

NORMAN

SPORTS





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Day	Date	Location	Event	Contact Email	Contact Phone	Dylan Coverage
Saturday	1-Nov	Norman Optimist - Reaves Park - Baseball Fields	Thankful for Baseball	kimbaser51912@gmail.com	Kim - 405-919-8200	
Saturday	1-Nov	Norman Optimist - Reaves Park - Softball Fields	Still Spooky: 4GG: C Level	nocsoftballdirector@gmail.com		
Saturday	1-Nov	NYSA - Gillis-Rother	Norman Regional - Kick or Treat	ryan@oklahomaceltic.com		
Saturday	1-Nov	YFAC	YFAC Previews HS Basketball Jamboree	kellen.a.mccoy@gmail.com		
Sunday	2-Nov	Norman Optimist - Reaves Park - Baseball Fields	Thankful for Baseball	kimbaser51912@gmail.com	Kim - 405-919-8200	
Sunday	2-Nov	Norman Optimist - Reaves Park - Softball Fields	Still Spooky: 4GG: C Level	nocsoftballdirector@gmail.com		
Friday	7-Nov	YFAC	SSC: November Invite	erika.raney@normanok.gov		
Saturday	8-Nov	Norman Optimist - Reaves Park - Baseball Fields	Fall Finale Grand Slam	kimbaser51912@gmail.com	Kim - 405-919-8200	
Saturday	8-Nov	Norman Optimist - Reaves Park - Softball Fields	Honor the Veterans: 4GG: C Level	nocsoftballdirector@gmail.com		
Saturday	8-Nov	YFAC	SSC: November Invite	erika.raney@normanok.gov		
Sunday	9-Nov	Norman Optimist - Reaves Park - Baseball Fields	Fall Finale Grand Slam	kimbaser51912@gmail.com	Kim - 405-919-8200	
Sunday	9-Nov	Norman Optimist - Reaves Park - Softball Fields	Honor the Veterans: 4GG: C Level	nocsoftballdirector@gmail.com		
Sunday	9-Nov	YFAC	SSC: November Invite	erika.raney@normanok.gov		
Friday	14-Nov	NYSA - Gillis-Rother	FFB Classic Cup Tournament	ryan@oklahomaceltic.com		
Saturday	15-Nov	NYSA - Gillis-Rother	FFB Classic Cup Tournament	ryan@oklahomaceltic.com		
Sunday	16-Nov	NYSA - Gillis-Rother	FFB Classic Cup Tournament	ryan@oklahomaceltic.com		
Saturday	22-Nov	YFAC	Fadeaway Hoops Turkey Tip off	kellen.a.mccoy@gmail.com		Dylan
Sunday	23-Nov	YFAC	Fadeaway Hoops Turkey Tip off	kellen.a.mccoy@gmail.com		Dylan
Friday	5-Dec	YFAC	SOS Basketball Showcase(Championship Court)	kellen.a.mccoy@gmail.com		
Saturday	6-Dec	YFAC	SOS Basketball Showcase(Championship Court)	kellen.a.mccoy@gmail.com		
Sunday	7-Dec	YFAC	Bike Drive	kellen.a.mccoy@gmail.com		
Thursday	11-Dec	YFAC	NPS Joe Lawson BBALL Invitational(@NHS/NNHS)	kellen.a.mccoy@gmail.com		
Thursday	11-Dec	YFAC	YFAC Winter Basketball Preseason Tournament (TBD)	kellen.a.mccoy@gmail.com		
Friday	12-Dec	YFAC	YFAC Winter Basketball Preseason Tournament (TBD)	kellen.a.mccoy@gmail.com		
Friday	12-Dec	YFAC	SSC: Sleigh Bells (14 & Under Meet)Swim	erika.raney@normanok.gov		Dylan
Saturday	13-Dec	YFAC	YFAC Winter Basketball Preseason Tournament (TBD)	kellen.a.mccoy@gmail.com		
Saturday	13-Dec	YFAC	SSC: Sleigh Bells (14 & Under Meet)Swim	erika.raney@normanok.gov		
Sunday	14-Dec	YFAC	YFAC Winter Basketball Preseason Tournament (TBD)	kellen.a.mccoy@gmail.com		
Sunday	14-Dec	YFAC	SSC: Sleigh Bells (14 & Under Meet)Swim	erika.raney@normanok.gov		
Saturday	20-Dec	YFAC	Fadeaway Hoops	kellen.a.mccoy@gmail.com		
Sunday	21-Dec	YFAC	Fadeaway Hoops	kellen.a.mccoy@gmail.com		
Saturday	3-Jan	YFAC	Adaptive Wheel chair Basketball Tournament	kellen.a.mccoy@gmail.com		Dylan
Sunday	4-Jan	YFAC	Adaptive Wheel chair Basketball Tournament	kellen.a.mccoy@gmail.com		Dylan
Friday	6-Jan	YFAC	USA Catchball	Phil@NormanSports.Org		Dylan
Saturday	7-Jan	YFAC	USA Catchball	Phil@NormanSports.Org		Dylan
Sunday	8-Jan	YFAC	USA Catchball	Phil@NormanSports.Org		Dylan
Saturday	9-Jan	YFAC	Special Olympics of Oklahoma (volleyball/Basketball)	kellen.a.mccoy@gmail.com		Dylan
Sunday	10-Jan	YFAC	Special Olympics of Oklahoma (volleyball/Basketball)	kellen.a.mccoy@gmail.com		Dylan
Friday	16-Jan	YFAC	MBA MLK Basketball Tournament	kellen.a.mccoy@gmail.com		
Saturday	17-Jan	YFAC	MBA MLK Basketball Tournament	kellen.a.mccoy@gmail.com		
Sunday	18-Jan	YFAC	MBA MLK Basketball Tournament	kellen.a.mccoy@gmail.com		
Saturday	24-Jan	YFAC	Rise/YFAC Volleyball Tournament	kellen.a.mccoy@gmail.com		
Saturday	31-Jan	NYSA - Gillis-Rother	U.S.Soccer D Coaching Course	ryan@oklahomaceltic.com		
Saturday	31-Jan	YFAC	Fadeaway Winter Classic	kellen.a.mccoy@gmail.com		Dylan

Upcoming Events

Economic Impact Snapshot

Start Date	End Date	Location	Event	Contact Email	Contact Phone	Total Rooms	Rooms/Day	Business Sales (Total)	Net Direct Local Tax ROI	Bed
4-Jul	6-Jul	YFAC	Premier Basketball Tournaments July 2025			810	405	\$ 569,669.82	\$ 26,481.44	\$ 9,655.20
9-Jul	13-Jul	YFAC	OK Fadeaway Hoops Nationals '25			2568	642	\$ 2,001,478.05	\$ 71,220.99	\$ 30,610.56
18-Jul	20-Jul	YFAC	Evolve Events Tournament			570	285	\$ 613,483.77	\$ 28,088.89	\$ 10,208.00
14-Nov	16-Nov	NYSA - Gillis-Rother	NYSA CLASSIC CUP			1800	900	\$ 1,344,037.25	\$ 56,346.40	\$ 21,456.00
1-Aug	3-Aug	YFAC	MAYB Girls National Basketball Tournament '25			6600	2200	\$ 4,508,878.06	\$ 216,505.13	\$ 78,672.00



Mission Statement

"Elevating Norman's profile by bringing visitors, energy, and community pride through premier sports events."



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VisitNorman Strategic Plan: Fiscal Year 2026

Introduction

VisitNorman, the official destination marketing organization for Norman, Oklahoma, is committed to enhancing tourism, economic impact, and community engagement through strategic initiatives. The Fiscal Year 2026 (FY26) Strategic Plan outlines a comprehensive approach to marketing, group sales, and sports tourism, positioning Norman as a premier destination for visitors, events, and meetings. This plan integrates key components from the marketing and communications program, sports commission efforts, and group sales strategy to ensure cohesive and effective execution.

Marketing & Communications Strategy

FY26 will be a transformative year for VisitNorman, focusing on building a content-driven marketing strategy, optimizing paid media, and expanding regional and national visibility. Our initiatives will align with industry best practices, leveraging visitor data from Zartico, enhancing our new website (launching in Q2), and refining our paid media efforts to increase overnight stays and visitor engagement.

Fiscal Year 2026 - Annual Plan of Work

Signature Events

Click on Logo for Further Information



Norman's Annual Race



Professional Annual Cycling



Hall of Fame

Norman's Gala-Style
Celebration

VisitNorman Fiscal Year 2026 Budget

	FY'26 Budget	FY'26 Budget	FY'26 YTD Actual
Revenue			
Transient Guest Tax	\$2,070,000.00		
Advertising	\$55,000.00		
Special Event Revenue	\$200,000.00		
Interest	\$48,000.00		
Souvenirs	\$5,000.00		
Total Revenue	\$2,378,000.00		

Consumer Advertising/Marketing	\$146,328.00
Data/Research	\$90,000.00
OTRD (State Tourism) Partnership	\$27,025.00
Sooner Sports Partnership	\$100,000.00
VisitNorman Marketing Campaigns	\$89,000.00
Norman Sports Marketing Campaigns	\$45,000.00
VisitNorman Paid Media	\$79,500.00
Norman Sports Paid Media	\$25,000.00
Local Event Sponsorships	\$36,000.00
Visitor's Guide & Distribution	\$73,195.00
Website Platform & Hosting	\$70,500.00
Email Marketing	\$4,000.00
Marketing Software	\$8,000.00

Fiscal Year
2026 Budget



Current Board Members

- Kyle Allison, Allison Fun Inc., Chair
- Brady T. Sexton, Scratch Kitchen & Cocktails, Treasurer
- Cameron Brewer, The Standard, Past Chair
- Scott Kovalick, Embassy Suites Hotel & Conference Center
- Amanda Prince, Young Family Athletic Center
- Gary Armstrong, University of Oklahoma Facilities
- James Howard, Baked Bear
- Trey Bates, HeyDay Entertainment Center
- Caitlin Fournier, OU Athletics Community Relations
- Steve Gillis, Norman Youth Soccer Association
- Paul Ziert, Bart Conner Gymnastics Academy
- Dennis Brigham, Norman Arts Council designee
- Tim Hightower (filling in for T.D. O'Hara), Norman Public Schools
- Stacey Reynolds, University of Oklahoma designee
- Dr. Vytas Ringus, Norman physician
- Jeff Stewart, O'Connell's Irish Pub and Grille
- Justin George, NOUN Hotel
- Justin Yahola, Riverwind Casino
- Shelley Cox, Cayman's
- Josh Hinkel, City Council designee, ex-officio
- Brenda Hall, City of Norman, ex-officio
- Scott Martin, Chamber of Commerce, ex-officio
- Kenny Adams, Cleveland County Economic Development Coalition, ex-officio
- Jason Olsen, City of Norman Parks and Recreation Department, ex-officio



Thank You!

Trent Brown
trent@normansports.org

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