

TULSA CITY COUNCIL - SPECIAL MEETING.

JANUARY 20, 2026.

PRESENTED BY: KELLER TAYLOR, VP - OVG



TULSA CITY COUNCIL – SPECIAL MEETING AGENDA | JANUARY 20, 2026

- **BIG PICTURE ECONOMIC IMPACT**
- **BOK CENTER & ARVEST CC CAPITAL NEEDS**
- **IMPACTS OF FUTURE INVESTMENT**





ECONOMIC IMPACT.



DESTINATIONS INTERNATIONAL – EVENT IMPACT CALCULATOR

FY25 – JULY 2024 TO JUNE 2025

INPUT / OUTPUT MODEL – TOURISM ECONOMICS, OXFORD ECONOMICS COMPANY

- THE EVENT IMPACT CALCULATOR MEASURES THE ECONOMIC VALUE OF AN EVENT AND CALCULATES ITS RETURN ON INVESTMENT TO LOCAL TAXES.
 - *UPDATED ANNUALLY, THE CALCULATOR DRAWS ON 10 DIFFERENT DATA SOURCES TO PROVIDE AN INDUSTRY-WIDE STANDARD*
- TOP CATEGORIES OF LOCAL SALES TAX
 - LODGING
 - F&B
 - RETAIL
 - TRANSPORTATION
 - RECREATION

TOTAL IMPACT

BOK CENTER AND ARVEST CONVENTION CENTER

FY25 – JULY 2024 TO JUNE 2025

**TOTAL EVENTS
IMPACT**

\$142,994,904

**ESTIMATED ROOM
DEMAND**

153,911

**TOTAL LOCAL
SALES TAX**

\$4,815,219

**OVERNIGHT
ATTENDEES**

183,301



BOK CENTER
MAJOR EVENT EXAMPLES

BRUCE SPRINGSTEEN

TOTAL EVENTS IMPACT
\$2,099,444

TOTAL LOCAL SALES TAX
\$84,279

ESTIMATED ROOM DEMAND
5,417

TRAVIS SCOTT

TOTAL EVENTS IMPACT
\$2,022,606

TOTAL LOCAL SALES TAX
\$82,243

ESTIMATED ROOM DEMAND
4,995

CHRIS STAPLETON

TOTAL EVENTS IMPACT
\$1,859,235

TOTAL LOCAL SALES TAX
\$75,196

ESTIMATED ROOM DEMAND
4,791



ARVEST CONVENTION CENTER

MAJOR EVENT EXAMPLES

OSDTDA – DANCE TEAM DTRS

TOTAL EVENTS IMPACT
\$2,637,786

TOTAL LOCAL SALES TAX
\$72,700

ESTIMATED ROOM DEMAND
2,564

SKILLS USA –
OK CAREER TECH

TOTAL EVENTS IMPACT
\$2,347,011

TOTAL LOCAL SALES TAX
\$54,104

ESTIMATED ROOM DEMAND
3,593

OK INDIAN GAMING ASSOC

TOTAL EVENTS IMPACT
\$1,888,115

TOTAL LOCAL SALES TAX
\$44,235

ESTIMATED ROOM DEMAND
3,184



EVENTS UTILIZING BOTH VENUES

MAJOR EVENT EXAMPLES

BASSMASTER

TOTAL EVENTS IMPACT

\$19,124,469

TOTAL LOCAL SALES TAX

\$447,560

ESTIMATED ROOM DEMAND

7,226

FFA

TOTAL EVENTS IMPACT

\$7,191,548

TOTAL LOCAL SALES TAX

\$172,678

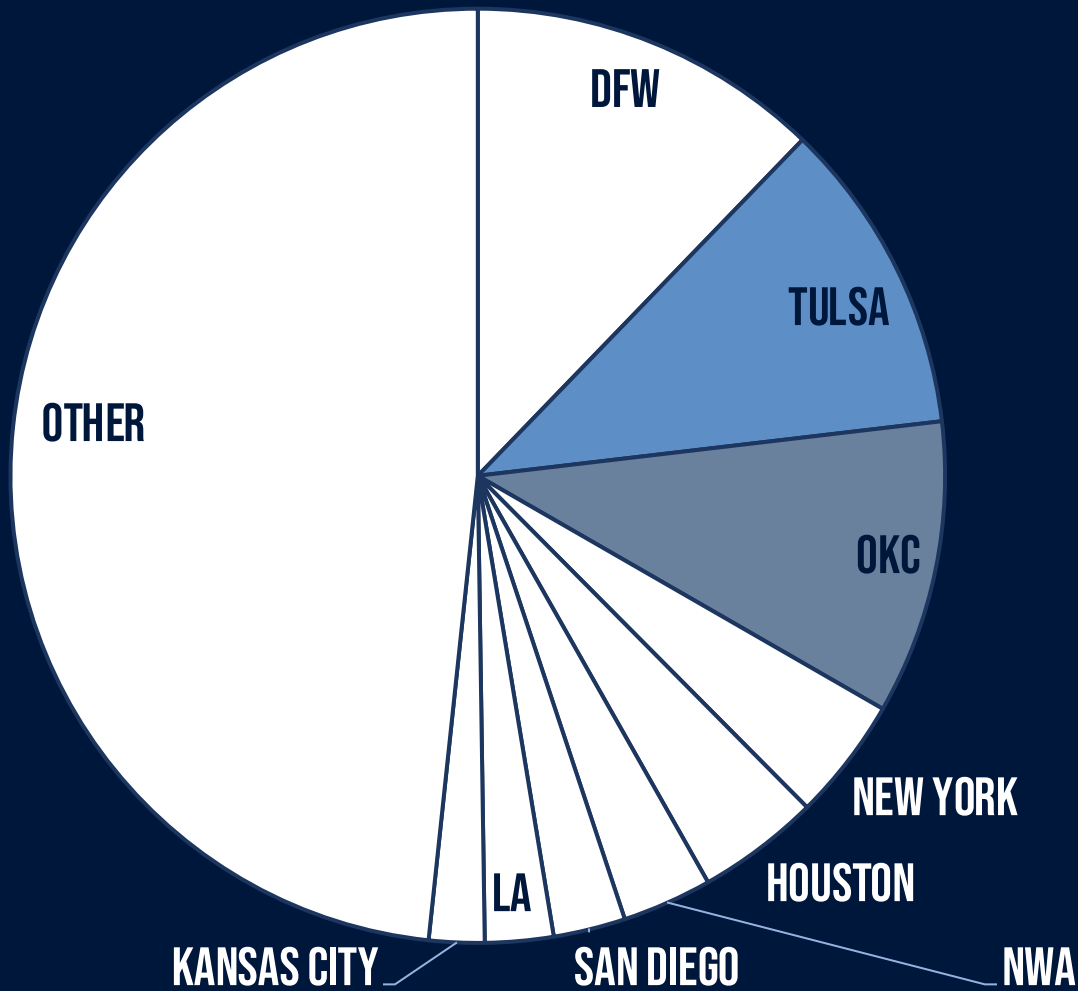
ESTIMATED ROOM DEMAND

8,850



PURCHASER ZIP CODE DATA | EXAMPLES

BILLIE EILISH | NOV 2025

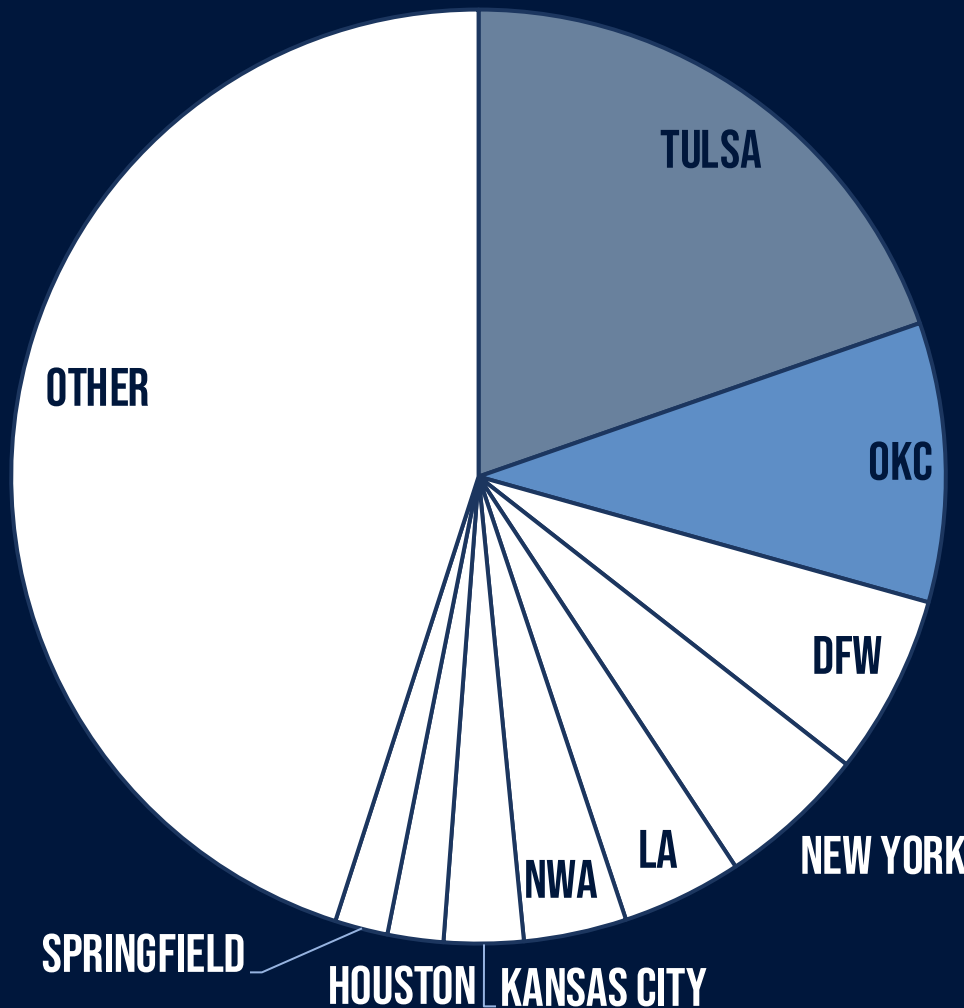


TOP MARKETS FROM OUTSIDE OK:

- 1. DFW – 12.36%
- 2. NEW YORK – 4.29%
- 3. HOUSTON – 3.19%
- 4. NWA – 3.14%
- 5. SAN DIEGO – 2.52%

80%

PAUL MCCARTNEY | OCT 2025

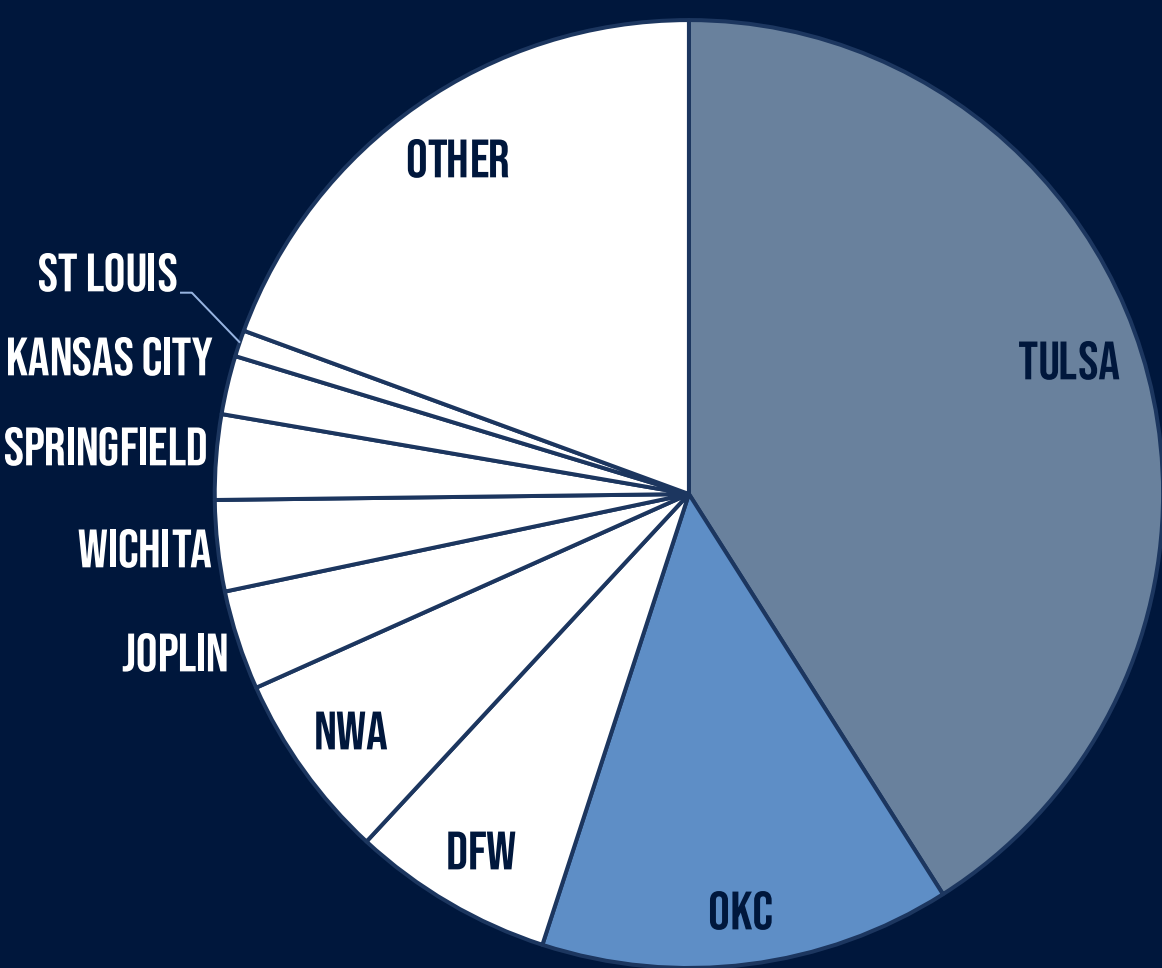


TOP MARKETS FROM OUTSIDE OK:

- 1. DFW – 6.23%
- 2. NEW YORK – 5.16%
- 3. LA – 4.16%
- 4. NWA – 3.56%
- 5. KANSAS CITY – 2.75%

70%

ZACH BRYAN | DEC 2024



TOP MARKETS FROM OUTSIDE OK:

- 1. DFW – 6.9%
- 2. NWA – 6.4%
- 3. JOPLIN – 3.4%
- 4. WICHITA – 3.1%
- 5. SPRINGFIELD – 2.9%

45%



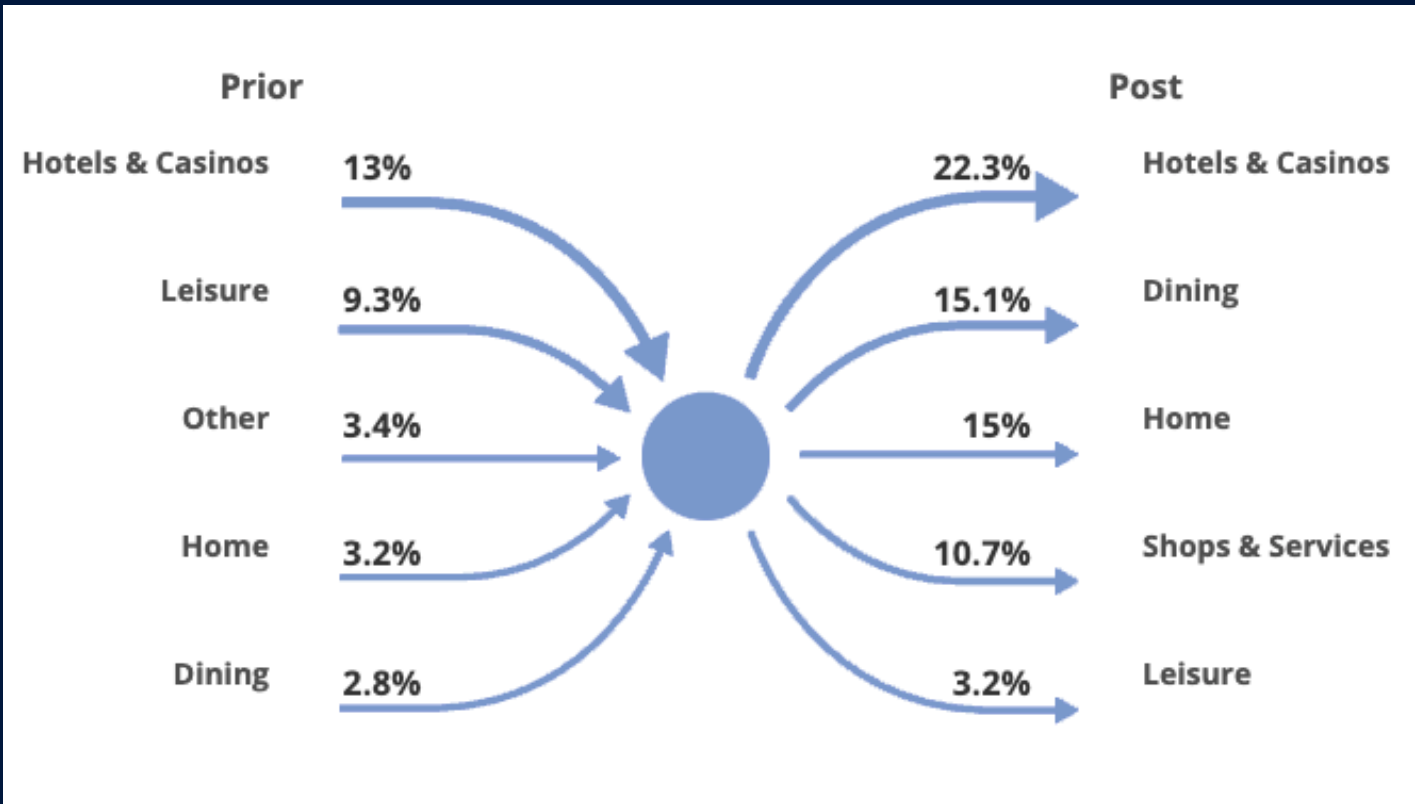
VISITOR JOURNEYS | PLACER.AI

- PLACER.AI IS A LOCATION INTELLIGENCE PLATFORM THAT USES AI AND MOBILE LOCATION DATA TO PROVIDE BUSINESSES, REAL ESTATE AND CIVIC GROUPS WITH INSIGHTS INTO FOOT TRAFFIC, CONSUMER BEHAVIOR, AND MARKET TRENDS FOR PHYSICAL PLACES LIKE STORES, RESTAURANTS, AND AREAS.
 - *IT HELPS UNDERSTAND VISITOR PATTERNS, MEASURE MARKETING EFFECTIVENESS, ASSESS SITE SUITABILITY, AND ANALYZE DEMOGRAPHICS TO DRIVE DECISIONS IN RETAIL, REAL ESTATE, AND ECONOMIC DEVELOPMENT, ALL WHILE PRIORITIZING USER PRIORITY THROUGH DATA AGGREGATION.*
- THE FOLLOWING DATA IS FROM FOUR HOURS PRIOR TO AN EVENT TO FOUR HOURS FOLLOWING AN EVENT.

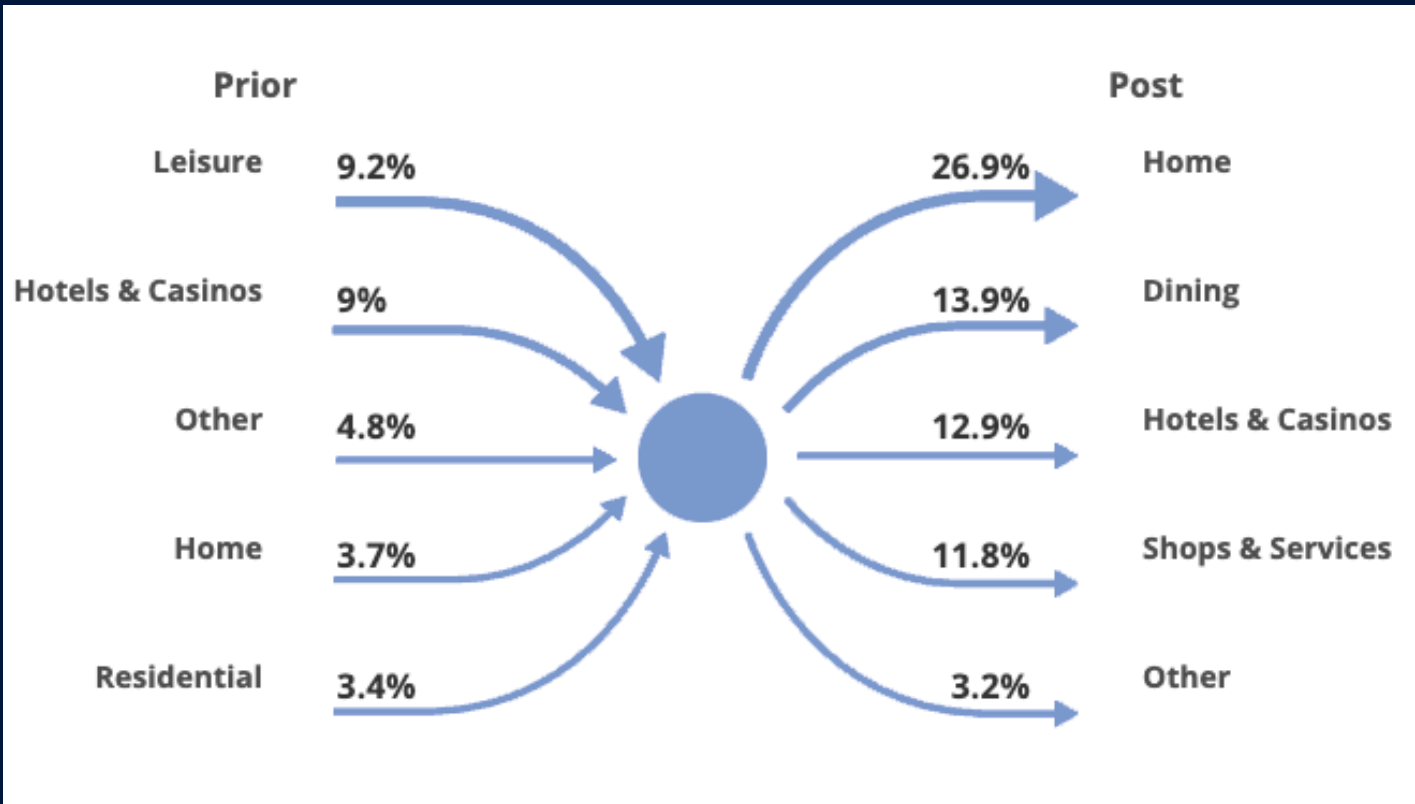


VISITOR JOURNEYS | PLACER.AI

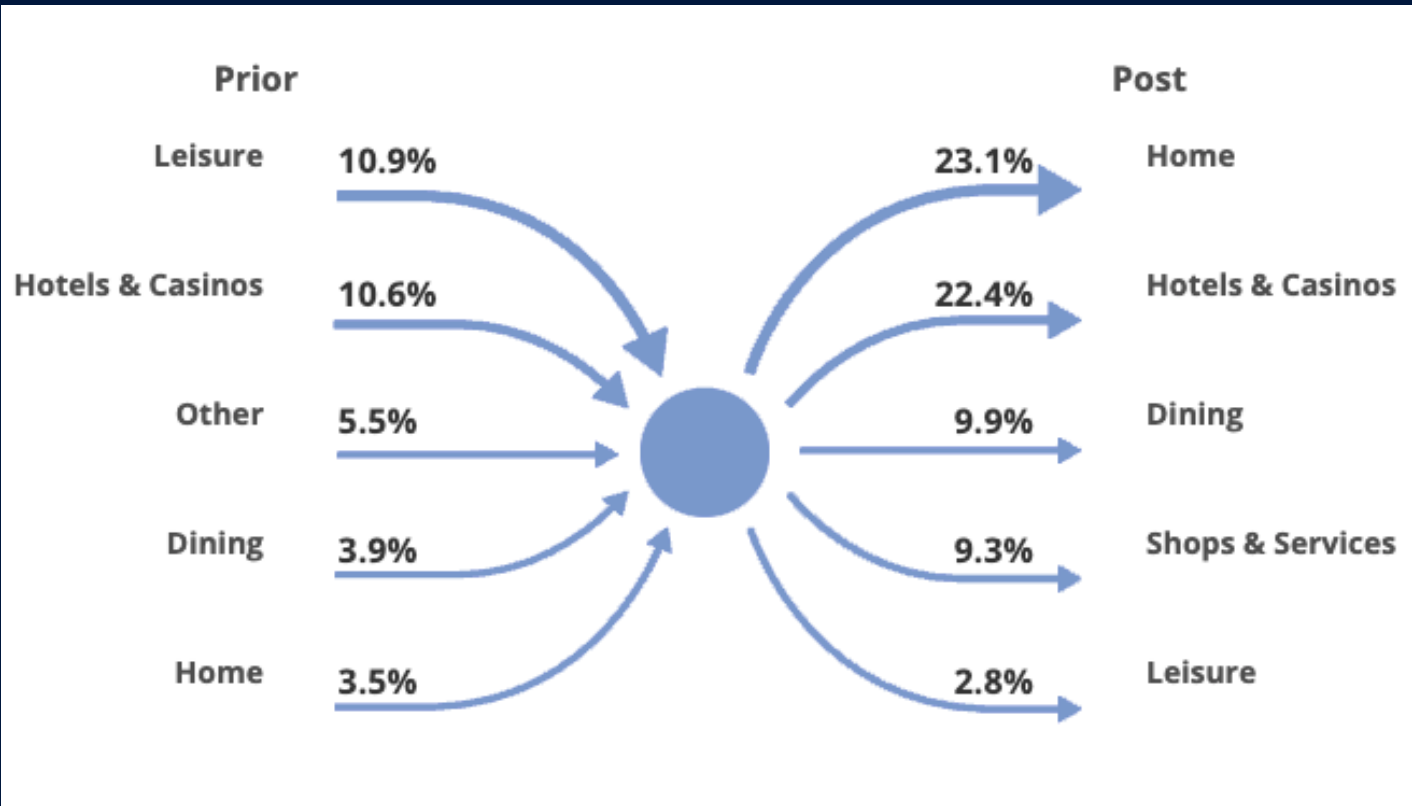
BILLIE EILISH | NOV 2025



TATE MCRAE | OCT 2025



ZACH BRYAN | DEC 2024





CAPITAL NEEDS.



PROCESS TO DATE

- IOT3 PROJECTS & FUNDING
- INTERNAL & EXTERNAL STAKEHOLDER MEETINGS
- CLIENT & PREMIUM SEATING HOLDER MEETINGS
- STUDIES COMPLETED:
 - ELEVATOR / ESCALATOR MODERNIZATION ASSESSMENT
 - ME ENGINEERS REPORT
 - MECHANICAL
 - PLUMBING
 - ELECTRICAL
 - ROOF ASSESSMENTS



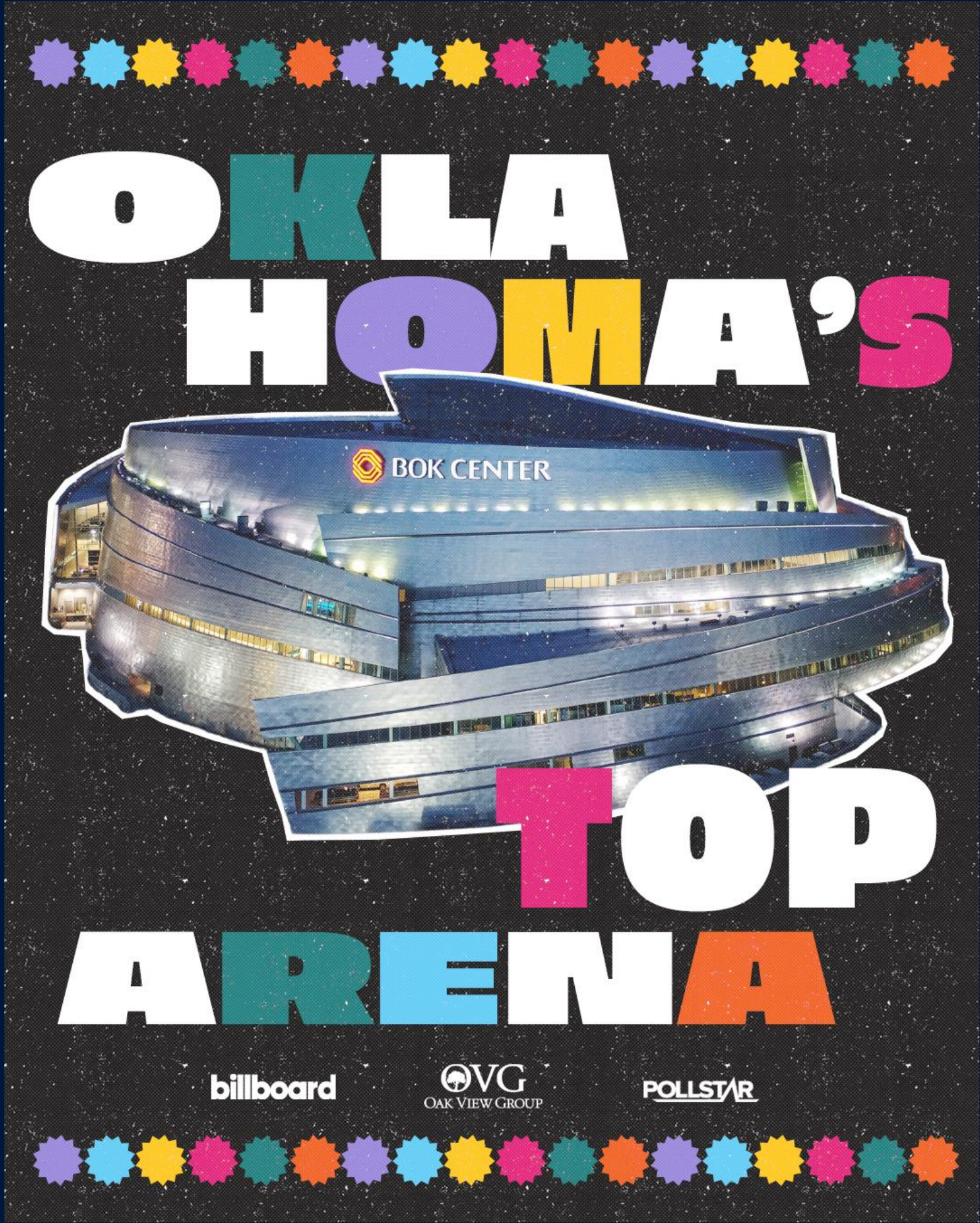
BOK CENTER RANKINGS

POLLSTAR
2025 YEAR-END TOP 200 ARENAS

#29 IN THE UNITED STATES
#55 WORLDWIDE

billboard
2025 YEAR-END BOXSCORE

#30 IN THE UNITED STATES
#46 WORLDWIDE



**MEASURED FROM OCTOBER 1, 2024 THROUGH SEPTEMBER 30, 2025*



PHASE 1 – BOK CENTER RENOVATION

12-14 WEEK PROJECT

ROOF REPLACEMENT (ASAP)

SEATING REPLACEMENT / CONCRETE REPAIRS

SUITE LEVEL RENOVATIONS

CENTERHUNG SCOREBOARD / 360 RING

RESTROOM RENOVATIONS

EVENT LEVEL REFRESH

RESTAURANT ADDITION

ACOUSTICAL PANEL REPLACEMENT

BOH PARKING & BOH GATED AREA UPGRADES



CAPITAL PHASES 2 - 4

PHASE 2 - FY28
ACC ROOF / SECURITY
ACC ROOF REPLACEMENT ACC SECURITY CAMERAS / ACCESS CONTROL

PHASE 3 - FY30
VERTICAL TRANSPORTATION & ACC IMPROVEMENTS
ACC ELEVATOR REPLACEMENT ACC EXHIBIT HALL AIRWALL REPLACEMENT ACC INTERIOR / EXTERIOR DOOR REPLACEMENT BOK ELEVATOR / ESCALATOR UPDATES

PHASE 4 - TIMING TBD
HQ HOTEL RELATED
ACC HOTEL CONNECTION ACC CONFERENCE HALL / LEGACY HALL / 3 RD FLOOR RENOVATION



ADDITIONAL CAPITAL NEEDS DETAILS

ADDITIONAL CAPITAL (NON-PROJECTS) ESTIMATES		
FY26 OTHER CAPITAL	[\$3,536,626.15]	<u>NOTES:</u>
FY27 OTHER CAPITAL	[\$6,138,121.63]	*\$5.5M FOR HOCKEY RELATED ITEMS
FY28 OTHER CAPITAL	[\$8,054,744.85]	*MEP ESTIMATE AT \$6M, PENDING FINAL STUDY
FY29 OTHER CAPITAL	[\$4,479,751.00]	*\$2M IN IT SYSTEMS
FY30 OTHER CAPITAL	[\$2,388,974.00]	
TOTAL:	[\$24,598,217.63]	



COMPLETE SUMMARY

PROJECT PHASE SUMMARY (EXCLUDES PHASE 4)	
PHASE 1 – BOK CENTER RENOVATION	\$57,913,529
PHASE 2 – FY28 – ACC ROOF / SECURITY	\$16,862,386
PHASE 3 – FY30 – VERTICAL TRANSPORTATION / ACC EXHIBIT HALL AIRWALLS / ACC DOORS	\$17,936,176
ESTIMATED ADDITIONAL CAPITAL NEEDS – THRU FY30	\$24,598,218
TOTAL PROJECTS & CAPITAL:	\$117,310,309



COMPLETE SUMMARY

AVAILABLE FUNDS	
CAPITAL RESERVE ACCOUNT BALANCE	\$14,224,352
OVG MANAGER’S CONTRIBUTION BALANCE	\$1,700,000
IOT3 FUNDS: PHASES 1, 2, AND 3 (FY25 – FY30)	\$21,650,000
TOTAL AVAILABLE FUNDS:	\$37,574,352

ADDITIONAL FUNDS	
HOTEL TAX FUND ESTIMATE (NORMAL ALLOCATION FY25 – FY27)	\$5,500,000
COMBINED VENUE OPERATING PROFITS ESTIMATE (FY25 – FY28)	\$16,750,000



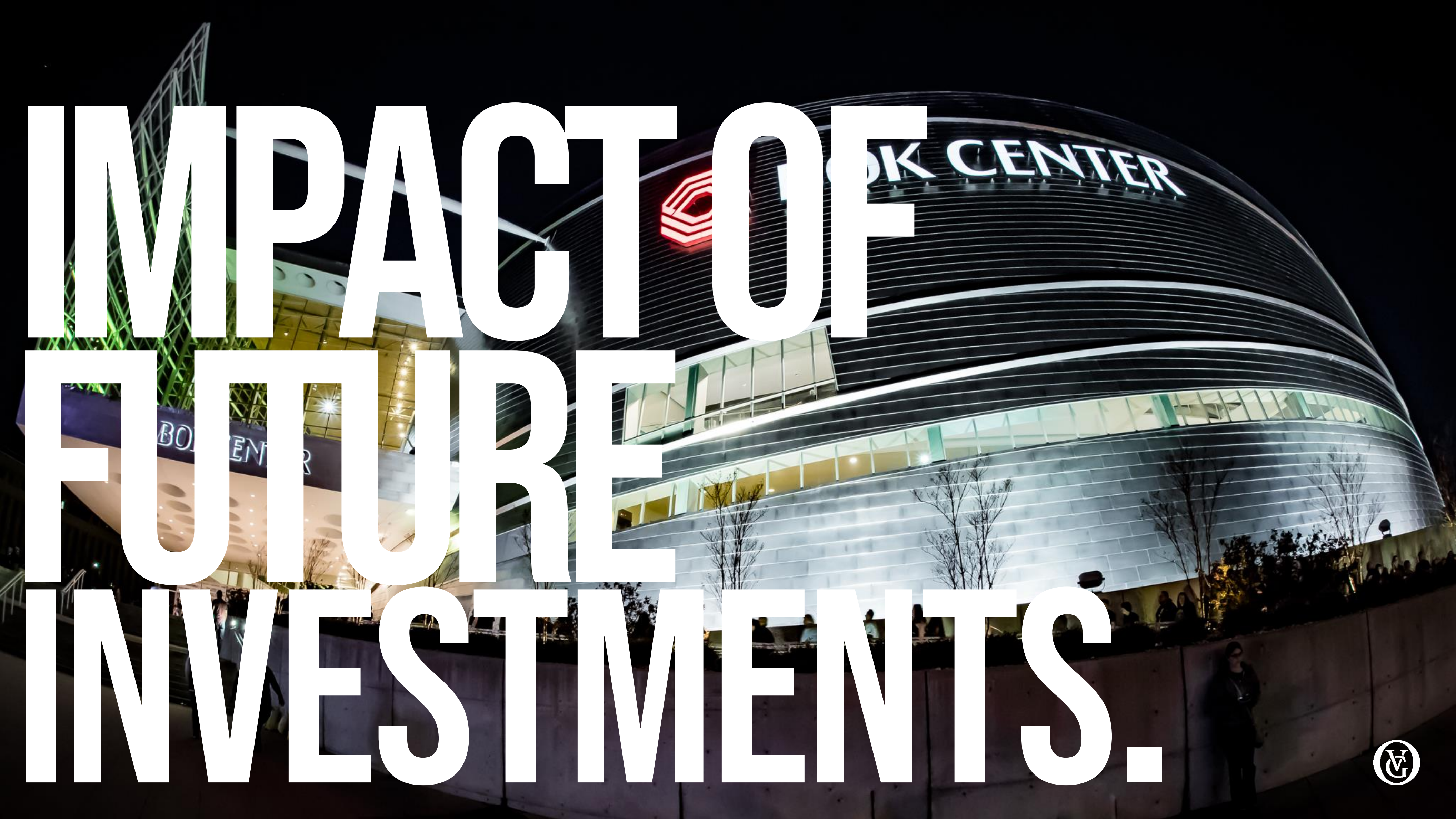
FUNDING GAPS

FUNDING GAP – PHASES 1-3	
TOTAL PROJECTS & CAPITAL NEED	\$117,310,309
TOTAL AVAILABLE FUNDS	\$37,574,352
TOTAL GAP:	\$79,735,957*

* WITHOUT ALLOCATION OF HOTEL TAX FUND OR
VENUE OPERATING PROFITS ESTIMATE

PHASE 4 – TBD TIMING – HQ HOTEL RELATED (NET OF IOT3 FUNDS)	
*COMBINE WITH HOTEL FUNDING AND PLAZA	\$24,399,051





IMPACT OF FUTURE INVESTMENTS.



BOK CENTER | IMPACTED AREAS

INFRASTRUCTURE

PREMIUM SEATING

GUEST EXPERIENCE

**TOUR & PROMOTER
EXPERIENCE**

**REGIONAL
COMPETITORS**



ARVEST CONVENTION CENTER | FUTURE OPPORTUNITIES

INFRASTRUCTURE

**FUTURE
CONFERENCES**

**LOST BUSINESS
REPORT**

**HQ HOTEL IMPACT
ON VENUE OPERATING
EXAMPLES**



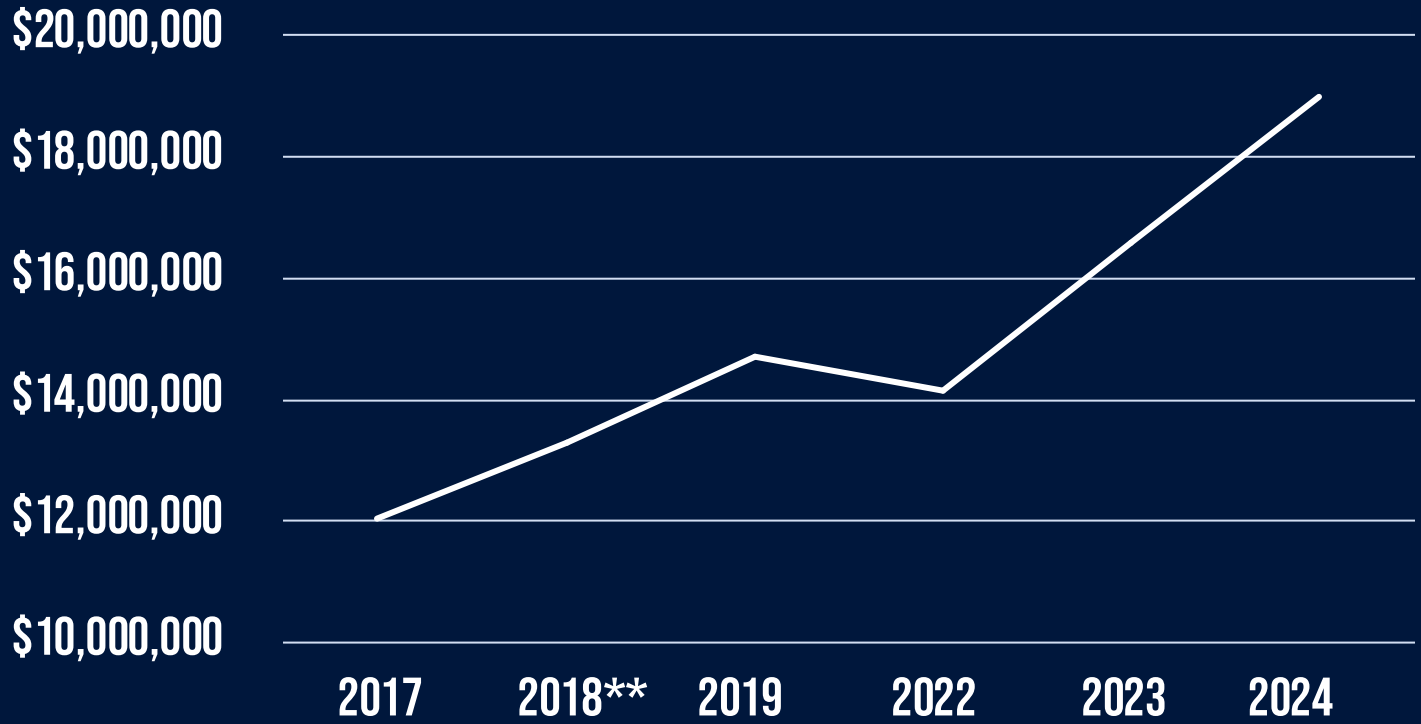
LOST BUSINESS

- **BASED UPON TULSA REGIONAL TOURISM DATA (JAN 1 – DEC 31, 2025 DATA):**
 - **OVER 200 EVENTS LOST**
 - **105 EVENTS WITH A PROJECTED EI OF \$104,935,927 RELATED TO HOTEL**
- **HOTEL RELATED REASONS:**
 - **HOTEL INVENTORY**
 - **HQ HOTEL NOT ADEQUATE**
 - **HOTELS WITHIN WALKING DISTANCE TO CC**
 - **MEETING SPACE TOTAL AND UNDER ONE ROOF / COMPLEX**



PRE & POST HOTEL VENUE EXAMPLE | VENUE 1

GROSS REVENUE



YEAR	EVENTS
2017	356
2018**	338
2019	326
2022	242
2023	237
2024	236

*ADDED 330 ROOM HILTON IN 2018

NEARLY
\$1M NOI
GROWTH IN
7 YEARS

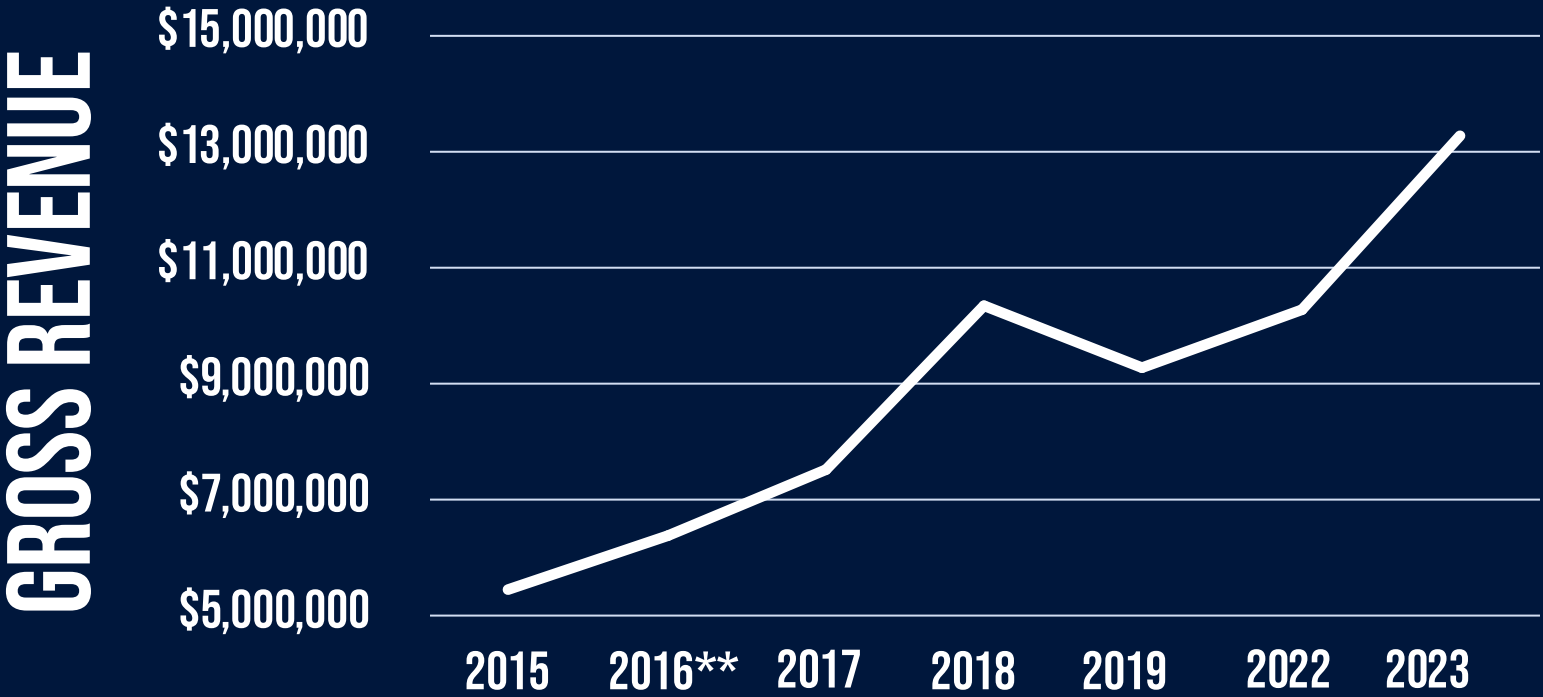


NET INCOME

2017 2018** 2019 2022 2023 2024



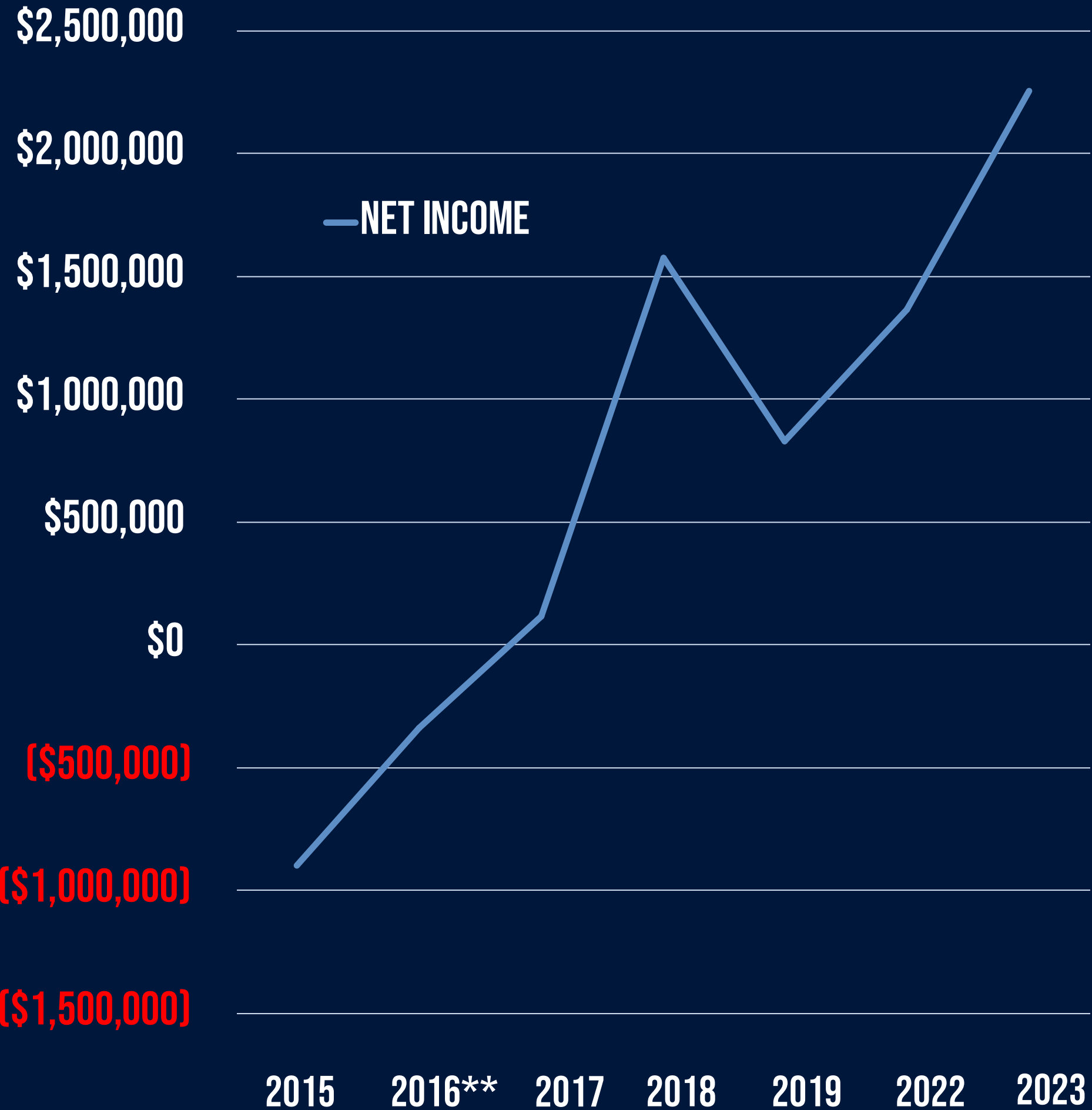
PRE & POST HOTEL VENUE EXAMPLE | VENUE 2



YEAR	EVENTS
2015	253
2016**	214
2017	206
2018	203
2019	194
2022	127
2023	147

**ADDED 400 ROOM HILTON IN 2016*

OVER
\$3M NOI
GROWTH IN
8 YEARS



TULSA CITY COUNCIL – SPECIAL MEETING WRAP UP | JANUARY 20, 2026

- **BIG PICTURE ECONOMIC IMPACT**
- **BOK CENTER & ARVEST CC CAPITAL NEEDS**
- **IMPACTS OF FUTURE INVESTMENT**



QUESTIONS?



THANK
YOU.

