

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

November 15, 2018

12:30PM

Heart of Oklahoma Exposition Center

1700 W. Independence

Shawnee, OK 74804

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 10:31 AM/PM.

On: November 13, 2018.

Signed: Hacio Eck

For City Clerk's Office Use Only

Date Notice released to news media: November 13, 2018

Person filing notice: Stephanie Meiler-Gideon

Notice verified by: Hacio Eck

Shawnee Civic & Cultural Development Authority
November 15, 2018
@ 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 regularly scheduled Meeting of October 2018.
5. Review and Acknowledgment of Monthly Activity Report.
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 & Possible Action on Renewal of the yearly Vann & Associates Marketing Contract for the Expo Center & IFYR.
11. Discussion Consideration & Possible Action to declare Items Surplus and put them in the Excel Auction to be sold November 24th 2018- Items are as follows: Hog Panels (tube & chain link); 753 Bobcat and Brigadier Dump Truck.
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
OCTOBER 18, 2018 @ 12:30PM
HEART OF OKLAHOMA EXPOSITION CENTER

THE TRUSTEES OF THE SHAWNEE CIVIC AND CULTURAL DEVELOPMENT AUTHORITY WAS ORIGINALLY SCHEDULED TO HAVE THEIR REGULAR MEETING DATE THURSDAY, OCTOBER 18, 2018 AT 12:30PM AT HEART OF OKLAHOMA EXPOSITION CENTER, PURSUANT TO NOTICE DULY POSTED AS PRESCRIBED BY LAW. NOTICE WAS FILED AT CITY HALL ON OCTOBER 15, 2018 AT 4:12PM.

AGENDA ITEM NO.1

CALL TO ORDER.

THE MEETING WAS CALLED TO ORDER AT 12:40PM BY CHAIRMAN RANDY GILBERT.

AGENDA ITEM NO.2

ROLL CALL

TRUSTEES PRESENT: MR. RANDY GILBERT
MR. TIM BARRICK
MR. LANCE WORTHAM
MS. RACHEL MELOT
MR. CARL PACKWOOD

TRUSTEES ABSENT: MR. KARL KOZEL
MR. ERIC BENSON

AGENDA ITEM NO.4 & NO. 5

APPROVAL OF THE MINUTES OF THE REGULAR
MEETING SEPTEMBER 2018 & SPECIAL CALL
MEETING OCTOBER 2018

THE MOTION MADE BY TRUSTEE WORTHAM, SECONDED BY TRUSTEE PACKWOOD TO APPROVE THE MINUTES AS PRESENTED FOR THE AUGUST 2018 REGULAR BOARD MEETING. -MOTION CARRIED.

AYE: GILBERT, BARRICK, WORTHAM, MELOT, PACKWOOD
NAY: NONE
ABSTAIN: NONE

AGENDA ITEM NO. 7

APPROVAL OF THE MONTHLY FINANCIAL REPORT

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

AYE: GILBERT, BARRICK, PACKWOOD, WORTHAM, MELOT
NAY: NONE
ABSTAIN: NONE

AGENDA ITEM NO.8

APPROVAL OF GENERAL CLAIMS WITH ADD ONS.

THE MOTION MADE BY TRUSTEE WORTHAM SECONDED BY TRUSTEE MELOT TO APPROVE THE GENERAL CLAIMS AND WITH ADD ONS AS PRESENTED. -MOTION CARRIED.

AYE: GILBERT, BARRICK, PACKWOOD, WORTHAM, MELOT
NAY: NONE
ABSTAIN: NONE

General Claims:

A. Mettel

\$887.33

B. OK Tax Commission	\$1,489.13
C. Locke Supply	\$252.82
D. Hunzicker Brothers	\$1,406.37
E. Shawnee Municipal Authority	\$1,755.57
F. Express (3)	\$2,407.98
G. A Team	\$2,150.00
H. Johnson Controls	\$750.00
I. NAPA	\$173.16
J. Shawnee Office Systems	\$174.59
K. Finley + Cook	\$460.00
L. INS	\$734.00
M. Ask About Windows	\$216.00
N. Fuelman	\$1,814.80
O. Dale's Plumbing	\$85.00
P. Staple's	\$143.58
Q. Armstrong Termite + Pest	\$150.00
R. Techsico	\$270.00
S. First United-SG	\$707.27
T. Airgas	\$19.40
U. AT+T Mobility	\$55.88
V. ONG	\$176.68
W. ONG	\$37.54
X. ONG	\$100.63
Y. ONG	\$53.53
Z. ONG	\$50.94
AA. ONG	\$45.74
BB. ONG	\$40.56
CC. Stuart + Clover	\$776.25
DD. John Deere	\$171.76
EE. Arvest	\$4,893.17

Add ons:

General:

A. Constellation	\$18.98
B. City of Shawnee- surcharge	\$488.75
C. BancFirst	\$600.00
D. Buford White's	\$78.96
E. Personal Plumbing	\$247.24
F. AT&T	\$365.01
G. ONG	\$117.79
H. ONG	\$117.21

AGENDA ITEM NO.9

APPROVAL OF SPECIAL CLAIMS WITH ADD ONS

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

AYE: GILBERT, BARRICK, PACKWOOD, WORTHAM, MELOT
NAY: NONE
ABSTAIN: NONE

Special Claims:

A. Heritage Embroidery	\$750.87
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AGENDA ITEM NO. 10

APPROVAL OF SHAVINGS CLAIMS

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

AYE: GILBERT, BARRICK, WORTHAM, MELOT, PACKWOOD
NAY: NONE
ABSTAIN: NONE

Shavings Claims:

None

AGENDA ITEM NO. 11

IFYR UPDATE

- *JUMBOTRON SPONSOR #S AND COSTS
- *TALKING WITH PRIEFERT ABOUT PRODUCT SPONSORSHIP
- *RODEO MEETINGS ARE ABOUT TO BEGIN
- *LOOKING INTO HAVING A CONCERT SUNDAY NIGHT

AGENDA ITEM NO. 12

COMMITTEE

NO COMMITTEE REPORTS

AGENDA ITEM NO. 13

ADMINISTRATIVE REPORTS

ADMINISTRATIVE REPORT SENT TO ALL BOARD MEMBERS BEFORE MEETING

- *CREW IS KEEPING UP WITH CLEANING & GENERAL MAINTENANCE ALL OVER GROUNDS.
- *WORKING W/ SEMINOLE KENNEL CLUB ON REDOING FLOORS IN OTTO SEC B
- *LED LIGHTING IN OTTO KRAUSE
- *WORKING W/ JIM WARE ON GATE CLOSURE TO LEO/ 177
- *LOOKING INTO HELP GETTING SIGNS ON 177 TO REDIRECT TRAFFIC TO KICKAPOO SPUR
- *RACHAEL SPOKE TO JIM WARE ATTORNEY FRIEND ON FACILITY ISSUES -CONSENSUS WAS THAT THE EXPO FACILITY IS GOOD OVERALL
- *YANN MARKETING REPORT AVAILABLE TO BOARD

AGENDA ITEM NO. 14 & 15

OLD BUSINESS & NEW BUSINESS

NO OLD BUSINESS

- *SUGGESTION BY CHAIRMAN GILBERT*- NEW BUSINESS
- REPLACING THE EXPO TAHOE IN A YEAR OR TWO

AGENDA ITEM NO. 16

PUBLIC & TRUSTEE COMMENTS

- *LOOK INTO WHAT AND WHERE THE EXPO MAY INVEST THE TAX MONEY
- *BOARD WANTS A REPORT OF OUR RV RATES IN COMPARISON TO OTHER RV FACILITIES

AGENDA ITEM NO. 17

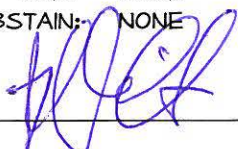
ADJOURNMENT @2:00PM

THE MOTION MADE BY TRUSTEE MELOT, SECONDED BY TRUSTEE BARRICK TO ADJOURN THE MEETING. -MOTION CARRIED.

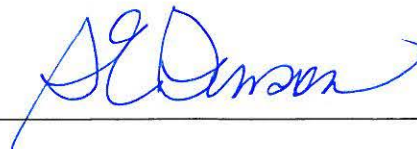
AYE: GILBERT, BARRICK, WORTHAM, MELOT, PACKWOOD

NAY: NONE

ABSTAIN: NONE



CHAIRMAN: MR. RANDY GILBERT



INTERIM SECRETARY: MR. ERIC BENSON



Heart of Oklahoma Expo Center

Nov 2018 Events	Amount Owed	Amount Paid	Concessions / Catering
Monkey Business	\$ -	\$ 4,785.00	\$ -
Girl's Night Out Hog Show	\$ -	\$ 742.50	\$ -
Rutherford Reception	\$ -	\$ 345.00	\$ -
Two Sister's Flea Market	\$ -	\$ 840.60	\$ -
Legacy Parenting	\$ -	\$ 910.19	\$ -
OK Quarter Horse	\$ -	\$ 2,926.00	\$ -
OG&E-MM	\$ -	\$ 395.00	\$ -
RVW Convention	\$ -	\$ 23,672.00	\$ -
Kim Carver Barrel Race (6)	\$ 1,327.29	\$ 2,377.73	\$ -
Dept of Agriculture (2 of 3 IFYR Grant)	\$ 3,333.33	\$ -	\$ -
The Wandering Gypsy	\$ 240.63	\$ 700.00	\$ -
VIP Banquet	\$ 100.00	\$ -	\$ -
Circle L Productions	\$ 3,273.76	\$ -	\$ -
Beasketweavers	\$ 1,197.50	\$ 302.50	\$ -
Farmers & Ranchers Mutual Banquet	\$ 765.00	\$ -	\$ 112.00
Triangle Horse Sale	\$ 22,544.18	\$ -	\$ -
Seminole Kennel Club	\$ 870.31	\$ 350.00	\$ -
Rotary Club	\$ 136.24	\$ -	\$ -
NBHA	\$ 1,722.78	\$ -	\$ -
KTO Christmas deposit Pd	\$ -	\$ 300.00	\$ -
Totals from Above:	\$ 35,511.02	\$ 38,646.52	\$ 112.00
Sept Concession/Catering	\$ -	\$ -	\$ 2,480.00
Oct Concession/Catering	\$ -	\$ -	\$ -
November 2017 \$) \$17,031.54 \$			
2018 Totals:	\$ 4,660.62	\$ 36,994.02	\$ -

Making Payments

Deposit Pd

Balance Sheet

As of October 31, 2018

	Oct 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Arvest-General	64,458.59
Bancfirst-0161902-Shavings	2,945.05
FNB - 1020390 (Capital Improve)	17,716.65
FUB-282367-Payoff	1,114.17
FUB-603708-Special	67,672.01
FUB-603910-Ticket	2,171.76
Total Checking/Savings	156,078.23
Accounts Receivable	
Accounts Receivable	24,426.12
Total Accounts Receivable	24,426.12
Other Current Assets	
Concession Receivable	-3,178.95
Undeposited Funds	345.00
Total Other Current Assets	-2,833.95
Total Current Assets	177,670.40
Fixed Assets	
Land Improvements	47,350.44
Parking Lot Improvements	265,886.47
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	-4,625,912.93
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
Appliances	4,448.14
Audiovisual Equipment	68,623.71
Buildings	8,423,344.37
Business Machines	25,786.79
Communications Equipment	68,849.24
Furniture	102,813.33
Land	645,821.42
Machinery & Tools	2,038,650.93
Parks & Recreation Equip.	29,503.09
Vehicles	124,513.19
Total Fixed Assets	4,582,044.63
TOTAL ASSETS	4,759,715.03
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	1,038.84
Total Other Current Liabilities	1,038.84
Total Current Liabilities	1,038.84
Total Liabilities	1,038.84
Equity	
County Money for Improvements	458,651.00

11:29 AM

Shawnee Expo Center / SC&CDA

11/08/18

Balance Sheet

Accrual Basis

As of October 31, 2018

	Oct 31, 18
Fund Balance	
Restricted	3,771,858.53
Total Fund Balance	3,771,858.53
Retained Earnings	431,240.60
Net Income	96,926.06
Total Equity	4,758,676.19
TOTAL LIABILITIES & EQUITY	4,759,715.03

Shawnee Expo Center / SC&CDA

Profit & Loss YTD Comparison

October 2018

	Oct 18	Jan - Oct 18
Ordinary Income/Expense		
Income		
Additional Charges	10,734.00	58,326.38
Booth Income	0.00	4,287.50
Clean Up Fee	0.00	155.00
Concession/Catering Income	0.00	21,501.98
Conference Center	13,123.33	89,316.83
Discounts	-500.00	-2,016.50
Fred Humphrey Pavilion	7,660.00	62,625.00
Grandstand	0.00	2,240.00
Interest Income	79.31	724.96
Laundry Commission	0.00	690.70
Otto Krause Building	4,135.00	20,017.41
Rodeo Income		
Service Fees	0.00	33,815.00
Photography Fees	0.00	21,650.00
Softgoods	0.00	2,502.12
Practice Pen	0.00	2,525.00
Adversiting	0.00	600.00
Booth Rental	0.00	46,690.00
Camping	0.00	117,750.00
Concession	0.00	1,050.00
Entry Fees	0.00	213,550.00
Hay/Shavings/Ice	0.00	7,951.00
Ice	0.00	275.00
IFYR Income	0.00	2,268.00
Programs	0.00	2,727.00
Sponsorship	400.00	101,850.00
Stall Rental	0.00	160,800.00
Ticket Sales	0.00	84,794.77
Total Rodeo Income	400.00	800,797.89
RV Spaces	14,582.00	101,510.32
Shavings	7,174.00	35,432.84
Total Income	57,387.64	1,195,610.31
Expense		
Accounting	460.00	10,746.78
Advertising	0.00	9,047.51
Marketing	0.00	23,809.94
Bank Charges	0.25	360.98
Contract Labor	2,407.98	20,034.64
Credit Card Discounts	435.77	2,837.79
Dues	0.00	264.00
Equipment		
Office	0.00	40.00
Total Equipment	0.00	40.00
Equipment Rental	0.00	709.50
Fuel/Deisel	1,814.80	17,054.32
impact study	0.00	3,806.00
Insurance	0.00	7,676.50
Interest - Loan	-5,464.31	849.31
Internet expense	707.27	707.27
Legal	776.25	3,108.57
Maintenance		
Bldg & Grounds	5,606.39	44,723.77
Computer	734.00	8,039.97
Equipment	365.75	19,289.37
Vehicle	173.16	2,588.60
Total Maintenance	6,879.30	74,641.71

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11/08/18

Accrual Basis

Shawnee Expo Center / SC&CDA

Profit & Loss YTD Comparison

October 2018

	Oct 18	Jan - Oct 18
Meals	0.00	2,400.00
Memberships Fees	0.00	35.00
Office Expense	0.00	384.52
Other Expense	0.00	-1,157.48
Postage	0.00	844.56
Refund	0.00	400.00
Return Check	0.00	350.00
Rodeo Expense		
Meals/Food	0.00	819.04
Computer	0.00	10,790.00
Credit Card Fees	0.00	19,598.50
Photography	0.00	21,650.00
Softgoods	0.00	1,000.00
Ice	0.00	3,195.00
Advertising	0.00	23,834.18
Awards	0.00	31,105.00
Equipment Rental	0.00	34,363.80
Feed/Hay	0.00	3,689.00
IFYR Payoffs	0.00	235,395.31
Maintenance - Building & Ground	0.00	8,585.04
Maintenance - Office Equipment	0.00	700.00
Mileage	0.00	1,042.65
Permits Pd to IFYR	0.00	25,900.00
Personnel	0.00	62,053.85
Refund	0.00	7,238.34
Refunds	0.00	100.00
Rodeo Expenses	750.87	59,119.84
Security	0.00	22,774.50
Stock	0.00	78,660.00
Supplies - Building & Ground	0.00	1,196.35
Supplies - Office	0.00	982.81
Shavings & Bedding	0.00	12,860.00
Tax & Surcharge	0.00	24,095.97
Temporary Labor	0.00	31,457.42
Utilities	0.00	27,769.57
Youth Director	0.00	885.00
Total Rodeo Expense	750.87	750,861.17
Shavings & Bedding	0.00	27,906.76
Subscription	0.00	212.50
Supplies - Other	143.58	-101.87
Taxes-Other	1,522.96	10,068.09
Telephone	943.21	10,905.79
Uniforms	0.00	718.50
Utility		
Electric	33,108.94	151,290.54
Gas	1,124.61	38,337.79
Water	1,755.57	9,745.12
Utility - Other	0.00	528.00
Total Utility	35,989.12	199,901.45
VOID	-17,546.81	-17,546.81
Total Expense	29,820.24	1,161,877.00
Net Ordinary Income	27,567.40	33,733.31
Other Income/Expense		
Other Income		
City Contribution -SEDF	10,000.00	50,000.00
City - Capital Money	0.00	13,192.75
City Contributions	29,423.58	340,909.78
Total Other Income	39,423.58	404,102.53

11:31 AM

11/08/18

Accrual Basis

Shawnee Expo Center / SC&CDA
Profit & Loss YTD Comparison
October 2018

	Oct 18	Jan - Oct 18
Other Expense		
Fringe Benefits		
Health Insurance	2,313.76	26,430.43
Life Insurance	40.18	404.09
Retirement	1,101.77	12,348.79
Worker Compensaton Insurance	0.00	5,508.05
Total Fringe Benefits	3,455.71	44,691.36
General Insurance	0.00	2,944.63
Miscellaneous	0.00	3,737.37
Payroll Taxes	1,436.38	16,606.91
Salaries	21,460.54	214,587.71
Temp Labor	3,070.95	58,341.80
Total Other Expense	29,423.58	340,909.78
Net Other Income	10,000.00	63,192.75
Net Income	37,567.40	96,926.06

General Claims:

Monthly Bills:

1. MetTel	\$889.96
2. AT&T Mobility	\$56.42
3. OK Tax Commission	\$1,380.60
4. ONG	\$41.89
5. ONG	\$110.19
6. ONG	\$45.80
7. ONG	\$54.48
8. ONG	\$47.53
9. ONG	\$176.23
10. ONG	\$210.46
11. Pitney Bowes	\$17.34

Temp Labor:

1. Express	\$2,917.42
2. Express	\$1,639.00

Office:

1. Finley & Cook	\$460.00
2. Shawnee Office Systems	\$176.40
3. Finley Cleaners	\$1,314.00
4. INS	\$734.00
5. Staples	\$58.85
6. CBEW	\$6,000.00
7. FNB	\$29.37
8. City of Shawnee Surcharge	\$187.50
9. Pitney Bowes-Lease	\$308.48

Marketing:

1. Vann & Associates	\$1,187.00
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Equipment Maintenance:

1. Yort's	\$90.00
2. Herc Rentals	\$462.31
3. CH&W	\$15.40
4. Hunzicker Brothers	\$182.85

Equipment Rental:

1. Rent-A-Tent	\$50.28
2.	

Bldg & Grounds Maintenance:

1. Stewart Wholesale	\$63.67
2. Locke Supply	\$297.74
3. Bradford Supply	\$278.50
4. Marsh Electric	\$459.04
5. Winkler Door	\$327.00

Special Claims:

Marketing:

1. Vann & Associates	\$1,187.00
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Membership Fees:

1. Vann & Associates	\$650.00
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Med Out Refund:

1. Gracie Henderson	\$150.00
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Shaving Claims:

1. Xylo	\$5,359.20
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V&A

VANN & ASSOCIATES | PR + MARKETING

AGREEMENT

2019 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 the current Facebook and Twitter accounts as well as adding an Expo Instagram account.

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

Our team will work with Expo staff to 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 2019-2020.
- 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 \$8,500.00.

This payment can be made either:

One lump sum payment of \$8,500.00 no later than July 1, 2019.

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

A series of twelve (12) equal payments of \$708.33 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

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The Parties agree that any dispute shall be subject to, and resolved in, Pottawatomie County District 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

November 2, 2018

DATE SIGNED

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

DATE SIGNED

WEBSITE AGREEMENT | HEART OF OKLAHOMA EXPO CENTER

Overview of Services

Website Development

Our team will design a new website for the Heart of Oklahoma Expo Center. Designing the website will include building a new website architecture, developing custom graphics and visual elements for the new website. We will also work with the client to edit and polish content as needed. Our team will also take photos and video of the renovations completed since the creation of the last website.

The new website will be dynamic (standard and mobile versions) and be hosted on V&A system servers.

WEBSITE DESIGN AND DEVELOPMENT

This project encompasses the design and development (coding) of a new Heart of Oklahoma Expo Center website. The new design will take approximately 60 to 90 days to complete. We will begin working on the project in January 2019. The overall project will include:

- *Developing a new website architecture*
- *Assist with editing content*
- *Custom graphic design*
- *Website development + coding*
- *Responsive site automatically transitioning from desktop to tablet and mobile*
- *Search Engine Optimization (SEO) capabilities*
- *Free hosting for one year (\$600 per year after the first 12 months)**
- *Utilization of proprietary content management system (CMS), known as Windmill*
- *Training on new CMS for one person*

**If client terminates service within the first 12 months of website's operations, a fee of \$150 will be charged to client.*

ADDITIONAL INCLUDED SERVICES

- *Provide on-site photography and videography for the Heart of Oklahoma Exposition Center*
- *Edited video vignettes (three 30s and two 15s) for the website and social media use*

Compensation for Services

For the website development services described above, Vann & Associates will charge a fee of \$4,250 payable in two payments of \$2,125. The first payment shall be made upon the signature of this agreement. The second payment shall be made upon approval of the final design but prior to launch of the new site.

Additional updates of the site after launch will be made at the cost of \$100 per hour. A management agreement can be presented at any time after the launch of the website.



511 COUGH DRIVE, SUITE 200
OKLAHOMA CITY, OKLAHOMA 73102
405.509.9312
VANNPR.COM

Additional Third-Party Costs

The prices within this proposal do not include associated costs such as printing, advertising buys, stock photography, e-newsletter services, video production, 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.

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.

Agency of Record

Vann & Associates Strategic Communications Solutions, LLC (dba Vann & Associates Public Relations + Marketing) shall be the agency of record for the Heart of Oklahoma Expo 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.

Payment Schedule

The total cost of the new website is \$4,250 payable in two payments of \$2,125. The first payment shall be made upon the signature of this agreement. The second payment shall be made upon approval of the final design but prior to launch of the new site. If the client refuses to approve or cannot pay the second payment within 180 days from initial payment, the original payment shall be forfeited and the site deleted.

Past Due Payments

Any payments not received within 30 days of invoicing are subject to a 10 percent late fee compounding until all original fees and late fees are paid in full.



511 COUCH DRIVE, SUITE 200
OKLAHOMA CITY, OKLAHOMA 73102
405.509.9312
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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 discretion 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 remains in effect until the final payment has been made and the final website has been delivered or 180 days has elapsed since the initial payment date.

Cancellation Policy

Client must provide a 30-day written notice of termination of hosting services. Upon termination, the client will receive files with the current website design files. The content management system is proprietary and is not included in those files. If client terminates service within the first 12 months of website's operations, a fee of \$150 will be charged to client. If the client does not provide 30-day written notice of termination after the first 12-months, a fee of \$250 shall be assessed. If the client chooses to cancel hosting service which has been pre-paid, they will not be issued a refund or credit.

Dispute Resolution

Any disputes in excess of the maximum limit for small claims court, arising out of this Agreement shall be submitted to binding arbitration before the Joint Ethics Committee or a mutually agreed upon arbitrator pursuant to the rules of the American Arbitration Association. The Arbitrators award shall be final, and judgment may be entered into any court having jurisdiction thereof.

Acceptance of Terms

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

Consented and Agreed to:

TONY VANN
PRESIDENT

November 1, 2018

DATE SIGNED

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

DATE SIGNED



INTERNATIONAL FINALS YOUTH RODEO



Administration Report November 2018

- Meeting with GEL America on getting prices replacing all the lights in the Barns and parking lots to LED.
- Worked the Triangle Sales making sure everything ran smooth during the sale.
- Light pole fell on a truck west side of Fred Humphrey, worked with OMAG on the claim.
- Worked with Jeff Lee Putting together a PRCA Rodeo and concert first week in May.
- Researched other facility and their rental pricing.
- Getting our surplus Items together for the auction on the 24.
- Worked with Preferred Material getting our Forklift fixed.
- Rough estimates on a new shop Building.
- Working close with staff coming up with new ideals cutting back on Man Hours setting up events & paying close attention on HVAC & Lighting making sure there shut off when it's not being used to help cut cost on our Utility Bills.
- Stephanie and I our working on an Application for Customers to fill out for free events.

IFYR Report

- Working with Siri Stevens with Rodeo News Putting free advertising in the Rodeo Roundup.
- I been setting up Meeting at the NFR to meet with Kevin Hall and Chris Neal to discuss the Practice Pen and the Jr American Finals Rodeo.
- Spoke with Otto Berry about our sponsorship for the NFRJSW.
- I got a meeting with the American Hat Company set up to discuss a sponsorship they are dropping Little Britches and wanting to invest in the IFYR.



V&A

VANN & ASSOCIATES | PR + MARKETING

Heart of Oklahoma Exposition Center
Collateral Development

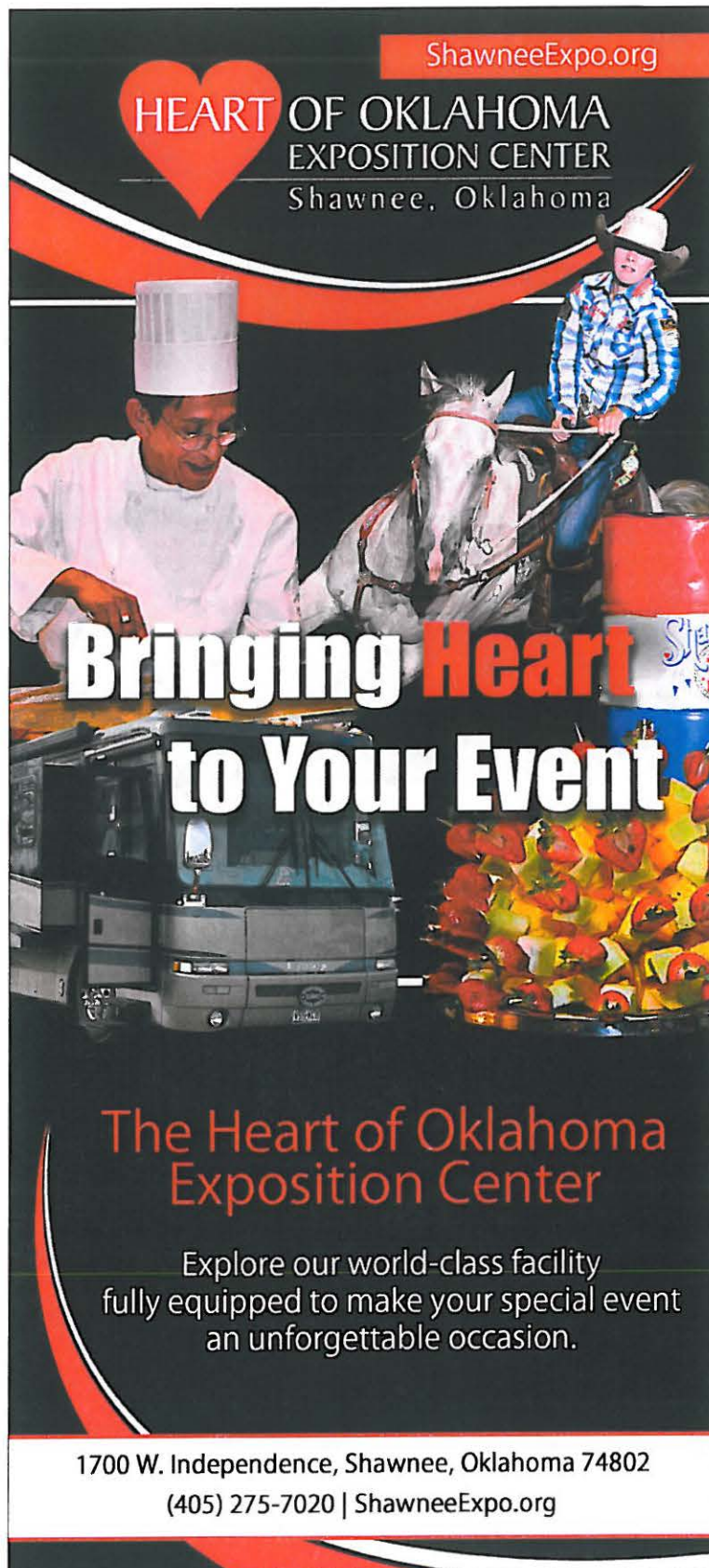
LETTERHEAD



OF OKLAHOMA
EXPOSITION CENTER
Shawnee, Oklahoma

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

ShawneeExpo.org ShawneeExpo.org ShawneeExpo.org ShawneeExpo.org ShawneeExpo.org



ShawneeExpo.org

HEART OF OKLAHOMA
EXPOSITION CENTER
Shawnee, Oklahoma

**Bringing Heart
to Your Event**

**The Heart of Oklahoma
Exposition Center**

Explore our world-class facility
fully equipped to make your special event
an unforgettable occasion.

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

HEART OF OKLAHOMA CONFERENCE CENTER

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ShawneeExpo.org

The Heart of Oklahoma Exposition Center

The Conference Center features 32,000-square-feet of exhibit or tradeshow space including multiple conference and meeting rooms, plus presentation technology and internet access.

With an indoor arena that seats up to 1,000 guests and an outdoor arena and grandstand that will accommodate more than 7,500 visitors, the Heart of Oklahoma Exposition Center is the perfect venue for livestock auctions, prestigious dog shows, concerts, tractor pulls and world-class rodeos. The facility also boasts more than 168,000-square-feet of barn space.

The Heart of Oklahoma Exposition Center offers on-site catering options for events of all sizes and types including meetings, weddings, class or family reunions, corporate retreats, holiday parties and more.



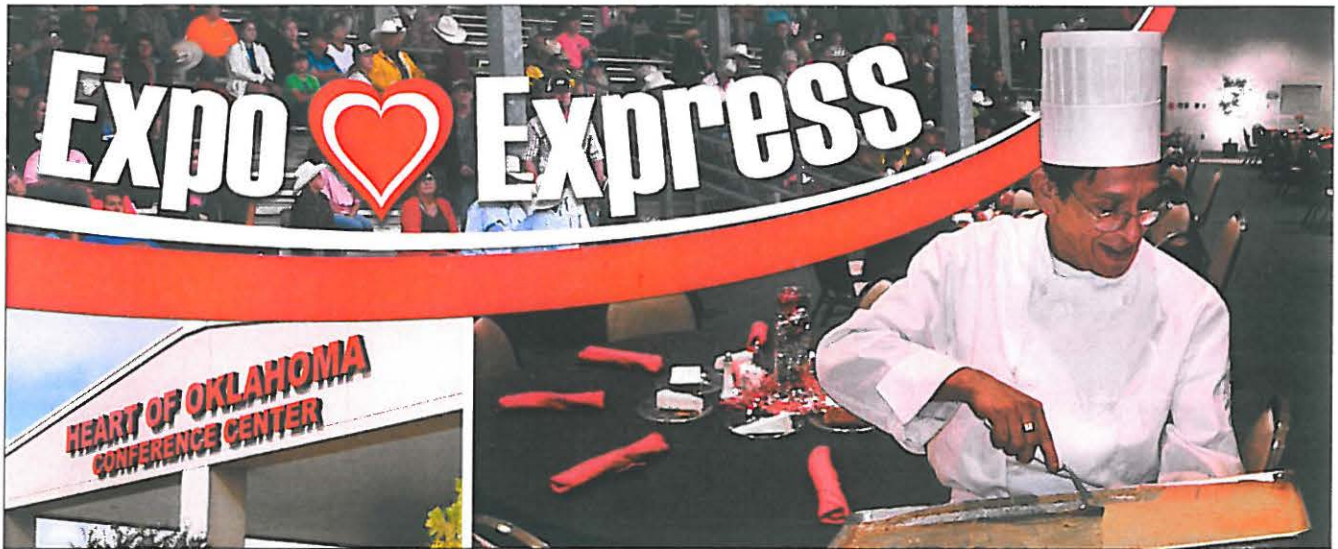
HEART OF OKLAHOMA
EXPOSITION CENTER
Shawnee, Oklahoma

1700 W. Independence | P.O. Box 1466
Shawnee, Oklahoma 74802

Book your event today!
Visit ShawneeExpo.org
or call (405) 275-7020



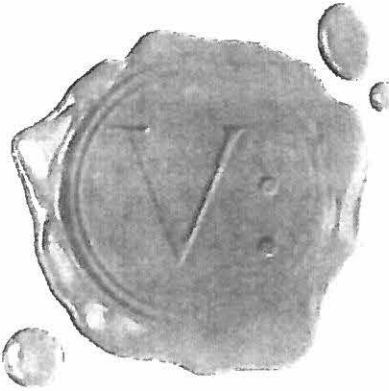
DIGITAL ASSETS



E-NEWSLETTER BANNER



FACEBOOK GRAPHIC



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 initialing 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

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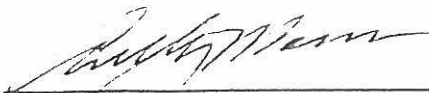
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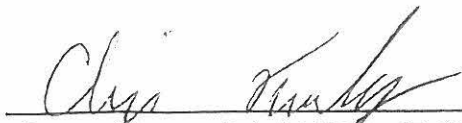
Consented and Agreed to:



TONY VANN
PRESIDENT

October 16, 2017

DATE SIGNED



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

December 27, 2017

DATE SIGNED