



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 APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF CONTRACT K-2324-22: BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND NORMAN ARTS COUNCIL FOR THE PROMOTION OF ARTS PROGRAMS TO FURTHER CONVENTION AND TOURISM DEVELOPMENT FOR THE CITY, AND TO PROVIDE 25% OF THE NORMAN TRANSIENT GUEST ROOM TAX FOR SAID SERVICES.

BACKGROUND:

An ordinance known as the “Norman Transient Guest Room Tax Ordinance” directs imposition within the City of an excise tax upon the gross proceeds derived from rents received from occupancy of hotel rooms with further directions that the taxes collected be set aside and used exclusively to encourage promoting and fostering the convention and tourism development of the City. On May 9, 2023, the voters approved an increase in the room tax from 5% to 8%, with the proceeds to be used for the development of the convention and tourism business in Norman. Promoting arts and humanity activities is important in attracting tourists and conventions to the City.

NAC was founded in 1976 to enrich the Norman community by stimulating artistic, cultural, and economic growth through supporting and promoting the arts. NAC first contracted with the City in 1989, as the Norman Arts and Humanities Council, for the administration of arts and humanities promotion within the City of Norman, including gathering and distribution of ideas, research, and information designed to educate Norman citizens, assisting with the development and promotion of local arts and humanities activities and attractions through the Transient Guest Room Tax Grants Program, and enhancing the City of Norman’s desirability to participants in arts and humanities activities. NAC’s exhibits, art walks, art education experiences, and festivals have drawn more than one million visitors annually to Norman.

DISCUSSION:

This contract intends for NAC to continue to provide such programs and services to the City as authorized in said Norman Transient Guest Room Tax Ordinance and in prior agreements with NAC and to utilize its facilities, employees, services, and expertise.

Article 2-111-1 of the City Code creating the Art in Public Places Program was adopted in 2007. This program set up a funding mechanism by which City of Norman utility customers could opt to donate money to the Art in Public Places Fund by including an additional amount of money with the utility bill payment. A Public Arts Board was created by ordinance to oversee the selection, purchase, commission, acquisition, and placement of public art in Norman. The Board reports to the Norman Arts Council, who was charged with expending the monies collected according to the ordinance. At the request of the Norman Arts Council, Staff has been working on modifications to Article 2-111-2 to make the program run more efficiently and effectively.

As Staff began updating the NAC contract, it became clear that the Art in Public Places Program would better addressed in the contract between the City and NAC. As a result, Article 2-111-2 is proposed to be repealed in its entirety (O-2223-54, also on Council's agenda) and the requirements for the Art in Public Places program are being incorporated into this contract with NAC. These requirements can be found in Section 2 – Public Arts Committee of the Contract. Similar to the City's arrangement with Visit Norman, there will now be an ex-officio representative from the City serving on the Norman Arts Council board.

The contract also addresses NAC's percentage of the room tax share (25%, after the City's 4% administration portion, the City's Park and Recreation Department's 15.625%, and Norman Convention and Visitors Bureau's 59.375%).

RECOMMENDATION:

Staff recommends approval of Contract K-2324-22.