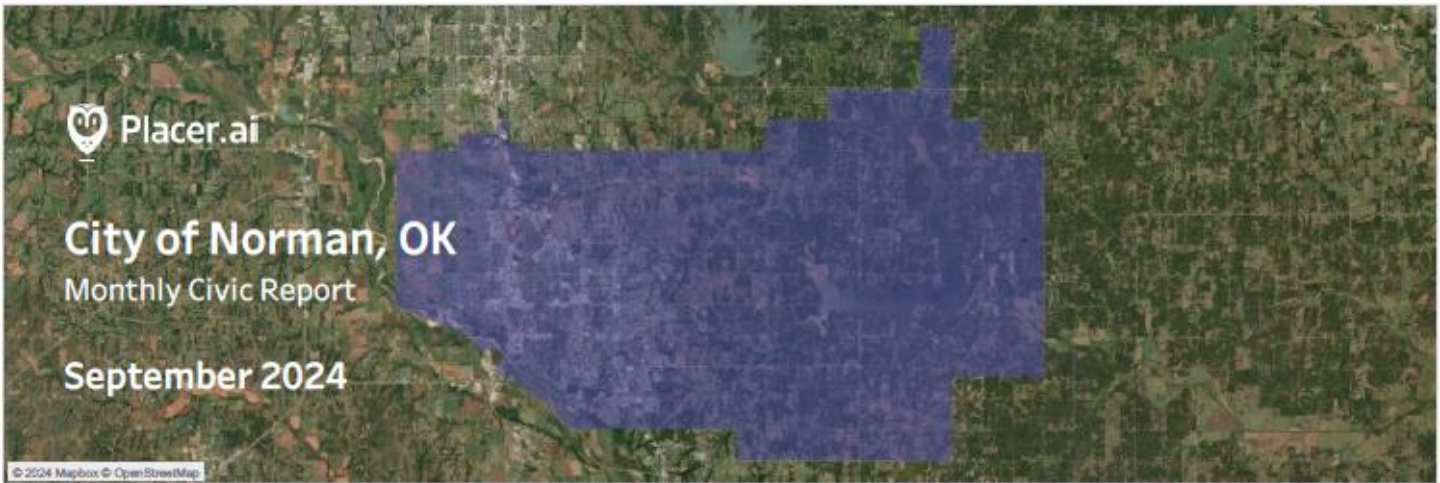
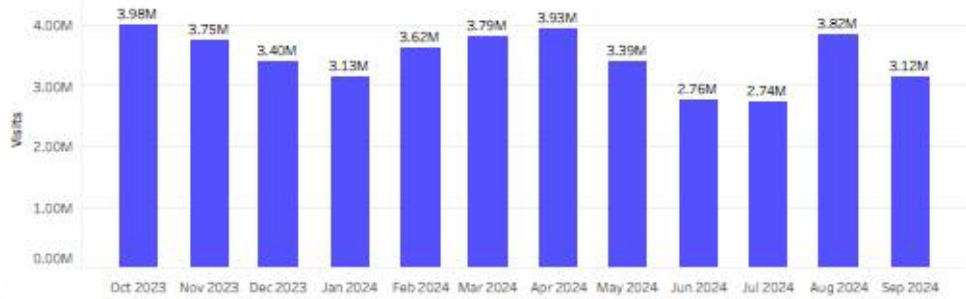




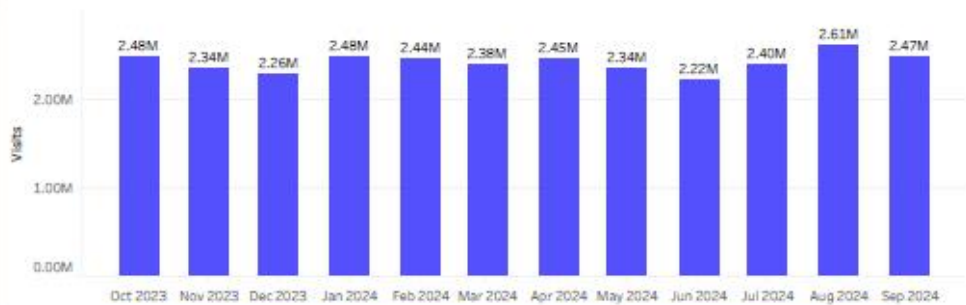
Special Events & Visitation Report – SEPTEMBER 2024



Visitors	
Sep 2024	
Visits	3.12M
MoM	-18.4%
YoY	-24.0%
Yo3Y	-22.8%



Employees	
Sep 2024	
Visits	2.47M
MoM	-5.1%
YoY	-1.5%
Yo3Y	20.8%



2024 Major Festivals

The City of Norman is home to several large festivals and community events. The table below provides a snapshot of some of our major annual events, hosted both by the City of Norman and private entities. Data is sourced from Placer AI.

Date	Event/Location	Visits	Average Dwell Time (minutes)	Origin	Event History
4/5-4-7	Medieval Fair Reaves Park	Fri – 14,300 Sat – 39,300 Sun – 37,800 TOTAL – 91,400	98	26.8% from Norman	2022 – 77,400 2023 – 90,900
4/21	Earth Day Festival* Reaves Park	2,000	104	54.0% from Norman	2022 – n/a 2023 – 3,800
4/25-4/27	Norman Music Festival Downtown	Thu – 9,800 Fri – 22,600 Sat – 10,300 TOTAL – 42,700	106	45.9% from Norman	2022 – 65,400 2023 – 59,100
5/4	Norman Pride Festival Andrews Park	2,600	128	52.6% from Norman	2022 – 5,600 2023 – 3,300
5/18-5/19	May Fair Arts Festival Campus Corner	Sat – 7,600 Sun – 4,000 TOTAL - 11,600	93	41.1% from Norman	2023 – 10,700
6/13-6/15	Jazz in June Andrews Park	Thu – 1,000 Fri – 2,000 Sat – 3,300 TOTAL - 6,300	114	57.8% from Norman	2022 – 4,000 2023 – 5,500
6/19	Juneteenth Festival* Reaves Park	2,300	103	50.5% from Norman	2022 – 4,000 2023 – 2,500
7/4	4 th Fest* Reaves Park	8,300	128	63.0% from Norman	2022 – 9,000 2023 – 13,000
8/31	PorchFest Miller Historic District	1,000	54	74.8% from Norman	2022 – 725 2023 - 682
9/20	Brewtober Fest Reaves Park	1,800	128	52.7% from Norman	2022 - 1,800 2023 – 2,500
10/26	Fall Fest Downtown	14,100 (all day) 10,100 (after 5 PM)	96 (all day) 103 (after 5 PM)	58.5% from Norman (all day)	2022 – 11,600 (7,500) 2023 – 14,000 (9,900)

*Hosted by City of Norman

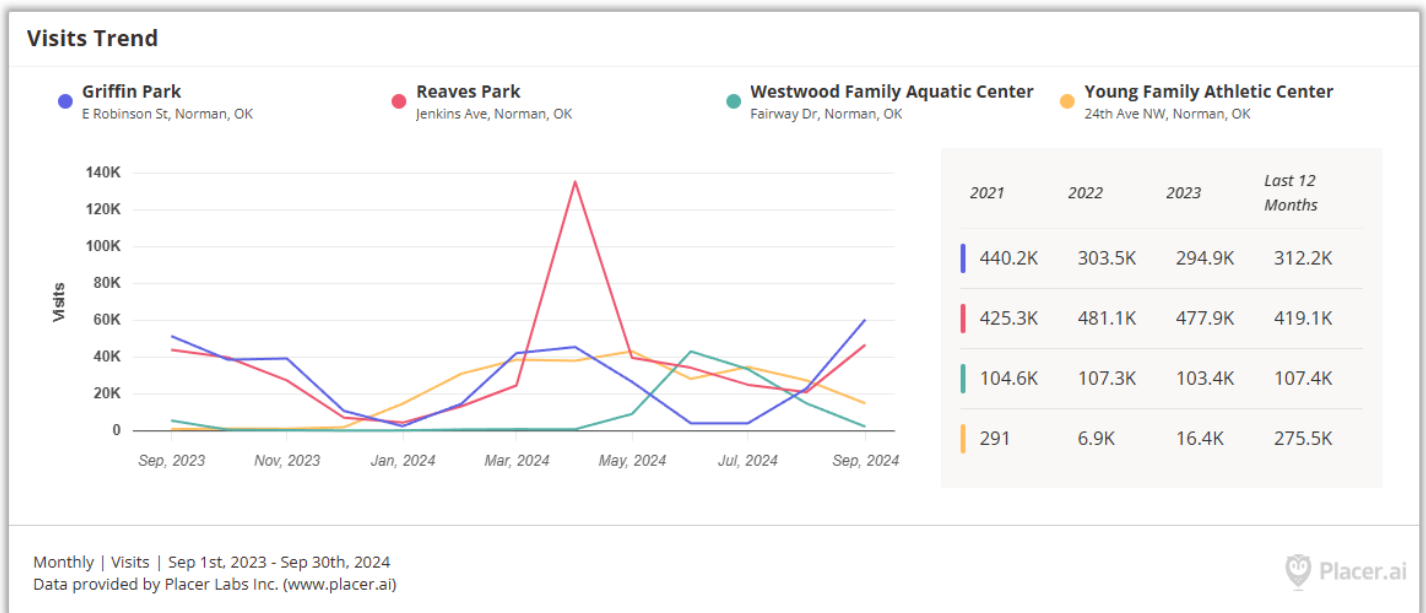
Norman Parks & Recreation

Several tournaments, camps, and other activities were held in our facilities this summer, as highlighted below for Griffin Parks, Reaves Park, Westwood Family Aquatic Center, and the Young Family Athletic Center. Data is sourced from Placer AI.

Visits Trend

Sep 1, 2023 - Sep 30, 2024

Visitation data for and Reaves Park is adjusted to exclude restricted locations. For additional info, please visit <https://www.placer.ai/company/privacy-faq>



Griffin Park

- August 10-11: United Flag Football Tournament



Month	Visits	Visit Frequency	Average Dwell Time (minutes)	% from Norman
May 2024	26,600	2.13	75	50.3%
June 2024	4,200	2.03	69	53.6%
July 2024	4,100	1.52	97	47.5%
August 2024	23,000	2.76	91	45.7%
September 2024	60,400	2.58	89	45.2%

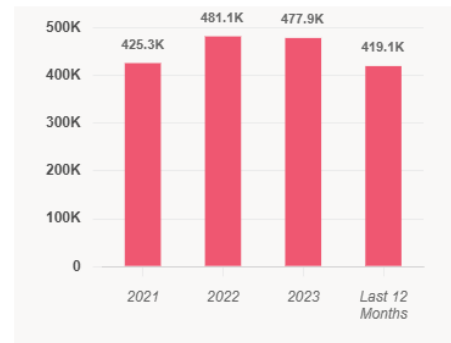
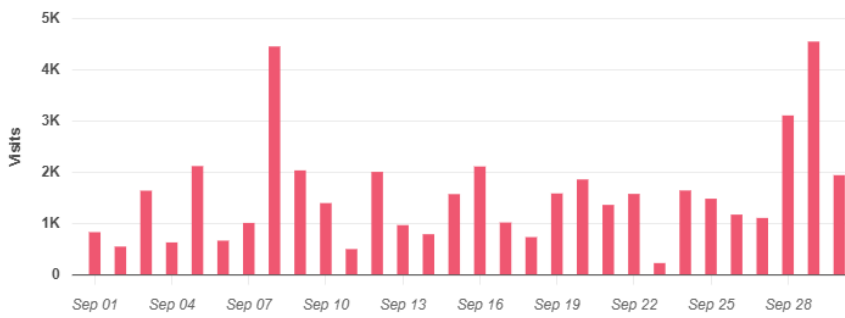
Reaves Park

- August 31-September 1: Rocklahoma Baseball Tournament
- September 1: Labor Day Clash Softball Tournament
- September 8: Swing for the Fences Baseball Tournament
- September 8: Havin' a Ball Softball Tournament
- September 22: Bat Breaker Bash Softball Tournament
- September 29: Fall Ball Brawl Softball Tournament

Visits Trend

Reaves Park

Jenkins Ave, Norman, OK



Daily | Visits | Sep 1st, 2024 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



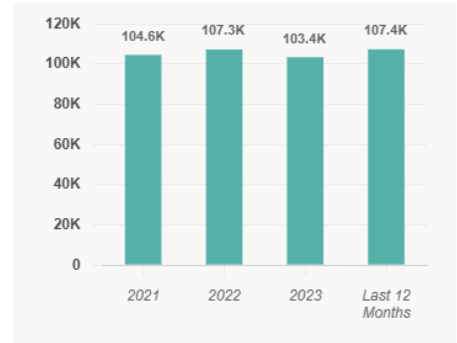
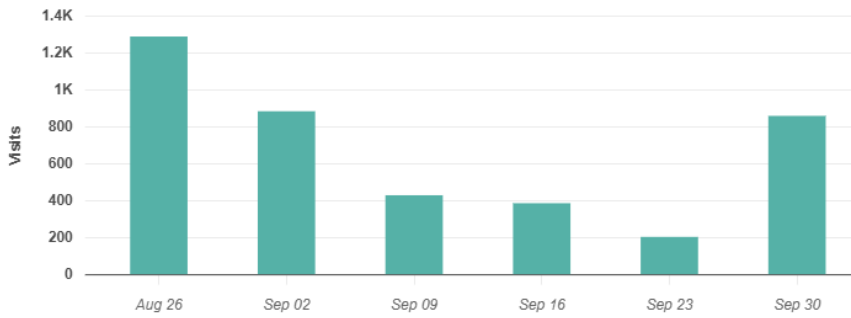
Month	Visits	Visit Frequency	Average Dwell Time (minutes)	% from Norman
May 2024	39,600	1.77	119	42.2%
June 2024	34,300	1.70	126	37.9%
July 2024	25,100	1.36	121	49.0%
August 2024	21,100	1.38	115	50.2%
September 2024	46,700	1.72	131	41.9%

Westwood Family Aquatic Center

- September 6: 21+ Adult Night Post Season After Party
- September 13: Scuba-Doo Dive Night

Visits Trend

● Westwood Family Aquatic Center
Fairway Dr, Norman, OK



Weekly | Visits | Sep 1st, 2024 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



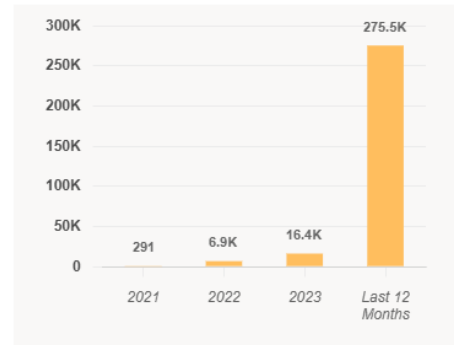
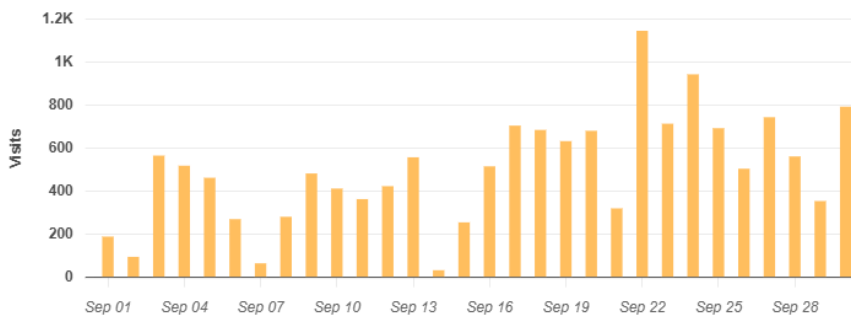
Month	Visits	Visit Frequency	Average Dwell Time (minutes)	% from Norman
May 2024	9,300	1.38	128	58.8%
June 2024	43,700	1.84	127	57.1%
July 2024	34,100	1.66	124	52.2%
August 2024	15,300	1.31	119	48.8%
September 2024	2,300	1.34	116	47.3%

Young Family Athletic Center

- August 30-September 1: TYA Tryouts
- September 20-21: SSC Swim Meet
- September 27-28: NPS Middle School Volleyball Tournament
- September 28: NXTPRO Camp

Visits Trend

Young Family Athletic Center
24th Ave NW, Norman, OK



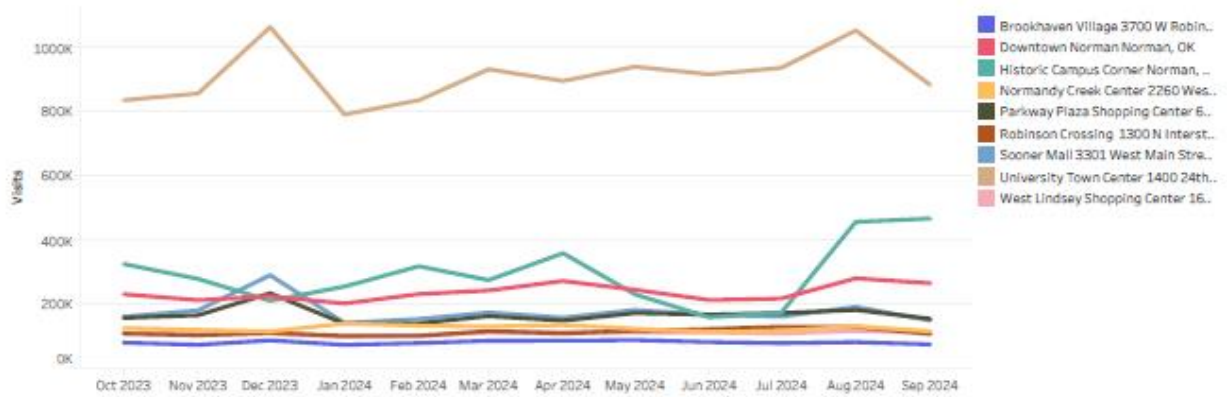
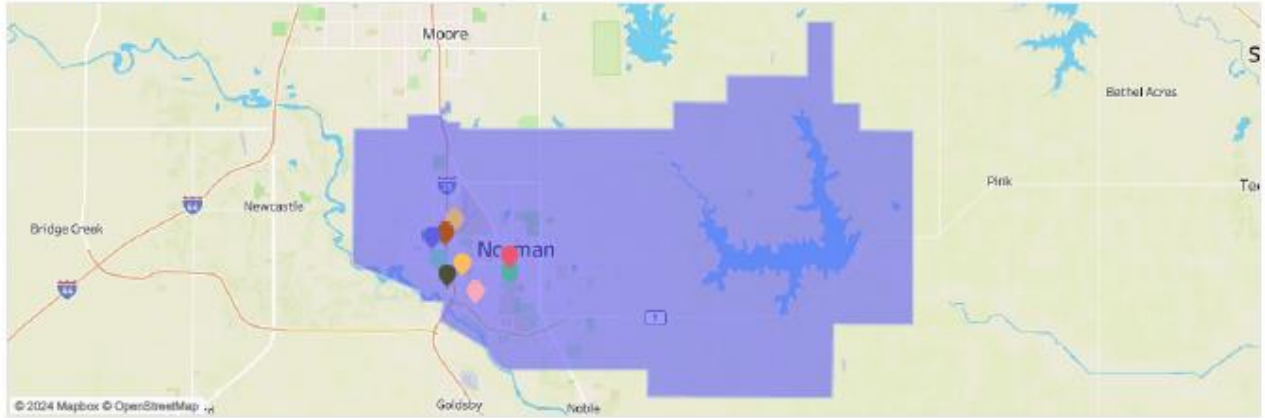
Daily | Visits | Sep 1st, 2024 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Month	Visits	Visit Frequency	Average Dwell Time (minutes)	% from Norman
May 2024	55,800	2.18	141	16.8%
June 2024	35,400	2.04	126	38.5%
July 2024	43,700	2.29	142	34.8%
August 2024	34,500	1.74	146	28.3%
September 2024	15,000	1.90	115	45.6%

Shopping Districts

Selected Locations



Name	Address	Visits	MoM	YoY	Yo3Y
Sooner Mall	3301 West Main Street, Norman, OK 73072	150.07K	-21.93%	-10.12%	-7.63%
University Town Center	1400 24th Ave Nw, Norman, OK 73069	884.73K	-16.09%	2.92%	17.18%
Downtown Norman	Norman, OK	266.20K	-5.40%	0.52%	-2.02%
Historic Campus Corner	Norman, OK	467.82K	2.29%	-3.58%	23.40%
Normandy Creek Center	2260 West Main, Norman, OK 73069	116.58K	-11.75%	-5.03%	9.32%
West Lindsey Shopping Center	1610 W Lindsey St, Norman, OK 73069	111.91K	-4.99%	2.34%	4.40%
Parkway Plaza Shopping Center	640 Ed Noble Pkwy, Norman, OK 73072	155.10K	-15.16%	6.93%	18.04%
Brookhaven Village	3700 W Robinson St, Norman, OK 73074	75.45K	-8.58%	-12.56%	-13.07%
Robinson Crossing	1300 N Interstate Dr, Norman, OK 73072	107.78K	-17.02%	2.55%	18.80%