

Tourism Development Board

Notice of Special Meeting

Special Meeting Agenda

Wednesday, April 29, 2026, 1:00 pm

McAlester Regional Airport
Economic Development & Tourism Building
(Red Brick Building)

104 Airport Drive

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Minutes**
- 4. Presentations & Updates**
 - 4.1 Updates from the Tourism Manager (Rebecca Kerns, Tourism Manager)**
 - 4.2 Presentation from ITI Digital (Kathleen Blan, ITI Digital)**
- 5. Scheduled Business**
 - 5.1 Discussion and Possible Action Regarding a funding request from Southeast Jams Foundation (Katelyn Perry, SE Jams)**
 - 5.2 Discussion and Possible Action Regarding a funding request from SE Oklahoma Cornhole League (Rebecca Kerns, Tourism Manager)**
 - 5.3 Discussion and Possible Action Regarding a funding request from PTX Events for Native Creative Con (Rebecca Kerns, Tourism Manager)**
 - 5.4 Discussion and Possible Action Regarding Funding Request Submission Deadlines (Rebecca Kerns, Tourism Manager)**
 - 5.6 Discussion and Possible Action Regarding Discretionary Funding Authority for the Tourism Manager (Rebecca Kerns, Tourism Manager)**
 - 5.7 Discussion Regarding Procedures for Funded Event Cancellations (Rebecca Kerns, Tourism Manager)**
- 4. Public Comments**
- 5. Board Comments & Announcements**
- 6. Adjournment**

Special Meeting Minutes
McAlester Tourism Development Board
1:00 p.m., Wednesday, March 25, 2026
Economic Development & Tourism Building
McAlester Regional Airport
104 Airport Dr., McAlester, OK 74501

Present: John Browne, Adeline Whisenhunt, Dennis Wilson,
Brenda Baxter, Casey McCoy,
Adam Gronwald (1:04pm)
Absent: Karen Stobaugh
Others Present: Rebecca Kerns, Billy Sumner, Logan Roddy, Ron
Dusenberry

Pursuant to notice duly given, the Meeting of the McAlester Tourism Advisory Board convened at 1:00 p.m. on Wednesday, February 25, 2026.

Call to Order

The meeting was called to order by John Browne.

Public Comments

N/A

Approval of Minutes

Motion – Dennis Wilson

2nd – Adeline Whisenhunt

Aye – All

Nay - None

Motion to approve 2/25/2026 Minutes - Pass

Updates from the Tourism Manager

N/A

Scheduled Business

John started discussion on funding request for 3 Ring Productions Bull-Riding Event. Mr. Roddy answered questions about marketing and promotion, event budget, hotel cooperation and event schedule. Staff recommendation from Mrs. Kerns was to fund event at requested amount of \$10,000.

Motion: To fund event at full requested amount of \$10,000 with the caveat that the City of McAlester will not be held liable in the event of injury or accident during the event.

Motion – John

2nd – Dennis

Aye – All

Nay – None

Motion passes

John started the discussion for funding of the 54th McAlester Italian Festival. Mr. Dusenberry answered questions regarding Revolve Productions, music, food and promotion of the festival. Staff recommendation was to fund the Italian Festival at the requested amount of \$25,000.

Motion: To fund the Italian Festival at the requested amount of \$25,000

Motion – Casey

2nd – Adam

Aye – All

Nay – None

Motion Passes

John began the discussion for funding the 79th Annual Armed Forces Day Parade at the requested amount of \$2,500. Mr. Sumner spoke about the breakdown of funding, how the Armed Forces Day Committee uses the funding yearly and about this year's branch of honor. John requested that Billy speak to the committee on pushing promotion of this event further out than the local community. Staff recommendation to fund the Armed Forces Day Parade at requested amount.

Motion – To fund the Armed Forces Day Parade at the requested amount of \$2,500

Motion – Dennis

2nd – Brenda

Aye – All

Nay – None

Motion Passes

Mrs. Kerns began the discussion on changing the next regular meeting date to April 29, 2026 from May 6, 2026 as she will be at the Oklahoma Redbud Awards & Tourism Conference on that day.

Motion – To move the meeting to April 29, 2026 at 1:00pm

Motion – Brenda

2nd – Casey

Aye – All

Nay – None

Motion Passes

The next regular meeting is scheduled for April 29, 2026.

Remarks from Committee Members

N/A

Adjournment

A motion to adjourn was made by John Browne and seconded by Dennis Wilson.

AYE: All

Nay: None

The meeting was adjourned at 1:59 pm

APPROVAL:

_____ Date _____

Southeast Jam Foundation

Documentation

Opening letter

Poster

City Event Details/Scoring

Schedule and events page

Allocation Break down



June 6th, Southeast EXPO Motor Speedway, McAlester Oklahoma



Ethan Vanscoy



Eddie Sanders



Ledbetter brothers



Mariee Murphy



McAlester High School Choir



Praiz 101



No Account Drifters

**10:00am-10:00pm
Southeast EXPO Motor Speedway**



Jr. Martin Luther King Choir

***Ticket Prices- will be Available
next Friday, April 17th, 2026 online.***

Southeast Jam Foundation

June 9th, 2026
McAlester Tourism
City of McAlester
P O Box 578
McAlester, OK 74502

To Whom It May Concern;

I am Dennis Wilson, president of Southeast Jam Inc., we will be an IRS-recognized 501c-3 not-for-profit organization. As chairman of the planning committee, I, along with co-chairman, Katelyn Perry and Tera Conners and a large committee of community volunteers, are putting together Southeast Jam Gospel music event. It is scheduled for June 6th, 2026 at the Southeast Expo Center. This 1-day event celebrates Gospel Music and Vendors from all over Oklahoma. I humbly seek funding for this festival from the City of McAlester in addition to the previous \$2,500.00 an additional \$ 2,500.00

The additional \$ 2,500.00 will be used for the musicians cost.

This will be the First year of Southeast Jam Gospel event. The festival will be held at the South-east Expo Center to alleviate weather concerns and broaden the enhancement possibilities for the festival, by increasing vendor participation, attracting well-known music and performance entertainers, and reaching large groups of visitors to the festival. It will be filled with authentic Gospel music from old to new pop. A festival of this magnitude brings on significant costs to make it successful and to ensure future continuance.

Enclosed is a breakdown of expenses. Our goal is to bring as many visitors to McAlester as possible. We want attendees to get to know our community as they attend the festival, shop our businesses, eat at our restaurants, stay at our hotels & fuel their vehicles while in town. Other expenses are also listed and include major costs such as acquiring quality entertainment, building rental costs, required insurance, permits and licensing, security, and other incidentals.

The community has expressly welcomed Southeast Jam Gospel. There is a lot of buzz going around about this year's festival. Through social media and our website, we are generating excitement for Southeast Jam Gospel. Several businesses and local companies have offered their support through sponsorships. Organizations are also involved and have planned numerous events to coincide with our event, bringing additional visitors into McAlester. Your support will enable us to shine a spotlight on McAlester as a city recognized as a destination for festival attendance. I sincerely ask you to consider our request and hope you find it worthy of support.

I cannot give adequate numbers because this is our first year.

Best regards,
Dennis Wilson

Southeast Jam Foundation

January 22nd, 2025
Mcalester Tourism
City of McAlester
P O Box 578
McAlester, OK 74502

To whom it may concern:

As a 501(c)(3), ***All the proceeds will support future Southeast Jams concerts***, We are going to charge \$20.00 general admission prices for adults, \$ 10.00 for kids 13 to 3 and younger Free for main worship hall. **(Cost May Vary)**

The numbers below are just estimates that cannot be accurately conveyed, ultimately it depends on the **funding and sponsorship** which dictates who we contact for the performances, performers and other cost as well. A lot of the events we already have are free to us. Once again this is the first year for the event so **accuracy cannot be given**. The schedule at this time, is as stated hypothetical, not set in stone.

Projected Ticket Prices

Adult figures only

Based on projected cost of event of \$ 26, 576.00...If we get

1,000 attendees @ \$20.00= \$ 20,000-need a sponsorship of (\$ 6,576.00)-(\$5,000.00) from city

Need a sponsorships in the amount of \$ 576.00 to break even....



EVENT DETAILS/SCORING

Return on investment (25 points):

We have Six "Host Hotels" (Holiday inn Express, Comfort Inn, the Extended Stay, Hampton Inn, The Quality Inn, and Motel 6) and 1 air b& b, 2 restaurants (Chili's and Rib Crib) will give discounts on rooms and food.

With all the events listed (Included in the presentation) I estimate between 1,000 and 3,000 people. I estimate there will be possibly 1 to 2 nights of room lodging, (Early arrivals for the concert and the night of the concert itself) eating at restaurants, and shopping. All of which will bring increased revenue from sales and taxes collected

Marketing (20 points): The amount of marketing dollars will vary.

We are also looking at using channel 2 tv for digital media as well...around \$6,000.00

Radio: K101: 3 :30 SECOND ADS EACH DAY M-SAT
ROCK 105: 2 :30 SECOND ADS EACH DAY M-SAT
96.7FM: 2 :30 SECOND ADS EACH DAY M-SAT

Current cost as of now but may change \$ 800.00

Cost of City Services {10 Points)

At the present moment there are no services required...

Other Indirect Economic Impacts (10 points):

Visitors to McAlester create an economic impact. When not attending the festival, they venture around town and eat at our restaurants, fill their vehicles with gas, spend the night in our hotels, and shop at our local businesses. Five host hotels (Holiday Inn Express, Comfort Inn, and Extended Stay America ,Hampton Inn, Quality Inn, Motel 6) and two restaurants (Chili's and Rib Crib) will give discounts on rooms and food. These, and other businesses, will have increased sales, due to a higher demand for food and supplies,.

Indirect Economic Impacts (10 points):

Southeast Jam Gospel music event will attract attendees from around the state who will be attracted due to the sheer featuring of Live in house Concert, Fine Art artists, merchandise vendors, food trucks, and fun In-flatable games and contests to participate in, along with several other children's activities.

Other Indirect Economic Impacts (10 points):

Another way Southeast Jam impacts our community economically is by using local printers and designers to create posters and fliers. We also use local radio and newspapers to create promotional ads for the festival. Businesses allow their employees to serve on various planning committees for the festival thereby encouraging their community support through involvement. We try our best to buy locally for needed supplies



EVENT DETAILS/SCORING

Local non-profit organizations are encouraged to promote and raise awareness of services offered with a no-cost booth. It truly does take a community to put on a festival and we are glad to engage and work with them.

General Attendance of Event (15 points):

With all the events listed (Included in the presentation) and in comparison with other events of lesser magnitude we estimate between 1,000 and 3,000 people over the 1 day since this is the first year expectations for future events will increase. A lot will be due to the festival's theme that will entice local and state-wide visitors, additional community activities bringing participants and their families into the community who will stay and attend the festival before or afterward, and extensive pre-event advertising that will raise awareness.

Uniqueness of event (10 points):

At present, the only event to compare our festival to is the dancing rabbit held at various time through out the year. However, it exceeds the activities that we have incorporated into our event. This in itself makes our event very unique. Southeast Jam is a cultural event that highlights and celebrates Gospel Music festival atmosphere. Like festivals are held in the larger cities of OKC and Tulsa, but not in southeast Oklahoma. Although many attend these locations, there are just as many who aren't able to. We felt it was time to spotlight southeast Oklahoma, specifically McAlester. It was also our desire to invite the whole state. A way to do this was to partner with other organizations and groups in McAlester who are putting together events that would bring people to McAlester. We love our community and we want others to love it, too. The best way to do that is to invite them and let them experience the friendliness of our community as they enjoy the uniqueness, the activities, and the fun Southeast Jam offers. This is not a one-and-done festival. With the support of the city, community partners, and many local businesses, our goal is to continue and evolve for many years.

Vendors, Musicians, art show, all of which will include people who come just for these specific events but will stay for the other events as well.

Southeast Jam Foundation Line up

The line up times for the event are tentative as Dan from the music store is creating the schedule for the bands and singers. The first portion is correct.

Donald Brown	10:00am	Opening Prayer
Choctaw Color Guard	10:10am	Presentation of colors
Everyone	10:20am	Pledge of allegiance
McAlester Choir	10:30am	National Anthem
Community Leaders	10:40am	Greetings
Ethan Vanscoy	11:00am	30 minute set worship service
McAlester Choir	11:30 am-12:30am	1 hour set
Praiz 101 (modern)	12:30pm-1:30pm	1 hour set
Jr. MLK Choir	1:30pm-2:30pm	1 hour set
Mary Tyler (contemporary/pop)	2:30pm-3:30pm	1 hour set
Hope Ascending(Alternative/worship)	3:30pm-5:00pm	1 hour set
Dan-No Account Drifters	5:30pm-6pm	1 hour set
Eddie Sanders	5:30pm-6:30pm	1 hour set
LedBettors	6:30pm-8:00pm	1 hour set

All Day Events

pony Rides
 Inflatables
 Car Displays
 Vendors
 food trucks
 McAlester Fire Truck
 McAlester Ambulance
 Petting Zoo?
 Book Mobile
 Face painting
 McAlester pd
 County Sherriffs

Southeast Jam Foundation Line up



Ethan Vanscoy

“Ethan Vanscoy Is Blissfully Married to his best friend Chelsea Vanscoy. They have (5) beautiful Children and a growing family. Ethan “Grew up” In the church with the same “Religious experience” as most till the Lord removed the Vail in 2019 & gave him a heart to love the Lord & people. Ethan & his family run a home church in Krebs OK that is made up of a few local families from the McAlester area. He is Bi-Vocational & runs a manufactured home Dealership in Kiowa OK. “

Southeast Jam Foundation Line up



**MCALESTER HIGH
SCHOOL**

**1 BUFFALO DRIVE
MCALESTER, OK 74501**

**WWW.MPS8UFFS.ORG
516-423-6229**



Our students lit up the stage with beautiful harmonies, heartfelt performances, and a powerful display of unity through song.

A huge thank you to our choir director Ms. Toni Barnes and our accompanist Mrs. Geri Burris for guiding these students and bringing out the best in them. And to our families and community members who came out to support—your encouragement means the world

Southeast Jam Foundation

Line up



Praiz 101

Overview

We are a contemporary Christian band who are all about God not ourselves. No egos no attitude. We offer nights of worship or concert style events. We can also throw in a drama if needed. Praiz 101 travels with our own sound and lighting with crew. We are flexible to your needs.

What to expect

Your audience can expect a very down to earth show from a group who is all about God not themselves. The sound will be clear and clean not just a lot of noise. Of course the room acoustics play a role in the sound quality but our Presonus soundboard makes it easy to adjust for room enhancements. And its all backed up with stage lighting.

About

Praiz 101 is not just a band its a ministry. We are not just called into churches. We have performed at many fundraising events that were not billed as Christian events. Events like the BACA (Bikers Against Child Abuse) Kids fest and Relay for Life. No matter where we go we always play Christian music we do not change what we play depending on our surroundings. But of course we love churches, youth camps and youth events. You can expect professional services. Our sound is a 3,600 watt system powered by Mackie speakers and subs. We also have stage lighting to enhance the performance. Let us know your needs and we will tailor an event for you.

Southeast Jam Foundation Line up

The MLK Youth Choir in McAlester, Oklahoma



The MLK Youth Choir in McAlester, Oklahoma, directed by Rosalyn Jones, performs annually at the MLK Unity Banquet, which is part of the city's weekend-long celebration of Dr. Martin Luther King Jr.. This youth choir often participates alongside the main [MLK Unity Choir](#), di-

Southeast Jam Foundation *Line up*



Mariee Murphy (Mary Murphy)

Singer • Songwriter • Author • Teacher

Texas Native Mariee Murphy is a Christian pop artist whose music blends modern pop melodies with bold faith, hope, and strength. Her sound is polished, uplifting, and radio-friendly, designed to connect with both believers and those still searching for truth. With smooth vocals, contemporary production, and emotionally honest lyrics, Mariee delivers songs that inspire confidence, resilience, and purpose.

Rooted in her Christian faith, Mariee's music speaks to real life—overcoming fear, standing strong through hardship, and choosing faith in the middle of uncertainty. Whether on stage, in intimate settings, or at larger events, her heart is to create moments where people feel seen, encouraged, and reminded that God is present in every season.

She rose to prominence through her GRACED Tour with captivating performances across Florida, Pennsylvania, Alabama, Illinois, Indiana, New York, Massachusetts, Missouri, Texas, New Jersey, Oklahoma City, and more. Leaving audiences inspired by her powerful vocals and heartfelt message.

A seasoned performer, Mariee has graced national television networks including The Trinity Broadcasting Network (TBN) and The Inspiration Network, sharing stages with world-renowned artists such as Michelle Williams (Destiny's Child), Russ Lee, Sheri Keagy, Brian Free, and Clifton Davis. Her ministry through music has opened doors for her to perform at major conferences, conventions, and faith-based events alongside leading Christian voices from around the world.

Mariee's mission is simple: to use pop music as a bridge—reaching hearts, sharing hope, and pointing people toward the strength found in Christ.

Southeast Jam Foundation

Line up



Overview

We are a Christian Alternative/worship band based in Texas as a band, we are wanting to share the gospel and love of Jesus thru music. If it's by our music or doing covers from the CCM music industry we are will do shows and concerts and, for Christmas services, Easter services, youth ministry camps, DNOWs, Field Of Faith, nights of worship, live recordings, conferences, student lock-ins and so on. It would mean so much to help your students and congregation experience God through worshipping him and impacting their walk with Christ.

What to expect

We would expect not just a normal show but where they can feel the presence of Christ during worship. We give all thanks to him for giving us these gifts we have and owe it all to him and him alone.

About

With Hope Ascending's powerful Biblical music that draws you Into the presence of God in each song, they are a group of like minded individuals that are devoted to sharing Gods love, hope and ministry through their music.

The band was formed in 2022, consisting of (Christopher Burrow), (Robert Ryan-AKA Bobby), (Marck Cifuentes), (Adrian Dominguez), (Maryann Huffstetler), (Nick Stuyvesant), (Sam Potter) and (Kayley Ryan) as our musicians, and(Nolan Quigley) as a speaker that we that we are partnered with that can be utilized for events,

Hope Ascendings vision, is to let God lead them anywhere and everywhere they go, to let God open the doors He wants to open.

For them to lead and show others hope and love. Hope for the broken, hope for the lost, hope for the hurting, and to know that no matter where you are, who you are and what you've done, God still loves you, wants you, and will forgive you.

Southeast Jam Foundation Line up



No Account Drifters

We play a mix of country, classic rock, etc. No telling what we might try!

Southeast Jam Foundation Line up



Eddie Sanders

EDDIE SANDERS
SINGER/SONGWRITER/GU

In a genre built on authenticity, storytelling, and soul, Eddie Sanders stands as a true torchbearer of Bluegrass music—an artist whose work honors tradition while speaking with clarity and conviction to today’s audience. With a deep-rooted passion for both Bluegrass and Gospel, Sanders has established himself as one of the genre’s most genuine and compelling voices. A singer, songwriter, and guitarist from McAlester, Oklahoma, Sanders was born into southwest bluegrass royalty. His father, Freddie Sanders, was a legendary festival and concert promoter, and the Sanders Family Bluegrass Festival became one of the most prominent and respected events west of the Mississippi. The festival welcomed icons including Bill Monroe, The Osborne Brothers, Ralph Stanley, Jim & Jesse, and The Lewis Family, along with nearly every major bluegrass act of the past four decades. Raised in that environment, Sanders experienced a rare upbringing inside the industry itself—learning firsthand from the very artists who shaped the genre. The McAlester festivals were deeply influenced by pioneers such as Mac Wiseman, Larry Sparks, and The Osborne Brothers, and through those formative years, Sanders absorbed not only the sound of bluegrass, but the professionalism, discipline, and reverence for great songs that define it at its highest level. He quickly developed a passion for original material, understanding early on the lasting power of a well-written song. At the same time, Sanders’ musical identity was broadened by the influence of country greats Merle Haggard and Gene Watson, whose storytelling and phrasing helped shape his approach as both a vocalist and songwriter. That blend of bluegrass tradition and classic country sensibility became a defining element of his artistry. A master craftsman of song, Sanders writes with purpose—blending vivid storytelling, spiritual depth, and mountain-born sincerity into every lyric. His music reflects the core of the bluegrass experience: real life, deep faith, and raw emotion. Whether drawing from Gospel themes or the rich textures of Appalachian sound, his work resonates with listeners seeking substance and meaning. Sanders first gained widespread recognition as guitarist and lead vocalist for the acclaimed band Signal Mountain, performing alongside an exceptional lineup that included Shawn Camp, Dennis Crouch, Billy Joe Foster, Tim Crouch, and other respected musicians. His time with the group helped establish his reputation as both a commanding performer and a thoughtful collaborator. His songwriting career has since brought him to Nashville, where he has worked with notable writers and artists including Shawn Camp, Ronnie Bowman, Glen Duncan, John Cowan and others. His compositions have been recorded by The Del McCoury Band, including the standout track “You Could Be Me,” as well as by Kix Brooks and Wayne Tups, who recorded the Sanders and Camp co-write “Down Where the River Ends.” Sanders’ growing catalog of original material continues to earn praise for its sincerity and emotional depth, further cementing his standing among peers and fans alike. His ability to seamlessly fuse traditional bluegrass instrumentation with uplifting Gospel themes gives his music a timeless quality while remaining fresh and engaging. Recent releases have showcased that artistry in full. Songs like “Calling Me” and “Up To Gloryland” highlight his gift for crafting spiritually grounded material with wide-reaching appeal, featuring standout collaborations with the unmistakable Larry Cordle, John Cowan, Shawn Camp and Tina Adair, alongside an ensemble of top-tier musicians. His Gospel-focused work, on his current release, I’m A Jesus Man, reflects not a departure, but a natural extension of a life steeped in faith, music, and tradition. Through every performance and recording, Sanders remains firmly rooted in the values that shaped him while continuing to move forward with clear artistic purpose. His work doesn’t simply echo the past—it carries it forward, connecting deeply with audiences across generations. With new music continuing to emerge and his presence steadily growing, Eddie Sanders is not only preserving the legacy of Bluegrass and Gospel music—he is helping lead it into the future.

Southeast Jam Foundation *Line up*



The Ledbetter Brothers

The Ledbetter Brothers Gospel Group is a dynamic trio of brothers dedicated to sharing the message of faith through music. Known for their tight, soul-stirring harmonies, they blend traditional gospel roots with a modern Nashville sound that resonates with audiences of all ages. As Nashville recording artists, the Ledbetter Brothers have traveled the world, bringing their inspiring message and music to diverse audiences across the globe.

With passion, authenticity, and a deep love for God at the heart of everything they do, their mission is simple yet powerful: to glorify God and uplift hearts through the gift of song. Whether ministering in churches, concerts, or special events, the Ledbetter Brothers deliver a spirit-filled experience that leaves a lasting impact.

Southeast Jam Foundation

Allocation Break down

<i>Southeast EXPO</i>	\$	<i>0.00 Concessions only</i>	
<i>Josh Hass Insurance</i>	\$	<i>562.00</i>	
<i>Local Licenses and fees</i>	\$	<i>100.00</i>	
<i>State license</i>	\$	<i>50.00</i>	
<i>Musicians</i>	\$	<i>11,000.00</i>	
<i>McAlester Radio</i>	\$	<i>800.00</i>	
<i>Channel 2 TV</i>	\$	<i>6,000.00</i>	
<i>Security-County Sherriff</i>	\$	<i>1,500.00</i>	} <i>Maybe able to negotiate</i>
<i>Security-MPD</i>	\$	<i>1,500.00</i>	
<i>Stage Sound (2 Stages)</i>	\$	<i>1,500.00</i>	
<i>MCCAP Stage</i>	\$	<i>600.00</i>	
<i>Website</i>	\$	<i>2,664.00</i>	
<i>USPS</i>			
<i>Dollar Tree</i>			
<i>Walmart</i>			
<i>Vo-Tech Posters</i>	\$	<i>300.00</i>	
<i>Amazon</i>			
<i>Harbor Freight</i>			
	\$	<i>26,576.00</i>	

Some of these are still estimates but I am trying to reduce the cost as much as possible while trying to give you a spectacular event that people will come back to in the future.

These figures do not fully Represent any other cost associated with this program right now such as extra hotel rooms, food meals and other expenses that might occur.



June 6th, Southeast EXPO Motor Speedway, McAlester Oklahoma



Ethan Vanscoy



Eddie Sanders



Ledbetter brothers



Mariee Murphy



McAlester High School Choir



Praiz 101



No Account Drifters



Jr. Martin Luther King Choir

10:00am-10:00pm
Southeast EXPO Motor Speedway

Ticket Prices- will be Available next Friday, April 17th, 2026 online.

Hi Rebecca,

Following up on our recent conversation, I wanted to formally present our proposal for a partnership between Oklahoma Cornhole League (OCL) and McAlester Tourism for the upcoming 2026–2027 season.

After reviewing past event performance and aligning it with our updated structure, we are confident that bringing Oklahoma Cornhole League events back to McAlester will continue to generate a consistent and measurable economic impact, while providing a high-quality, repeatable tourism experience for the city.

Event Overview

- **Organization:** Oklahoma Cornhole League
- **Proposed Dates:** Multiple weekends throughout the 2026–2027 season
- **Event Duration:** 2 Days (Friday & Saturday)
- **Proposed Venue:** Southeast Expo Center, McAlester, Oklahoma
- **Estimated Attendance:** 200–300+ players per event
- **Total Visitors (with guests):** 350–500+ per weekend

Even with a focused two-day format, these events consistently draw players from across the region—bringing in out-of-town visitors who stay, dine, and spend locally.

Economic Impact

Based on previous tournament data in McAlester and comparable regional events:

- **Hotel Rooms Booked:** ~60–100 per event
- **Total Room Nights:** ~100–150+
- **Estimated Lodging Revenue:** \$10,000–\$15,000+
- **Direct Consumer Spending (Food, Gas, Retail):** \$10,000+
- **Total Estimated Economic Impact per Event:** \$20,000–\$30,000+

Historical data in McAlester has shown strong performance, including:

- 200+ hotel rooms booked across multi-day events

- **Consistent overnight stays driving weekend-based tourism**

Even in a two-day format, the Friday–Saturday schedule continues to maximize overnight travel and economic return.

Why Oklahoma Cornhole League

Oklahoma Cornhole League is built around a simple but effective model:

- **Deliver a high-quality player experience that encourages repeat attendance**
- **Maintain consistency across multiple events, not just a single weekend**
- **Focus on regional growth, targeting Southeast Oklahoma and surrounding markets**
- **Encourage community involvement and local business engagement**

Our mission is clear:

Position McAlester as a premier cornhole destination in Southeast Oklahoma.

Tourism Value to McAlester

Each Oklahoma Cornhole League event contributes to:

- **Increased hotel occupancy during key weekends**
- **Strong restaurant and nightlife traffic**
- **Additional retail and fuel spending**
- **Repeat visitors across multiple events**
- **Expanded regional exposure for McAlester**

This model mirrors other successful tourism-backed events—built to be scalable, sustainable, and repeatable year after year.

Sponsorship Request

We are seeking a financial partnership with McAlester Tourism to assist with:

- **Venue costs**

- **Event operations**
- **Marketing and promotion**

Requested Support Range:

\$1,500 – \$2,000 per event

Tourism Partnership Benefits

In return, McAlester Tourism will receive:

- **Title or Presenting Sponsor recognition**
 - **Logo placement on:**
 - **Event graphics**
 - **Social media promotions**
 - **Printed materials**
 - **On-site signage and branding**
 - **Public address announcements throughout the event**
 - **Vendor/booth space at the venue**
 - **Ongoing promotion of McAlester as a featured destination city**
-

Long-Term Vision

This is not a one-time event—it is a seasonal partnership opportunity.

Our long-term vision is to:

- **Establish McAlester as the home of the Oklahoma Cornhole League in Southeast Oklahoma**
 - **Create multiple annual events with consistent tourism impact**
 - **Build a loyal and returning player base**
 - **Deliver reliable, measurable economic value year after year**
-

Closing

We appreciate the opportunity to work with McAlester Tourism and build on the success of past events. With a refined structure and continued focus on growth, Oklahoma Cornhole League is positioned to deliver a strong and consistent return for the local economy.

I would welcome the opportunity to discuss this further and tailor a partnership that aligns with your goals.

Event Schedule & Funding Request

We are requesting support for the following five events during the 2026–2027 season:

- **August 28–29, 2026**
- **October 2–3, 2026**
- **February 19–20, 2027**
- **March 12–13, 2027**
- **June 25–26, 2027**

Each event is a two-day (Friday–Saturday) tournament weekend.

Requested Support: \$1,500–\$2,000 per event

Total Seasonal Request: \$7,500–\$10,000

Hotel Partnership

We anticipate partnering with:

- **Holiday Inn Express & Suites McAlester**

This location has historically supported our events well and is equipped to handle the projected number of overnight guests.

Estimated Event Budget (Per Event)

- **Venue Rental: \$1,950 + Security**
- **Trophies (Approx. 100): \$1,000**

- **Miscellaneous Event Expenses: \$200**
- **Staff Travel (Gas & Food): \$300**

Estimated Total per Event: ~\$3,450 + Security

Allocation of Tourism Funds

Requested Tourism funds would be applied directly toward:

- **Venue Rental**
- **Security Costs**

This allows us to stabilize core event expenses while reinvesting participation revenue back into player experience, prize structures, and event growth.

Tourism ROI & Cost Efficiency

Based on historical data and conservative projections:

- **Estimated Room Nights per Event: 100–150+**
- **Requested Funding per Event: \$1,500–\$2,000**

Cost Per Room Night Generated:

→ Approximately \$10–\$20 per room night

Break-Even Point for the City

Using conservative assumptions:

- **Average hotel rate: ~\$100 per night**
- **Estimated local tax revenue (lodging + sales): ~\$10–\$15 per room night**

→ The City recovers its investment after approximately 100–150 room nights

Given that each event is projected to generate 100–150+ room nights, the partnership is expected to meet or exceed the break-even point per event, with additional upside from food, fuel, and retail spending.

Projected Economic Impact (Per Event)

- **Lodging Revenue: \$10,000–\$15,000+**
 - **Direct Visitor Spending: \$10,000+**
 - **Total Estimated Impact: \$20,000–\$30,000+**
-

Seasonal Impact (All 5 Events Combined)

- **Total Room Nights: 500–750+**
 - **Total Economic Impact: \$100,000–\$150,000+**
-

Additional Value to McAlester

This partnership is designed to deliver more than a single event boost:

- **Consistent, repeat tourism across multiple weekends**
 - **Increased exposure for McAlester as a regional destination**
 - **Reliable scheduling that hotels and businesses can plan around**
 - **A growing player base that returns multiple times per season**
-

Please let me know if the Board would like any additional information or supporting data. I appreciate your time and consideration, and I look forward to the opportunity to build something consistent and impactful for McAlester.

**James Brantley
Manager
Oklahoma Cornhole League**

Native CREATIVE CON

A Celebration of Native Artist of all Mediums

VENDORS · ARTIST · ACTORS

CONTENT CREATORS · ATHLETES

JEWELRY MAKERS · EXHIBITS · COMEDY

LIVE MUSIC · NATIVE WRESTLING SHOWCASE

WRITERS · SPECIAL GUESTS

NATIVE FOODS AND MORE!

Saturday - June 13

11am - 5pm

Free Admission

Southeast Expo Center - McAlester, OK



June 13 from 11am to 5pm We will be hosting the Native Creative Con in McAlester at the Southeast Expo Center. We have partnered with celebrated Choctaw artist Erica Eppler to create an event highlighting native artistry at an inclusive and free festival! Vendors, Artists, Crafters, and more come together to sell handmade goods. Storytellers captivate with legends and folklore at the kids zone with games, moon bounces, and crafts. The schedule is packed with Native music, comedy, and sports entertainment. Workshops include Jewelry making, Acting, Painting, and more!

Days 1

Event is free to the public and all ages

Hotels for staff and guests only 21

Amount requested

\$2400

With the help of the tourism board we can ensure that the event is able to be affordable to vendors and have everything it needs to be a success! Thank you for your time and consideration. We look forward to hearing back from you!

Best Regards

Paulyo Lay