



WWW.NORMANMUSICFESTIVAL.COM

The Norman Music Alliance is requesting \$50,000 in funding from the City of Norman to help support safety and infrastructure costs for the 2027 Norman Music Festival, NMF is the largest music festival in the state of Oklahoma. Now in its 18th year, this annual event is held in the downtown Walker Arts District. It is a significant economic driver with estimated generated economic activity of nearly \$3.5 million on NMF weekend. This calculation is based on attendance of over 70,000 individuals during the festival's three-day run, along with visit-spend metrics from Visit Norman and Americans for the Arts. Not only does our festival have a significant economic impact on the City of Norman and the Walker Arts District, it remains free to the community with the support of generous sponsors such as the Norman Arts Council, Fowler Automotive, The Garage/Winston/Pub W, Oklahoma Arts Council and other local partners.

In 2024, we had visitors from 8 states, signed our first national sponsors, and booked a grammy-nominated headliner (before the 2024 festival was cut short due to severe weather, resulting in a loss of approximately \$15k for the year. As always, NMF weathers the storms thrown at us to return bigger and stronger than ever. We received \$54k in ARPA funding through the Oklahoma Arts Council and have created new fundraising opportunities that ensure that we stay cash positive and able to continue. Our festival now counts the Oklahoma Film and Music Office, ACM@UCO and the University of Oklahoma among our artistic partners as we endeavor to strengthen the music industry in Oklahoma with Norman as its hub.

We will again be hosting industry panels here in our hometown to continue the conversation about how to support and retain the creatives in our state whose artistry and economy add so much to ours. Funding from the City of Norman would show that our city is behind our efforts and a strategic partner in these endeavors. To be clear, we are asking for assistance with the public safety and logistics portions of our festival to continue to provide the level of care to our beautiful downtown necessary to contain an event like this one.

Thank you for your consideration of our request.
ON BEHALF OF THE STAFF AND BOARD OF DIRECTORS
FOR THE NORMAN MUSIC ALLIANCE



CURRENT ALLOCATION AND REQUEST



SERVICES	ACTUAL COST	25-26 ALLOCATION	26-27 REQUEST
CONTRACTED SANITATION:	\$9,080	\$7,500	\$9,080
ELECTRICIAN:	\$1,300	\$0.00	\$1,300
GENERATORS:	\$6,700	\$0.00	\$6,700
PERIMETER FENCING:	\$3,700	\$0.00	\$3,700
PORTABLE TOILETS:	\$3,900	\$0.00	\$3,900
STREET CLOSURE/BARRIER PLACEMENT:	\$1,100	\$1,100	\$1,100
CITY OF NORMAN SANITATION:	\$1,300	\$1,300	\$1,300
TOTAL:	\$27,080	\$10,000	\$27,080

ADDITIONAL FUNDING REQUEST | STAFFING/ADMINISTRATIVE: \$22,920
(TO SUPPORT SUSTAINABLE STAFFING FOR THE FESTIVAL)



TOTAL FUNDING REQUEST

\$50,000

(THIS WOULD PROBABLY GET YOU A FREE T-SHIRT AND/OR THE CITY'S NAME ON A STAGE)



SOURCES OF INCOME



REVENUE SOURCE	REVENUE GENERATED	REVENUE PERCENTAGE
CORPORATE & INDIVIDUAL SPONSORS:	\$130,000	50%
GRANTS:	\$34,250	13.2%
CITY OF NORMAN SUPPORT:	\$0	0%
*VIP PASSES:	\$15,000	5.7%
*CONCESSIONS & MERCH:	\$11,000	4.2%
*VENDOR FEES:	\$65,000	25%
*FUNDRAISERS:	\$5,000	1.9%
TOTAL:	\$260,250	100%

*FEE-FOR-SERVICE REVENUE TOTAL:
\$91,000 / 35% OF REVENUE GENERATED

HOW ARE WE GENERATING THIS REVENUE?

ADDING REVENUE STREAMS WITH EXPANDED CONCESSIONS AND MERCH.

WORKING HARD ON DEVELOPING YEAR-ROUND FUNDRAISING PARTIES.

ACTIVELY SEEKING MULTI-YEAR, NATIONAL-LEVEL PARTNERS.



SEE YOU IN APRIL!



Statement of Financial Position

Norman Music Alliance

As of June 30, 2025

	Total
Distribution account	
Assets	
Current Assets	
Bank Accounts	
First United Checking x5645	6,847.56
OBRP Trust account	0.00
PayPal Bank	80.80
Petty Cash	0.00
Republic Checking	0.00
Republic Money Market	0.00
Total for Bank Accounts	\$6,928.36
Accounts Receivable	
11100 Accounts Receivable	23,666.00
Total for Accounts Receivable	\$23,666.00
Other Current Assets	
12000 Undeposited Funds	0.00
Prepaid Expenses	0.00
Uncategorized Asset	0.00
Total for Other Current Assets	\$0.00
Total for Current Assets	\$30,594.36
Total for Assets	\$30,594.36
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00
Total for Accounts Payable	\$0.00
Other Current Liabilities	
24000 Payroll Liabilities	\$0.00

Statement of Financial Position

Norman Music Alliance

As of June 30, 2025

Distribution account	Total
Federal Taxes (941/944)	0.00
OK Income Tax	0.00
OK Unemployment Tax	0.00

Statement of Financial Position

Norman Music Alliance

As of June 30, 2025

	Total
Distribution account	
Total for 24000 Payroll Liabilities	\$0.00
25000 Republic LOC	0.00
Deferred Revenue	0.00
Direct Deposit Payable	0.00
First United Line of Credit	0.00
First United LOC (2)	9,368.33
Holding Account Liability	0.00
OK Sales Tax Payable	0.00
Total for Other Current Liabilities	\$9,368.33
Total for Current Liabilities	\$9,368.33
Total for Liabilities	\$9,368.33
Equity	
30000 Opening Balance Equity	0.00
32000 Unrestricted Net Assets	-33,040.91
Net Income	54,266.94
Total for Equity	\$21,226.03
Total for Liabilities and Equity	\$30,594.36

Statement of Activity

Norman Music Alliance
July, 2024-June, 2025

Distribution account	Total
Income	
43300 Grant Income	
43330 Foundation and Trust Grants	8,000.00
44500 Government Grants	
44530 NAC Grant (deleted)	30,000.00
44540 State Grants (deleted)	58,672.72
Total for 44500 Government Grants	\$88,672.72
Total for 43300 Grant Income	\$96,672.72
43400 Direct Public Support	
43410 Corporate Patnership	110,591.00
43420 Special Event Contrubitions	10,000.00
43450 Individual Donations	15,433.14
47230 Membership/VIP	18,011.31
Concessions Partnership	1,443.00
Total for 43400 Direct Public Support	\$155,478.45
46400 Other Types of Income	
46430 Miscellaneous Revenue	7,521.60
Total for 46400 Other Types of Income	\$7,521.60
47200 Program Income	
47210 Vendor Fees	56,650.00
47250 Concessions Sales	142.00
47260 Merchandise	13,347.76
Total for 47200 Program Income	\$70,139.76
Sales	0.00
Total for Income	\$329,812.53
Cost of Goods Sold	
50000 Cost of Goods Sold	\$2,794.59
Merchandise Printing	8,854.50

Statement of Activity

Norman Music Alliance
July, 2024-June, 2025

Distribution account	Total
Total for 50000 Cost of Goods Sold	\$11,649.09
Total for Cost of Goods Sold	\$11,649.09
Gross Profit	\$318,163.44
Expenses	
60900 Program Costs	
60910 Permits	982.40
62120 Artist Fees	57,292.00
62840 Equip Rental and Maintenance	96,590.05
62890 Rent Expense	2,500.00

Statement of Activity

Norman Music Alliance
July, 2024-June, 2025

Distribution account	Total
65030 Printing	2,142.30
65040 Supplies	2,581.58
68300 Travel and Lodging	
68320 Travel (deleted)	536.74
Total for 68300 Travel and Lodging	\$536.74
68330 Food and Beverage Hospitality	300.00
Advertising	634.20
Total for 60900 Program Costs	\$163,559.27
62150 Outside Contract Services	32,197.54
62800 Facilities and Equipment (deleted)	
62840 Travel and Lodging (deleted)	0.00
Total for 62800 Facilities and Equipment (deleted)	\$0.00
65000 Operations	
62110 Accounting	2,945.00
65010 Memberships/Subscriptions	3,954.23
65020 Postage/Mailing	391.60
65050 Tech Subscriptions	1,028.92
65060 Insurance	22,308.00
65070 Banking fees	1,178.25
65071 Interest Expense	4,851.24
Total for 65000 Operations	\$36,657.24
65100 Other Types of Expenses	500.00
66000 Payroll Expenses	
Salaries and Wages	27,000.00
Taxes	2,065.50
Total for 66000 Payroll Expenses	\$29,065.50
PayPal Fees	388.48
QuickBooks Payments Fees	1,528.47

Statement of Activity

Norman Music Alliance
July, 2024-June, 2025

	Total
Distribution account	
Total for Expenses	\$263,896.50
Net Operating Income	\$54,266.94
Net Other Income	
Net Income	\$54,266.94