



# SPECIAL EVENTS & VISITOR REPORT

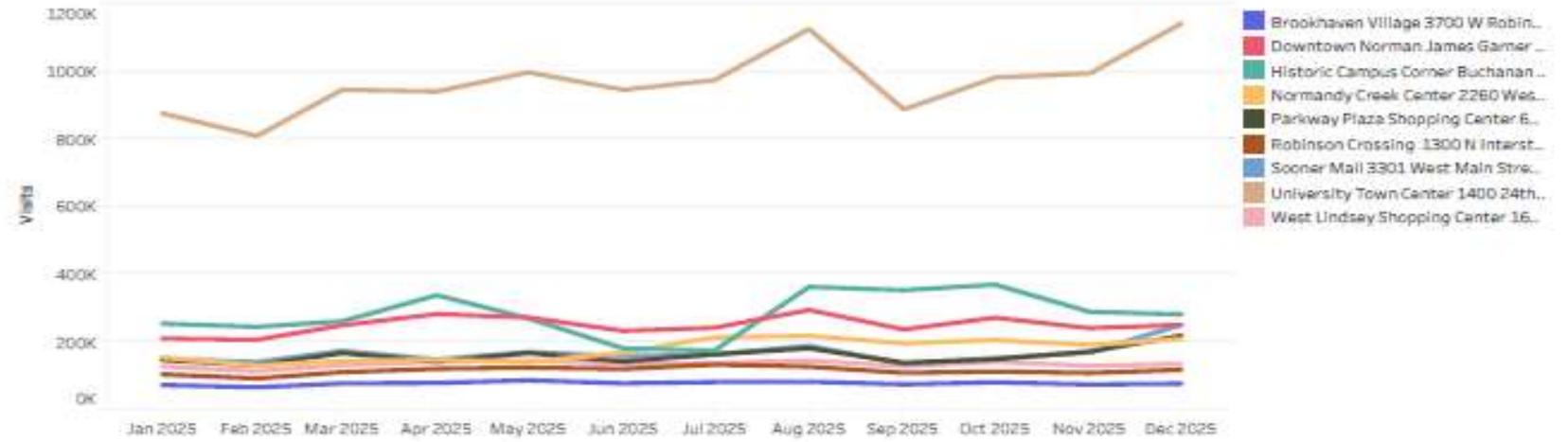
BACA | March 5, 2026

# 2025 Major Festivals & Events



Date	Event/Location	2025	Dwell Time	Origin	Event History
April 4-6, 2025	Medieval Fair Reaves Park	Fri – 10,000 Sat – 15,500 Sun – 22,700 TOTAL – 48,200*	98 minutes	30.4% from Norman	2022 – 77,400 2023 – 90,900 2024 – 91,400
April 24-26, 2025	Norman Music Festival Downtown	Thu – 11,500 Fri – 21,800 Sat – 20,400 TOTAL – 53,700	112 minutes	52.64% from Norman	2022 – 65,400 2023 – 59,100 2024 – 42,700
May 3, 2025	Norman Pride Festival Andrews Park	3,900	122 minutes	48.7% from Norman	2022 – 5,600 2023 – 3,300 2024 – 2,600
May 17-18, 2025	May Fair Arts Festival Campus Corner	Sat – 7,600 Sun – 4,200 TOTAL – 11,800	87 minutes	52.6% from Norman	2023 – 10,700 2024 – 11,600
June 19-21, 2025	Jazz in June Andrews Park	Thu – 1,200 Fri – 2,600 Sat – 3,400 TOTAL – 7,200	116 minutes	67.5% from Norman	2022 – 4,000 2023 – 5,500 2024 – 6,300
June 19, 2025	Juneteenth Reaves Park	5,200	96 minutes	64.3% from Norman	2022 – 4,000 2023 – 2,500 2024 – 2,300
July 4, 2025	Fourth Fest Reaves Park	16,900	114 minutes	62.9% from Norman	2022 – 9,000 2023 – 13,000 2024 – 8,300
Oct. 26, 2025	Downtown Fall Fest YFAC 6-9PM	2,800	99 minutes	65.4% from Norman	2022 – 6,200 2023 – 8,900 2024 – 9,200 (Downtown 6-9PM)
Dec. 6, 2025	WinterFest 5pm-10pm Downtown Norman	1,400 (250 ft radius from tree) 3,800 (500 ft radius) 7,100 (1000 ft radius)	65 minutes	59.4% from Norman (1000 ft radius)	1,600 (250 ft radius from tree) 3,600 (500 ft radius) 6,300 (1000 ft radius)

# NORMAN SHOPPING DISTRICTS



Name	Address	Visits	MoM	YoY	Yo3Y
Sooner Mall	3301 West Main Street, Norman, OK 73072	250.74K	47.56%	-7.50%	-12.39%
University Town Center	1400 24th Ave Nw, Norman, OK 73069	1,141.14K	14.81%	8.56%	7.36%
Downtown Norman	James Garner Avenue, Norman, OK 73069	250.76K	4.07%	9.02%	11.35%
Historic Campus Corner	Buchanan Avenue, Norman, OK 73069	281.92K	-2.56%	32.21%	71.38%
Normandy Creek Center	2260 West Main, Norman, OK 73069	209.03K	9.03%	63.63%	69.51%
West Lindsey Shopping Center	1610 W Lindsey St, Norman, OK 73069	135.26K	4.34%	1.00%	2.05%
Parkway Plaza Shopping Center	640 Ed Noble Pkwy, Norman, OK 73072	219.04K	27.61%	-0.96%	1.29%
Brookhaven Village	3700 W Robinson St, Norman, OK 73074	77.20K	3.37%	-3.01%	-17.88%
Robinson Crossing	1300 N Interstate Dr, Norman, OK 73072	118.18K	8.85%	4.33%	5.51%



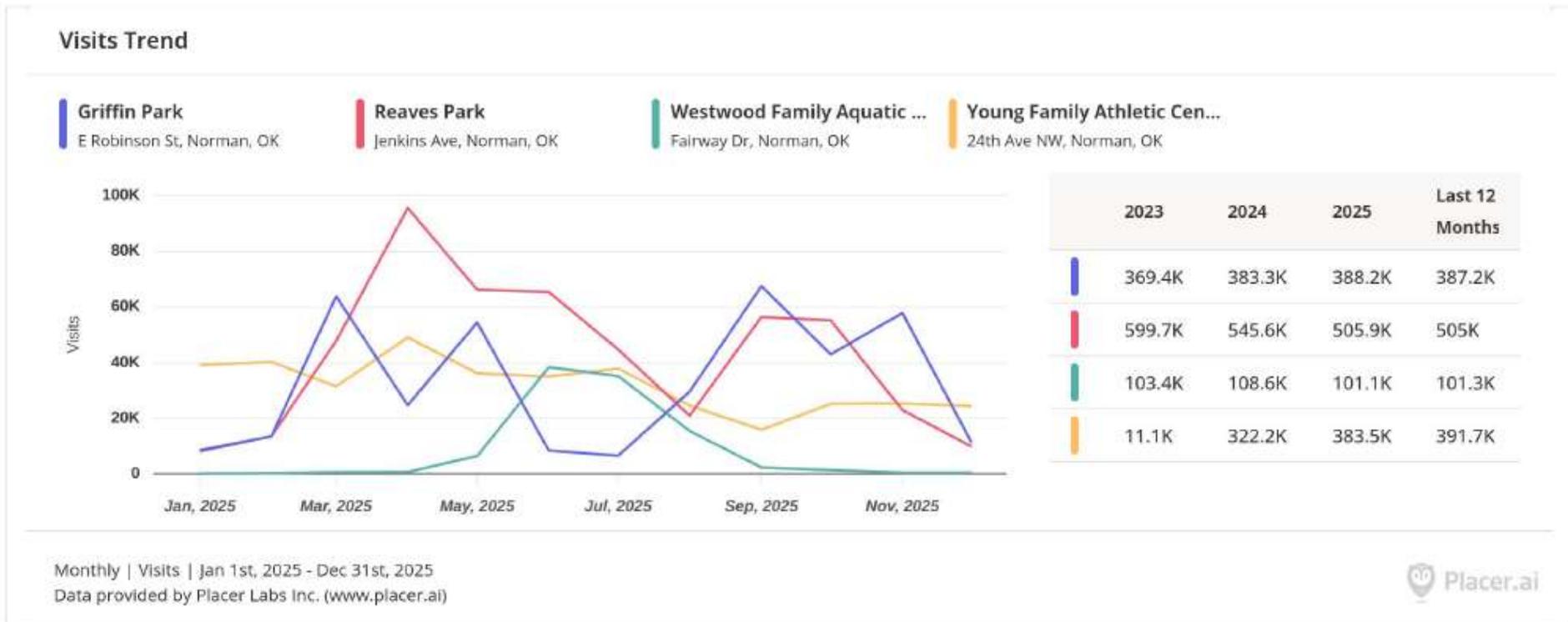
# NORMAN PARKS & RECREATION

Norman Parks & Recreation



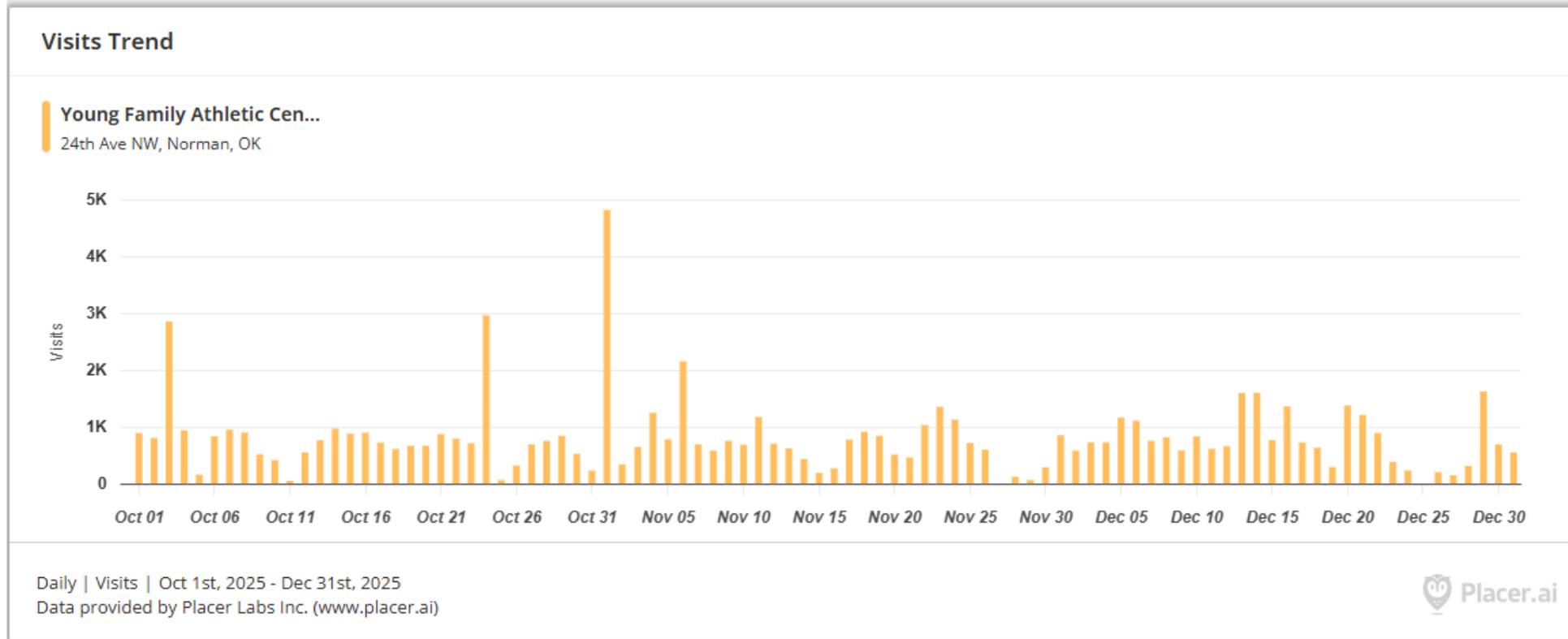
## Visits Trend

Jan 1 - Dec 31, 2025



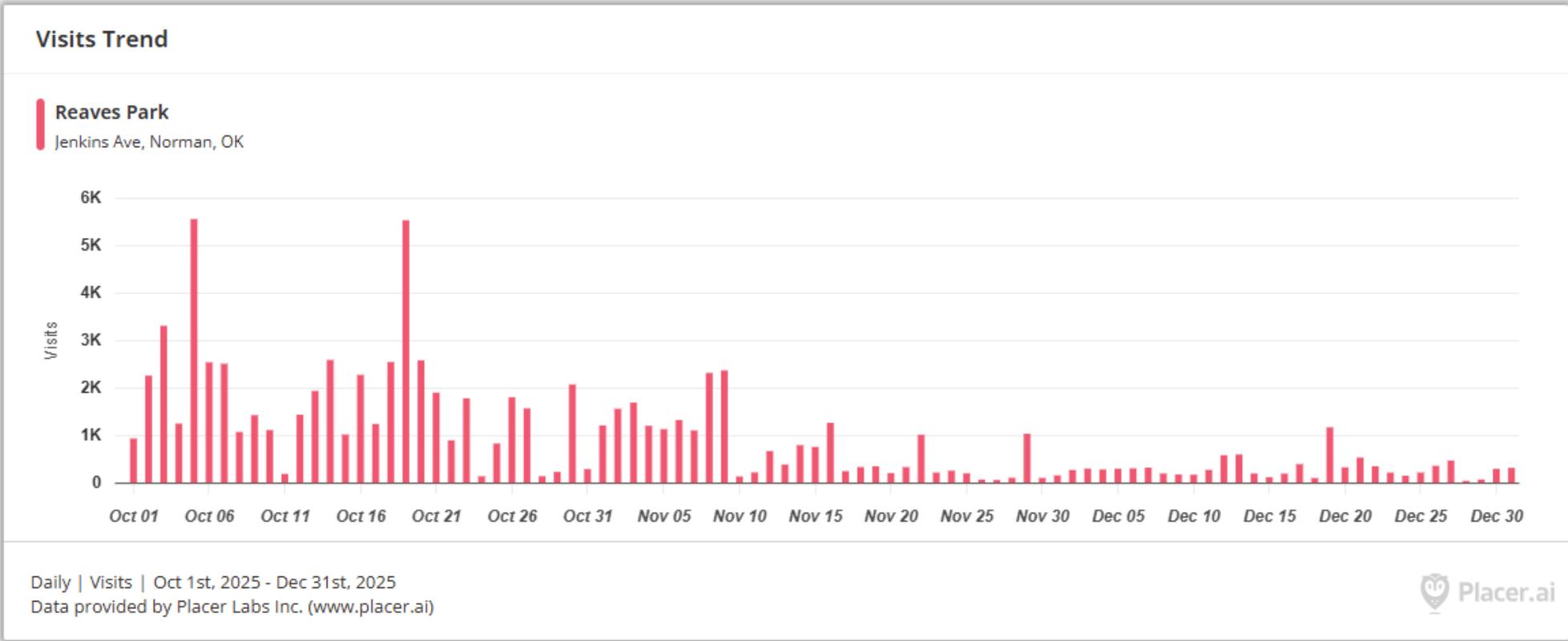
# YOUNG FAMILY ATHLETIC CENTER

Young Family Athletic Center  
Daily visits - Q4 2025



# REAVES PARK

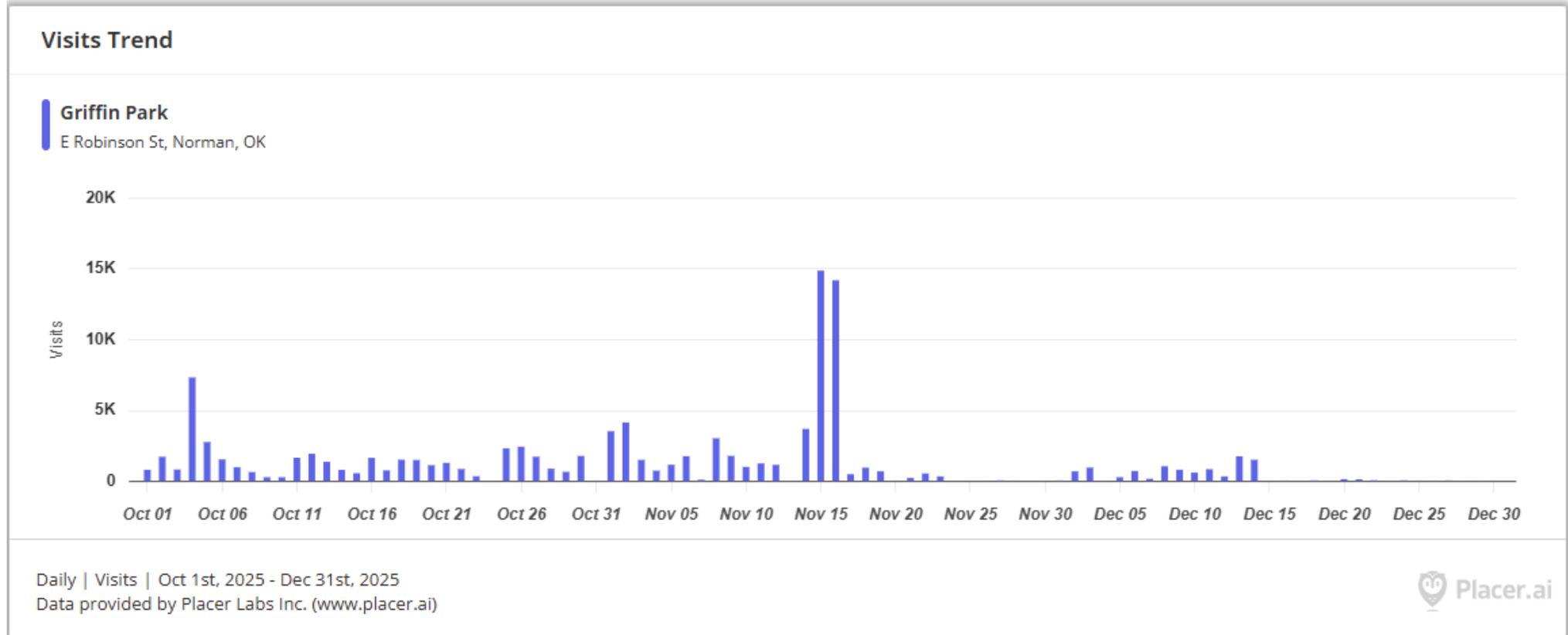
Reaves Park  
Daily visits - Q4 2025



# GRIFFIN PARK

## Griffin Park

Daily visits - Q4 2025

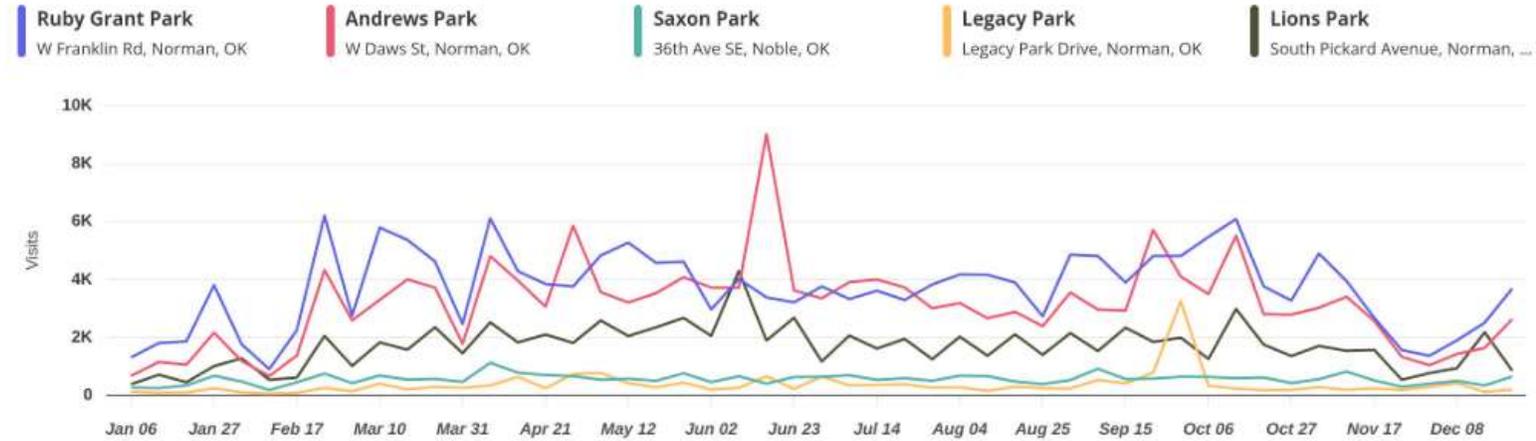


# OTHER PARKS

## Other Parks

Monthly visits to selected Community & Specialty Parks

### Visits Trend

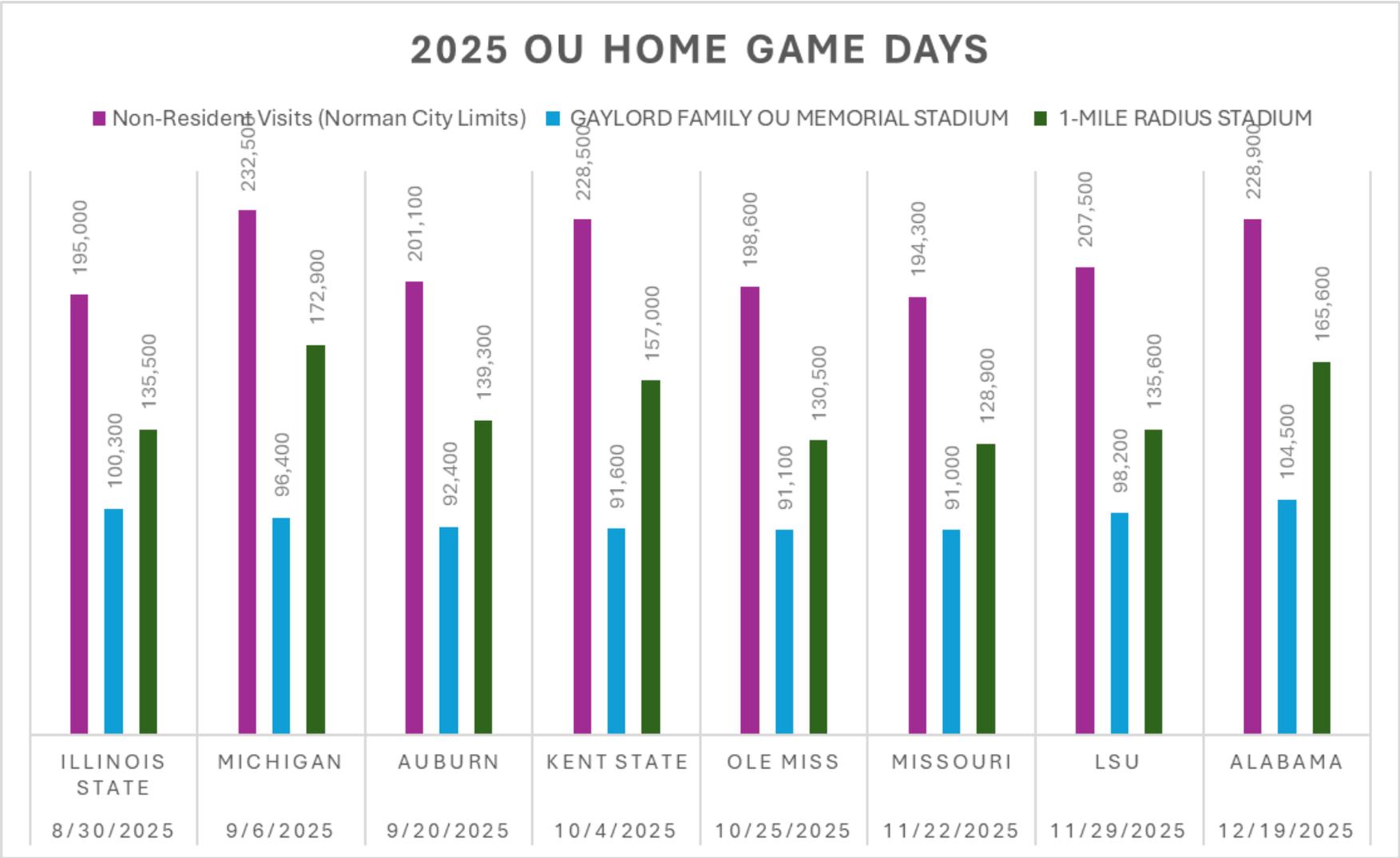


	2023	2024	2025	Last 12 Months
<b>Ruby Grant Park</b> W Franklin Rd, Norman, OK	180.4K	198.2K	191.4K	193.9K
<b>Andrews Park</b> W Daws St, Norman, OK	155.1K	158K	161.7K	164.1K
<b>Saxon Park</b> 36th Ave SE, Noble, OK	30.4K	33.1K	29.2K	30.1K
<b>Legacy Park</b> Legacy Park Drive, Norman, OK	13.7K	13.6K	18.7K	18.8K
<b>Lions Park</b> South Pickard Avenue, Norman, OK	79.8K	81K	87.2K	88.5K

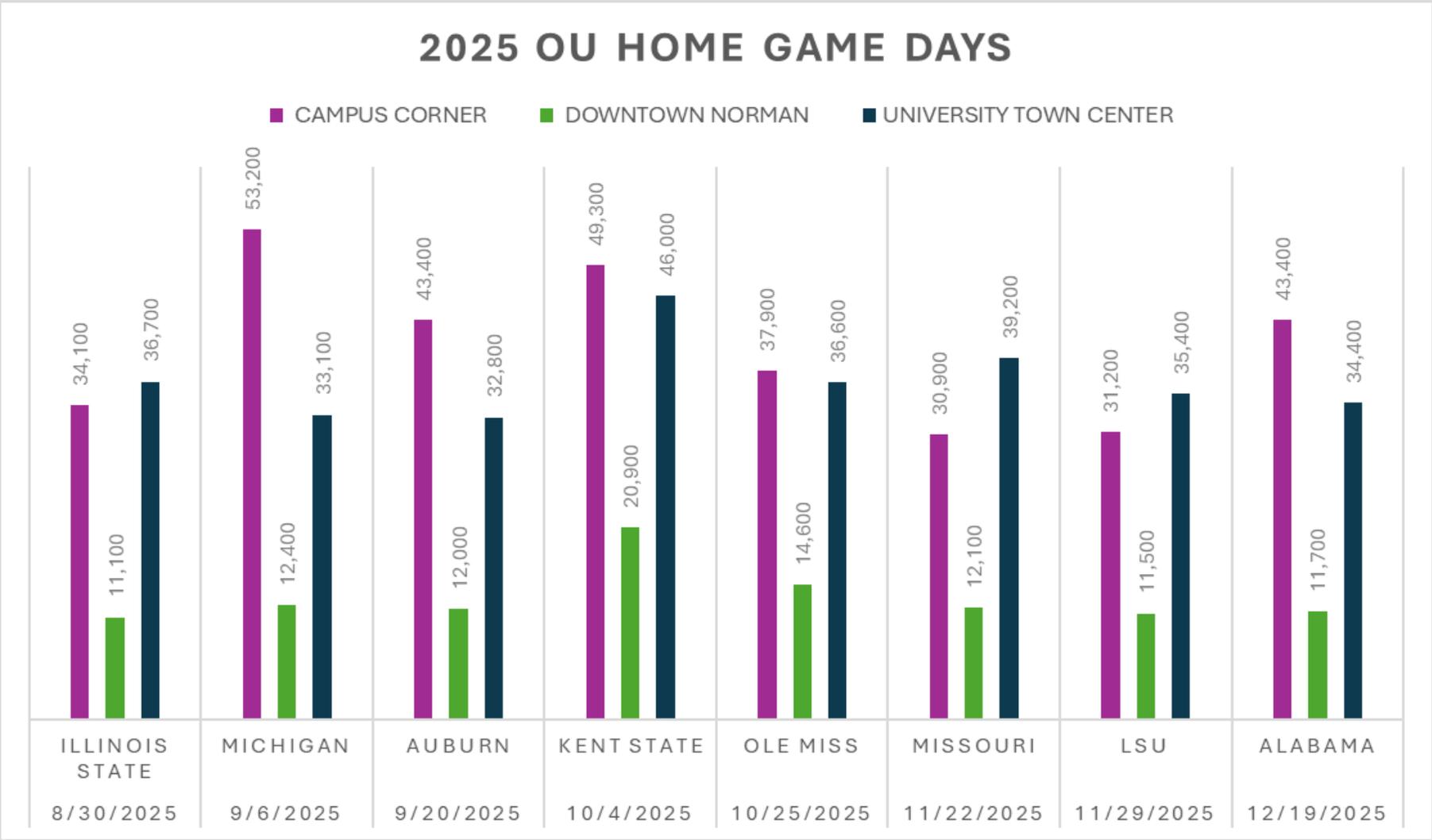
Weekly | Visits | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. (www.placer.ai)



# UNIVERSITY OF OKLAHOMA FOOTBALL



# UNIVERSITY OF OKLAHOMA FOOTBALL



# UNIVERSITY OF OKLAHOMA FOOTBALL

## Visitors by Origin to OU Memorial Stadium

Date	Opponent	% from Norman	% from Oklahoma	% from Texas	% from Opponent's State
8/30/2025	Illinois State	20.3%	83.2%	9.9%	0.8%
9/6/2025	Michigan	17.7%	65.8%	16.8%	4.0%
9/20/2025	Auburn	17.9%	71.0%	16.4%	2.2%
10/4/2025	Kent State	14.9%	64.8%	21.8%	0.3%
10/25/2025	Ole Miss	16.6%	65.3%	19.3%	3.0%
11/22/2025	Missouri	16.7%	69.9%	14.6%	6.2%
11/29/2025	LSU	14.5%	65.5%	19.1%	3.6%
12/19/2025	Alabama	16.1%	65.3%	21.2%	1.9%

