



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 05/16/2023

REQUESTER: Jason Olsen, Director of Parks and Recreation

PRESENTER: Jason Olsen, Director of Parks and Recreation

ITEM TITLE: CONSIDERATION OF ACCEPTANCE, APPROVAL, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF RESOLUTION R-2223-138: A RESOLUTION OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA, DECLARING THE 2023 NATIONAL BEEP BASEBALL ASSOCIATION WORLD SERIES TO BE HELD IN THE CITY OF NORMAN FROM JULY 30, 2023 THROUGH AUGUST 5, 2023, AS A QUALITY EVENT FOR THE PURPOSE OF APPLYING FOR TAX INCENTIVES AVAILABLE PURSUANT TO THE STATE OF OKLAHOMA'S QUALITY EVENTS INCENTIVES ACT; IDENTIFYING ELIGIBLE EXPENSES; AND ASSIGNING ANY PAYMENTS MADE TO THE CITY PURSUANT TO THE QUALITY EVENTS INCENTIVES ACT TO VISITNORMAN FOR THE PROMOTION OF QUALITY EVENTS.

BACKGROUND:

During the 2010 legislative session, the Oklahoma Legislature enacted and the governor signed the Oklahoma Quality Events Incentives Act ("Act"), 68 O.S. §4301, et seq., which became effective July 1, 2012. The Act was amended effective July 1, 2018 and extended through June 30, 2026.

The intent of the program created by the Act is to capture the incremental state sales tax generated by a qualifying quality event and use the incremental revenue collected to promote and compete for the large quality events. The reason for this is that the legislation declares and recognizes that certain quality events have a significant economic impact on the state, and therefore, it is in the best interest of the State to assist with the promotion of such quality events.

The legislation recognizes that cities and local communities are competing with other jurisdictions outside of the state to bring in the quality events and the legislature recognizes that the qualifying events must have chosen their Oklahoma location over other out-of-state competitors based in part on the promotional efforts and incentives provided by the local communities and cities. A "Quality event" under the Act includes new events or meetings of a nationally recognized organization or its members, new or existing events that are a national, international or world championship, or new or existing events that are managed or produced by an Oklahoma-based national or international organization.

The Act provides that the City, as a host community, shall provide to the Oklahoma Tax Commission (“OTC”) detailed information disclosing the total amount of “eligible local support” for purposes of determining the amount of incremental state sales tax revenue that may be paid to the City under the provisions of the Act. The phrase “eligible local support” means any payment made by a certified sponsor, to a for-profit or nonprofit entity, other than the host community, for the purpose of attracting, promoting, advertising, organizing, conducting or otherwise supporting a quality event, which in this case will be the support provided by the Norman Lions Club for the promotion and management of the Norman Arts Festival and Lions Club Carnival.

The process established by the OTC for the Quality Events Incentive Program requires that each participating city or host community designate each quality event with adoption of an event-related resolution. The event-related resolution must contain designation of the following:

- 1) Dates during which a quality event will be hosted; and
- 2) The type of expenses eligible for distribution of captured revenues to the host community including, but not limited to, advertising, facility rental, promotional materials and security.

DISCUSSION:

The National Beep Baseball Association is an organization committed to fostering competition and camaraderie through the game of beep baseball for the blind and visually impaired. What is now known as NBBA was initially developed in Chicago, Illinois in January 1976. The first beep baseball World Series Tournament was held in St. Paul, Minnesota in September 1975. Over the years it has been held in West Palm Beach, FL; Columbus, GA; Wichita, KS, and Tulsa, OK. The 2023 NBBA World Series Tournament will be hosted at the newly renovated Griffin Community Park and the Gillis-Rother Soccer Complex.

Resolution R-2223-138 meets the requirements of the Quality Events Incentives Act. When submitted to the OTC, it will be submitted with an economic impact study. The economic impact study will estimate the anticipated increase in state sales tax revenue directly attributable to the quality event. VisitNorman has agreed to complete the economic impact study and assist with the application. Should the Oklahoma Tax Commission determine that the City is eligible to receive a payment under the Act, Resolution R-2223-138 provides that the City will assign such payment to VisitNorman to promote quality events.

RECOMMENDATION:

Staff recommends that Council approve Resolution R-2223-138.