



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 07/28/2026

REQUESTER: Jason Olsen, Director of Parks and Recreation

PRESENTER: Jason Olsen, Director of Parks and Recreation

ITEM TITLE: CONSIDERATION OF APPROVAL, REJECTION, AMENDMENT AND/OR POSTPONEMENT OF CONTRACT K-2627-26: A CONTRACT BETWEEN THE CITY OF NORMAN, THE NORMAN UTILITIES AUTHORITY, AND DR. PEPPER/SEVEN UP, INC. FOR THE PURPOSE OF ESTABLISHING A LONG-TERM TOURISM, BRANDING, AND EVENT-ACTIVATION PARTNERSHIP IN RELATION TO THE LINDSEY STREET WATER TOWER. (WARD 7)

BACKGROUND:

City Council has discussed the appropriate next steps for the aging Lindsey Street water tower several times over the last several years, ultimately deciding to preserve the asset and paint the water tower by awarding a bid and approving contracts and bonds for the work last Tuesday, July 21, 2026. Staff has discussed a potential opportunity to partner with a global company to provide a source of revenue to the Norman Utilities Authority to offset much of the cost to repaint the tower and create a unique opportunity for a long-term tourism, branding and event activation partnership.

DISCUSSION:

Contract K-2626-37 is an agreement with Dr. Pepper/Seven Up, Inc. ("Dr. Pepper") for the creation of a tourism attraction partnership. Under this agreement, the City/NUA will provide approved upon artwork, attached as Exhibit A to the agreement, to its contractor to be painted on the Lindsey Street water tower. The City may install a lighting package and take other action to activate the space. Any updates to the artwork during the term of the agreement will be done at Dr. Pepper's expense. The agreement allows Dr. Pepper to host one kickoff event and up to 5 annual events during the term of the agreement. The City will continue to maintain the site and the water tower under this agreement. In exchange for placement of the artwork, Dr. Pepper will pay a total fee of \$500,000 over the ten-year term. If the agreement is extended or renewed, future payments will need to be negotiated. If the agreement is not renewed, then Dr. Pepper must pay the cost for the artwork to be removed up to \$25,000. Funds received from this agreement will be deposited into revenue account Rental-Water Towers (Account No. 319-362582).

RECOMMENDATION:

Staff recommends approval of K-2627-26.