



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 02/10/2026

REQUESTER: Karla Sitton, Administrative Tech IV

PRESENTER: Jason Olsen, Director of Parks and Recreation

ITEM TITLE: CONSIDERATION OF ACKNOWLEDGEMENT, ACCEPTANCE, REJECTION, AND/OR POSTPONEMENT OF THE RECEIPT OF THE ANNUAL REPORT FROM NORMAN SPORTS COMMISSION TO THE BOARD OF PARK COMMISSIONERS

BACKGROUND:

The "Room Tax" Fund is a Special Revenue Fund established to separately account for the tax on the gross revenues of hotel and motel establishments. According to Ordinance Number O-7980-58, which passed in May 1980, the revenues are to be set aside and "used exclusively for the purpose of encouraging, promoting, and fostering convention and tourism development of the City of Norman. Uses in parks development and in promotion of arts and humanities are thus contemplated. The formula for distribution of revenue from this tax is as follows: Administrative Fee (City of Norman): 4% of Balance; Parks Development (City of Norman): 25% of Balance; Arts & Humanities (Norman Arts Council): 25% of Balance; and Convention & Tourism (Norman Convention & Visitors Bureau): 50% of Balance.

In 2023, the citizens of Norman approved an increase in the guest room tax, raising the rate from 5% to 8% allowing Visit Norman to establish the Norman Sports Commission. The additional funds from the rate increase would primarily support promoting sports tourism by attracting tournaments, meets, events, races, and competitions in Norman, as well as improving sports facilities.

DISCUSSION:

The Visit Norman/Norman Sports Commission gave its annual presentation to the Board of Park Commissioners on December 4, 2025. Their presentation included information about their events, economic impacts, FYE 2025 financials and budget, and FYE 2026 Strategic plan.

RECOMMENDATION:

It is recommended that the City Council accept the Visit Norman/Norman Sports Commission's annual report to the Board of Park Commissioners.