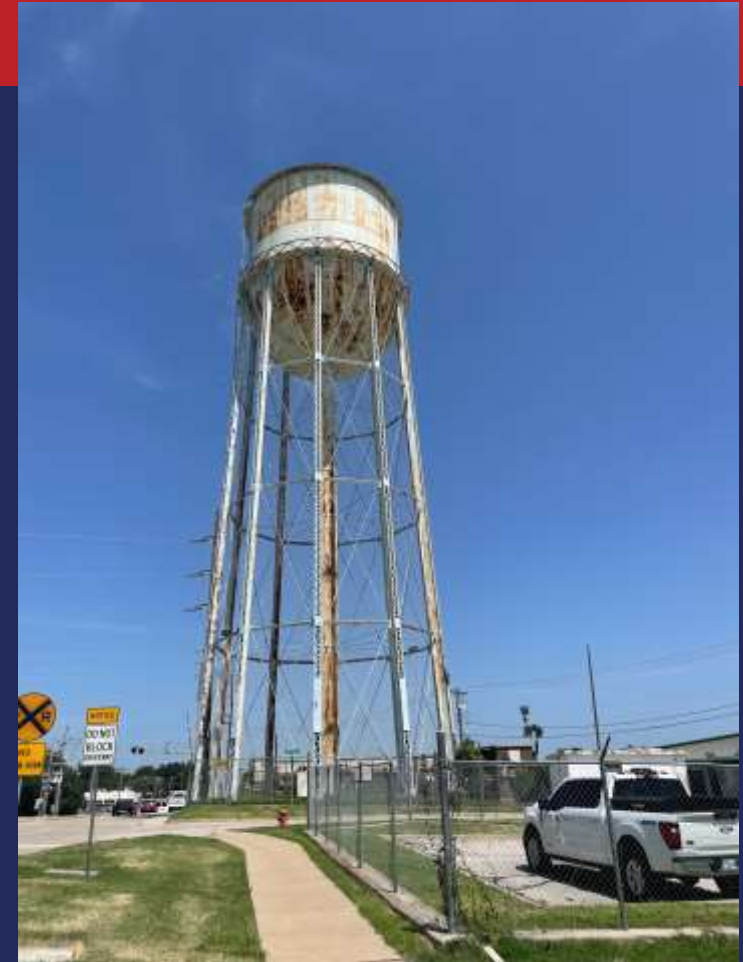




CITY OF NORMAN

Lindsey Street Water Tower Tourism Contract

Council Conference – July 28, 2026

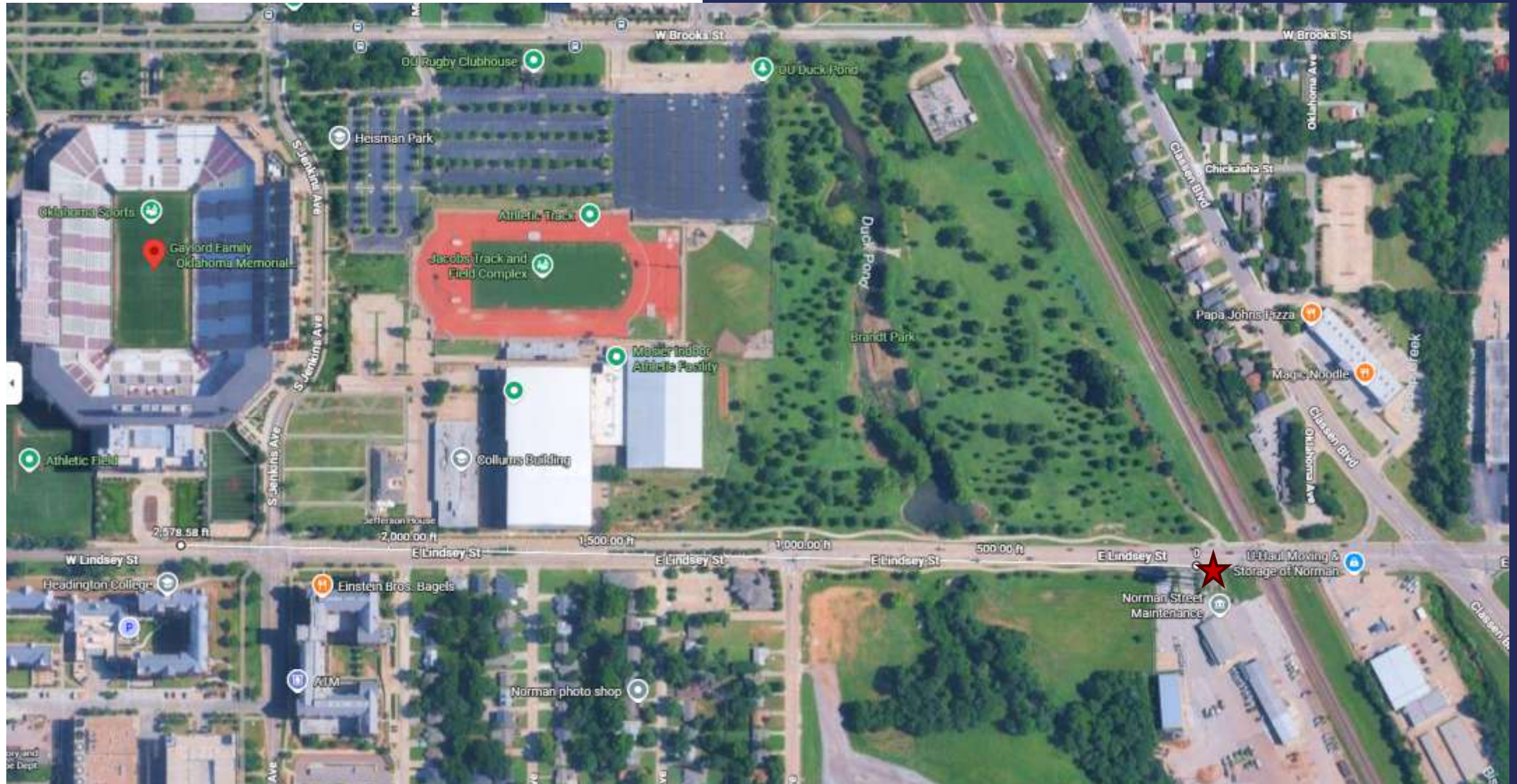


CITY OF NORMAN
Building an Inclusive Community



CITY OF NORMAN

Lindsay Street Tower





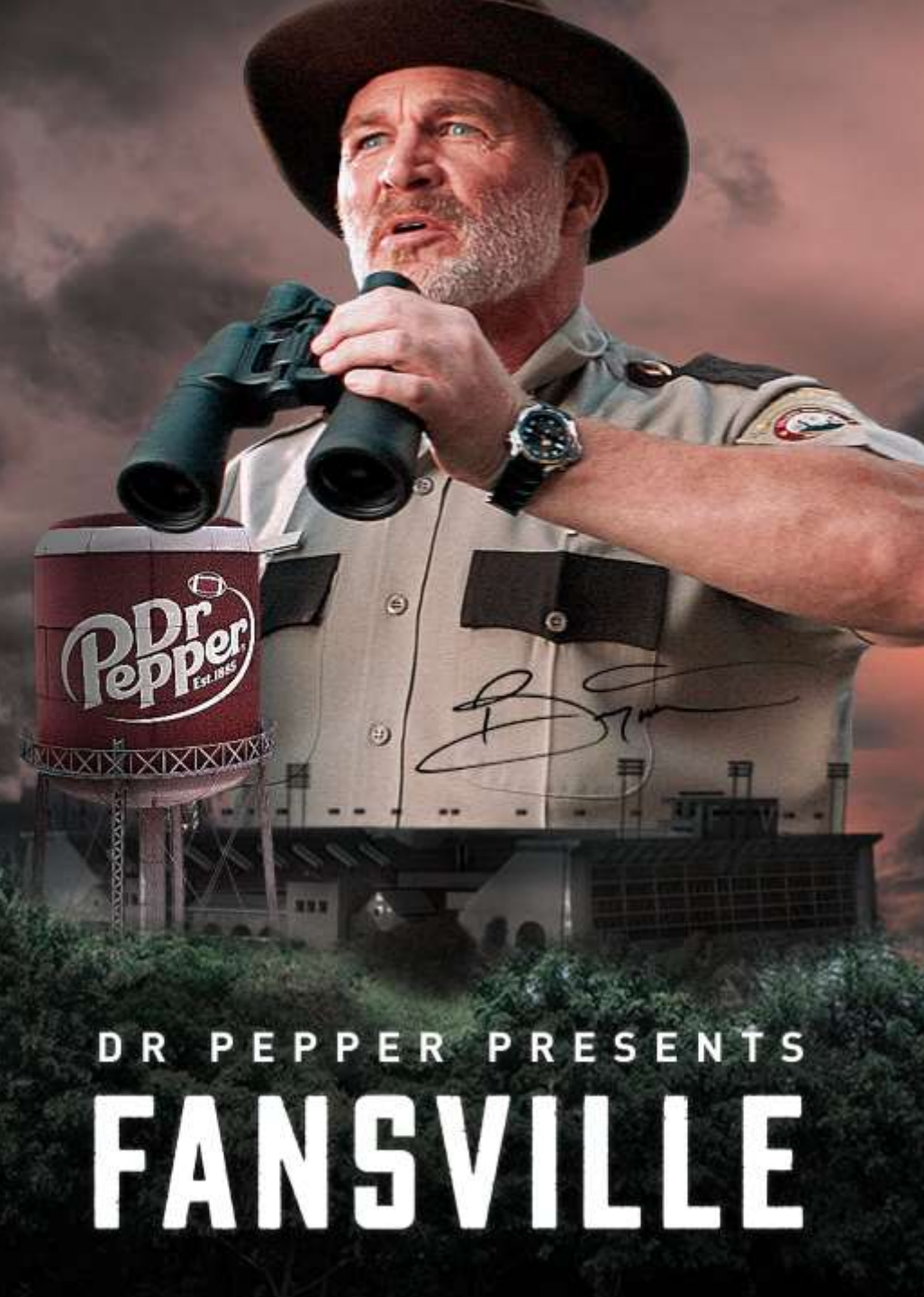
Fansville Water Tower Project Overview

Long-term partnership between **City of Norman, NUA,** and **Dr Pepper/Seven Up, Inc. (DPS)** to transform the Lindsey Street Water Tower into a **re**

DPS Contract Terms

- 10 Years - \$500K Total
- \$25K Painting of Logo
- \$50K Annually Payment
- DPS Can Extend with 180 Days Notice
- End of Term Restoration up to \$25K
- DPS Provides Final Art Work and its Placement
- Work must be complete by October 15, 2026





Misc. Items in Contract

NUA and City will maintain the site – includes maintaining structural integrity and electrical infrastructure, Mowing, Weed Control and other General Maintenance.

Lighting requires joint approval from City and DPS.

Vandalism must be repaired or removed by city within 15 business days.

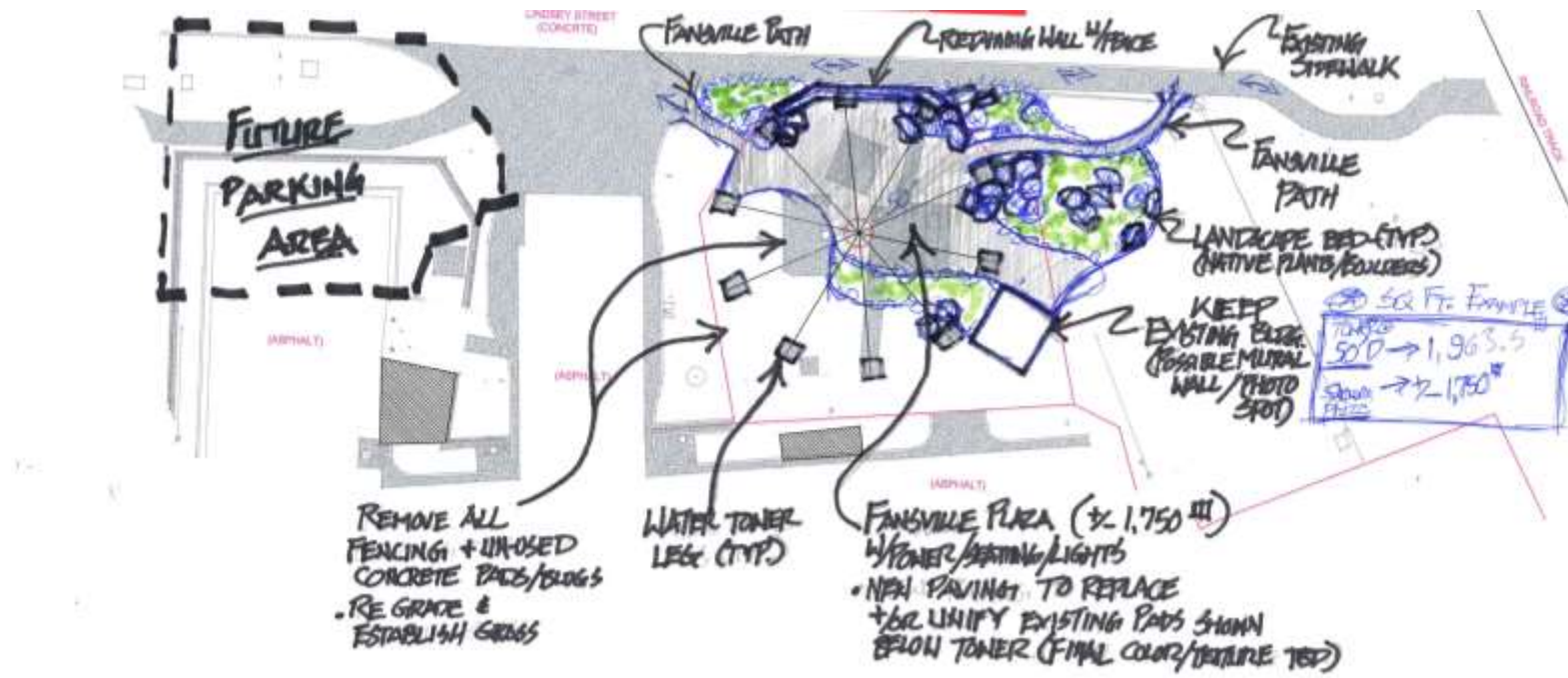
DPS retains full ownership of branding and artwork.





Tourism & Event Attraction

- Parks is working with DPS to create place making area under the tower (Special Use Park)
- City and DPS will partner to promote the water tower through visitor guides & digital tourism
- DPS can hold one Kickoff Event + 5 DPS-hosted events per year
- DPS may install temporary attractions and sample products





CITY OF NORMAN

QUESTIONS



405-366-5472



ParksRec@NormanOK.Gov



NormanParks.gov