

# 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

A city skyline at sunset, with the text 'ECONOMIC IMPACT' overlaid in large white letters. The background shows a city at dusk with illuminated buildings and a highway in the foreground. The sky is a gradient of purple, pink, and orange.

# 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**

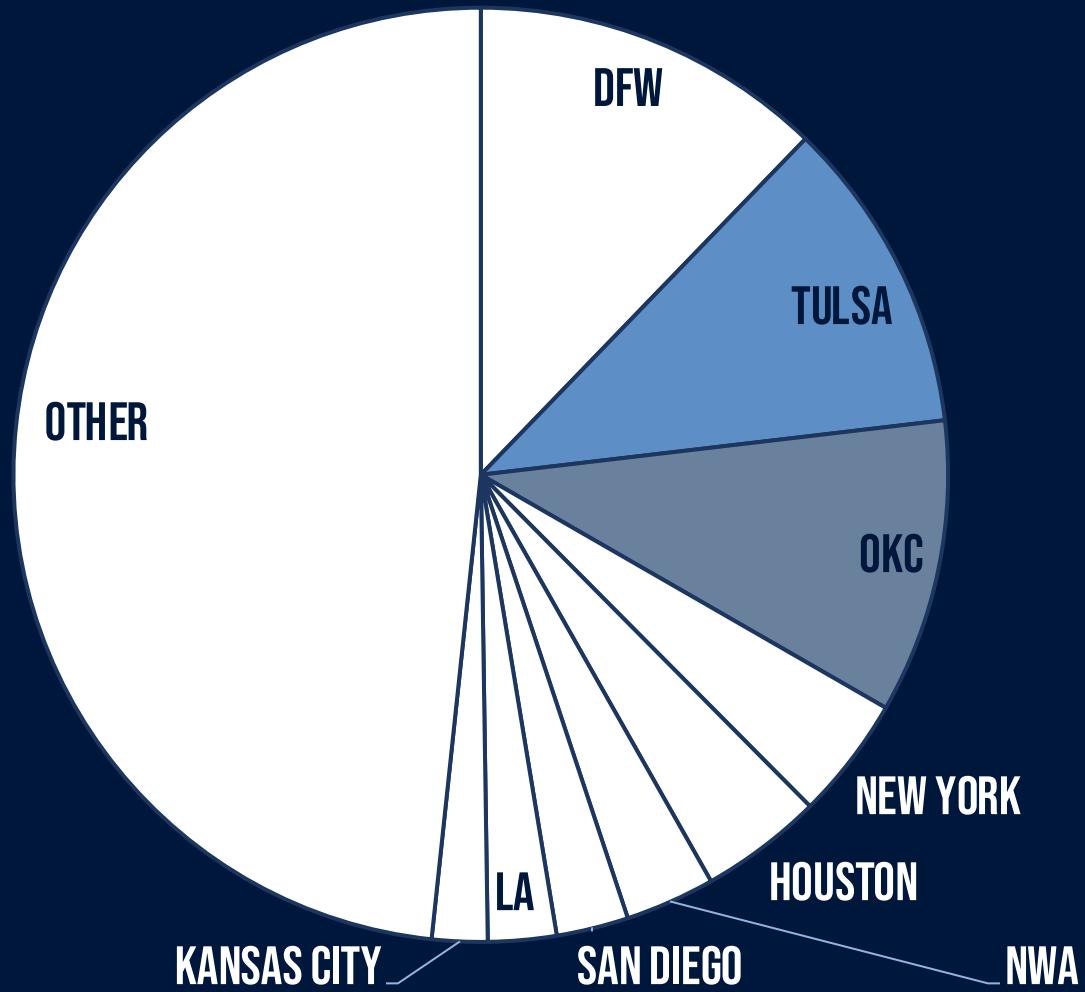
**ESTIMATED ROOM DEMAND**

**8,850**

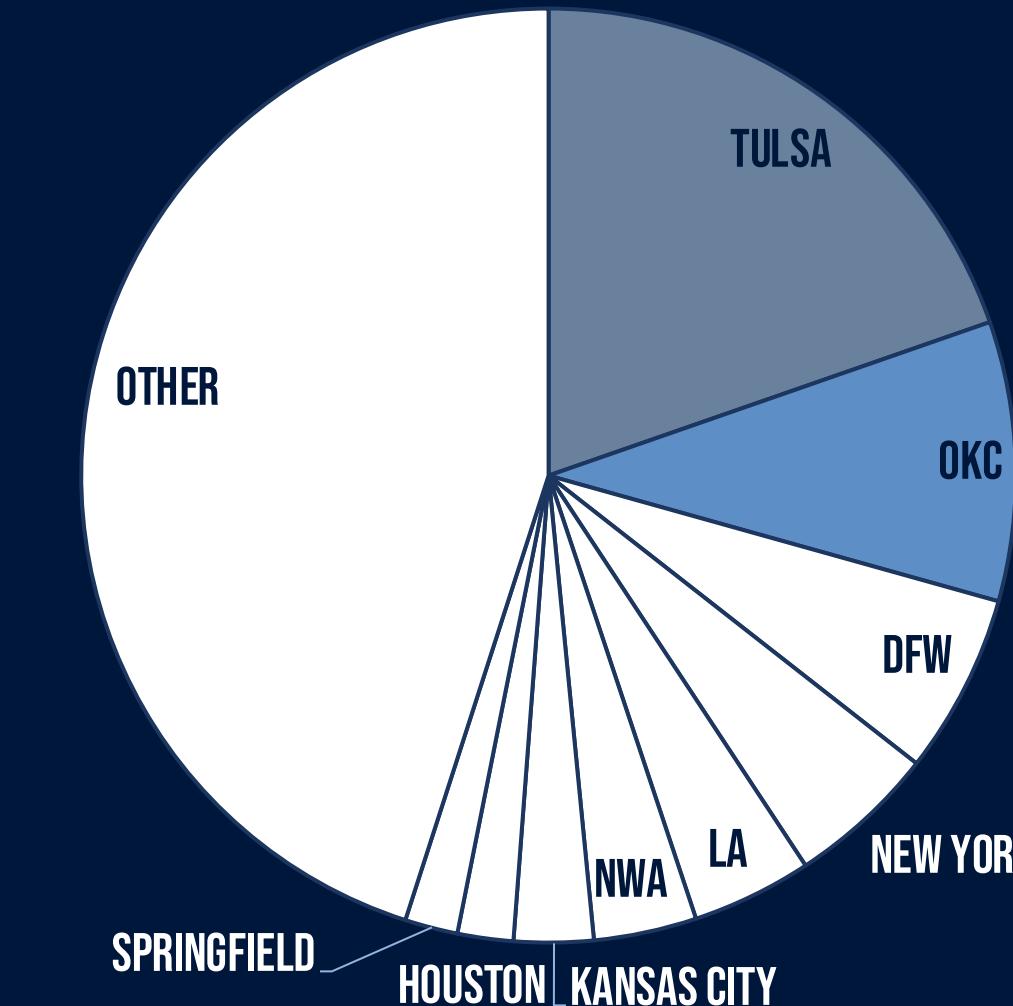


# PURCHASER ZIP CODE DATA | EXAMPLES

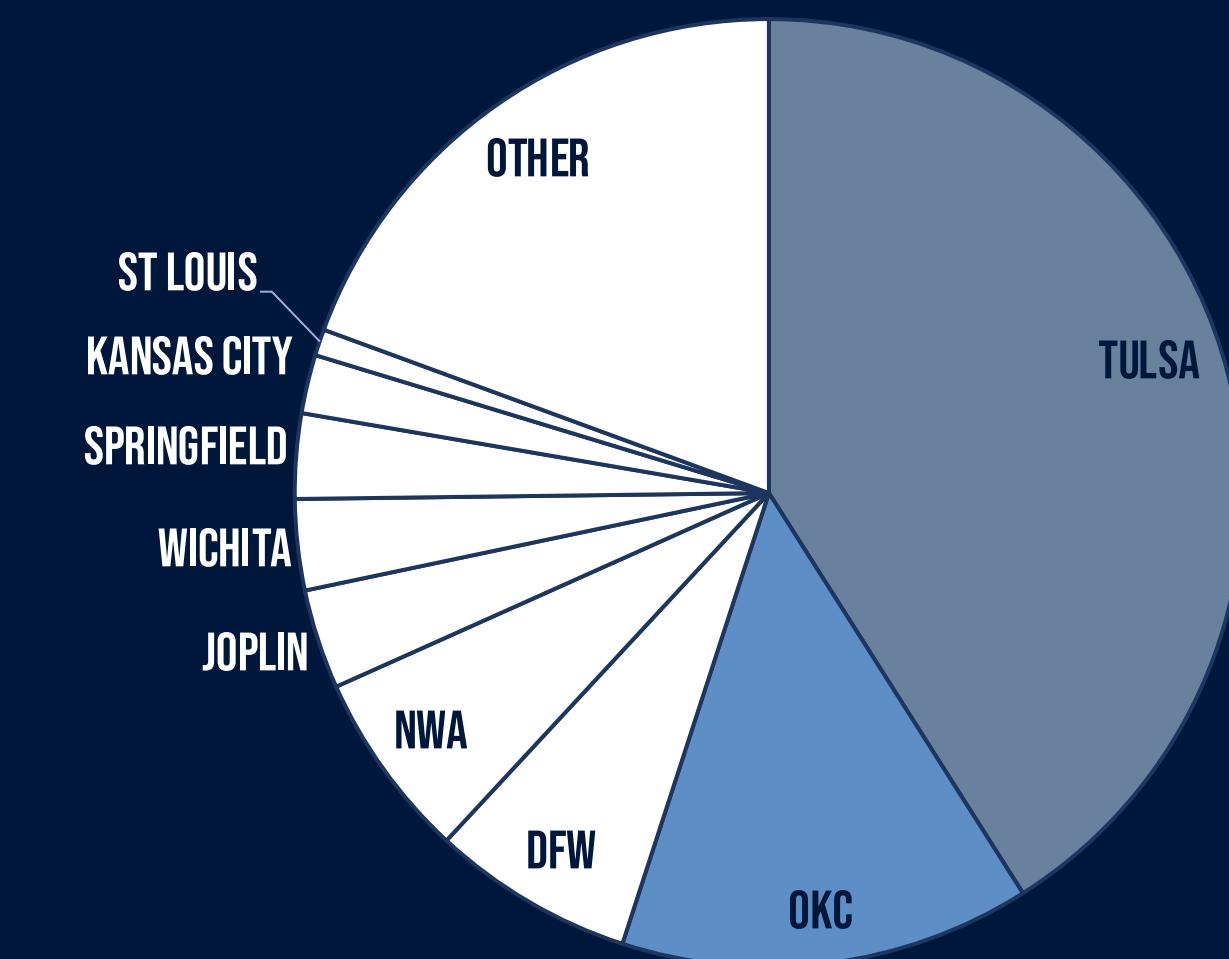
BILLIE EILISH | NOV 2025



PAUL McCARTNEY | OCT 2025



ZACH BRYAN | DEC 2024



## 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%**

## 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%**

## 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%**



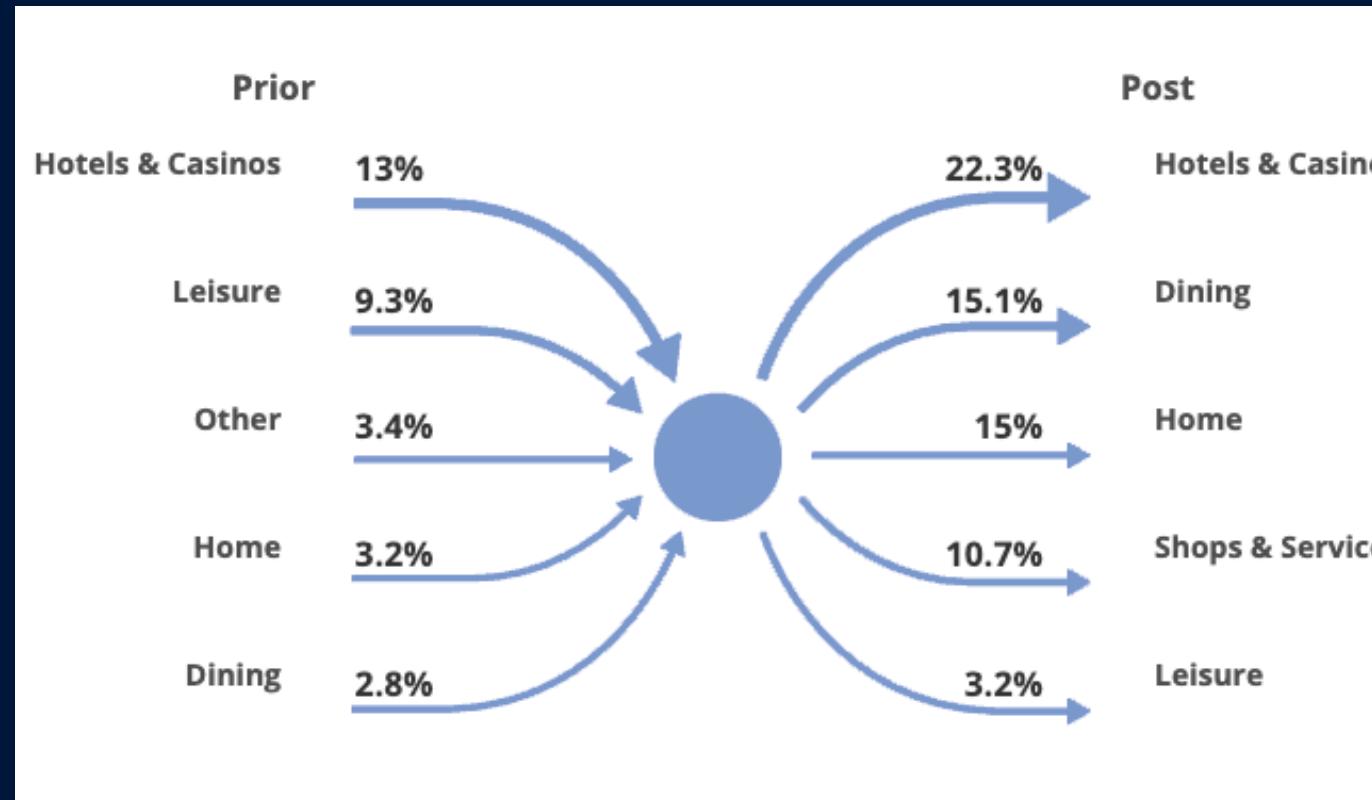
# VISITOR JOURNEYS | PLACER.AI

- 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.

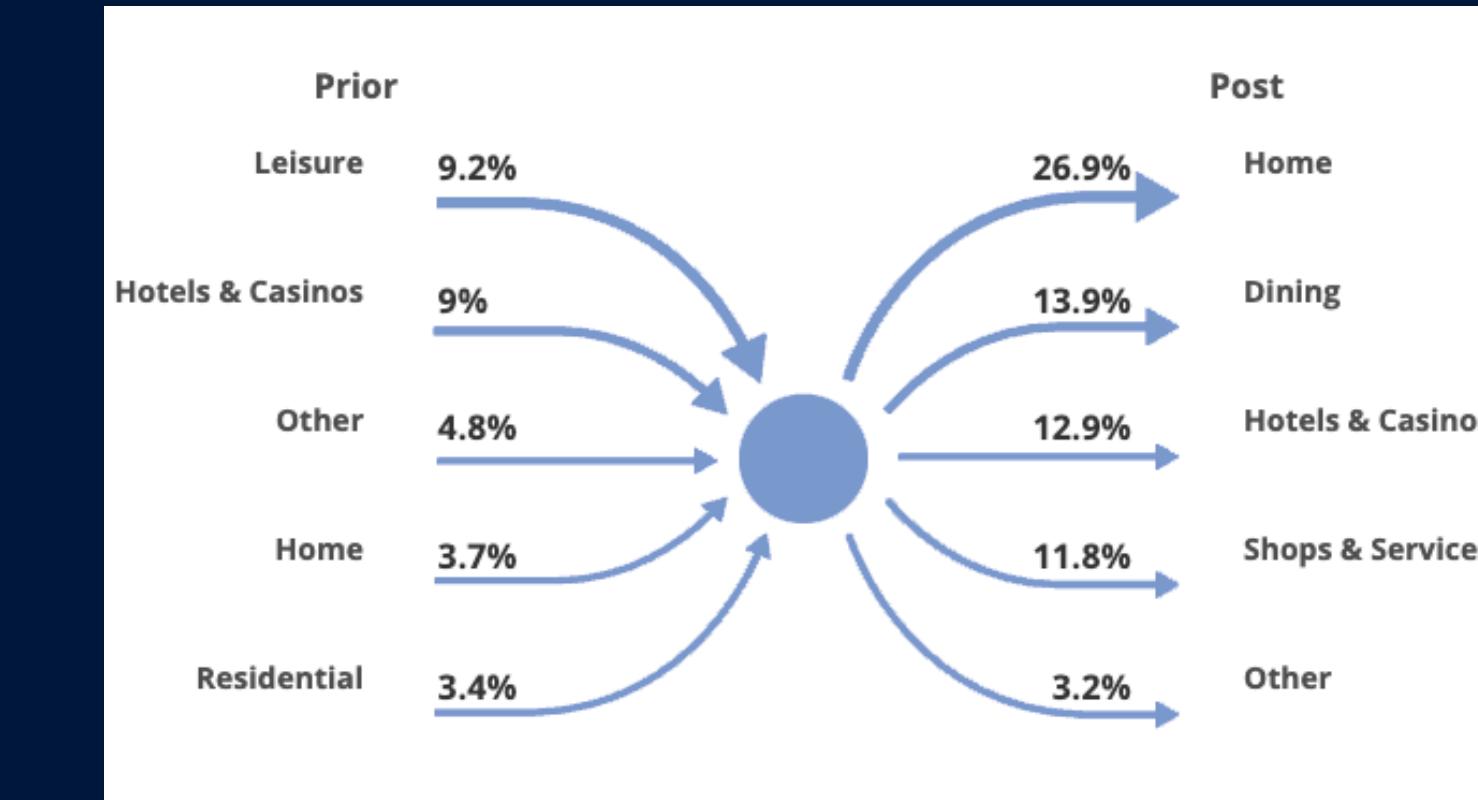


# VISITOR JOURNEYS | PLACER.AI

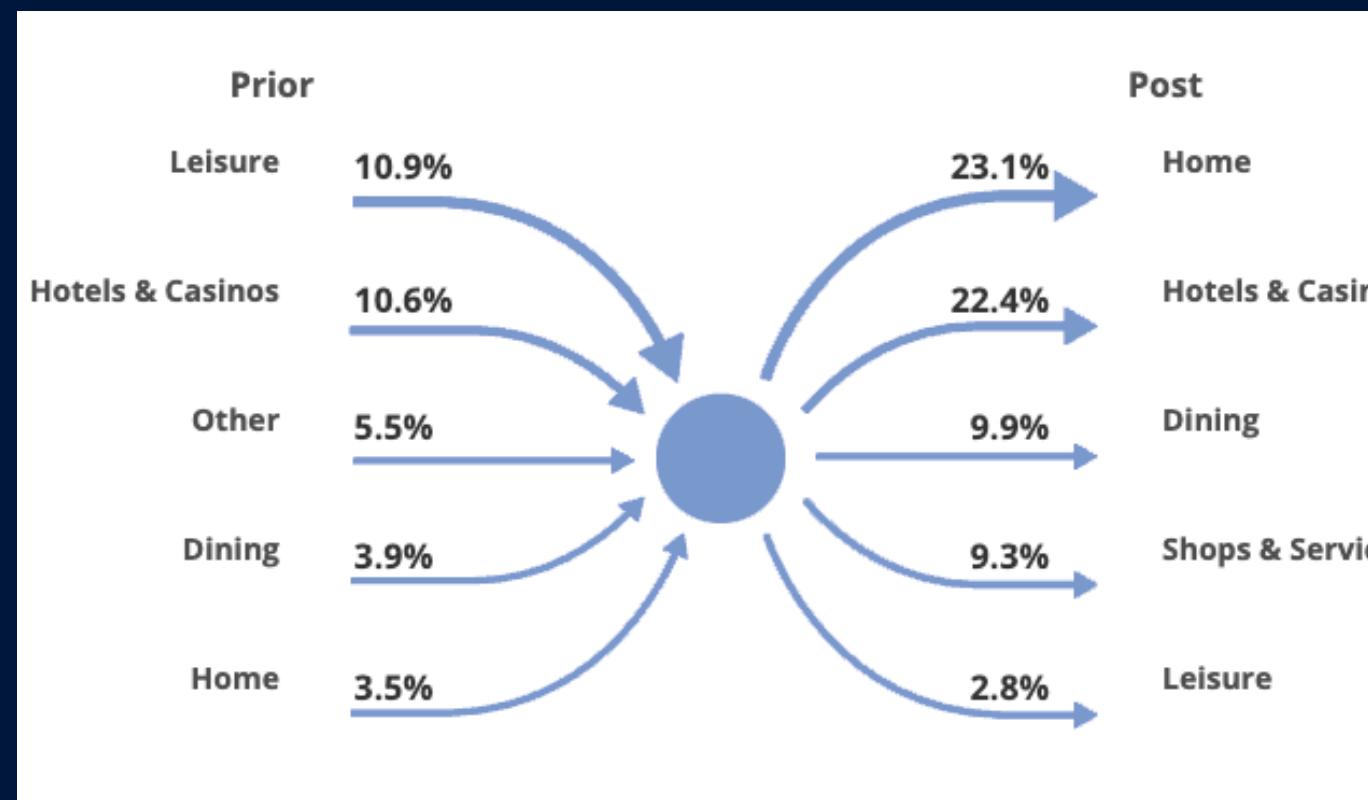
BILLIE EILISH | NOV 2025



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



2025 YEAR-END TOP 200 ARENAS

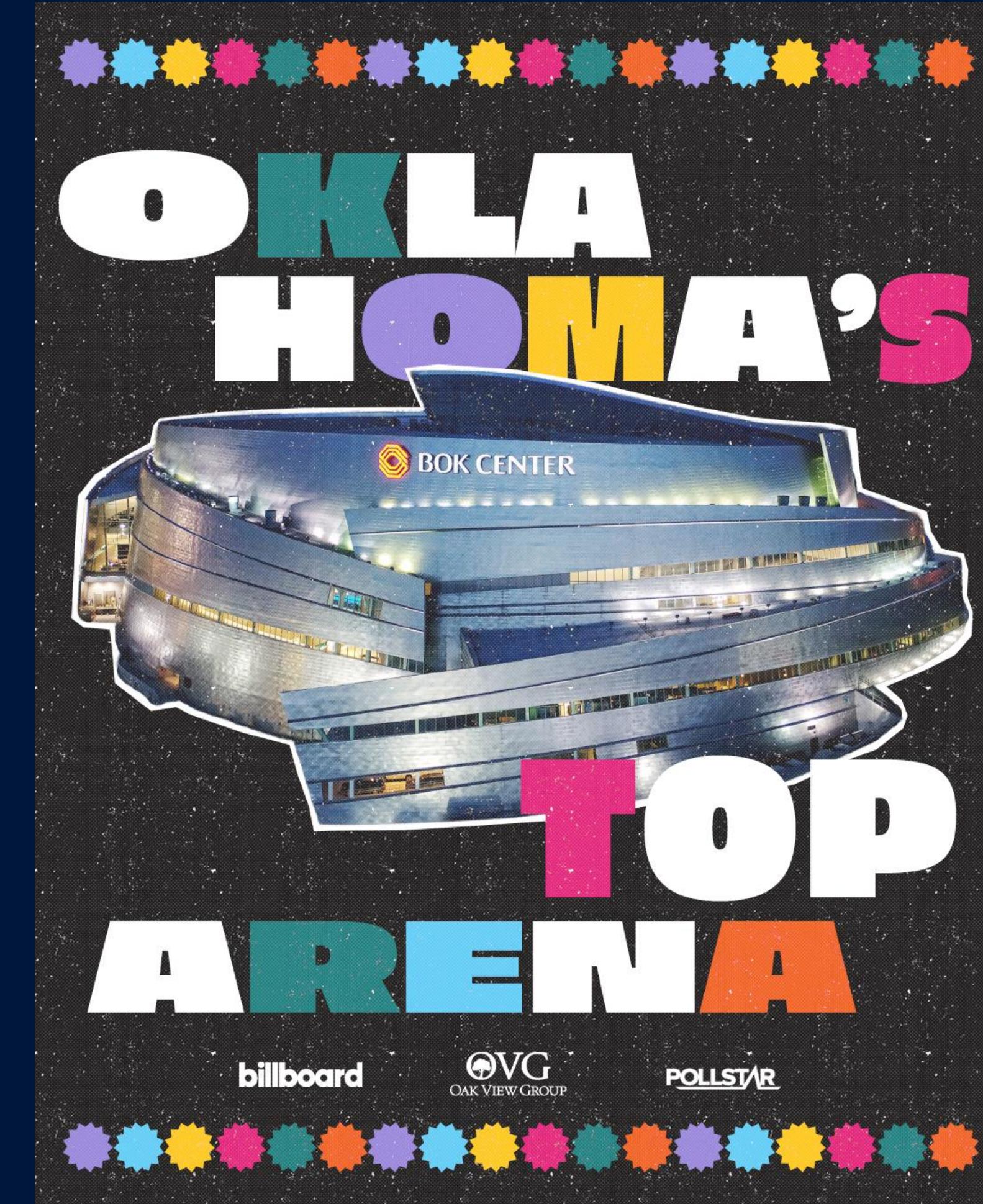
**#29 IN THE UNITED STATES**

**#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<sup>RD</sup> FLOOR  
RENOVATION



# ADDITIONAL CAPITAL NEEDS DETAILS

## ADDITIONAL CAPITAL (NON-PROJECTS) ESTIMATES

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



# 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
<b>TOTAL PROJECTS &amp; CAPITAL:</b>	<b>\$117,310,309</b>



# 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
<b>TOTAL AVAILABLE FUNDS:</b>	<b>\$37,574,352</b>

## 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

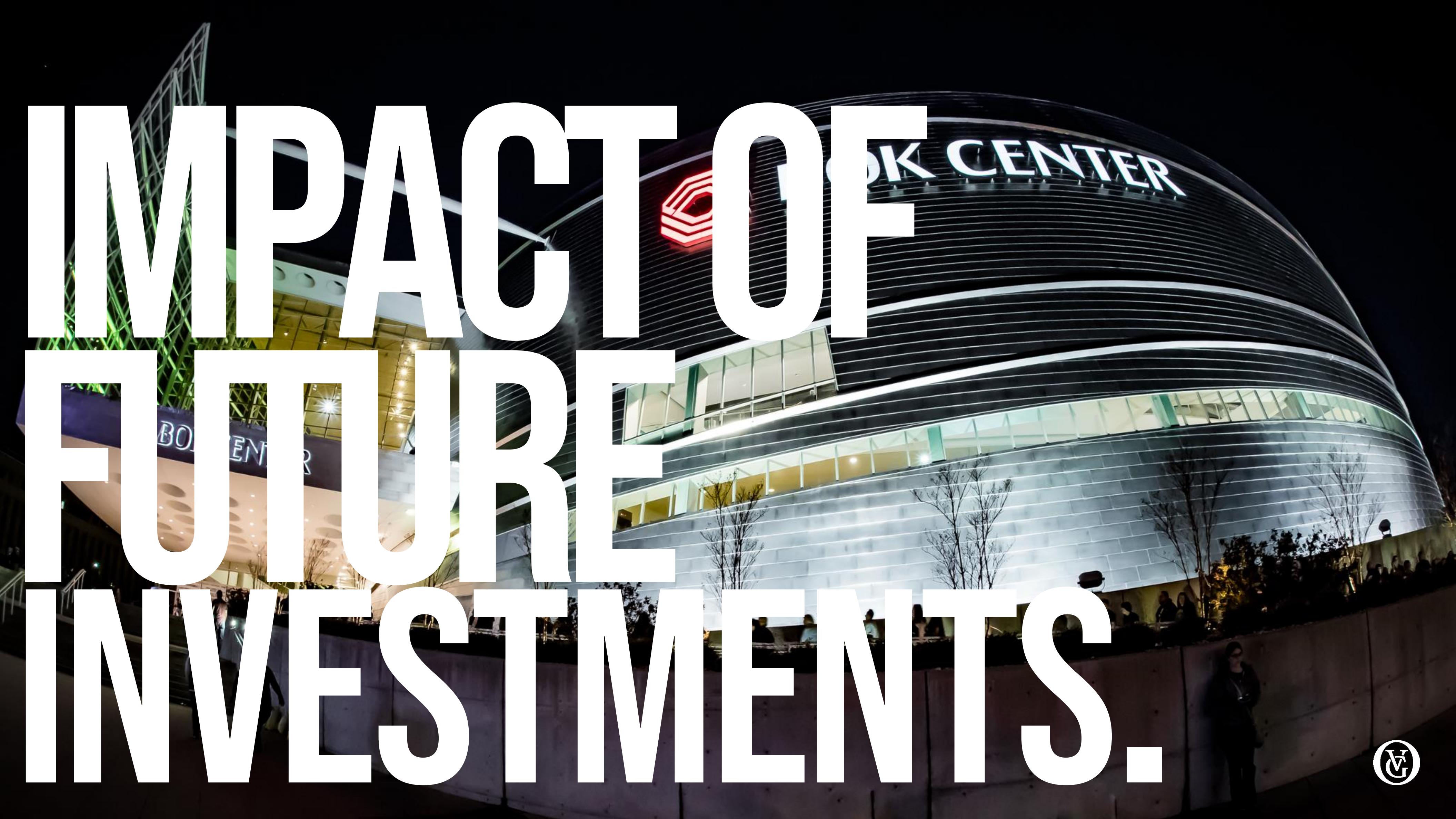
<b>FUNDING GAP – PHASES 1-3</b>	
<b>TOTAL PROJECTS &amp; CAPITAL NEED</b>	<b>\$117,310,309</b>
<b>TOTAL AVAILABLE FUNDS</b>	<b>\$37,574,352</b>
<b>TOTAL GAP:</b>	<b>\$79,735,957*</b>

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

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



# 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**

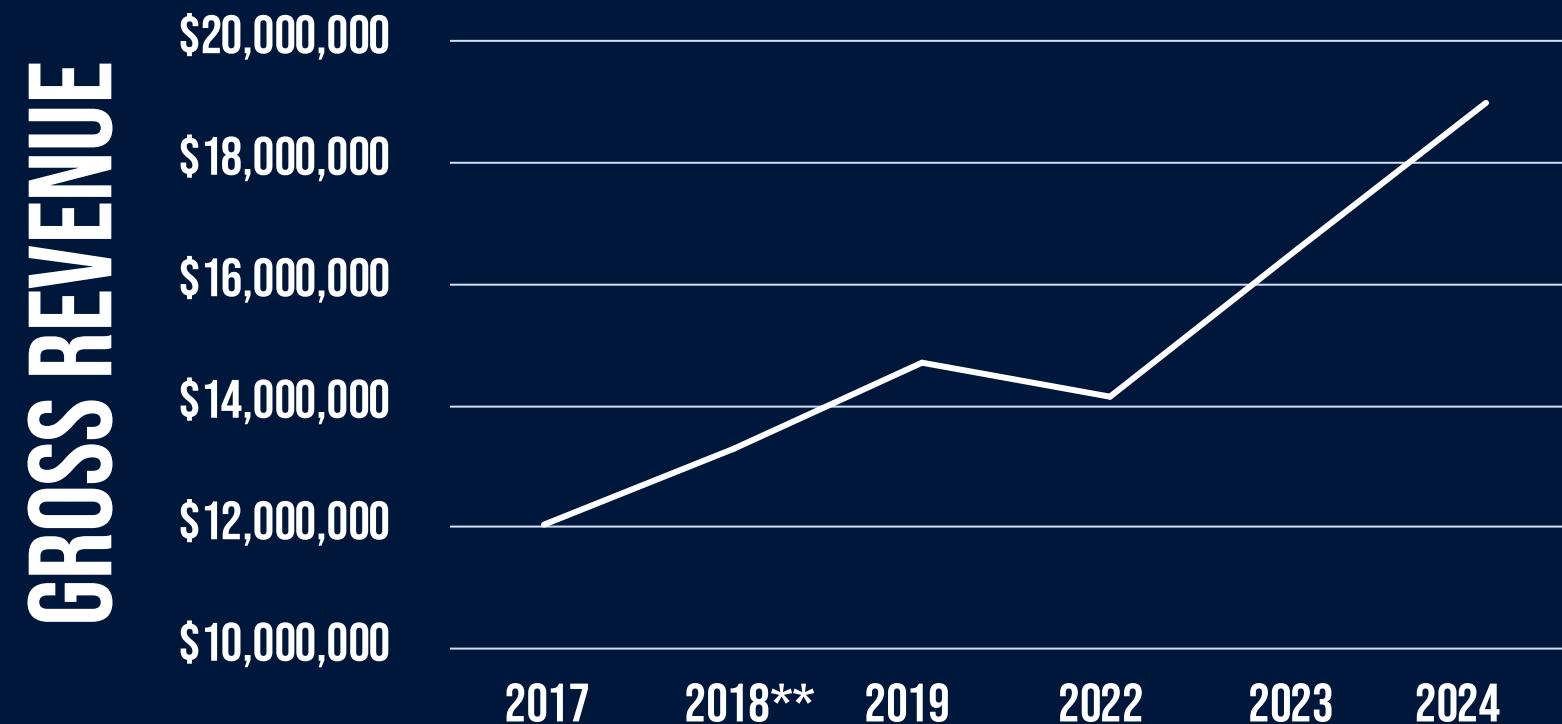


# LOST BUSINESS

- 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



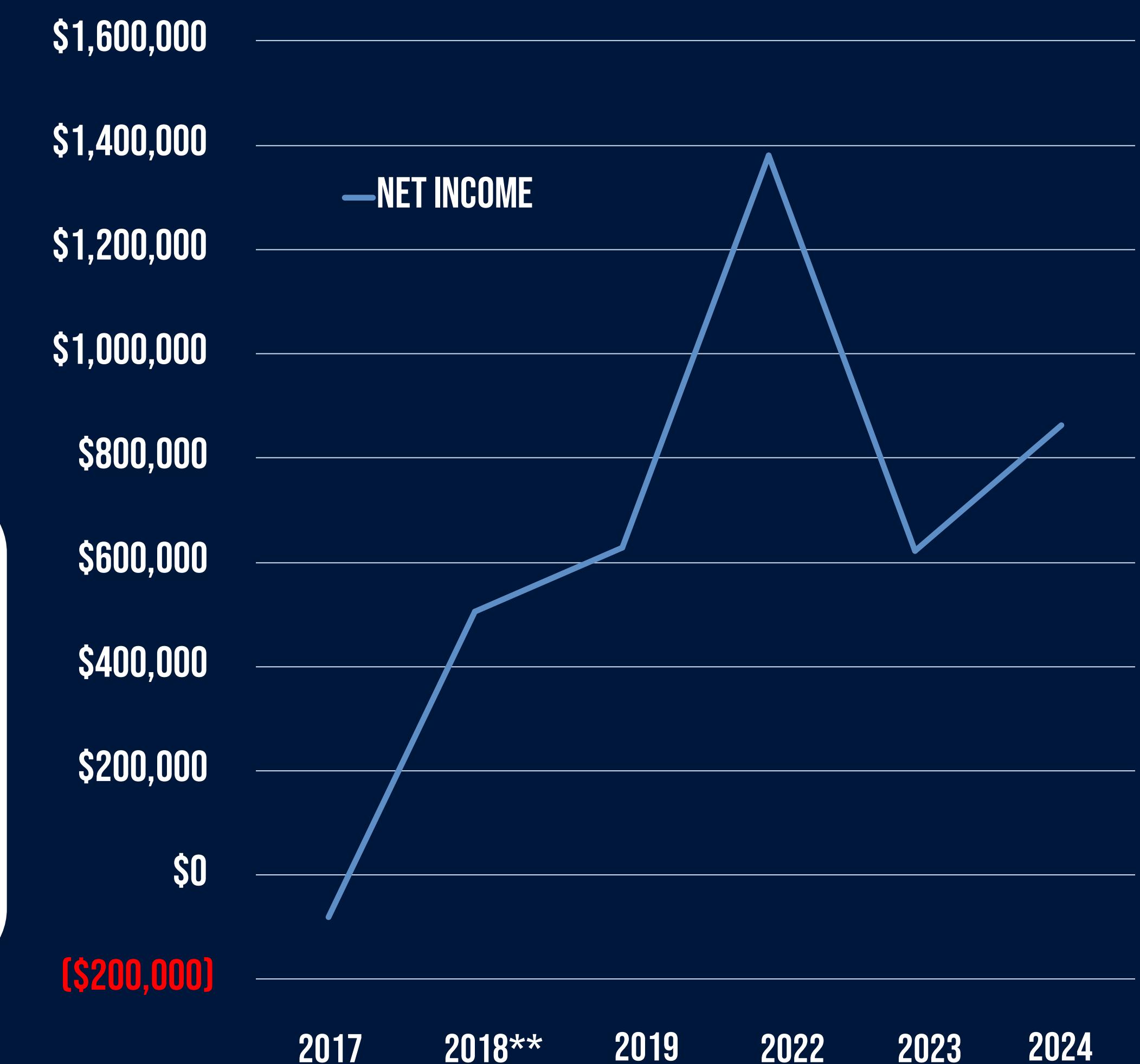
# PRE & POST HOTEL VENUE EXAMPLE | VENUE 1



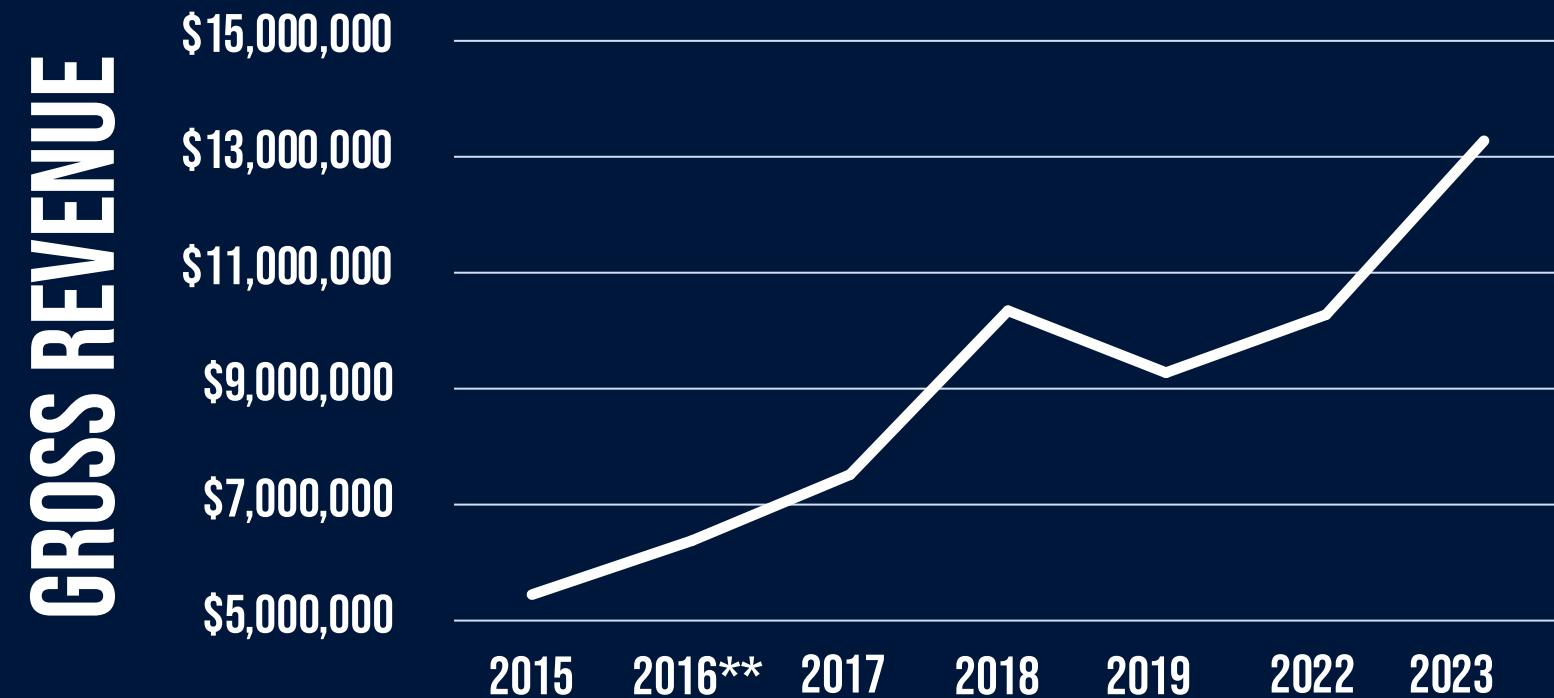
YEAR	EVENTS
2017	356
2018**	338
2019	326
2022	242
2023	237
2024	236

\*ADDED 330 ROOM HILTON IN 2018

NEARLY  
**\$1M** NOI  
GROWTH IN  
7 YEARS



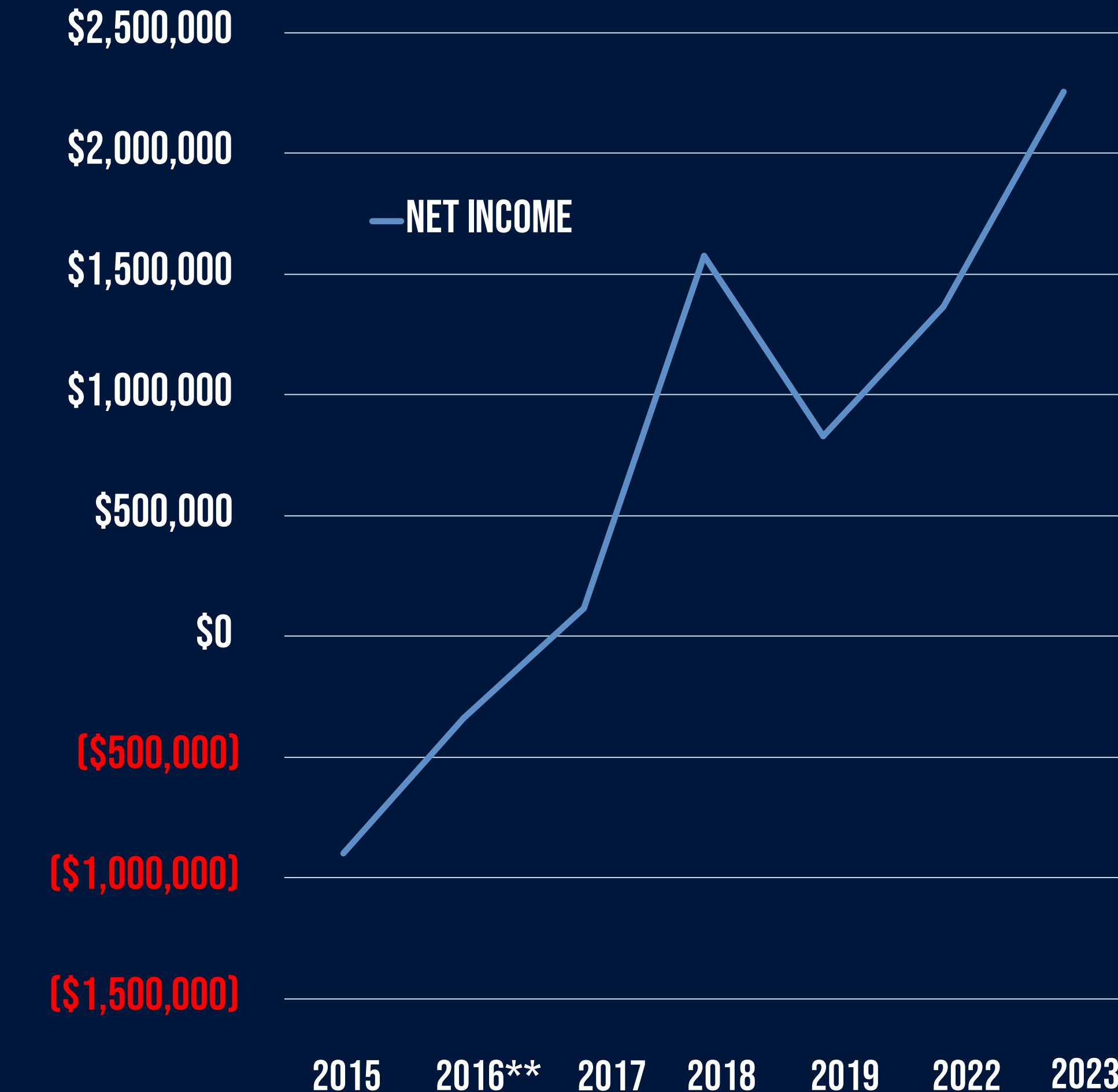
# PRE & POST HOTEL VENUE EXAMPLE | VENUE 2



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

OVER  
\$3M NOI  
GROWTH IN  
8 YEARS

\*ADDED 400 ROOM HILTON IN 2016



# 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.

