

Norman Visitor Tax Discussion

January 24, 2023



Economic Impact of Travel

TRAVELOK.COM



TOURISM

THE ECONOMIC IMPACT OF OKLAHOMA'S
3RD-LARGEST INDUSTRY

2021 IMPACTS



17.7
MILLION
Visitors in CY21

Down 14.1%
from 2019

\$10.1 BILLION IN 2021
direct visitor travel spending — up 3.2% over 2019

\$748
MILLION

state and local
tax revenue
generated
Up 3.3%
over 2019



\$2.6
BILLION

direct earnings
generated by
travel spending
Up 2.7%
over 2019



\$485

per household
in tax revenues
Up 2.1%
over 2019



96,800
JOBS

direct employment
generated by
travel spending
Down 7.6%
from 2019



*Source: TravelOK.com prepared by Dean Runyan Associates

Economic Impact of Travel – Cleveland Co.

- Spending (Millions) - \$359.6
- Earnings (Millions) - \$101.5
- Employment (jobs) – 4,340
- Local Tax (Millions) - \$12.4
- State Tax (Millions) - \$13.8



*Source: TravelOK.com prepared by Dean Runyan Associates CY2021

Economic Impact of Travel – House Districts

- Spending (Millions) - \$165
- Earnings (Millions) - \$61
- Employment (jobs) – 2,800
- Local Tax (Millions) - \$6.2
- State Tax (Millions) - \$8



*Source: TravelOK.com prepared by Dean Runyan Associates, Districts 44, 45 and 46 CY2020

Economic Impact of Travel – House Districts

\$100 of visitor spending
generates \$11.40 in local tax
revenue

Visitor-generated tax
revenues per household

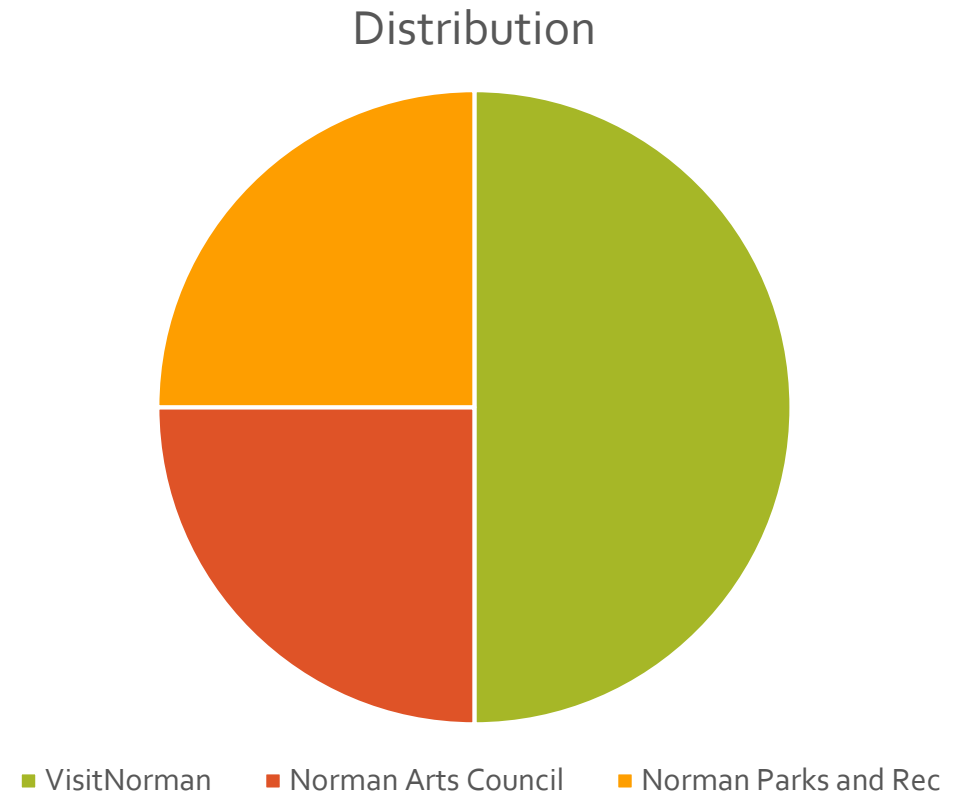
- \$390 in local tax
- \$480 in state tax revenue



*Source: TravelOK.com prepared by Dean Runyan Associates, Districts 44, 45 and 46 CY2020

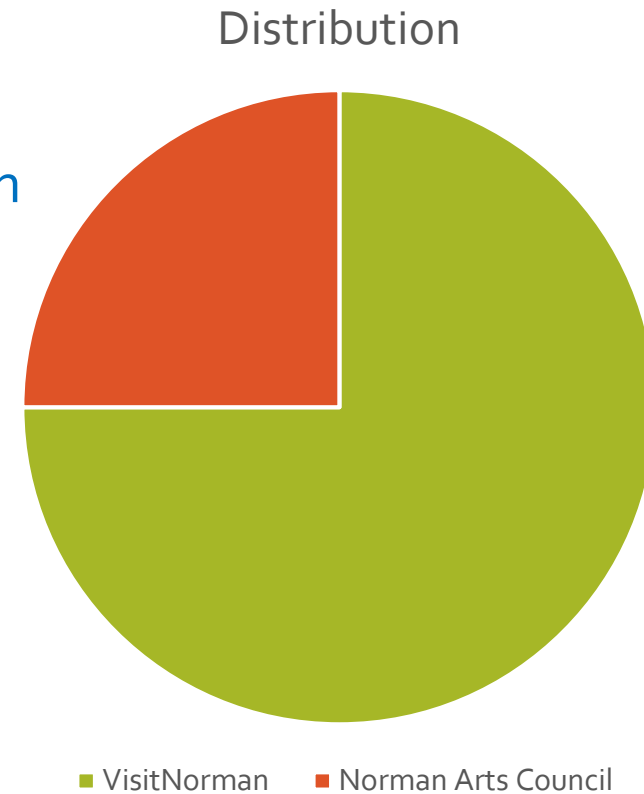
Current visitor tax – 5%

- Total Project Revenue (FY'23) - \$1.65 million
- VisitNorman - \$825,000
- Norman Arts Council – \$412,500
- Norman Parks and Rec - \$412,500



Proposed visitor tax – 8%

- Total Project Additional Revenue (FY'23) - \$1.05 million
- VisitNorman/Sports Commission - \$787,500
- Norman Arts Council – \$262,500



Oklahoma Visitor Tax Comps

Oklahoma - Total Tax Rate			
City	Lodging Tax %	Sales Tax %	Total Charge
Eufaula	9.0%	10.000%	19.000%
Perry	8.0%	10.250%	18.250%
Waynoka	8.0%	10.000%	18.000%
Ponca City	8.0%	9.250%	17.250%
Muskogee	8.0%	9.150%	17.150%
Enid	8.0%	9.100%	17.100%
Tulsa*	8.5%	8.517%	17.017%
*3.5% TMD			
Sand Springs	7.0%	9.800%	16.800%
Norman Proposed	8.0%	8.625%	16.625%
Stillwater	7.0%	9.313%	16.313%
Ardmore	7.0%	9.125%	16.125%
Guthrie	7.0%	9.000%	16.000%
Lawton	7.0%	9.000%	16.000%
McAlester	6.0%	10.000%	16.000%
Woodward	6.0%	9.400%	15.400%
Atoka	5.0%	10.250%	15.250%
Sulphur	5.5%	9.500%	15.000%
Cherokee	5.0%	9.750%	14.750%
Chandler	5.0%	9.500%	14.500%
Miami	5.0%	9.500%	14.500%
Shawnee*	5.0%	9.495%	14.495%
*\$1/RV Night			
Oklahoma City	5.5%	8.975%	14.475%
Ada	5.0%	9.375%	14.375%
Durant	5.0%	9.375%	14.375%
Elk City	5.0%	9.350%	14.350%
Claremore	5.0%	9.333%	14.333%
Grove	5.0%	9.300%	14.300%
Drumright	4.0%	10.167%	14.167%
Bartlesville	5.0%	9.150%	14.150%
Midwest City	5.0%	9.100%	14.100%
Okmulgee	4.0%	10.083%	14.083%
Carlton Landing	5.0%	9.000%	14.000%
Dewey	5.0%	8.900%	13.900%
Duncan	5.0%	8.700%	13.700%
Stroud	4.0%	9.667%	13.667%
Norman	5.0%	8.625%	13.625%
Harrah	5.0%	8.500%	13.500%
Tahlequah	4.00%	9.500%	13.500%
Weatherford	4.0%	9.500%	13.500%
Broken Arrow	4.0%	9.350%	13.350%
El Reno	4.5%	8.850%	13.350%
Cushing	4.0%	9.313%	13.313%
Guymon	3.0%	9.950%	12.950%
Edmond	4.0%	8.500%	12.500%
Cimarron City	5.0%	7.250%	12.250%

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Guymon	3.0%	9.950%	12.950%

Big 12/SEC Visitor Tax Comps

City	Population Size	SEC				CBID
		Lodging Tax %*	Restaurant Tax %	Alcohol Tax%	Sales Tax %	
Nashville	658,602	6.00%	4.00%	15.00%	9.25%	0.50%
Lexington	310,797	9.50%			6.57%	
Baton Rouge	228,895	6.00%			9.95%	
Knoxville	184,281	8.00%		15.00%	9.25%	
Columbia (S.C.)	132,067	5.00%	2.00%	2.00%	7.00%	
Gainesville	128,460	11.00%			7.00%	
Norman	128,026	5.00%			8.63%	
Athens	119,648	7%+\$5/rm			8.00%	
Columbia (Mo.)	116,906	5.00%			7.98%	
College Station	103,483	7.00%			8.25%	
Tuscaloosa	96,122	15.00%			10.00%	
Fayetteville	80,621	11.75%	2.00%	5.00%	9.75%	
Auburn	60,258	13.00%			9.00%	
Starkville	24,886	3.00%	3.00%	3.00%	7.00%	
Oxford	21,757	2.00%	2.00%		7.00%	
*Lodging tax % includes local and state tax rates						

City	Population Size	Big 12			
		Lodging Tax %*	Restaurant Tax %	Alcohol Tax%	Sales Tax %
Waco	138,486	15.00%			8.25%
Ames	66,427	12.00%			7.00%
Lawrence	94,934	6.00%		10.00%	9.30%
Manhattan	55,045	7.50%		10.00%	8.95%
Norman	128,026	5.00%			8.63%
Stillwater	78,399	7.00%			9.31%
Fort Worth	958,692	15.00%			8.25%
Austin	961,855	17.00%			8.25%
Lubbock	257,141	15.00%			8.25%
Morgantown	30,712	6.00%			7.00%
Provo*	115,162	7.35%	1.00%	1.00%	7.25%
Orlando*	307,573	6.00%			6.50%
Cincinnati*	309,317	10.50%			7.80%
Houston*	2,304,580	17.00%			8.25%
*Incoming members of the Big 12					

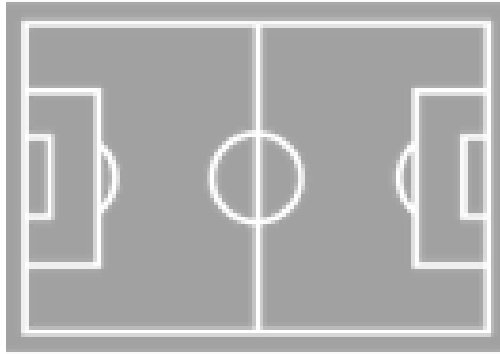
Norman Sports Commission Focus Areas



SPORTS COMMISSION

	Keypoints
Organizational Structure	<ul style="list-style-type: none"> Structure-blended sports commission underneath VN umbrella Staffing-Director, and backpack/special events coordinator Share marketing services i.e. social media, videography
Community Messaging & Marketing	<ul style="list-style-type: none"> Expand communications-CVB stakeholders, local media, & hospitality community. Broadcast our success, press releases, social media among traditional media outlets, include economic impact data Create educational forums, outlining importance of sports
Targeted National Outreach	<ul style="list-style-type: none"> Industry conferences Conduct sales trips and FAMS, include program local leaders, and or elected officials
Local Engagement	<ul style="list-style-type: none"> Expand Partnerships-OU Athletics, Parks & Rec & other community stake holders
Events	<ul style="list-style-type: none"> Creating specials events, dedicated personnel for concerts & festivals Create owned events (i.e. half-marathon)
Venue Enhancement	<ul style="list-style-type: none"> Upgrade/enhancements facilities in our community (i.e. bleachers, soccer field lighting, shade structures) location-deliver compact footprint for championship level events. i.e. YFAC

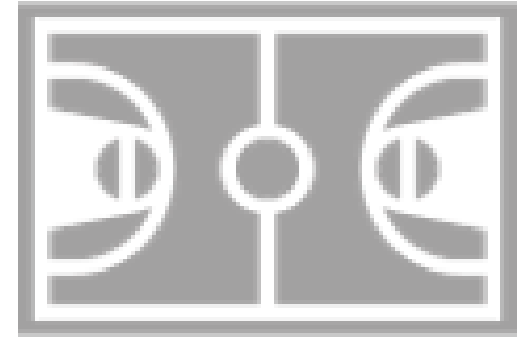
Estimated Norman Forward Economic Impact



22 flat fields



12 diamonds



8 courts

Total impact: \$65.2 million

- \$8.9 million in tax collected
- 74,800 room nights
- 122,600 total visitors

*Source: Huddle Up Group feasibility study



Questions?