



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 07/11/2023

REQUESTER: Jason Olsen, Director of Parks and Recreation

PRESENTER: Jason Olsen, Director of Parks and Recreation

ITEM TITLE: CONSIDERATION OF AWARDING, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF K-2324-23: BETWEEN THE NORMAN VISITORS AND CONVENTION BUREAU AND THE CITY OF NORMAN FOR THE PURPOSE OF ENCOURAGING, PROMOTING, AND FOSTERING CONVENTION AND TOURISM DEVELOPMENT IN THE CITY.

BACKGROUND: The City of Norman contracts annually with the Norman Convention and Visitors Bureau (VisitNorman) to administer the share of funds collected pursuant to the Norman Transient Guest Room Tax Ordinance set aside specifically for the purpose of encouraging, promoting, and fostering convention and tourism development in the City. On May 9, 2023, the voters approved the guest room tax to be increased from 5% to 8% allowing the creation of the Norman Sports Commission, or NormanSports. In 2016, the City allocated \$80,000 to VisitNorman \$30,000 of which was used to work with the Huddle Up Group to research expanding sports tourism in Norman by creating a sports commission. Huddle Up provided a strategic plan for the best structure for a new sports commission and resources to sustain and grow Norman's economic development through sports. The increased funding from the guest room tax will allow for the sports commission to be funded and continue VisitNorman's mission to encourage convention and tourism development in Norman.

DISCUSSION: The contract between the City and the Norman Convention and Visitors Bureau originated in fiscal year 1992-93 (FYE 93) and has been amended six times since then. This latest proposed version consolidates the various amendments to the original contract into a clean new contract between the parties.

The current contract addresses the increased guest room tax rate approved by the May 9, 2023 vote, expands the voting Board members to address additional community interests, and clarifies VisitNorman's actions on behalf of the City in exchange for an allocation of Guest Room Tax revenue.

RECOMMENDATION:

Staff recommends approving K-2324-23.