



## CITY OF NORMAN, OK STAFF REPORT

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**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 ADOPTION, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF ORDINANCE O-2223-52 UPON SECOND AND FINAL READING: AN ORDINANCE OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA AMENDING SECTION 12-526 OF THE NORMAN CODE OF ORDINANCES, INCREASING THE NUMBER OF VOTING BOARD MEMBERS OF THE RECIPIENT ENTITY OF CONVENTION AND TOURISM DEVELOPMENT FUNDS FROM THIRTEEN TO NINETEEN TO ALLOW ADDITIONAL BOARD MEMBERS REPRESENTATIVE OF THE SPORTS INDUSTRY AND SPORTS COMMUNITY; PROVIDING FOR THE SEVERABILITY THEREOF.

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### **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 of Norman approved the Guest Room Tax rate to be increased from five percent (5%) to eight percent (8%), allowing funding for an additional focus on growing Norman's economic and tourism development related to sport opportunities in Norman.

### **DISCUSSION:**

The contract between the City and the Norman Convention and Visitors Bureau originated in fiscal year 1992-2993 (FYE 93) and has been amended six times since then. The latest version consolidated the various amendments to the original contract into a clean new contract between the parties.

Contract K-2223-170 addresses the increased guest room tax rate approved by the May 9, 2023 vote; expands the voting Board of Directors members by four, expands the composition of the Board 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. Contract amendments will be considered on July 11, 2023, along with this ordinance on Second and Final Reading.

Section 12-526 of the City Code sets out the Board of Directors composition and is proposed to be updated to conform to the current contract and additional community interests to be included on the VisitNorman Board. These amendments are set forth in Ordinance O-2223-52.

**RECOMMENDATION:**

Staff recommends approving O-2223-52 upon second and final reading.