.00	0.00	0.00	0.00	2,000.00
ExpCategory: 570 - MISCELLANEOUS							
125-070-570-7017	GRANTS	120,000.00	120,000.00	10,000.00	55,000.00	55,000.00	65,000.00
125-070-570-7220	I.T. SERVICE FEES	14,819.00	14,819.00	1,234.92	4,939.68	4,939.68	9,879.32
125-070-570-7800	FUND RESERVE	337,658.00	235,658.00	0.00	0.00	0.00	235,658.00
ExpCategory: 570 - MISCELLANEOUS Total:		472,477.00	370,477.00	11,234.92	59,939.68	59,939.68	310,537.32
Department: 070 - 5% LODGING TOURISM TAX Total:		890,067.00	890,067.00	68,434.43	271,634.32	398,524.02	491,542.98
Fund: 125 - 5% LODGING TOURISM TAX Surplus (Deficit):		0.00	0.00	-28,452.85	-102,347.10	-229,236.80	229,236.80



Durant, OK

Detail Report Account Detail

Date Range: 10/01/2022 - 10/31/2022

Account	Name	Beginning Balance	Total Activity	Total Debits	Total Credits	Ending Balance
Fund: 125 - 5% LODGING TOURISM TAX						
125-070-530-2130 PRORATED AUDIT FEES						
Post Date	Packet Number	Source Transaction	Description			
10/26/2022	POPKT01295	16340	AUDIT PREPARATION			
		Payment Number: 191822				
Vendor						
		000944 - CRAWFORD & ASSOCIATES PC		44.67	0.00	69.80
		000944 - CRAWFORD & ASSOCIATES PC		44.67		69.80
Activity for October, 2022:				44.67	0.00	44.67
125-070-530-3038 ADVERTISING						
				0.00	0.00	0.00
125-070-530-3050 PUBLIC RELATIONS						
				0.00	0.00	0.00
125-070-530-3051 CONTRACT LABOR						
Post Date	Packet Number	Source Transaction	Description			
10/07/2022	GLPKT01938	26857	SERVICE FEES REIMBURSEMENT			
10/31/2022	GLPKT01938	26885	BUDGET TRANSFERS MONTHLY TRANSFER J			
10/31/2022	GLPKT01938	26885	BUDGET TRANSFERS MONTHLY TRANSFER A			
10/31/2022	GLPKT01938	26885	BUDGET TRANSFERS MONTHLY TRANSFER S			
10/31/2022	GLPKT01938	26885	BUDGET TRANSFERS MONTHLY TRANSFER O			
				35,000.00	0.00	75,500.00
Vendor						
		40,500.00		35,000.00		
				Debits	Credits	Running Balance
				1,000.00		41,500.00
				8,500.00		50,000.00
				8,500.00		58,500.00
				8,500.00		67,000.00
				8,500.00		75,500.00
Activity for October, 2022:				35,000.00	0.00	35,000.00
125-070-530-3332 LEGAL FEES						
Post Date	Packet Number	Source Transaction	Description			
10/20/2022	POPKT01253	9-2-22	DTEDA LEGAL SERVICES			
		Payment Number: 191772				
Vendor						
		006421 - PEDRAZA LAW FIRM PLLC		2,920.00	0.00	2,920.00
		006421 - PEDRAZA LAW FIRM PLLC		2,920.00		
Activity for October, 2022:				2,920.00	0.00	2,920.00
125-070-530-3474 PROMOTIONS/ADVERTISING/SPONSOR						
Post Date	Packet Number	Source Transaction	Description			
10/07/2022	POPKT01209	26598	PRODUCTION AND INSTALL OF NEW VINYL F			
		Payment Number: 191662				
		006168 - BIG TIME BILLBOARDS		4,600.00		
Activity for October, 2022:				19,234.84	0.00	133,204.84
Vendor						
		006168 - BIG TIME BILLBOARDS		4,600.00		
		006168 - BIG TIME BILLBOARDS		1,834.84		
		005890 - CHOCTAW PRINT SERVICES				
		005890 - CHOCTAW PRINT SERVICES				
		005276 - BOBBY G BREWER II		800.00		
		005276 - BOBBY G BREWER II				
Activity for October, 2022:				120,404.84	0.00	121,204.84
Vendor						
		005276 - BOBBY G BREWER II				
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Detail Report

				Date Range: 10/01/2022 - 10/31/2022			
Account	Name	Beginning Balance	Total Activity	Total Debits	Total Credits	Ending Balance	
125-070-550-3474	PROMOTIONS/ADVERTISING/SPONSOR - Continued	113,970.00	19,234.84	19,234.84	0.00	133,204.84	
Post Date	Packet Number	Source Transaction	Description	Debits	Credits	Running Balance	
10/20/2022	POPKT01253	INV-008280	DISCOVER DURANT TV COMMERCIAL	12,000.00		133,204.84	
Payment Number: 191760		006249 - MARKETING TECHS					
		Activity for October, 2022:					
125-070-550-5820	EVENT BOARDS	0.00	0.00	0.00	0.00	0.00	
125-070-570-7003	CONFERENCE SHOWS	0.00	0.00	0.00	0.00	0.00	
125-070-570-7017	GRANTS	45,000.00	10,000.00	10,000.00	0.00	55,000.00	
Post Date	Packet Number	Source Transaction	Description	Debits	Credits	Running Balance	
10/20/2022	POPKT01253	10162022-1	2022 POWWOW GRANT AWARD	10,000.00		55,000.00	
Payment Number: 191741		6562 - CHOCTAW NATION OF OKLAHOMA					
		Activity for October, 2022:					
125-070-570-7045	OTHER PROJECTS	0.00	0.00	0.00	0.00	0.00	
125-070-570-7055	SPECIAL PROJECTS	0.00	0.00	0.00	0.00	0.00	
125-070-570-7059	TRUSTEE RELATED EXPENSES	0.00	0.00	0.00	0.00	0.00	
125-070-570-7220	I.T. SERVICE FEES	3,704.76	1,234.92	1,234.92	0.00	4,939.68	
Post Date	Packet Number	Source Transaction	Description	Debits	Credits	Running Balance	
10/31/2022	GLPKT01938	26901	IT DEPT SERVICE FEES	1,234.92		4,939.68	
		Activity for October, 2022:					
125-070-570-7800	FUND RESERVE	0.00	0.00	0.00	0.00	0.00	
		Total Fund: 125 - 5% LODGING TOURISM TAX:					
		203,199.89	68,434.43	68,434.43	0.00	271,634.32	
		Grand Totals:					
		203,199.89	68,434.43	68,434.43	0.00	271,634.32	

Funds Balance Estimation 10/31/2022

Funds Balance Available for Budget at 11/01/2022	\$ 813,911.67
Revenue November 2022	\$ 37,554.08
Expenses November 2022	\$ 25,317.02
 Projected Fund Balance Available for Budget as of 10/31/2022	 \$ 788,594.65
 Total Equity and Current Surplus as of 10/31/2022	 \$ 813,911.67

Itemized Expense Funds Report

Expense Items October 2022

DACC October Management Fees	\$12,500.00
Contract Labor (City of Durant Account Services)	\$1,000.00
Grant Award Durant Disc Golf Association	\$2,500.00
Choctaw Print Services - Winter Event Rack Cards	\$153.99
Choctaw Print Services - Restaraunt & Lodging Guides	\$365.19
Travel OK - Discover OK Commercials	\$950.00
Fall Concert Series Related Expenses	
Radio Advertising - Alpha Media	\$1,032.00
Radio Advertising - Keystone Broadcasting	\$1,173.34
Television Advertising - KTEN Networks	\$1,210.00
Television Advertising - KXII Networks	\$2,200.00
Hoffman Sanitation Services - Concert Cleanup	\$270.00
Overdrive Entertainment - Opening Acts	\$600.00
Fall Concert Series Bathroom/Parking Lot Cleanup	\$500.00
Fall Concert Series Security	\$862.50
 TOTAL EXPENSES October 2022	 \$25,317.02

Video Production Breakdown



Description	Item	Quantity	Price
Full Production Video 60 - 90 Seconds (Includes Initial setup and intro/outro motion graphics)	\$16,000.00	1 Unit	\$12,000.00 \$16,000.00 \$4,000.00 OFF
Full Production Video 60 - 90 Seconds	\$9,000.00	4 Unit	\$28,000.00 \$36,000.00 \$8,000.00 OFF

Total

\$40,000.00

Less 10%
\$4,000⁰⁰

Next Steps

Please sign this proposal to get started on your next video production campaign today.

Signature:

Date:



**2021 – 2022 DURANT TOURISM ECONOMIC DEVELOPMENT TAX
TOURISM PROMOTION FUND – GRANT WRAP-UP**

Name of Organization: Semple Family Museum

Contact Person: Stephanie Luke Phone: 580.745.2046

Address: 425 University Blvd. (430 Montgomery) Durant Email: sluke@se.edu

Amount of Award: 7500 Date of Event: 10.14.22

SUMMARY OF EVENT

Number in Attendance: 200 Average Stay (# of nights): 2

Of Durant Hotel/Motel rooms used: 2 # of other accommodations used: 10

If Durant Hotel/Motels sold out, list other accommodations that attracted overnight visitors:

Comments:

We used LaQuinta Inn as our primary hotel. They were great to work with us.

Describe the general impact this event had on the Durant community:

The event brought in guests from as far away as south Texas to Wyoming. It brought a cultural experience to the Durant area that had not been experienced before.

Describe the Success of this event:

The gala weekend held 3 separate events. All were well attended. The artists reception had more guests than anticipated.

TOURISM GRANT WRAP-UP | PROFIT AND LOSS SUMMARY OF EVENT

Attach Paid Invoices

INCOME	
Rental of Booths	\$
Entry Fees/Gate Receipts	\$9900
Donations/Sponsorships	\$82400
T-Shirts and Souvenirs	\$
Food, Drinks, etc.	\$
DTEDA Grant	\$7500
Other (Explain): Memberships	\$2700
Other (Explain): Auction	\$3200
Other (Explain):	\$
TOTAL INCOME	\$113,700

EXPENSES	
Advertising	\$1405.4
T-Shirts and Souvenirs	\$
Food, Drinks, etc.	\$23102.07
Labor Costs	\$
Entertainment	\$1150.00
Supplies	\$
Postage	\$
Rentals	\$16199.45
Insurance	\$430
Other (Explain): Auction Items and Awards	\$7626.31
Other (Explain): Power washing, miscellaneous purchases	\$3135.5
Other (Explain):	\$
TOTAL EXPENDITURES	\$53048.73
Estimate Vale of In-Kind	\$
Other (Explain):	\$

Please use the space below for any additional information. Examples of promotional materials must also be submitted with Summary of Event Form.

We sent save the date cards, invitations, and printed many items. Printed items include: signs, tickets, name badges, table signs, table tickets, and valet tickets.

To the best of my knowledge, the information given to the Durant Tourism Economic Development Authority concerning the above event is factual.

Failure to comply with the requirement, cancellation or change of event from that which was presented, or the use of any logo other than the one provided will result in consideration by the Durant Tourism Economic Development Authority to either disqualify the event from future funding, and request remittance of the funds granted.

Signed: Stephanie Luke

Digitally signed by Stephanie Luke
Date: 2022.11.11 16:36:56 -06'00'

Printed Name: Stephanie Luke

Name of Group/Organization: Simple Family Museum

Today's Date: November 11, 2022

Please return the original to DTEDA and retain the copy.

DTEDA/Discover Durant

215 N. 4th Ave.

Durant, OK 74701

discoverdurant@gmail.com

580-924-0848 | www.discoverdurant.com

*** For Office Use Only ***

Date Received: 11/11/22

By: [Signature]



Semple Family Museum of Native American Art

Budget vs. Actuals: Spirit of the Hawk 2022

June - December, 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Revenue				
Sales				
Red Tail Hawk Society	2,700.00	1,000.00	1,700.00	270.00 %
SOH				
Auction	3,200.00	10,000.00	-6,800.00	32.00 %
Individual Donation	8,000.00	9,000.00	-1,000.00	88.89 %
Sponsor	89,900.00	50,000.00	39,900.00	179.80 %
Tickets	9,900.00	30,000.00	-20,100.00	33.00 %
Total SOH	111,000.00	99,000.00	12,000.00	112.12 %
Total Sales	113,700.00	100,000.00	13,700.00	113.70 %
Total Revenue	\$113,700.00	\$100,000.00	\$13,700.00	113.70 %
Cost of Goods Sold				
Cost of Event				
Alcohol and Bar Services	4,290.44	2,500.00	1,790.44	171.62 %
Auction Items	4,342.31	1.00	4,341.31	434,231.00 %
Awards & Recognition	3,284.00	1,500.00	1,784.00	218.93 %
Damage & Loss	11.05	500.00	-488.95	2.21 %
Decorations	3,588.40	1,000.00	2,588.40	358.84 %
Entertainment	1,150.00	750.00	400.00	153.33 %
Event Planner (Lighting, DJ, Decoration Rentals)	12,600.00	13,000.00	-400.00	96.92 %
General Operations	1,888.17	2,500.00	-611.83	75.53 %
Insurance	430.00	500.00	-70.00	86.00 %
Meals	18,759.75	15,000.00	3,759.75	125.07 %
Photography	300.00	500.00	-200.00	60.00 %
Printing	1,405.40	500.00	905.40	281.08 %
Travel & Accommodations	699.21	1,000.00	-300.79	69.92 %
Valet	300.00	1.00	299.00	30,000.00 %
Total Cost of Event	53,048.73	39,252.00	13,796.73	135.15 %
Total Cost of Goods Sold	\$53,048.73	\$39,252.00	\$13,796.73	135.15 %
GROSS PROFIT	\$60,651.27	\$60,748.00	\$ -96.73	99.84 %
Expenditures				
Total Expenditures			\$0.00	0.00%
NET OPERATING REVENUE	\$60,651.27	\$60,748.00	\$ -96.73	99.84 %
NET REVENUE	\$60,651.27	\$60,748.00	\$ -96.73	99.84 %



Semple Family Museum of Native American Art

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NET REVENUE	\$60,651.27	\$60,748.00	\$ -96.73	99.84 %

	Artist Reception	Dinner at the President's Home	Gala	Miscellaneous	TOTAL
Projected Attendance	50	25	250		
Attendance RSVPs		18	200		
Actual Attendance	57	14	148		
REVENUE					
Budget			\$ 100,000.00		\$ 100,000.00
Actual			\$ 113,700.00		\$ 113,700.00
AMOUNT OVER\UNDER BUDGET			\$ (13,700.00)		\$ (13,700.00)
EXPENSES					
Budget	\$ 1,000.00	\$ 750.00	\$ 32,501.00	\$ 5,001.00	\$ 39,252.00
Actual	\$ 1,146.11	\$ 1,199.75	\$ 46,280.09	\$ 4,422.78	\$ 53,048.73
AMOUNT OVER\UNDER BUDGET	\$ (146.11)	\$ (449.75)	\$ (13,779.09)	\$ 578.22	\$ (14,374.95)
TOTAL ACTUAL PROFIT\LOSS	\$ (1,146.11)	\$ (1,199.75)	\$ 67,419.91	\$ (4,422.78)	\$ 60,651.27

Durant Tourism Economic Development Authority Marketing and Activity Report

Presented by: Jeremy Spence, Representative from Durant Area Chamber of Commerce

October - November, 2022

- **Discover Durant Distribution - 250**
 - 100 - Local Durant Hotels
 - 100 - Local Hotel Restaurants/Event Spaces
 - 50 - OK Travel Center
- **Distributed 250 Winter Event Rack Cards**
- **Distributed 300 Restaraunt & Lodging Guides**
- **Fall Concert Series Social Media Impact**
 - People Reached - **87,548**
 - Post Engagement - **26,789**
 - (30.6%) - *National average (.05% - .99%)*
 - Likes, Shares, Reactions - **11,362**
 - New Followers - **274**
 - *Savings of \$5,392.32 (CPA ~ \$19.68/follower)*

