



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 12/12/2023

REQUESTER: Jason Olsen, Director of Parks and Recreation

PRESENTER: AshLynn Wilkerson, Assistant City Attorney

ITEM TITLE: CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF CONTRACT K-2324-72:
BY AND BETWEEN THE CITY OF NORMAN AND ESKIMO SNO INC.,
D/B/A BEANSTALK COFFEE AND SNO, FOR BEANSTALK COFFEE AND
SNO TO BE THE CONCESSIONAIRE PARTNER AND OPERATOR OF
THE CONCESSION SPACE INSIDE THE YOUNG FAMILY ATHLETIC
CENTER, 2201 TRAE YOUNG DRIVE, NORMAN, OKLAHOMA.

BACKGROUND:

In October 2015, Norman voters approved the \$150 million, 15-year Norman Forward Sales Tax initiative. The Norman Forward Initiative outlined various citywide projects to improve the quality of life for the citizens of Norman. This initiative included projects to construct a new Multi-Sport Complex and Indoor Aquatic Facility.

The Multi-Sport Complex and Indoor Aquatic Facility were initially proposed as separate projects. After extensive public input and consideration by the City Council, acting as Trustees of the Norman Municipal Authority (NMA), these projects were combined in 2018 into one more extensive project, to be located at the southeast corner of 24th Avenue NW and Rock Creek Road in the University North Park development. This new sports and aquatic complex will include eight full-sized basketball or 12 volleyball courts; a 25-meter, eight-lane lap pool; a 25-yard, four-lane warm-up pool; concession stands; retail space; administration offices; and, through a partnership with Norman Regional Health System (NRHS), a health and wellness clinic to be placed between the multi-sports and aquatic complexes.

The building and the project were named the Young Family Athletic Center ("YFAC") in July of 2021 (K-2122-27) after the Trae Young Family Foundation (TYFF) agreed to donate \$4,000,000 to the construction of the building. NRHS has committed a minimum of \$6.7 million, through a contract approved by the City Council in June of 2023 (K-2122-99), towards constructing a human sports and performance clinic inside the YFAC called "N-Motion."

DISCUSSION:

On June 12, 2023, The Parks and Recreation Department solicited proposals (RFP-2324-10) for a local organization to be a Concessionaire Partner at the YFAC. This Concessionaire

Partner will operate and manage the concession space inside the YFAC and remit a monthly lease payment and some profit sharing in exchange for such operation. Beanstalk Coffee and Sno was the only entity to submit a proposal before RFP-2324-10 closed on July 21, 2023. The proposal selection panel interviewed Beanstalk and decided to move forward with negotiations for Beanstalk to be the Concessionaire Partner at the YFAC.

The agenda item is the recommended approval of a concession agreement with Beanstalk to operate and manage the concession space inside the YFAC. The contract is to begin on January 1, 2024, and extend for a one year term, to automatically renew annually for a maximum contract term of five years. Beanstalk will operate the concession space and act as one provider of catering services for events held at the YFAC. Beanstalk's hours of operation are designed around the NRHS clinic hours and the event calendar at the YFAC to maximize profits of the concession space. The City is to receive \$35 per square foot as a lease payment, with the annual lease total to be \$40,250, in addition to 2% of its gross receipts from the operation of the Concession Space and any Catering Event or other special event held at the YFAC, both of which are to be remitted to the City on a monthly basis. The City also retains all "pour rights" at the YFAC and thereby is the sole entity to collect revenues from such rights, for example, deals with Coca-Cola and Body Armor.

RECOMMENDATION:

Staff recommends the approval of Contract K-2324-72 between the City of Norman and Eskimo Sno Inc. d/b/a, Beanstalk Coffee and Sno, for Beanstalk to be the Concessionaire Partner and operator of the concession space inside the YFAC.