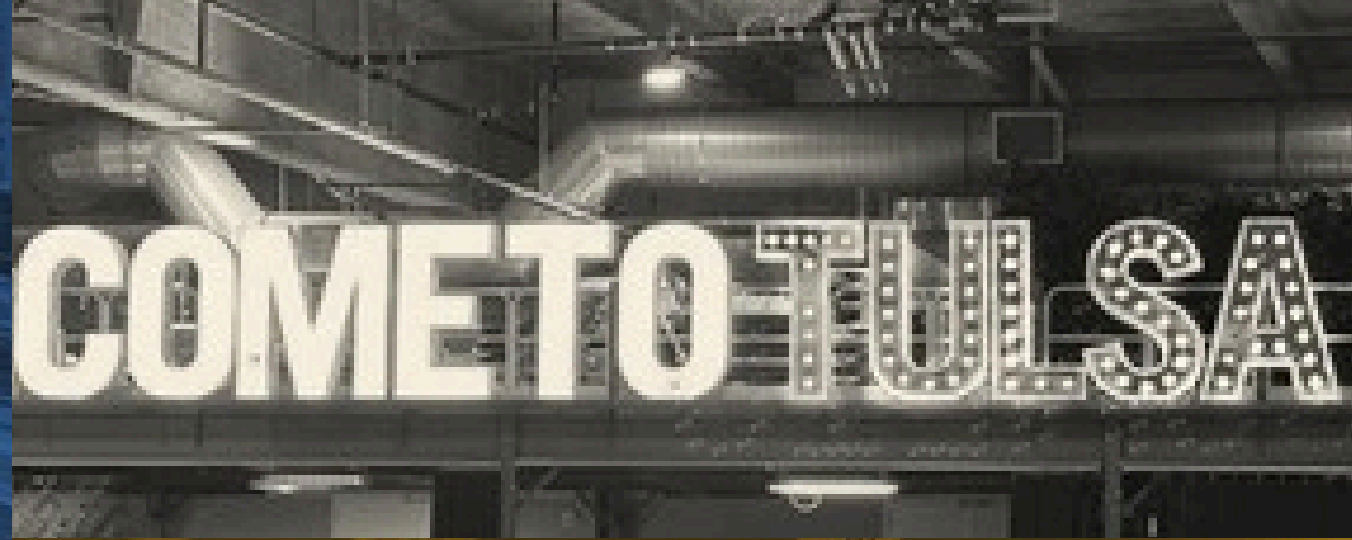




HOTEL GUEST TAX

Committee Update

July 15, 2026

OVERVIEW



Recap of Work to Date



Hotel Guest Tax Proposal



Next Steps



PROCESS TIMELINE

	TOPIC	DATE
●	DISCUSSION Review Needs Assessment and Establish Preliminary Process	JANUARY 14
●	TOUR AND PRESENTATION Arvest and BOK Facilities - Economic Impact - Capital Needs - Future Potential Impacts of Investments	COUNCIL SPECIAL MEETING JANUARY 20 @ 3 PM
●	DISCUSSION Tourism - Local Economy - Peer City Comparison - Future Opportunities	JANUARY 28 @ 10:30 AM
●	DISCUSSION Bonds for Capital Improvements (Follow-up fom Special Meeting)	FEBRUARY 10 @ 10:30 AM
●	DISCUSSION Tourism and the Economy (Follow-up from January 28 Discussion)	FEBRUARY 25 @ 10:30 AM
●	COUNCIL WORK SESSION Initial Proposal and Town Hall Format	MARCH 4 @ 1 PM
●	TOWN HALL	COUNCIL SPECIAL MEETING MARCH 30 @ 6 PM
●	MATERIALS Project Webpage, Handouts, Online Comment Form, Social Media Content	ONGOING
●	DISCUSSION Review Feedback from Stakeholder and Resident Engagement	APRIL 1 @ 2:30 PM
★	DISCUSSION Hotel Guest Tax Rate and Proposal	JULY 15 @ 10:30 AM
○	City Council Meeting Ordinances - First Reading	JULY 15 @ 5 PM
○	City Council Meeting Resolution and Ordinances - Second Reading	JULY 22 @ 5 PM
	Public Vote Hotel Tax Rate	NOVEMBER 3, 2026



HOTEL GUEST TAX BREAKDOWN

Provides dedicated funding for:



Maintaining and Operating Tourism and Economic-Focused City Facilities

BOK Center

Arvest Convention Center

Tulsa Performing Arts Center



Promoting Tourism and Marketing Facilities



Supporting Economic Development Initiatives





What we have learned

CURRENT TOURISM LANDSCAPE

10 MM

visitors
welcomed in
2023

\$1.43 B

spent by
visitors,
averaging
\$3.9 MM /day

16,000+

jobs
supported by
tourism
activity





Tulsa Regional Tourism

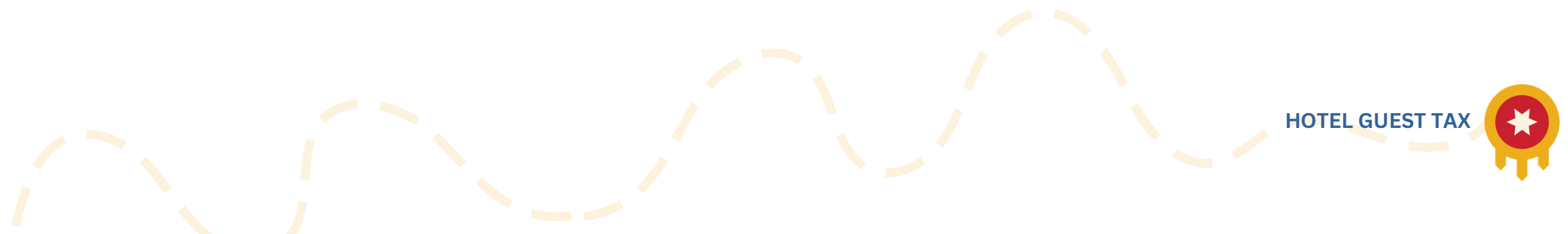
BENEFITS TO TULSANS

\$1
Invested in
Tourism



\$162
Total Economic
Impact

- Direct Business Sales
- Sales Tax Revenue
- Labor Income



HOTEL GUEST TAX





What we have learned

FACILITIES TOUR

\$143 MM

BOK & Arvest
Convention Centers
FY25 economic impact

183,000+

overnight
visitors

\$4.8 MM

generated in
local sales tax

~ 1 MILLION

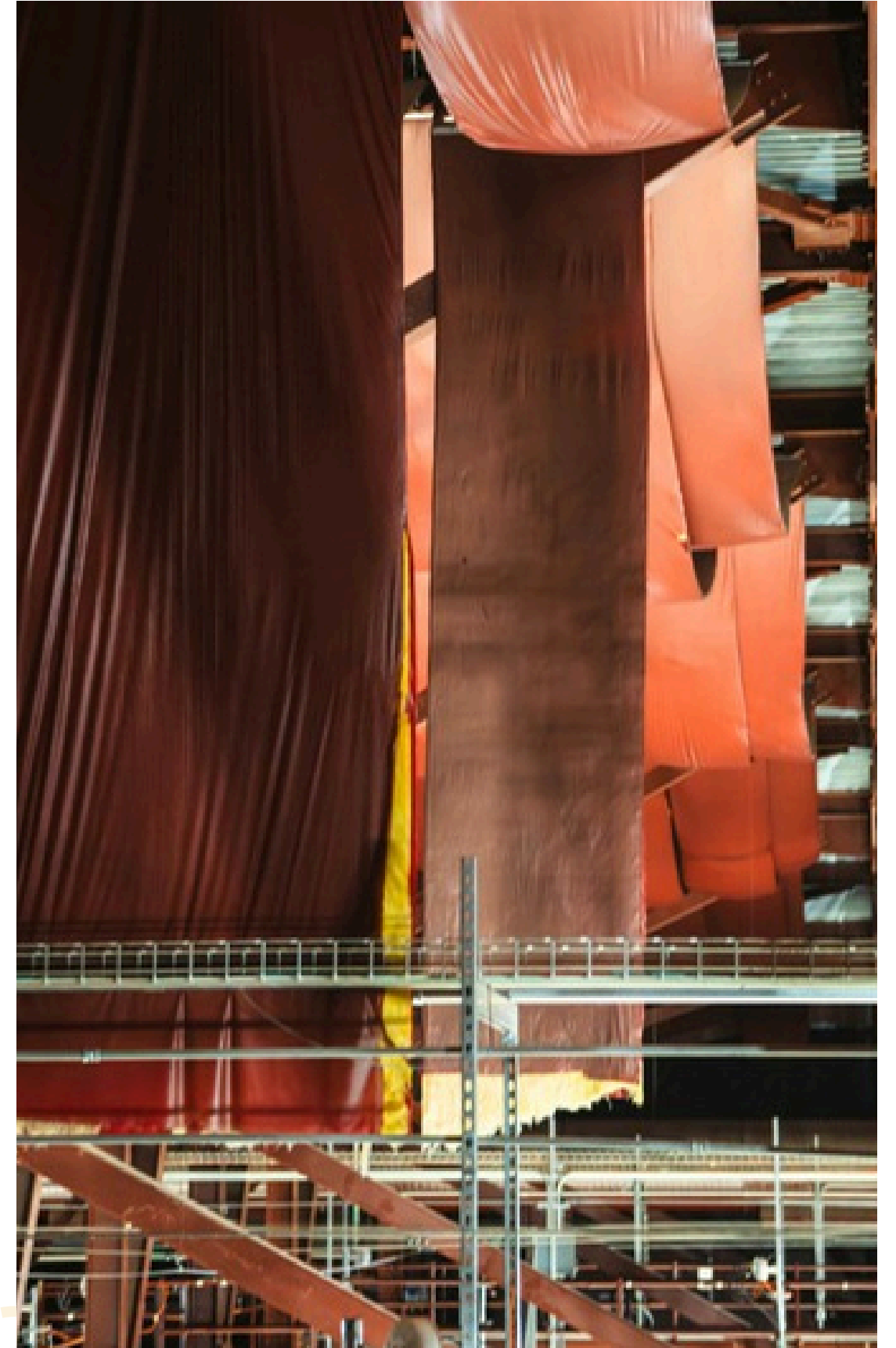
BOK & Arvest Convention
Center Visitors / Year



FACILITY CONDITIONS

No major renovations to the BOK Center since opening in 2008





tulsa
vibes
only

What we have learned

REVENUE BOND FEASIBILITY

\$128 MM

estimated total
project cost

\$48 MM

available funds

\$80 MM

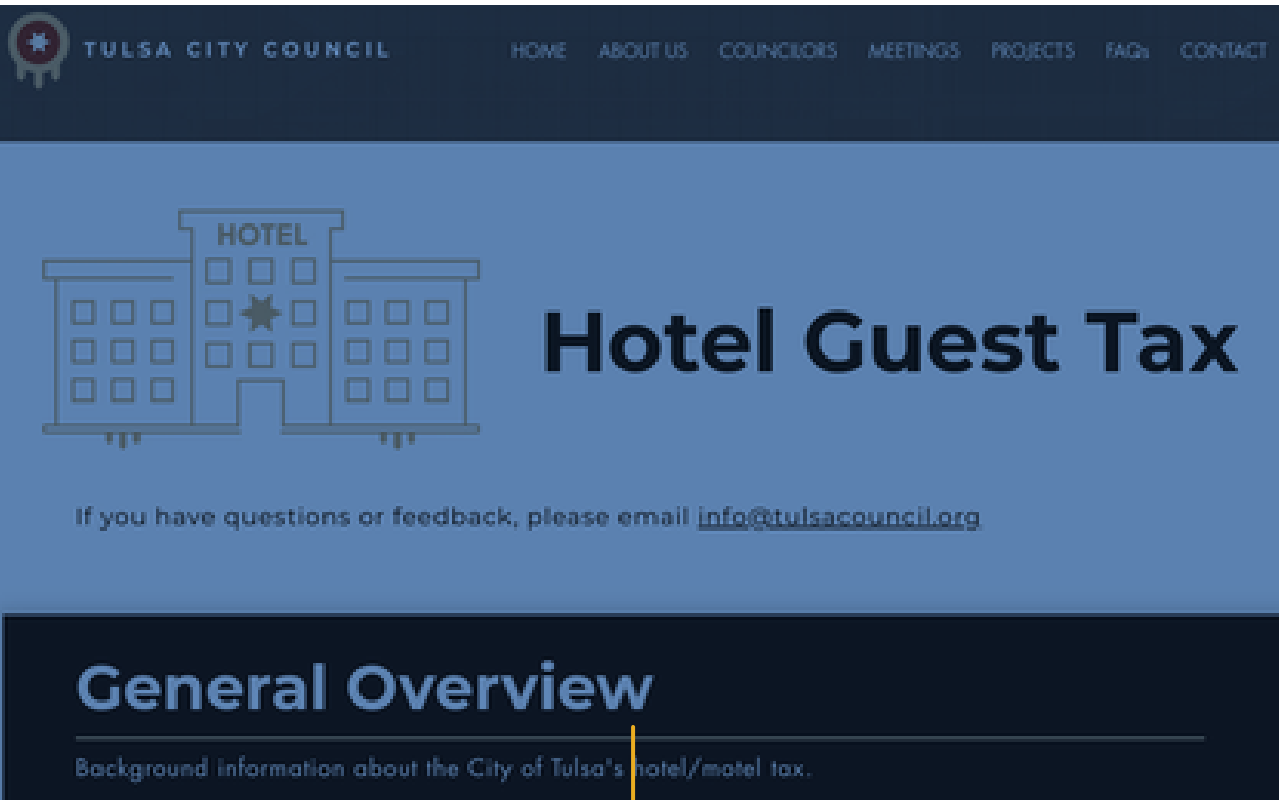
funding gap

**FUNDING
THE GAP**

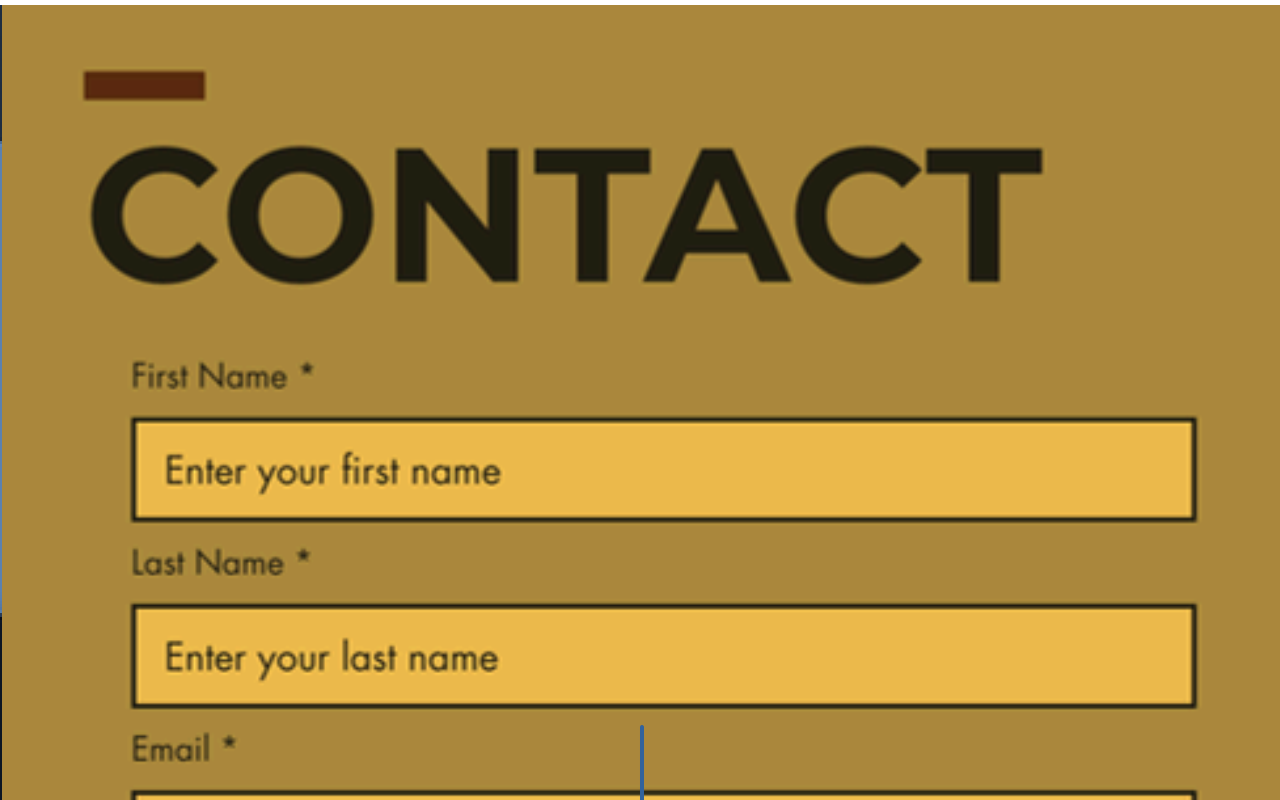
consider issuing
revenue bonds to
fund the project gap



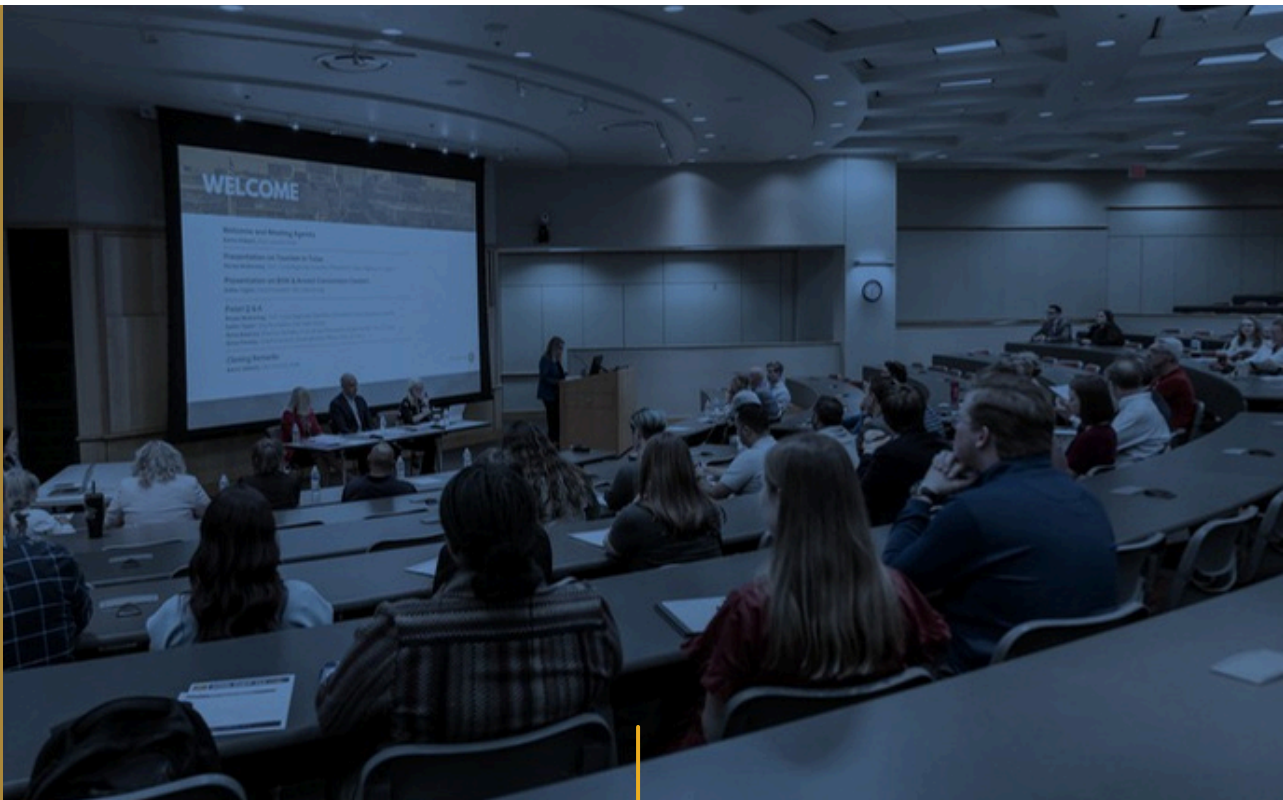
PUBLIC ENGAGEMENT



Webpage



Questions | Webform



Town Hall



DECISION POINTS

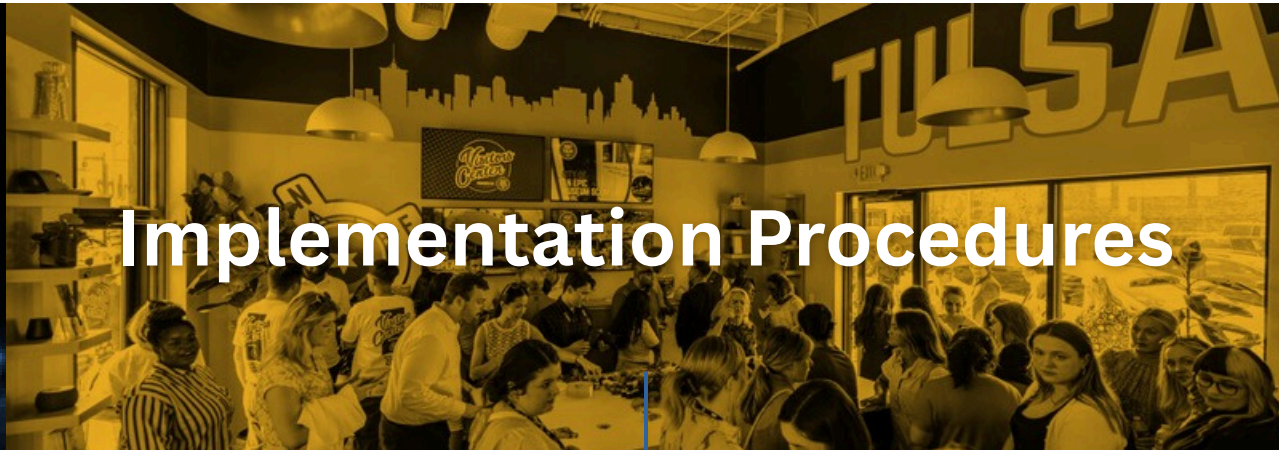


Hotel Tax Election



Public Vote | Election by Citizens

- Percent Hotel Guest Tax
- Defines general, high-level uses as described in ballot language



Implementation Procedures



Ordinance | Mayor & Council Approval

- Procedures for the collection and recovery of taxes
- Exemptions
- Creation of special funds



Service Providers



Annual Process | Contracts, Vendors, & Departments

- Council annually appropriates and Mayor contracts
- Vendors selected through annual contract process
- Functions may be carried out by city departments or authorities



PROPOSAL GOALS

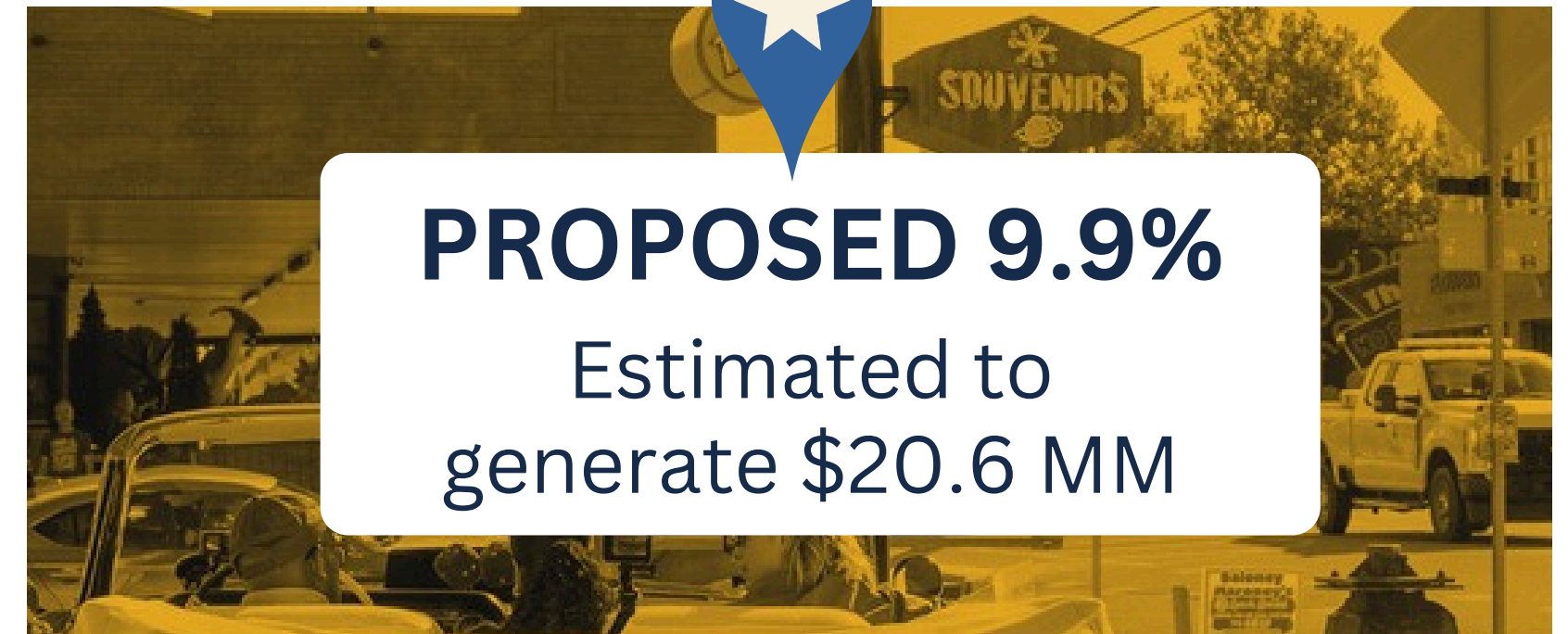
-  **Invest** in growing and maintaining the City's **key tourism facilities** and fund capital improvements necessary for market competitiveness and continued growth
-  **Increase** resources for **tourism and marketing investments** to drive enhanced destination awareness, increased hotel occupancy, economic impact, and tax generation
-  Serve as **good stewards of public funds** by reducing debt payment, capitalizing on visitor spending, and establishing a competitive hotel guest tax rate



PROPOSAL



CURRENT 5%
In 2026, this
generated \$10.4 MM



PROPOSED 9.9%
Estimated to
generate \$20.6 MM



PUBLIC VOTE
November 3, 2026



EFFECTIVE
January 1, 2027, if
approved by voters

PHASED APPROACH

Phase 1

January 1, 2027



2% General Fund
4.5% Economic Development
40% Marketing and Tourism
53.5% Facilities

Phase 2

January 1, 2031



2% General Fund
4.5% Economic Development
45% Marketing and Tourism
48.5% Facilities

Phase 3

After Revenues Bonds for Arvest
and BOK improvements fully paid



2% General Fund
4.5% Economic Development
50% Marketing and Tourism
43.5% Facilities

Note: The above proposal assumes a TID sunset date of January 1, 2028.



NEXT STEPS

- **JULY 15, 2026 5 PM | Ordinances - First Readings**
- **JULY 22, 2026 5 PM | VOTE Ordinances & Resolution Calling Election**



NOVEMBER 3, 2026 - ELECTION DAY



THANK YOU

