



Passed in October of 2015
½ Cent Sales Tax for 15 Years
Approx.. \$150MM of Quality of Life Projects



Griffin Park Master Plan

Stake Holder Groups: NYSA





- 1 Indoor Training Facility
- 2 Future Building Expansion
- 3. Concession/Restroom
- 4 Restroom Building
- 5 Soccer Plata Area
- 8 Mayground Area
- 7 Entry Sign
- 8 Shade Structure (Typ)
- 9 Premier Reid Plaza
- 10 Entry Picasa
- 11 Drop-off Area
- 12 Existing Soccer Office
- 13 Existing Maintenance Building
- 14 Billing Pump House
- 15 Slot
- 16 Existing Walls
- 17. Proposed Walls
- 18 Park Area
- 19 Rayground & Splash Pad
- 20 Troit
- 21 Sutton Wildemens Trail
- 22 Pedestrian Bridge
- 23 Existing Dog Pork
- 24 Existing Pavilian
- 25 Existing Reshoom
- 26 Filling Dock













Griffin Park NF Build Out



Griffin Sports Complex Amenities

- 1) Existing Farking Lot
- 2 Proposed Parking Lot
- 3 Concession/ Restroom
- 4 Restroom Building
- 5 Soccer Plaza Area
- 6 Playground Area
- 7 Entry Sign
- B Shade Shucture (Typ)
- 9 Premier Field Plaza
- S. Lieuwer Land Cities
- 10 Ervity Plaza
- 11 Drop-off Area
- 12 Existing Soccer Office
- 13 Existing Maintenance Building
- 14 Existing Fump House
- S. Silon
- 16 Existing Wals
- 17: Sutton Wilderness Trail
- 18 Existing Dog Park











Griffin Park November of 2025

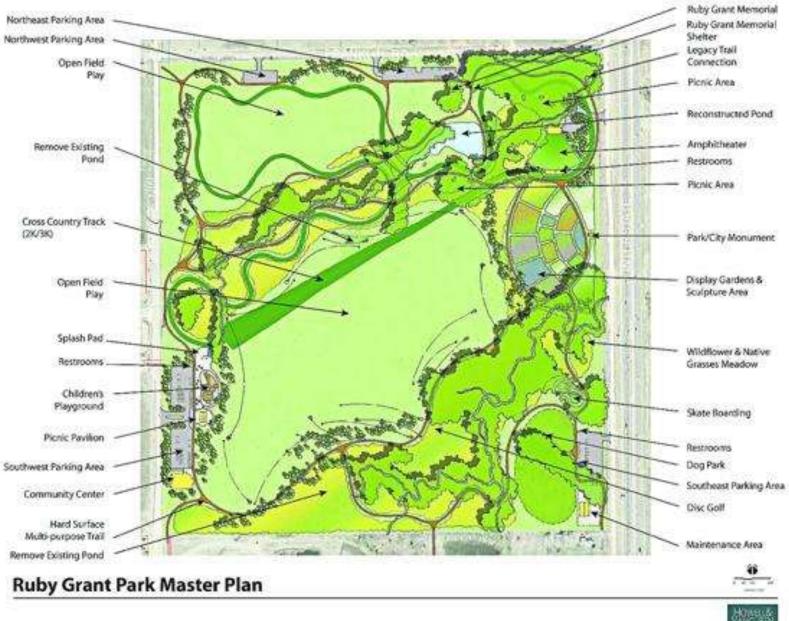




Ruby Grant Master Plan

Stake Holder Groups: Sooner Disk Golf OU Cross Country







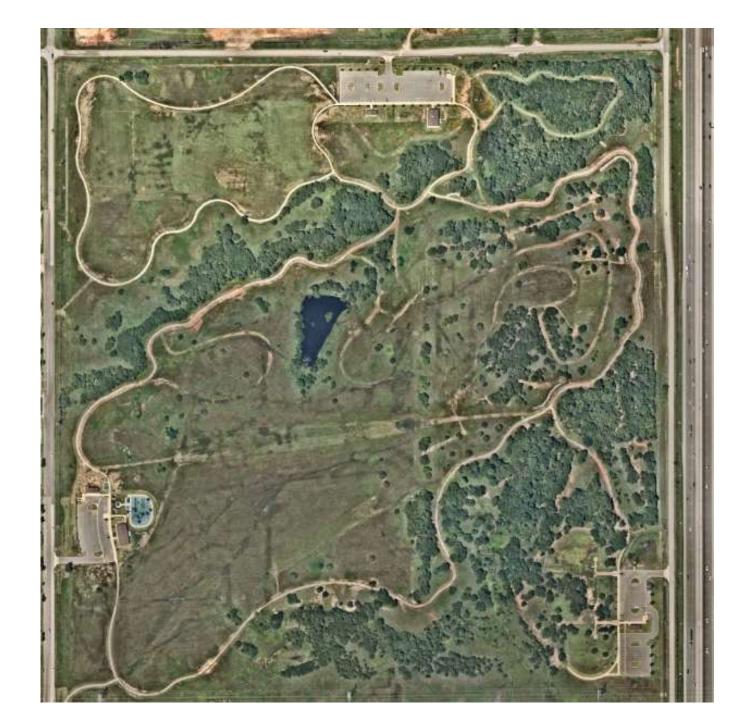
Ruby Grant NF Build Out





Ruby Grant November of 2025





Reaves Park Master Plan

Stake Holder Groups: Optimist Club Medieval Fair Boys & Girls Club Norman Public Schools







Reaves Park NF Build Out

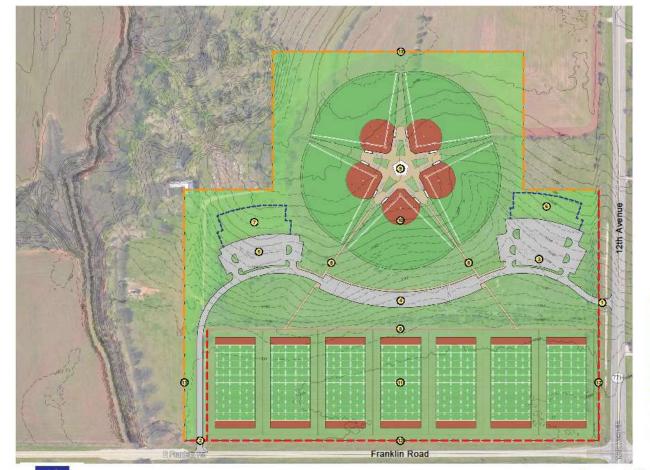




Softball & Football Master Plan

Stake Holder Groups: Optimist Club Adult Softball Lacrosse Clubs OU Rugby Club





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Legend

- Primary Entrance at Existing Drive Apron on 12th Ave
- Secondary Entrance at Existing Drive Apron on Franklin Rd
- (3) East Asphalt Parking Lot
- (4) Center Asphalt Parking Lot (142 spaces)
- (§) West Asphalt Parking Lot
- 6 East Future Parking Expansion
- (7) West Future Parking Expansion
- (8) Concrete Sidewalk (8' width)
- Restroom & Concession Building
- Softball Fields with Dugouts & Bleachers (300' Home to Outfield)
- Football Fields (30' Buffer on all sides)
- 3 Rail Ornamental Fence
- Perimeter Security Fence

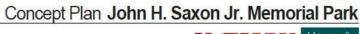


Saxon Park Master Plan

Stake Holder Groups: Seirra Club















Capital Funding for Parks

3 Funds—Room Tax (Fund 23); Capital (Fund 50); and Park Land Development (Fund 52)

Room Tax: Projected Annual Revenue +/- \$600,000

Examples: YFAC Outdoor Pickleball, Sooner Theatre Interior Renovations, Westwood Master Plan,

Westwood Tennis, 12th Avenue Tennis and Pickleball

Bonded: YFAC

Capital: Compete with rest of city for project funding (Revenue is City-wide)

Several annual Existing Facility Maintenance (EF) Park Projects-\$220,000

Examples: Sports Field Lighting, Playground Component Replacement, Park Signage, Recreation Center

Interior, Sooner Theatre Sign

Annual Capital projects for Site Amenities and Forestry Projects--\$65,000

Tree Fund (NEET) Project also in Fund 50 for annual Projects--\$40,000

Unique Funding: Bishop Creek Eco Park, Reaves Park Restroom & Maintenance Building

PLD: Projected Annual <u>Revenue</u> (Community + Neighborhood + Interest) \$95,000

[Reserve for Neighborhood balance-- +/-\$1,400,000]



Norman Parks Assets

Park Land: 1160 acres

Playgrounds: 55 parks have playgrounds.

Community Parks w/o playgrounds – Griffin Park & Saxon Park

Community Parks need replaced – Lions Park, Little Axe

Cultural Centers: Sooner Theatre, Historical House, Depot, Firehouse Art Center

Recreation Facilities: YFAC, Adult Wellness, 12th Avenue, Little Axe, Westwood Facilities

Others: Greenbelts & Trails, Bishop Creek Eco Park, Sutton Wilderness



Park Land Dedication

- Charter authorizes the City to require certain final plats of residential subdivisions to provide adequate and suitable land area for park and/or open space purposes to serve the subdivision; provides the City the option of accepting a fee in lieu of land dedication
 - 2.5 acres per 1,000 projected population
 - Plats containing greater than 2,500 people typically result in land decision
- Section 30-703 of the Code requires Park Board to review preliminary plats for public park dedication requirements (land or fee)
 - Residential development greater than 1 unit per acre requires donation of land or fees in lieu of land for the purpose of providing public parks
 - Neighborhood Master Plans considered



Fees in Lieu of Land

- Per acre raw land value negotiated with developer
- Payment collected from <u>developer</u> with filing of final plat
- Fees used for purchase of land for park in area where collected
- Where land is not available or park site is fully acquired, fees may be used for park development purposes instead
- Fees commonly used in same area from where they were generated by new housing. (No commercial fees required)



Private Parks Options

- Must be requested by developer; then recommended by staff
- Must be at least twice the amount of public land required
- Must be maintained by mandatory POA
- Developer may relieve neighborhood portion of development fee requirement by providing like amount of park improvements
- Only "typical park improvements" qualify to relieve development fees



Park Land Development

- Ordinance adopted in 1994 to require a development fee for development of park land
- \$150 per residential dwelling unit
 - \$75 for neighborhood park improvements in the area
 - \$75 for community park improvements
- Community Parks Griffin, Reaves, Andrews, Saxon, Ruby Grant, *Lions Park and *Little Axe Park
- Fees assessed to <u>builder</u> at issuance of building permit
- Community park fees typically budgeted in 5-year CIP
- Neighborhood park fees appropriated as-needed for projects.



AIM Parks, Recreation & Culture Master Plan

AIM Master Plan Recommendations

- Review and increase the Park Land Development Fee Ordinance, last updated in 1994.
- Change the cost structure for the Park Development Fee from a flat fee to a cost-per square-foot model.
- Create and define four quadrants of park service areas to coordinate with the Park Development Fees.
- Review and revise the Park Land Dedication Ordinance, last updated in 1976. Explore
 placing a housing number limit for fees in Fee-in-Lieu of Land in the Park Land Dedication
 Ordinance Language.
- Explore implementing Commercial Development Impact Fee to support beautification and trail maintenance.

Park Fees Collected (\$150 Per Dwelling)

Average Cost of Neighborhood Park Playground



| 2024 PARK FEES TAKEN | \$50,400 | |
|--------------------------|----------|---------------------|
| 2025 PARK FEES TAKEN YTD | \$44,325 | \$51,490 (Estimate) |

1994 - \$35,000 2025 - \$200,000

Flat Fee to Cost Per Square Ft. Fee

| | 2024 | 2025 YTD | 2025 (Est) | 2 Year AVG |
|-----------------------|-----------|-----------|------------|------------|
| RESIDENTAL Sqft Built | 1,609,607 | 1,211,803 | 1,411,809 | 1,510,708 |

| Impact Fee | \$ 0.05 | \$ 0.10 | \$ 0.15 | \$ 0.20 | \$ 0. | 25 | \$ 0.30 | \$ 0.35 | \$ | 0.40 | \$ 0.45 | \$ 0.50 |
|-----------------|-----------------|------------------|------------------|------------------|--------------|----|---------------|---------------|-------------|------------|------------------|------------------|
| TOTAL | \$ 75,535.40 | \$ 151,070.80 | \$ 226,606.20 | \$ 302,141.60 | \$ 377,677.0 | 00 | \$ 453,212.40 | \$ 528,747.80 |) \$ | 604,283.20 | \$ 679,818.60 | \$ 755,354.00 |
| 2000 sqft house | \$ 100.00 | \$ 200.00 | \$ 300.00 | \$ 400.00 | \$ 500. | 00 | \$ 600.00 | \$ 700.00 | \$ | 800.00 | \$ 900.00 | \$ 1,000.00 |



Room Tax

Norman's Room Tax is 8%

The original 5%:
VisitNorman – 50%
Norman Art Council 25%
Norman Parks 25%

The new 3%
Norman Sports Commission 75%
Norman Arts Council 25%



| | Oklaho | oma - Alphabetical | | |
|-----------------|--------------------|--------------------|---------------------|--------|
| | Lodging | TMD | Sales | Total |
| City | Tax % | Amount | Tax % | Charge |
| Ada | 5.00% | | 9.375% | 14.4% |
| Ardmore | 7.00% | | 9.125% | 16.1% |
| Atoka | 5.00% | | 10.250% | 15.3% |
| Bartlesville | 5.00% | | 9.150% | 14.2% |
| Broken Arrow | 4.00% | | 9.350% | 13.4% |
| Carlton Landing | 5.00% | | 9.000% | 14.0% |
| Chandler | 5.00% | | 9.500% | 14.5% |
| Cherokee | 5.00% | | 9.750% | 14.8% |
| Cimarron City | 5.00% | | 7.250% | 12.3% |
| Claremore | 5.00% | | 9.333% | 14.3% |
| Cushing | 4.00% | | 9.313% | 13.3% |
| Dewey | 5.00% | | 8.900% | 13.9% |
| Drumright | 4.00% | | 10.167% | 14.2% |
| Durant | 5.00% | | 9.375% | 14.4% |
| Duncan | 5.00% | | 8.700% | 13.7% |
| Edmond | 6.00% | | 8.500% | 14.5% |
| Elk City | 5.00% | | 9.350% | 14.4% |
| El Reno | 4.50% | | 8.850% | 13.4% |
| Enid | 8.00% | | 9.100% | 17.1% |
| Eufaula | 9.00% | | 10.000% | 19.0% |
| Grove | 5.00% | | 9.300% | 14.3% |
| Suthrie | 7.00% | | 9.000% | 16.0% |
| Guymon | 3.00% | | 9.950% | 13.0% |
| | | | | |
| Harrah | 5.00% | | 8.500% | 13.5% |
| awton | 7.00% | | 9.000% | 16.0% |
| McAlester | 6.00% | | 10.000% | 16.0% |
| Miami | 5.00% | | 9.500% | 14.5% |
| Midwest City | <mark>9.25%</mark> | | 9.100% | 18.4% |
| Muskogee | 8.00% | | 9.150% | 17.2% |
| Norman | 8.00% | | 8.625% | 16.6% |
| Oklahoma City | <mark>9.25%</mark> | | <mark>8.975%</mark> | 18.2% |
| Okmulgee | 4.00% | | 10.083% | 14.1% |
| Perry | 8.00% | | 10.250% | 18.3% |
| Ponca City | 8.00% | | 9.250% | 17.3% |
| Sand Springs | 7.00% | | 9.800% | 16.8% |
| Shawnee* | 5.00% | | 9.495% | 14.5% |
| *\$1/RV/Night | | | | |
| Stillwater | 7.00% | | 9.313% | 16.3% |
| itroud | 4.00% | | 9.667% | 13.7% |
| Sulphur | 5.50% | | 9.500% | 15.0% |
| Tahlequah | 4.00% | | 9.500% | 13.5% |
| Гulsa | 5.00% | 3.50% | 8.517% | 17.0% |
| Waynoka | 8.00% | | 10.000% | 18.0% |
| Weatherford | 4.00% | | 9.500% | 13.5% |
| Woodward | 6.00% | | 9.400% | 15.4% |

Room Tax

Norman FYE26 Projected Room Tax Revenue \$3,947,369

Projected Room Tax @1% - \$493,421
Projected Room Tax @1% Less Admin Fee - \$473,684
Projected Room Tax @0.5% Less Admin Fee - \$236,842
Projected Room Tax @0.25% Less Admin Fee - \$118,421

Parks Portion of Room Tax (15.9%) - \$592,105

Norman Room Tax by Percentages

- City takes 4% off the top of the \$ collected for administrative costs
- Of the remainder
 - o 25% to Norman Arts Council
 - 15.625% to Norman Parks Department
 - 59.375% to Visit Norman
 - 15.79% dedicated to sports tourism

| Rate Increased | | 0.25% | 0.50% | 0.75% | 1.00% | <mark>1.25%</mark> | 1.50% | 1.75% | 2.00% |
|---------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------------|-----------------|-----------------|-----------------|
| Total Room Tax Rate | | 8.25% | 8.50% | 8.75% | 9.00% | <mark>9.25%</mark> | 9.50% | 9.75% | 10.00% |
| FYE26 Projected Revenue | \$ 3,947,369.00 | \$ 4,070,724.28 | \$ 4,194,079.56 | \$ 4,317,434.84 | \$ 4,440,790.13 | \$ 4,564,145.41 | \$ 4,687,500.69 | \$ 4,810,855.97 | \$ 4,934,211.25 |
| | | | | | | | | | |
| Parks Portion of Room Tax | \$ 592,105.35 | \$ 715,460.63 | \$ 838,815.91 | \$ 962,171.19 | \$ 1,085,526.48 | \$ 1,208,881.76 | \$ 1,332,237.04 | \$ 1,455,592.32 | \$ 1,578,947.60 |



Random Thoughts?!?

Playgrounds should be replaced ever 15-20 years.

\$1,000,000 per year on 15/year schedule \$685,000 per year on 20/year schedule

Park Restrooms are Inadequate

\$400,000 per restroom
Andrews Park, Little Axe, Griffin Park, Reaves Park*, Saxon Park*

Could Parks have its own Independent Capitol Source???

Offer Future Norman Forward's Park Relief

Future Park Development

Trails & Sidewalks
Park/Trail Lighting & Safety
Preserving Green Spaces / Nature & Trees
Gazebos



