

NOTICE OF MEETING

SHAWNEE CIVIC & CULTURAL DEVELOPMENT AUTHORITY

TYPE OF MEETING (PLEASE CHECK)

REGULAR MEETING (X)
RESCHEDULED REGULAR MEETING ()
SPECIAL MEETING ()
CONTINUED OR
EMERGENCY MEETING ()
RECONVENED MEETING ()
CANCELED MEETING ()

DATE	TIME	PLACE OF MEETING
<u>DECEMBER 21, 2017</u>	<u>12:30PM</u>	<u>HEART OF OKLAHOMA EXPOSITION CENTER</u> <u>1700 W. INDEPENDENCE</u> <u>SHAWNEE, OK 74804</u>

TO BE COMPLETED BY PERSON FILING NOTICE:

NAME: Stephanie Meiler-Gideon
TITLE: MARKETING MANAGER
ADDRESS: PO BOX 1466
SHAWNEE, OK 74802-1466
PHONE: 405-275-7020

FILED IN THE OFFICE OF THE MUNICIPAL CLERK AT 12:00 AM PM

ON: 12/18/17

SIGNED: Kacie Eck

FOR CITY CLERK'S OFFICE USE ONLY

DATE NOTICE RELEASED TO NEWS MEDIA: 12/18/17
PERSON FILING NOTICE Stephanie Meiler-Gideon
NOTICE VERIFIED BY Kacie Eck

SHAWNEE CIVIC & CULTURAL DEVELOPMENT AUTHORITY
DECEMBER 21, 2017
@ 12:30 PM
HEART OF OKLAHOMA EXPOSITION CENTER

1. CALL TO ORDER.
2. ROLL CALL
3. DECLARATION OF A QUORUM.
4. APPROVAL OF MINUTES OF THE REGULAR SCHEDULED MEETING OF NOVEMBER 2017.
5. REVIEW AND ACKNOWLEDGMENT OF MONTHLY ACTIVITY REPORT NOVEMBER 2017.
6. APPROVAL OF MONTHLY FINANCIAL REPORT.
7. APPROVAL OF CLAIMS: GENERAL ACCOUNT.
8. APPROVAL OF CLAIMS: EXPO CENTER SPECIAL EVENTS.
9. APPROVAL OF CLAIMS: SHAVINGS ACCOUNT.
10. DISCUSSION CONSIDERATION AND POSSIBLE ACTION TO ACCEPT THE 2018 PR/MARKETING AGREEMENT AS PRESENTED BY YANN & ASSOCIATES IN THE NOVEMBER SC&CDA BOARD MEETING. AGREEMENT IS FOR THE EXPO CENTER & IFYR 18'.
11. DISCUSSION CONSIDERATION AND POSSIBLE ACTION ON CHAMBER OF COMMERCE DISSOLUTION VOTE.
12. IFYR UP-DATE.
13. COMMITTEE REPORTS.
14. ADMINISTRATIVE REPORTS.
15. OLD BUSINESS.
16. NEW BUSINESS.
17. PUBLIC & TRUSTEE COMMENTS.
18. ADJOURNMENT.

A MEETING OF THE SHAWNEE
CIVIC AND CULTURAL DEVELOPMENT AUTHORITY
NOVEMBER 16, 2017
12:30 PM
HEART OF OKLAHOMA EXPOSITION CENTER

THE TRUSTEES OF THE SHAWNEE CIVIC AND CULTURAL DEVELOPMENT AUTHORITY MET FOR THEIR REGULAR SCHEDULED MEETING THURSDAY, NOVEMBER 16, 2017 AT 12:30 PM AT HEART OF OKLAHOMA EXPOSITION CENTER, PURSUANT TO NOTICE DULY POSTED AS PRESCRIBED BY LAW. NOTICE WAS FILED AT CITY HALL ON NOVEMBER 14, 2017 AT 9:11 AM.

AGENDA ITEM NO.1

CALL TO ORDER.

THE MEETING WAS CALLED TO ORDER AT 12:30 PM BY CHAIRMAN RANDY GILBERT.

AGENDA ITEM NO.2

ROLL CALL

TRUSTEES PRESENT: MR. RANDY GILBERT
MR. TIM BARRICK
MR. CARL PACKWOOD
MR. KARL KOZEL
MR. LANCE WORTHAM
MR. JUSTIN ERICKSON

TRUSTEES ABSENT: MS. RACHEL MELOT

AGENDA ITEM NO.4

APPROVAL OF THE MINUTES OF THE REGULAR
MEETING OCTOBER 2017 -

THE MOTION MADE BY TRUSTEE WORTHAM, SECONDED BY TRUSTEE BARRICK TO APPROVE THE MINUTES AS PRESENTED FOR THE OCTOBER 2017 REGULAR BOARD MEETING. -MOTION CARRIED.

AYE: GILBERT, PACKWOOD, BARRICK, KOZEL, ERICKSON, WORTHAM
NAY: NONE
ABSTAIN: NONE

AGENDA ITEM NO. 6

APPROVAL OF THE MONTHLY FINANCIAL REPORT

THE MOTION MADE BY TRUSTEE BARRICK, SECONDED BY TRUSTEE KOZEL TO APPROVE THE MONTHLY FINANCIAL REPORT AND RODEO REPORT. -MOTION CARRIED.

AYE: GILBERT, PACKWOOD, BARRICK, KOZEL, ERICKSON, WORTHAM
NAY: NONE
ABSTAIN: NONE

AGENDA ITEM NO.7

APPROVAL OF GENERAL CLAIMS WITH ADD ONS.

THE MOTION MADE BY TRUSTEE ERICKSON, SECONDED BY TRUSTEE KOZEL TO APPROVE THE GENERAL CLAIMS AND WITH ADD ONS AS PRESENTED. -MOTION CARRIED.

AYE: GILBERT, PACKWOOD, BARRICK, KOZEL, ERICKSON, WORTHAM
NAY: NONE
ABSTAIN: NONE

GENERAL CLAIMS:

A.	EXPRESS PROFESSIONALS EMPLOYMENT	\$2,792.26
B.	AT&T MOBILITY	\$54.81
C.	METROPOLITAN TELECOMMUNICATIONS	\$1,707.82
D.	FRESH FILTERED AIR, INC.	\$735.00
E.	EXPRESS PROFESSIONALS EMPLOYMENT	\$564.40
F.	HUNZICKER BROTHERS	\$710.00
G.	OSI ENVIRONMENTAL, INC	\$2,500.00
H.	PERSONAL PLUMBING	\$526.50
I.	SHERMAN-WILLIAMS	\$150.00
J.	FIRST UNITED BANK	\$445.87
K.	INTEGRATED NETWORK SOLUTIONS, LLC	\$734.00
L.	STUART & CLOVER	\$500.00
M.	OKLAHOMA NATURAL GAS	\$103.07
N.	OKLAHOMA NATURAL GAS	\$101.32
O.	OKLAHOMA NATURAL GAS	\$94.91
P.	OKLAHOMA NATURAL GAS	\$201.55
Q.	OKLAHOMA NATURAL GAS	\$89.07
R.	OKLAHOMA NATURAL GAS	\$370.11
S.	FUELMAN	\$949.69
T.	YORT'S	\$91.00
U.	SHAWNEE OFFICE SYSTEMS	\$129.04
V.	ARMSTRONG TERMITE & PEST CONTROL	\$150.00
W.	FINLEY & COOK	\$230.00
X.	SHAWNEE MUNICIPAL AUTHORITY	\$660.19
Y.	TENNANT	\$929.25
Z.	LOWE'S	\$45.52
AA.	FIRST UNITED BANK	\$209.25
BB.	NAPA	\$202.48
CC.	BROOKS INDUSTRIES	\$501.23
DD.	EXPRESS PROFESSIONALS EMPLOYMENT	\$975.95
EE.	OK TAX COMMISSION	\$3,538.81
FF.	VANN & ASSOCIATES	\$1,166.50
GG.	CHUCK JONES	\$750.00
HH.	ASK ABOUT WINDOWS	\$216.00
II.	SPARKS HEAT & AIR	\$882.25
JJ.	JOHN DEERE FINANCIAL	\$522.85
KK.	EXPRESS PROFESSIONALS EMPLOYMENT	\$619.84
LL.	CONSTELLATION	\$87.69
MM.	CITY OF SHAWNEE SURCHARGE	\$1,885.00

ADD ONS:

A.	BUFORD WHITE'S	\$15.96
B.	MARSH ELECTRIC, LLC	\$2,082.75
C.	OG&E	\$23,750.82
D.	OMAG	\$2,725.50
E.	STAPLES	\$62.57
F.	ARVEST	\$625.11
G.	AT&T	\$356.14

AGENDA ITEM NO.8

APPROVAL OF SPECIAL CLAIMS WITH ADD ONS

THE MOTION MADE BY TRUSTEE PACKWOOD, SECONDED BY TRUSTEE BARRICK TO APPROVE THE SPECIAL CLAIMS WITH ADD ONS AS PRESENTED. -MOTION CARRIED.

AYE: GILBERT, PACKWOOD, BARRICK, KOZEL, ERICKSON, WORTHAM
NAY: NONE
ABSTAIN: NONE

SPECIAL CLAIMS:

A.	INTERNATIONAL PRO RODEO ASSOCIATION	\$2,405.00
B.	YANN & ASSOCIATES	\$1,166.50

ADD ONS:

A.	REACT	\$2,750.00
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AGENDA ITEM NO. 9

APPROVAL OF SHAVINGS CLAIMS

THE MOTION MADE BY TRUSTEE WORTHAM, SECONDED BY TRUSTEE PACKWOOD TO APPROVE THE SHAVINGS CLAIMS AS PRESENTED. -MOTION CARRIED.

AYE: GILBERT, PACKWOOD, BARRICK, KOZEL, ERICKSON, WORTHAM
NAY: NONE
ABSTAIN: NONE

SHAVINGS CLAIMS:

A.	XYLO OF OKLAHOMA	\$3960.00
B.	BRANDON BUTLER	\$300.00
C.	OTC	\$56.50

AGENDA ITEM NO. 10

D TO ACCEPT YANN & ASSOC 2018 AGREEMENT

- *TONY YANN FROM YANN & ASSOCIATES PUT ON A PRESENTATION OF ALL THE WORK & PROGRESS MADE OVER THE PAST YEAR FOR THE EXPO CENTER & IFYR.
- *LENGTHY DISCUSSION ABOUT YANN & ASSOC 2018 AGREEMENT-RANDY GILBERT REQUESTED IT BE AN ACTION ITEM FOR DEC MTG.

AGENDA ITEM NO. 11

D, C, & PA TO APPROVE 2018 SC&CDA MTG SCHEDULE

THE MOTION MADE BY TRUSTEE PACKWOOD, SECONDED BY TRUSTEE WORTHAM TO APPROVE 2018 SC&CDA MEETING SCHEDULE. -MOTION CARRIED.

AYE: GILBERT, PACKWOOD, BARRICK, KOZEL, ERICKSON, WORTHAM
NAY: NONE
ABSTAIN: NONE

AGENDA ITEM NO. 12

IFYR UPDATE

- *CHRIS & STEPHANIE-VEGAS TRIP W/STEER WRESTLING SPONSORSHIP
- *ONLINE TICKET SALES IFYR 2018-DEC MTG

AGENDA ITEM NO. 13 & 14

COMMITTEE & ADMINISTRATIVE REPORTS

NONE.

AGENDA ITEM NO. 15 & 16

OLD BUSINESS & NEW BUSINESS

AGENDA ITEM NO. 17

PUBLIC & TRUSTEE COMMENTS

*OPEN HOUSE FOR UPGRADES 4PM-6PM. AYEDIS/POTT COUNTY/ CITY OF SHAWNEE.

AGENDA ITEM NO. 18

ADJOURNMENT @ 1:50PM

THE MOTION MADE BY TRUSTEE PACKWOOD, SECONDED BY TRUSTEE WORTHAM TO ADJOURN THE MEETING. -MOTION CARRIED.

AYE: GILBERT, PACKWOOD, BARRICK, KOZEL, ERICKSON, WORTHAM
NAY: NONE
ABSTAIN: NONE

CHAIRMAN: MR. RANDY GILBERT

SECRETARY: MR. JUSTIN ERICKSON



Heart of Oklahoma Expo Center

December 2017 Events	Amount Owed	Amount Paid	Concessions / Catering
Jones Arena Team Ropin Production	\$ -	\$ 2,703.00	\$ -
Sassafras	\$ -	\$ 597.00	\$ -
KTO Christmas Party	\$ -	\$ 1,435.00	\$ -
Alycia Birthday Party	\$ -	\$ 805.00	\$ -
Alpacas Blast Off	\$ -	\$ 4,153.00	\$ 289.00
Excel Auctions	\$ -	\$ 406.27	\$ 96.00
Triangle Horse Sale	\$ -	\$ 29,057.83	\$ -
<i>OK High School Rodeo</i>	<i>\$ 2,940.00</i>	<i>\$ -</i>	<i>\$ -</i>
<i>Tecumseh FFA</i>	<i>\$ 446.50</i>	<i>\$ -</i>	<i>\$ -</i>
<i>Kim Carver Barrel Race</i>	<i>\$ 3,705.02</i>	<i>\$ -</i>	<i>\$ -</i>
<i>CB Circus T-Rex Magic Show</i>	<i>\$ 395.00</i>	<i>\$ -</i>	<i>\$ -</i>
<i>Pott County Farmers Banquet</i>	<i>\$ 230.00</i>	<i>\$ -</i>	<i>\$ -</i>
<i>NBHA</i>	<i>\$ 834.90</i>	<i>\$ -</i>	<i>\$ 229.50</i>
<i>Oklahoma Bully Show</i>	<i>\$ 830.35</i>	<i>\$ -</i>	<i>\$ 229.50</i>
<i>Poultry Show</i>	<i>\$ 2,192.50</i>	<i>\$ -</i>	<i>\$ -</i>
<i>Outlaw Motor Sports</i>	<i>\$ 1,391.17</i>	<i>\$ -</i>	<i>\$ 182.00</i>
<i>OK Pigeon Show</i>	<i>\$ 630.67</i>	<i>\$ -</i>	<i>\$ -</i>
<i>Circle W Marketplace</i>	<i>\$ 1,512.40</i>	<i>\$ -</i>	<i>\$ -</i>
<i>HOYRA</i>	<i>\$ 3,128.41</i>	<i>\$ -</i>	<i>\$ -</i>
<i>First National Bank</i>	<i>\$ 986.48</i>	<i>\$ -</i>	<i>\$ 91.00</i>
Totals from Above:	\$ 19,223.40	\$ 39,157.10	\$ 385.00
December Concessions/Catering	\$ -	\$ -	\$ 385.00
November 2017 Concessions/Catering	\$ -	\$ -	\$ 1,505.00
December 2016 \$16,737.20)	2017		
Totals:	\$ 19,223.40	\$ 39,157.10	\$ 385.00

Shawnee Expo Center / SC&CDA
Statement Assets, Liab, & Equity
 As of November 30, 2017

	Nov 30, 17
ASSETS	
Current Assets	
Checking/Savings	
Arvest-General	6,001.52
Bancfirst-0161902-Shavings	4,284.00
FNB - 1020390 (Capital Improve)	43,097.17
FUB-282367-Payoff	128.30
FUB-603708-Special	29,846.96
FUB-603910-Ticket	1,798.22
Total Checking/Savings	85,156.17
Accounts Receivable	
Accounts Receivable	41,679.94
Total Accounts Receivable	41,679.94
Other Current Assets	
Concession Receivable	-2,425.09
Undeposited Funds	1,020.00
Total Other Current Assets	-1,405.09
Total Current Assets	125,431.02
Fixed Assets	
Land Improvements	47,350.44
Parking Lot Improvements	262,113.00
RV Park	
600 Section	246,317.00
Total RV Park	246,317.00
Accum Depr- Land Improvements	-746,754.28
Accum Depr- Vehicles	-110,953.19
Accum Depr-Audiovisual Equip	-56,887.35
Accum Depr-Buildings	-4,348,426.90
Accum Depr-Business Mach	-68,505.52
Accum Depr-Comm. Equip	-5,080.64
Accum Depr-Furniture	-49,425.22
Accum Depr-Mach. & Tools	-1,846,344.36
Audiovisual Equipment	68,623.71
Buildings	7,917,342.75
Business Machines	25,786.79
Communications Equipment	68,849.24
Furniture	102,813.33
Land	645,821.42
Machinery & Tools	2,036,162.43
Parks & Recreation Equip.	29,503.09
Vehicles	124,513.19
Total Fixed Assets	4,342,818.93
TOTAL ASSETS	4,468,249.95
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	1,410.37
Total Other Current Liabilities	1,410.37
Total Current Liabilities	1,410.37

2:47 PM

12/13/17

Accrual Basis

Shawnee Expo Center / SC&CDA
Statement Assets, Liab, & Equity
As of November 30, 2017

	Nov 30, 17
Long Term Liabilities	
N/P - Arvest Sweeper	18,762.46
Total Long Term Liabilities	18,762.46
Total Liabilities	20,172.83
Equity	
County Money for Improvements	678,651.00
Fund Balance	
Restricted	4,328,238.54
Total Fund Balance	4,328,238.54
Retained Earnings	-556,480.01
Net Income	-2,332.41
Total Equity	4,448,077.12
TOTAL LIABILITIES & EQUITY	4,468,249.95

Shawnee Expo Center / SC&CDA
Statement of Revenue & Expenses
One Month and Eleven Months Ended, November 30, 2017

	Nov 17	Jan - Nov 17
Ordinary Income/Expense		
Income		
credit	11.75	2,455.43
Additional Charges	15,117.50	68,974.80
Arena's	0.00	1,625.00
Booth Income	0.00	875.00
Clean Up Fee	0.00	900.00
Concession Commission	0.00	5,828.57
Concession/Catering Income	0.00	15,133.15
Conference Center	7,095.00	45,793.00
Discounts	0.00	-5,301.24
Fred Humphrey Pavilion	5,200.00	58,257.00
Grandstand	2,310.00	11,550.00
Interest Income	57.01	680.14
Laundry Commission	0.00	540.60
Otto Krause Building	6,847.50	23,285.00
Rodeo Income		
Pink Night	0.00	897.25
Service Fees	0.00	33,880.00
Photography Fees	0.00	22,275.00
Softgoods	0.00	1,809.75
Practice Pen	0.00	3,816.75
Booth Rental	0.00	34,500.00
Camping	0.00	120,500.00
Concession	0.00	2,940.52
Entry Fees	0.00	241,308.00
Hay/Shavings/Ice	0.00	9,381.00
IFYR Income	0.00	0.00
Programs	0.00	5,932.00
Sponsorship	0.00	105,522.50
Stall Rental	0.00	160,950.00
Ticket Sales	0.00	59,261.00
Total Rodeo Income	0.00	802,973.77
RV Spaces	4,995.00	122,305.51
Shavings	10,026.00	40,588.00
Sponsorship Income	0.00	5,000.00
Uncategorized Income	0.00	24,856.65
Total Income	51,659.76	1,226,320.38
Expense		
Accounting	230.00	11,934.81
Advertising	0.00	3,775.00
Marketing	2,333.00	40,905.73
Bank Charges	0.40	400.93
Contract Labor	5,687.45	47,054.29
Credit Card Discounts	430.37	2,396.46
Dues	0.00	2,411.00
Equipment		
Office	0.00	388.00
Total Equipment	0.00	388.00
Equipment Rental	0.00	552.60
Fuel/Deisel	949.69	9,379.79
impact study	0.00	15,224.00
Insurance	2,725.50	10,971.75
Interest - Loan	625.11	8,845.32
Legal	500.00	3,140.00

Shawnee Expo Center / SC&CDA
Statement of Revenue & Expenses
One Month and Eleven Months Ended, November 30, 2017

	Nov 17	Jan - Nov 17
Maintenance		
Bldg & Grounds	4,191.00	54,812.36
Computer	734.00	21,187.93
Equipment	1,572.14	24,314.88
Vehicle	202.48	11,170.66
Maintenance - Other	572.02	4,740.26
Total Maintenance	7,271.64	116,226.09
Meals	0.00	875.00
Memberhisp Fees	0.00	300.00
Office Expense	0.00	14,334.34
Other Expense	56.50	56.50
Postage	0.00	612.00
Refund	0.00	400.00
Return Check	0.00	272.50
Rodeo Expense		
Meals/Food	0.00	1,761.99
Computer	0.00	1,363.98
Credit Card Fees	655.12	25,955.38
Photography	0.00	22,619.31
Softgoods	0.00	8,879.00
Ice	0.00	3,180.00
Advertising	0.00	24,310.19
Awards	0.00	36,762.10
Concession	0.00	2,692.50
Equipment Rental	0.00	28,970.50
Feed/Hay	0.00	4,712.00
IFYR Payoffs	0.00	237,902.15
Maintenance - Building & Ground	765.96	32,178.80
Maintenance - Office Equipment	0.00	748.00
Mileage	0.00	13.75
Permits Pd to IFYR	2,405.00	28,800.00
Personnel	0.00	66,500.00
Printing	0.00	327.00
Refund	0.00	9,850.00
Refunds	0.00	700.00
Rodeo Expenses	300.00	300.00
Security	0.00	22,726.25
Stock	0.00	81,060.00
Supplies - Building & Ground	0.00	2,278.47
Supplies - Office	62.57	2,423.13
Shavings & Bedding	0.00	8,510.00
Tax & Surcharge	0.00	26,142.20
Temporary Labor	2,750.00	35,864.63
Utilities	0.00	30,550.01
Youth Director	0.00	3,724.94
Total Rodeo Expense	6,938.65	751,806.28
Shavings & Bedding	0.00	31,293.16
Supplies - Other	0.00	11,682.96
Taxes-Other	5,163.40	14,400.61
Telephone	1,912.63	11,994.95
Utility		
Electric	23,750.82	154,262.88
Gas	1,403.86	35,319.39
Water	660.19	6,534.68
Utility - Other	0.00	-5,068.23
Total Utility	25,814.87	191,048.72
Total Expense	60,639.21	1,302,682.79
Net Ordinary Income	-8,979.45	-76,362.41

Shawnee Expo Center / SC&CDA
Statement of Revenue & Expenses
One Month and Eleven Months Ended, November 30, 2017

	Nov 17	Jan - Nov 17
Other Income/Expense		
Other Income		
City Contribution -SEDF	0.00	55,000.00
City - Capital Money	0.00	19,030.00
City Contributions	34,355.07	418,076.82
Total Other Income	34,355.07	492,106.82
Other Expense		
Fringe Benefits		
Health Insurance	2,707.21	32,702.63
Life Insurance	25.59	1,136.58
Retirement	1,023.95	18,035.55
Worker Compensaton Insurance	1,101.61	11,407.68
Total Fringe Benefits	4,858.36	63,282.44
General Insurance	0.00	34,481.00
Miscellaneous	1,200.00	6,355.46
Payroll Taxes	1,286.62	19,612.27
Salaries	17,987.72	265,678.17
Temp Labor	9,022.37	28,667.48
Total Other Expense	34,355.07	418,076.82
Net Other Income	0.00	74,030.00
Net Income	-8,979.45	-2,332.41

GENERAL CLAIMS:

A.	GRIMSLEY'S	\$118.79
B.	OKLAHOMA NATURAL GAS	\$35.91
C.	OKLAHOMA NATURAL GAS	\$43.10
D.	FINLEY & COOK	\$230.00
E.	LOWE'S	\$51.69
F.	NAPA	\$429.08
G.	FRONTIER COUNTRY MARKETING ASSOC.	\$100.00
H.	EXPRESS EMPLOYMENT PROFESSIONALS	\$476.80
I.	EXPRESS EMPLOYMENT PROFESSIONALS	\$476.80
J.	RENT-A-TENT	\$78.48
K.	FRED'S TIRE & BATTERY	\$80.00
L.	HERC RENTALS	\$409.43
M.	FIRST UNITED BANK	\$674.75
N.	AT&T MOBILITY	\$54.81
O.	OKLAHOMA NATURAL GAS	\$338.54
P.	OKLAHOMA NATURAL GAS	\$27.21
Q.	INTEGRATES NETWORK SOLUTIONS, LLC	\$734.00
R.	MARSH ELECTRIC, LLC	\$95.00
S.	FUELMAN	\$743.53
T.	CITY GREASE TRAP	\$225.00
U.	FRED'S TIRE & BATTERY	\$165.70
V.	EXPRESS EMPLOYMENT PROFESSIONALS	\$476.80
W.	SHAWNEE MUNICIPAL AUTHORITY	\$701.99
X.	AUTOMATIC FIRE CONTROL	\$1,293.46
Y.	FIRST UNITED BANK	\$134.64
Z.	THYSSENKRUPP	\$997.72
AA.	ARMSTRONG TERMITE & PEST CONTROL	\$150.00
BB.	SHAWNEE NEWS-STAR	\$345.00
CC.	YANN & ASSOCIATES	\$1187.00
DD.	AIRGAS	\$61.65
EE.	ARVEST	\$625.11
FF.	OG&E	\$12,651.75
GG.	CITY OF SHAWNEE	\$248.75
HH.	OK TAX COMMISSION	\$626.77
II.	YANN & ASSOCIATES	\$500.00
JJ.	GRIMSLEY'S	\$3,598.67
KK.	AT&T	\$356.14
LL.	JOHN DEERE FINANCIAL	\$171.58
MM.	HOUSE OF FLOWERS	\$817.59
NN.	ASK ABOUT WINDOWS	\$216.00
OO.	SPARKS HEAT & AIR	\$90.00
PP.	OKLAHOMA NATURAL GAS	\$307.41

SPECIAL CLAIMS:

A.	DEMCO PRINTING	\$50.00
B.	YANN & ASSOCIATES	\$500.00
C.	YANN & ASSOCIATES	\$1187.00

SHAVINGS CLAIM:

A.	OTC	\$40.50
B.	XYLO OF OKLAHOMA	\$4378.00

ADD ONS:

GENERAL CLAIMS:

A.	EXPRESS EMPLOYMENT PROFESSIONALS	#286.08
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V&A

VANN & ASSOCIATES | PR + MARKETING

AGREEMENT

2018 Service Contract for:
International Finals Youth Rodeo &
Heart of Oklahoma Exposition Center

DELIVERABLES

The following are the areas in which our scope of services will include. Any of these areas shall be utilized for best results achieved within the time allotted in this agreement.

Public Relations

Vann & Associates will work with IFYR leadership to develop an aggressive public relations strategy increasing the notoriety of the event not only to local, statewide and regional media outlets, but also to national trade publications and other members of the media interested in rodeo events. Our team will also work to build awareness for the Expo through a comprehensive media relations plan to increase the facility's local, state and national notoriety.

Marketing

Vann & Associates will give direction in the execution of the master marketing plan for the IFYR and Shawnee Expo through unique and creative marketing opportunities. This may include contests, giveaways, community involvement and other tools to build awareness of the IFYR and Expo.

Graphic Design

We will create a stunning visual image for the IFYR and Expo in advertisements, promotional materials, online materials and other needed visual communication tools. We will work with the current IFYR and Expo brands, once again showcasing their heritage while appealing to a new generation of potential consumers.

Digital Marketing (Social Media and Website Content Management)

Vann & Associates will develop and execute a digital marketing plan including social media posts on the current Expo Facebook as well as monitoring and directing the IFYR Instagram account. We will continue to develop the IFYR Facebook and Twitter accounts. We will then parlay those efforts to driving more traffic to the IFYR website prior to, during and after the event. We will do the same for the Expo to ensure a long-lasting, positive impression of both the event and venue.

On-site Event Media Relations

During the IFYR event, Vann & Associates will deploy a team to manage the media center, work with media outlets to arrange interviews, highlight events and showcase the IFYR. We will also work with IFYR staff to update the appropriate social media accounts and IFYR website to ensure accurate and timely information is delivered to the public.

Mass Media Counseling

Vann & Associates provides mass media counseling allowing you the peace-of-mind knowing the valuable dollars spent on advertising were well placed. We receive no compensation from advertisers or media organizations. We want you to make the best purchase without the clouded judgment of buyers and brokers. Our staff will assist in identifying the correct demographic, work to develop an innovative and effective advertising schedule and place the approved ads.

Heart of Oklahoma Expo Event Recruiting

Vann & Associates will continuously identify, search, recruit and present new opportunities for potential consumers of the Heart of Oklahoma Exposition Center. Our team will market the Expo as an attractive venue for tradeshow, car shows, retail and special events and other opportunities which we believe are a good fit for the location.

MEASUREABLES

Within the scope of our agreement with the IFYR and Heart of Oklahoma Exposition Center, Vann & Associates will provide the following measured results over the next 12 months:

- Vann & Associates will provide 15 hours per month of services within the scope of work detailed in this agreement.
- Writing and distribution of appropriate IFYR press releases, media advisories, pitches to Oklahoma and contestants' hometown publications.
- Writing and distribution of appropriate press releases, media advisories, pitches to local, state and regional media outlets showcasing the Expo Center.
- Execute and revise Expo and IFYR marketing and communications plan for 2018-2019.
- Increase the IFYR social media "Likes/Followers" by 10 percent (per channel) over the period of the agreement.
- Increase the Heart of Exposition Center social media "Likes" by 10 percent (per channel) over the period of the agreement.
- Vann & Associates will design the official poster, media kits, program, tradeshow information/sales prospectus, numerous forms and all ads. Our team will not be selling ads.

COMPENSATION

Monthly on-going services:

In order to perform the service described within this agreement, Vann & Associates will provide 15 hours of service per month. For our work, Vann & Associates shall be compensated \$1,750 per month.

This monthly service fee is due no later than the first day of each month. An invoice will be sent no later than 15 days prior to the service fee due date. The first payment shall be due upon the signature of this agreement.

On-site event services:

During the 2018 IFYR event, our team will be on-site during the entire week. This will ensure continuity and control of event messaging as well as media exposure. For these services, Vann & Associates will receive project compensation of \$7,500.00.

This payment can be made either:

One lump sum payment of \$7,500.00 no later than July 1, 2018.

_____ *By initialling, I understand I am choosing this method of payment and the terms which apply.*

A series of twelve (12) equal payments of \$625.00 by the first of each month in addition to the monthly service fee. By intialing this option, I agree that if for any reason the contract is either cancelled or I as the client default on payment, the remaining difference between amount paid prior to shall be due immediately.

_____ *By initialling, I understand I am choosing this method of payment and the terms which apply.*

ADDITIONAL TERMS

Additional Costs

The prices within this proposal do not include associated costs such as printing, photography, advertising buys, stock photography, e-newsletter services, travel expenses or other hard costs potentially associated with the creation of collateral material or other services. Although the agency has tried to foresee any potential costs, there may be occasions in which additional funds will be necessary to complete a task. In such cases, the client will be notified prior to the expenditure of such costs. If the client does not want to expend additional costs, the client acknowledges the potential impact such decisions may have on the outcome of a service or project.

Communication/Reporting

Vann & Associates will provide a monthly update concerning the progress of our work. We will schedule a regular meeting either in person or via conference call to discuss the overall direction, progress and concerns either the client or agency may have.

Agency Responsibilities

The agency will be responsible for performing all of the duties outlined within this proposal. An agreement reflecting the services and the benchmarks of performance will be signed prior to the beginning of services.

Client Responsibilities

The public relations process is a partnership between the agency representative and the client. We work with you to develop campaigns, brands and recommendations to move your organization forward. As a client, we ask you provide the agency with information, materials and access to key staff and information so we may determine the best recommended direction for your campaign. Our agreement is based upon benchmarks set by both the client and the agency. Often, those goals can only be achieved if we work together.

Social and Digital Media

The development and management of social media includes the ebb-and-flow of ideas as well as an organic growth process. Although we guarantee the amount of time we work on the accounts and the anticipated growth outlined in the "measureables" section of this agreement, there is no guarantee of any further growth, nor stabilization which may also include the decrease of channel reach and/or the impact they may have on your organization or business.

Agency of Record

Vann & Associates Strategic Communications Solutions, LLC (dba Vann & Associates Public Relations + Marketing) shall be the agency of record for both the International Finals Youth Rodeo and the Heart of Oklahoma Exposition Center. This entitles Vann & Associates to exclusivity to any opportunity or service within the scope of this agreement. Additional agencies, firms, and/or individuals solicited to perform any scope similar to these services must be approved in writing by Vann & Associates prior to entering into a relationship. Vann & Associates reserves the right to refuse any agency, firm and/or individual for any reason.

Past Due Payments

Payments are due no later than the first day of every month. Accounts which fall past due by more than five days are subject to a 10 percent late fee in addition to the past due amount. Vann & Associates reserves the right to stop service on any accounts which are past due.

Defining a Billable Hour

A "billable hour" as defined by this agreement is any 60 minute interval, per representative during the standard business hours of 8:30 a.m. to 5:30 p.m. Monday through Friday. Additional agency staff or additional time is billed against such hour at intervals of 15 minute blocks. The number of staff assigned to a project or service is at the sole descretion of Vann & Associates. however, we will maintain a budget conscious perspective when adding additional staff. Times devoted outside of standard business hours, defined as 8:30 a.m. to 5:30 p.m., Monday through Friday, shall be billed at time and a half increments of 15 minute intervals.

Length of this agreement

This agreement is for a term of twelve (12) months beginning on January 1, 2018 and ending on December 31, 2018. This agreement shall be considered fully executed upon the signature and payment of appropriate fees. The agreement shall be signed by both parties with the understanding they are both of legal and reasonable ability to enter into such an agreement.

Cancellation Policy

Either party may cancel this agreement by providing written notice 60 days prior to the desired date of cancellation. Any outstanding monthly fees shall be paid up to the point of separation. Any projects or services shall be paid in full prior to separation. The agency will return any proprietary items such as photographs, documents, etc. to the client prior to separation.

Dispute Resolution

The Parties agree that any dispute shall be subject to, and resolved in, Pottawatomie County Distrcit Courts. In the event a suit is instituted, the prevailing Party shall have the right to recover all of such Party's costs and costs of the suit.

Acceptance of Terms

The signature of both parties shall evidence acceptance of these terms.

Consented and Agreed to:



TONY VANN
PRESIDENT

October 16, 2017

DATE SIGNED

CHRIS DUNLAP | ASSISTANT DIRECTOR
IFYR & HEART OF OKLAHOMA EXPOSITION CENTER

DATE SIGNED

Vann & Associate's 2017 Survey Results

Jan-Nov

January 1-31, 2017

Expo-Facebook: 3,085 Likes; 29 new

IFYR-Facebook: 6,793 Likes; 29 new

Twitter: 1,540 Followers; 45 new

Instagram: 4,105 Followers; 77 new

Jan 1, 2017 -Sept 15, 2017

Total website visits: 12,589

February 1-28, 2017

Expo-Facebook: 54 new

IFYR-Facebook: 28 new

Twitter: 42 new

Instagram: 62 new

March 1-31, 2017

Expo-Facebook: 35 new

IFYR-Facebook: 32 new

Twitter: 33 new

Instagram: 53 new

April 1-30, 2017

Expo-Facebook: 40 new

IFYR-Facebook: 21 new

Twitter: 25 new

Instagram: 18 new

**2 Events-both used concession*

**Attendee count ranged from 100-500*

**Both Respondents left comments, 1 respondent was semi-satisfied, the other was very satisfied*

May 1-31, 2017

Expo-Facebook: 36 new

IFYR-Facebook: 77 new

Twitter: 25 new

Instagram: 37 new

June 1-30, 2017

Expo-Facebook: 36 new

IFYR-Facebook: 173 new

Twitter: 76 new

Instagram: 76 new

July 1-31, 2017

Expo-Facebook: 64 new

IFYR-Facebook: 1,130 new

Twitter: 122 new

Instagram: 645 new

IFYR Survey Results

61 Responses

How satisfied with the Expo Center staff? 25 comments

Visited Western Tradeshow-63

How satisfied with tradeshow? 17 comments

How satisfied with the Conference center facilities? 7 comments

63 stayed on grounds

14 stayed off-grounds

How satisfied with the on-grounds stalling area? 27 comments

How satisfied with the rodeo arena, practice arena, & surrounding grounds? 16 comments

63 visited concession

Any thoughts that could help improve or additions, to the OK Exposition Center or IFYR in general? 27 responses

August 1-31, 2017

Expo-Facebook: 41 new

IFYR-Facebook: 45 new

Twitter: 21 new

Instagram: 67 new

September 1-30, 2017

Expo-Facebook: 70 new

IFYR-Facebook: 19 new

Twitter: 11 new

Instagram: 47 new

**1 event used concession*

**Attendee count ranged from 8-500*

**4 Respondents, all were satisfied except 1*

October 1-31, 2017

Expo-Facebook: 18 new

IFYR-Facebook: 24 new

Twitter: 10 new

Instagram: 5,103 Followers

November 1-30, 2017

Expo-Facebook: 93 new

IFYR- Facebook: 23 new

Twitter: 19 new

Instagram: 5091 Followers

**Events that used concession-Satisfied*

**Approx. attendee count: 400*

**1 Respondent, Commented very satisfied*

w/event, excellent staff, & very satisfied

w/facilities

**Respondent's event stayed at RV Park*

How do PR/Marketing Firms in the OKC Edmond Area Charge:

Several PR firms work on an hourly-fee basis, charging you between \$100 to \$300 for every hour they work on your behalf, and most require a hefty retainer. Their business models are established with the client signing into at least a year-long contract.

Specific Company Example:

Axia doesn't require a retainer, nor do we charge hourly fees beyond such. First, we implement a four-month trial period based on an agreed-upon monetary investment, which is either payable upfront with a prepayment discount or payable monthly between \$5,000-\$10,000 in most cases. In the four months, we want you to have a chance to see what we can do for you and your company and get to know us and our unique approach to PR. After that, most companies see the benefits of Axia and become clients for life. Monthly payments for public relations with our PR firm start at \$5,000 per month for local and single audience PR solutions, and may exceed \$30,000 for far-reaching national programs.

Hourly Rates Example:

Another very common pricing structure is charging hourly fees and billing at the end of the contracted hours promised each month. Different members of the staff have different hourly rates depending on seniority.

Hybrids between retainers and extra hourly fees also tend to pop up. This means that there are some committed basic activities, and whenever there are spikes of work needed to be done for the client, he/she gets an extra bill for the extra hours.

Let's say your monthly retainer with the PR firm is \$3,000—not an unreasonable sum. At \$150/hour, this entitles you to 20 hours dedicated to your account.

Unfortunately, 25 hours were required to accomplish all your goals.

There are two solutions to the problem.

1. Charge you for the extra five hours (an unexpected \$750).
2. Stop working after 20 hours regardless of whether or not the project is completed. Incomplete project sits on hold until the next month billing starts.

In addition, some firms charge incidental fees for such mundane tasks as telephone charges, travel charges, hotel fees, lunches with publishers, etc.

Result: Your \$3,000 retainer might actually cost \$4,000.

Not a Fun Surprise!

Project Based Billing:

Project Basis: A project basis is when the client has a finite activity that they need promoted. A special event is the best example. There is a start date and an ending date. The PR firm will look at the work involved in promoting the event and come up with a price, again, dependent on the number of collective hours worked. What can promoting a special event cost? I've seen PR services for special events range from a \$5,000 fee for a small quaint, local advertising only community-based event to \$100,000 for a major, media intensive event, including social media campaigns as well as press releases throughout.

In my experience, clients get the most bang for their buck with a monthly retainer. First, they know pretty much how much they will be spending each month so they can best budget their PR services. Second, PR firms usually don't charge for extra hours worked so a client typically gets more hours out of said firm than they are paying for. Also, part of the PR business is exploring opportunities and possibilities that sometimes don't pan out. With the monthly fee the client doesn't get the extra charge for dead ends, with hourly the client is billed regardless.

Last Example of Rate Charts:

Retainer Rates

\$5000 – \$15000 per month (USD), ongoing support (low to high intensity)

Ongoing Social Media Support Rates

Social media support for ongoing posting is also available on reduced retainer rates ranging from **\$200 to \$1500 per month**, depending on the number of platforms desired as well as posting intensity.

Retainer Terms

To begin support on retainer, we simply require receipt of a fee equaling one month's support up front (most firms require six), with the fee for each ensuing month due at the end of that next 30-day period.

Per-Project Rates

Our per-project rates for individual pieces range from **\$650 to \$1000** depending on complexity -- from press releases, to promo sheets, 1-sheets, speaker/quotable sheets, and more.

Our rates for individual press release mini-campaigns are **\$1250-\$1750 per campaign**, depending on the desired number of contacts. We also discount our rates by 25% for each additional release you add to a single project.

Who are Tony Vann & Lauren Daughety:

Tony Vann, Lauren Daughety

Tony Vann is a proven public relations and communications professional with more than 20 years of experience in media relations, state and federal government relations, marketing communications, and non-profit administration. He has represented organizations and individuals in the health care, hospitality, travel and tourism, insurance, real estate, and retail industries. Prior to founding Vann & Associates, he served as President of Christian Companion Senior Care, a national franchise corporation offering services for seniors in their own homes. A position he gained by growing the company from a start up to more than 32 locations within seven states.

His career also includes service as communications director for Oklahoma's Lieutenant Governor Mary Fallin where he worked closely with key officials in the public and private sector to move Oklahoma forward in making the state a more business-friendly environment. Vann has also worked as the development director for the Oklahoma City National Memorial where he raised more than \$14.1 million dollars to complete the three-component National Memorial dedicated to those who were lost in the Alfred P. Murrah Building on April 19, 1995.

In his previous capacities, he has also served as the public relations director at Oklahoma State University in Oklahoma City as well as the legislative assistant to the House Republican Leader in the Oklahoma House of Representatives. Vann also has the claim of being the first creator and instructor of a distance learning political science class in the state of Oklahoma. Vann is active in his home town of Edmond, Okla. with his family and friends. He is a graduate of the University of Central Oklahoma with a B.A. in Political Science.

Lauren Daughety is responsible for client relations and communication development. Her expertise and vision creating new campaigns for healthcare, tourism, non-profit and athletic clients has proven successful for both businesses and Daughety's career.

Prior to joining V&A, she served as director of corporate communications for Christian Companion Senior care where she developed public relations, media relations and advertising campaigns to promote local and national brand awareness. Daughety has also served as the public relations manager and marketing and advertising coordinator at Frontier Country Marketing Association in Oklahoma City.

She holds a Bachelor of Arts degree in mass communications/public relations from the University of Central Oklahoma and is a member of the Public Relations Society of America. Daughety has served on the public relations committee for the Arts Council of Oklahoma City for Festival of the Arts.

6 Habits of Good Marketing / Public Relation Agencies



1. A great digital marketing agency is nimble.

Notice I used “nimble” here rather than the direct antonym of Schaefer’s “slow,” which would be “fast.” I do believe a great agency should be fast. That is, the agency should have a track record of meeting or exceeding deadlines, getting deliverables and reports to clients on or even ahead of time.

But I think it’s even more important that the agency be nimble. By nimble I mean two things.

First, the agency is able to shift quickly with changes in the client’s market, business, or marketing plans. Nothing stays the same in businesses or marketplaces for long, and the nimble agency not only knows that but has a culture and processes that enable it to bend with the changes and keep current with the client’s needs.

Second, and perhaps more important, the nimble agency is ahead of the trends in digital marketing in general and in the client’s business in particular. The agency keeps informed with the latest news on digital marketing. It is constantly testing its own assumptions. And it attempts to project where things are going, to “skate to where the puck is going, not where it is” as hockey legend Wayne Gretzky famously said.

The high value agency isn’t just aware of coming trends, it communicates those regularly to its clients, and is bold to make suggestions based on those projections, to keep the clients ahead of their competition.

Tony & Lauren always have things in hand way before our deadlines be it press releases or advertising pieces. Most times they are the ones making sure we are staying on task with deadlines and release dates. They can shift from Expo to IFYR immediately all I have to do is tell them...This is what I am needing. Tony and Lauren meet with Chris & I once a month either in person or on a conference call to discuss new trends that might fit our niche or new ideas that they have come up with to make sure Expo & IFYR are at the top of the charts for all prospective clients.

2. A great digital marketing agency knows more than advertising.

I suspect Schaefer's critique comes because many DMAs are actually advertising or public relations agencies that added on digital marketing in a desperate move to stay relevant. But if they haven't really adopted or committed to the inbound mindset, it's inevitable that they will fall back on advertising as the easiest solution.

I also suspect that by "advertising" Schaefer's interviewees mean not just paid advertising, but also content that is little more than direct advertising.

Advertising and direct selling should remain part of any overall marketing program, but companies engaging DMAs want more than that. The concept of inbound marketing has become pretty well known: marketing assets that bring value to the audience and thereby build awareness and reputation in a way that draws prospects to the brand, as opposed to marketing that interrupts the prospect and tries to coerce them into buying or trying the brand's products.

A top-notch DMA knows how to build strategies for content that a brand's audience will love, and that will make them love the brand all the more.

While the Expo Center isn't necessarily a brand we are trying to sell someone we are selling our facility and Vann & Associates has helped us tremendously in that area. We have met several times and discussed ways to meet & greet the public here for a "Look what we can offer" type event as well as taking some nice advertising pictures while rooms are staged with setups as well as people. We haven't always had facilities that were up to par on the advertise me spectrum but Tony and Lauren have gone above and beyond to help us find ways to get our image out there in the best light possible while we wait for upgrades and improvements to come. IFYR is easy to sell and we (Vann as well as myself & Chris) make sure the IFYR images are up front and center all year long. New images for the websites, new images on t-shirts, popular advertising campaigns on social media to make sure the target audience is buying what we are selling.

3. A great digital marketing agency emphasizes continuity over campaigns.

Now let's not throw the baby out with the bathwater: campaigns can be a perfectly valid and valuable part of marketing. But if an agency can only recommend campaigns, something is missing.

What's bad about concentrating only on campaigns? At least a couple of things:

1. It makes your marketing "herky jerky." You might make some progress via a particular campaign, but then that progress comes to a halt while you're building the next campaign. In the meantime, your competition may pass you by.
2. Each campaign is a roll of the dice. If it succeeds, great! But if it fails to meet expectations, then it becomes more wasted time during which the competition could gain an upper hand.
3. Campaigns take your focus away from your overall, long-term goals. Everything becomes about winning the campaign, rather than about building brand reputation over time.

So what do we mean by "continuity"?

Continuity involves an overall marketing strategy aimed at building long-term brand value in the marketplace. The best DMAs know how to help their clients build holistic strategies that get everything, online and offline, working together. They aren't in it for the quick traffic hit. Top agencies know they only win when their client becomes top-of-mind for prospects in their vertical.

That involves strategies that are aimed at big goals for the brand. Then campaigns or individual tactics are put in their proper place. They are just tools (and not the only ones) used to help achieve the bigger marketing goals. Furthermore, with this outlook, the agency helps the client design campaigns that contribute to the bigger, long-term goals, not just to winning that campaign.

Vann & Associates handled the 25th IFYR like champs. We rebranded it as something spectacular and fancy because the 25th year is a milestone. It was branded across the board the same every piece of anything IFYR had the same look about it so if you ran across an ad somewhere by the look you knew it was IFYR's 25th year information. Sponsor Appreciation Dinner was a concept I had been tossing around myself and in our meeting with Tony & Lauren I pitched it. They loved it and we went forward from there with our brand recognition was 100% with the campaign goal for Sponsor Night. Suzanne Gilbert stepped in later in the year to establish a location @ The Grand but as far as a campaign to let Sponsors know "They are IMPORTANT to us I think we as a TEAM did a pretty good job of continuity.

5. A great digital marketing agency believes in data transparency.

Low quality agencies want to keep the raw data hidden, and only parcel data out via dashboards or limited reports that may give the client a skewed view.

High quality agencies believe that they and the client benefit best when data is open and shared, and each can apply their expertise to gaining insights from that data.

Such agencies are also always willing to show the client the source data behind their reports. Really, this section underscores a theme that runs throughout all these characteristics of great digital marketing agencies: Partnership. Truly valuable agencies always have a partnership relationship with their clients that works for the greater benefit of both.

Tony & Lauren go over all the reports with us and we discuss ways to combat any negative or ways to populate and run with the positives. I receive monthly reports on campaign goals and social media site visits and we do the same, we go over the do's and don'ts. Up front and honest is what we get with Vann, I have emailed Lauren with ideas before that I thought were right on track and she always responds back with Pro's & Con's but in the end it is my decision and we go from there.

6. A great digital marketing agency builds a team of top experts.

In his HBR article, Schaefer shares an isolated anecdote from one client experience to back his claim that “agencies don’t hire the best talent.”

While there is no doubt that this is true of some agencies (we’ve seen it too when we’ve taken over accounts!), this is a gross generalization. In reality, a truly professional agency attracts and nurtures the best talent. Unlike an individual consultant, such an agency can offer the client the advantage of a team of multidisciplinary specialists, who can work together to formulate a holistic marketing strategy.

The team at Vann & Associates is verse with the full time people and the interns they employ. For instance we utilize Chloe for her eye when it comes to events and images for print advertising. Tony is our go to when we need someone reaching out to sources to locate something we are trying to obtain or for a broad spectrum view. Tony isn’t afraid to share stories of past do’s or don’ts when we are looking to venture into a new spectrum of advertising or web design or IFYR matters. We learn a lot from Laurens insights in the social media campaigns and how to appropriately handle comments both positive and negative on the internet. If there is something negative posted about Expo or IFYR I am on the phone with them immediately and we are establishing a game plan to combat such and spin the eye back to our positive qualities.

On Line Reviews— Vann & Associates

A friendly and knowledgeable team that knows how to do effective public relations and marketing! Sept 8, 2017 Ken Busby

Vann & Associates is an amazing company! Wonderful talent and personalized service, second to none! July 26, 2017 Shania Kemp

The UpCity Team evaluated the top 10 PR/Marketing Firms in the OKC Area— Vann & Associates was awarded # 4 out of those ten firms.



HEART OF OKLAHOMA EXPOSITION CENTER Shawnee, Oklahoma

1700 W. Independence
P.O. Box 1466
Shawnee, Oklahoma 74802
(405) 275-7020 | ShawneeExpo.org

Administrative Report:

Expo Staff:

- Meeting with the Seminole Kennel Club, trying to come up with a solution to fix the concrete floor in building B because the OKC Kennel Club will not carry the insurance anymore because the floor has too many uneven spots that the exhibitors can trip over.
- Booked a two-day cat show in April & May 2018.
- Bid the (OHSRA) & (OJHSRA) for September during the Fair.
- Bid a four day American Black Herford Association National Show and sale for November 2018.
- Booked a team roping series (two day), one per month Jan 2018 through March 2018.
- Staff has been repairing panels and setting up events.
- Staff is also painting doors and cleaning up the facility.
- Getting Bids for the Fred Humphrey pavilion concession, putting all new LED lighting, new tile flooring, painting the walls and taking the glass door from the conference center and placing it in the dining area which will open it up to the arena.
- Rebooked Sassafras event and Alpaca Blast Off for Nov 2018
- Meeting set and contract pending for three-day Conference center event 250+ people
- Booked Soil Health Academy for May 2018 using all areas of Conference Center



OF OKLAHOMA
EXPOSITION CENTER
Shawnee, Oklahoma

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IFYR Report

December 20, 2017

- Ote Berry JNFRSW was a great event for us to sponsor, Bridge Anderson South Dakota won the average, he had the fastest time in the short go with a 4.0.
- Meet with the James Higginbtham Executive Director of the NHSRA.
- Got some contact information for sponsorships from Polaris, Realtree and Priefert.
- Handed out a lot of information to vender for the trade show.
- Spoke with a few food venders that would be interested coming to the IFYR.
- Went to the 10 round of the WNFR got a lot of good ideals that I would like to try during our short go this year.
- Been working with Debi trying to get us set up on selling online tickets.
- Got a meeting set up after the first of the year with Brian Powers with Eques event they do online entry for the NHSRA.
- We have got everything set for the IFR in January 19 for our youth Directors.
- Preparing Vender packets, Personal, Stock contractors and Sponsorships.



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Month of November & December Events & Attendance

November 24 – 25 Outlaw Motor Sports 1000 people

November 25 Excel Auction 400 people

November 29 Police Department 20 people

December 1 – 2 Sassafras 600 people

December 2- 3 Circle w Market Place 600 people

December 2- 3 Jones Team Roping 896 teams

December 4 – 5 Fire Department 30 people

December 8-10 Poultry Show 300 people

December 9 Ok Pigeon Show 300 people

December 9 – 10 HOYRA 300 people

December 15 -16 Outlaw Motor Sport 1100 People

December 16 Bike for Kids 400 People

December 16 Alycia Birthday party 150 people

Total of Event Days = 22

Total of Attendance =6096

Total of Events for the Year = 192

Total of Event Days for the year= 340