



CITY OF NORMAN, OK CITY COUNCIL BUSINESS & COMMUNITY AFFAIRS COMMITTEE MEETING

Municipal Building, Executive Conference Room, 201 West Gray, Norman,
OK 73069

Thursday, September 05, 2024 at 4:00 PM

MINUTES

The City Council Business & Community Affairs Committee of the City of Norman, Cleveland County, State of Oklahoma, met in Regular Session in the Executive Conference Room on the 5th day of September, 2024, at 4:00 p.m. and notice of the agenda of the meeting were posted at the Municipal Building at 201 West Gray and on the City website at least 24 hours prior to the beginning of the meeting.

CALL TO ORDER

Chairman Peacock calls meeting to order at 4:00 P.M

PRESENT:

Councilmember Ward 2 Matthew Peacock (Chair)
Councilmember Ward 4 Helen Grant
Councilmember Ward 5 Michael Nash
Councilmember Ward 8 Scott Dixon

ABSENT:

Councilmember Ward 6 Joshua Hinkle

OTHERS PRESENT:

Councilmember Ward 7 Stephen Holman
Ms. Beth Muckala, Assistant City Attorney
Mr. Jason Olsen, Director of Parks and Recreation
Mr. Scott Sturtz, Interim Public Works Director
Ms. Sara Kaplan, Business and Community Relations
Ms. Shannon Stevenson, Assistant City Manager
Mr. Dan Schemm, President and CEO of Visit Norman
Ms. Sandra Simeroth, Administrative Technician IV

1. REPORT ON SPECIAL EVENTS ATTENDANCE AND VISITORS.

Mr. Jason Olsen, Director of Parks and Recreation, said Staff is going over July of 2024 Visitors updates. In the month of July Norman had 2.79 million visitors who shopped and ate or just hung out in Norman. There are 2.35 million employees a month that do not live here, but choose to work here in Norman. The summer is the low time in our Parks for tournaments and will pick back up once school starts. Westwood is only open in the summer and they did have an increase in attendance coming out of Covid restrictions this year and had an increase July 4th for adult theme celebration and July 12th adding additional people visiting the pool.

Councilmember Grant asked about the adult throwback parties. Is that going to be a trend, are they popular, do you see people coming from other communities and does the City of Moore have these types of programs too.

Mr. Olsen said the City of Moore started doing these kinds of parties also following Normans lead. This is a 21 and up function and the City allows the sale of beer and wine during these events. Westwood had between 500 and 700 additional visitors for the extended 2 hours that we stayed open. Aquatic members did not have any additional cost other general admission the charge was a \$5.00 entry fee.

Councilmember Grant said what is the percentage of visitors that are pay verses memberships.

Mr. Olsen, said Staff is going to have to get back to Council on that information next month. Staff will also dive into the Placer app and see how many are coming from outside of the Norman zip codes. The City does extremely well at Westwood for only being open 90 days a year. Westwood tends to do around \$900,000 in Revenue, but is not profit that is before expenses. Pre-Covid the City was paying \$10-\$12 dollars an hour for life guards and post Covid the City is paying \$15 - \$17 per hour for life guards and this is the first year Westwood was fully staffed before the season started since Covid.

Chairman Peacock said he is happy the City is able to pay people that wage even though it may put some stress on the program itself. He said that is something Council can figure out.

Mr. Olsen said next up we are going to cover the Young Family Athletic Center (YFAC). There were five tournaments during the month of July; Primetime Sports, Norman North Pom Training camp; and Fadeaway Hoops; and Cornhole Cup. The City sold beer at this event that brought in around \$5,000 in sales, which helps fund the operations at the YFAC. The YFAC had about a 1,000 people for that event alone and had people staying in hotels and looking forward to possibly holding the State Championship at the YFAC next year. These Cornhole tournaments are showing up on late night ESPN stations and Oklahoma has their own organizations that feed into these professional pipelines.

Chairman Peacock said Council wants to bring any sporting event at the larger scale that is not already spoken for to Norman.

Mr. Olsen said the YFAC also had the Lindy Waters tournament. Lindy recently played for the Oklahoma City Thunder and was traded to Golden State. He is actually from Norman and he runs the Native American only tournaments the City was able to have one of his bigger

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tournaments here in Norman. The YFAC has had a little over 300,000 visitors so far since opening.

Shopping Districts for the month of July; 166,000 at Sooner Fashion Mall to almost a one million at University North Park (UNP) and downtown Norman had 218,000, while Campus Corner had 175,000.

Mr. Dan Schemm, President and CEO of Visit Norman, said Mr. Olsen's data comes from the Placer AI software and Visit Norman information is coming from Zartico and it is geared more for tourism. It is the same type of app gathering geolocations from cell phones. Visit Norman also gets information from four major credit cards companies. The Visit Norman hotel data comes from the actual credit card swiped. Visit Norman has been online with this software since July and has gotten all our regions in there and it is interesting to compare the two softwares. On Zartico a visitor is from 50 miles outside of Norman City limits. It does not count the day visitors from Oklahoma City or close outer cities. Visitors also, have to be here in Norman for at least two hours, this software is looking at quality visitors. Points of interests' category; retail is at 30% purchased by visitors, food and dining at 20%, accommodations are 16%. It takes Visit Norman a little while to collect all the data. In July 18% spent at restaurants was from visitors and their average spend was \$63.00. The visitor retail impact is 23% and the average spend was \$94.00. The numbers seem low but we are not counting people who stopped along I-35 going to a drive thru and people from the Oklahoma City metro area. Zartico is showing an average spend on accommodations is \$313.00. Total spend average by visitors is 17.8% with \$117 per visitor. Hotel occupancy is up 13% and the average daily rate was \$131.00. Hotel demands are up 203% and Norman has not hit the busy months yet. The length of stay is up from 2 days to 3.5 days

Councilmember Grant asked are outside hotels asking for this information.

Mr. Schemm said he shares this information frequently with developers and investors. Investors are aware that we have moved to the SEC and have reached out and there are also some that have not reached out but are looking at what we are doing here as well.

Chairman Peacock said people are spending more money to get to Oklahoma University games and he is very interested to see the impact it is going to make for Norman once they are here. He said, he appreciates all the data and would like to see at least the first football game impacts if possible for the next meeting.

Councilmember Grant said retails have not seen a big bump during Fall Festival because the families are coming for the free candy and rides.

Mr. Schemm said restaurants get a bit of a bump because families will eat before the come and Visit Norman has not had food trucks there so not to compete with local restaurants.

ADJOURNMENT

Meeting Adjourned at 4:39 P.M.

ATTEST:

City Clerk

Mayor