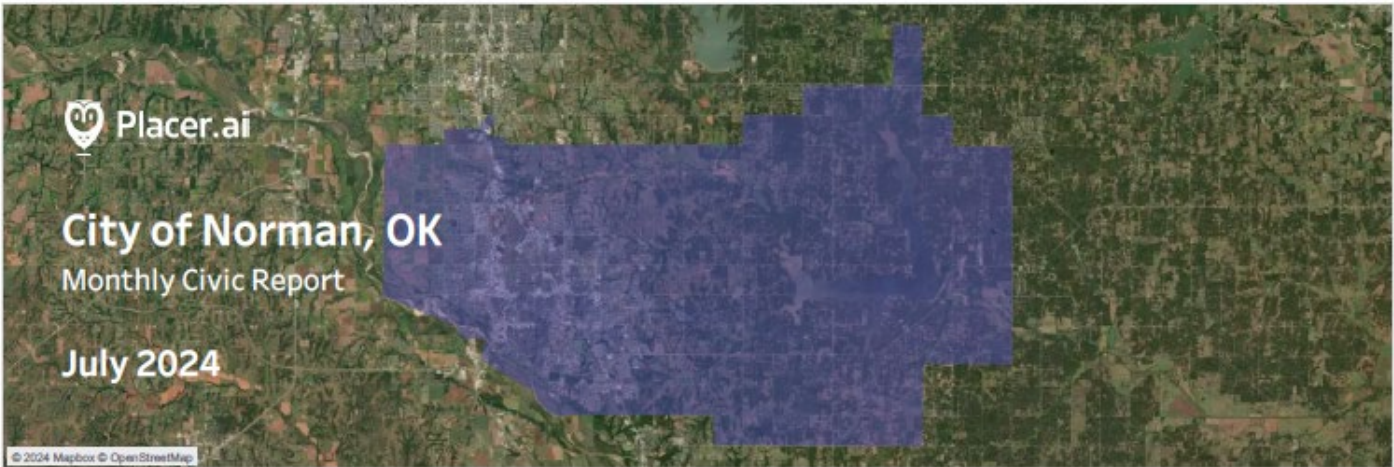
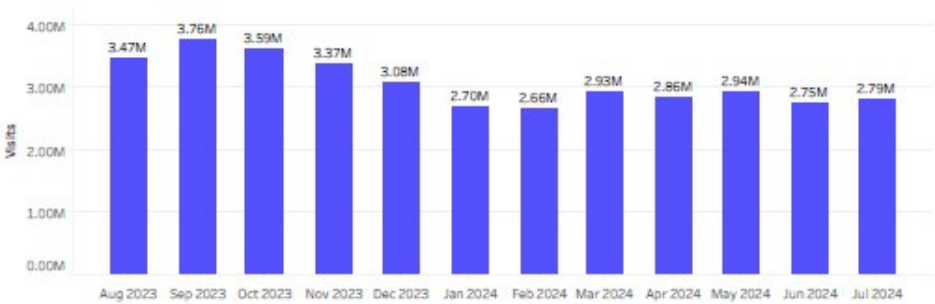




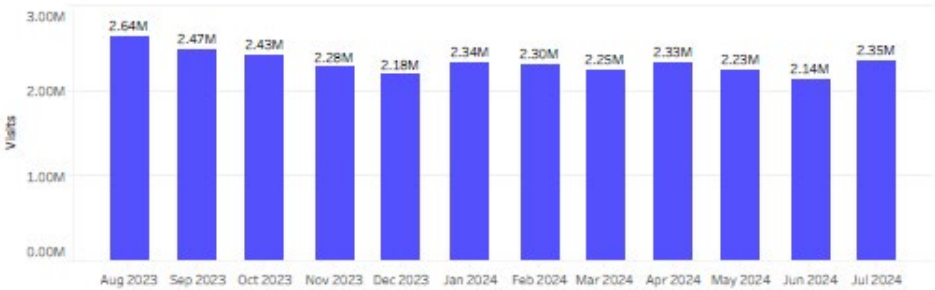
Special Events & Visitation Report – JULY 2024



Visitors	
Jul 2024	
Visits	2.79M
MoM	1.6%
YoY	-4.8%
Yo3Y	-14.6%



Employees	
Jul 2024	
Visits	2.35M
MoM	9.8%
YoY	2.4%
Yo3Y	36.6%



2024 Major Festivals

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

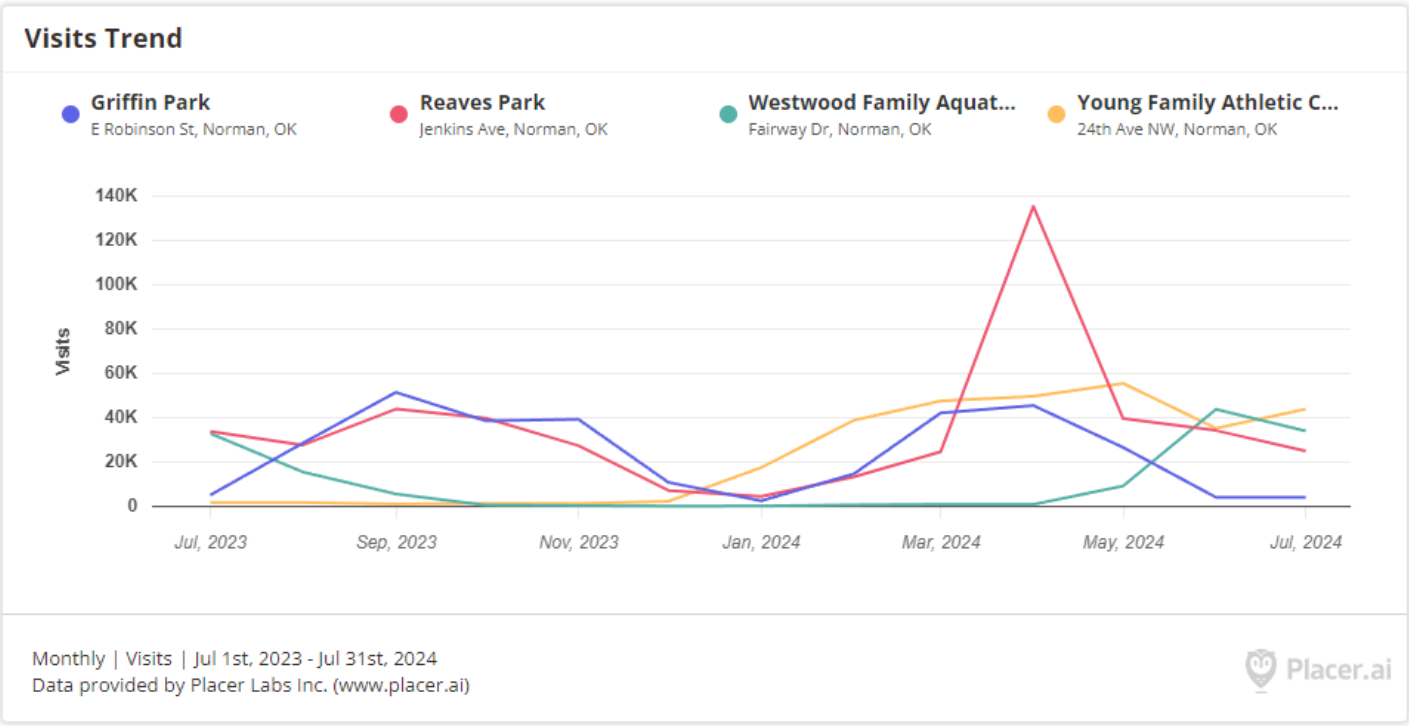
Date	Event/Location	Visits	Average Dwell Time (minutes)	Origin	Event History
4/5-4-7	Medieval Fair Reaves Park	Fri – 14,300 Sat – 39,300 Sun – 37,800 TOTAL – 91,400	98	26.8% from Norman	2022 – 77,400 2023 – 90,900
4/21	Earth Day Festival* Reaves Park	2,000	104	54.0% from Norman	2022 – n/a 2023 – 3,800
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

*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
Jul 1, 2023 - Jul 31, 2024

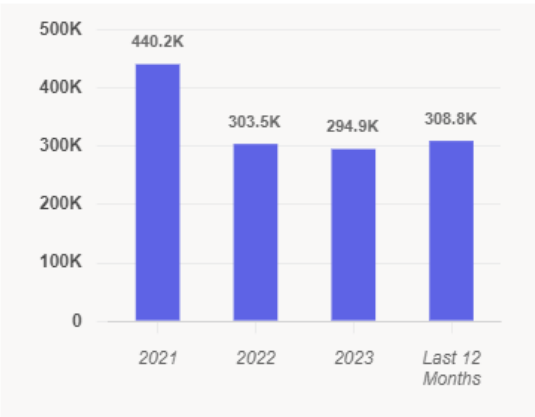
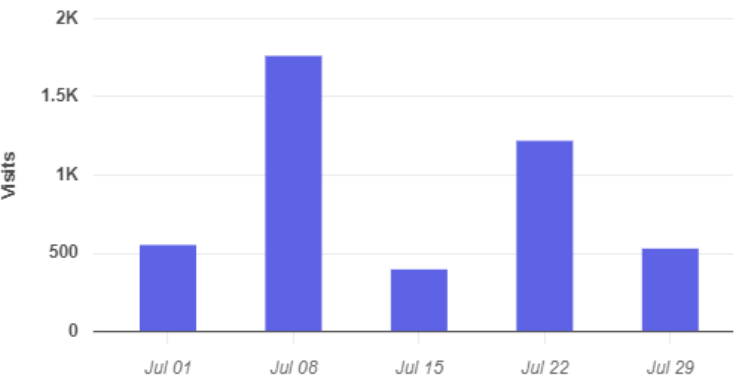


Griffin Park

- July 12: OE Summer Fest Series
- July 22-25: NYSA Recreational Camp
- July 22-25: NYSA Competitive Camp

Visits Trend

Griffin Park
E Robinson St, Norman, OK



Weekly | Visits | Jul 1st, 2024 - Jul 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

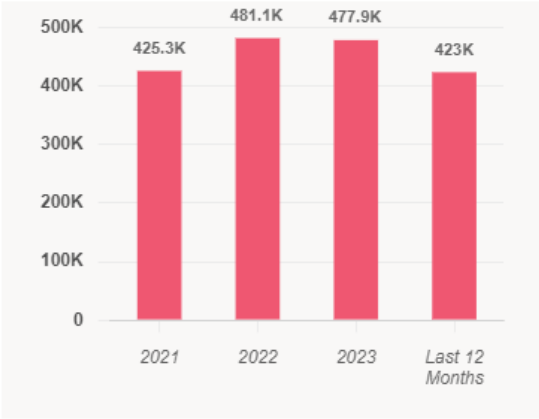


Reaves Park

- July 26-27: NOC Softball Tournament
- Adult Softball Leagues ran for all of June and most of July

Visits Trend

● **Reaves Park**
Jenkins Ave, Norman, OK



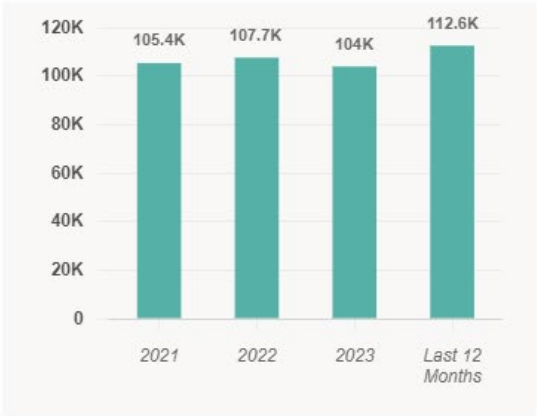
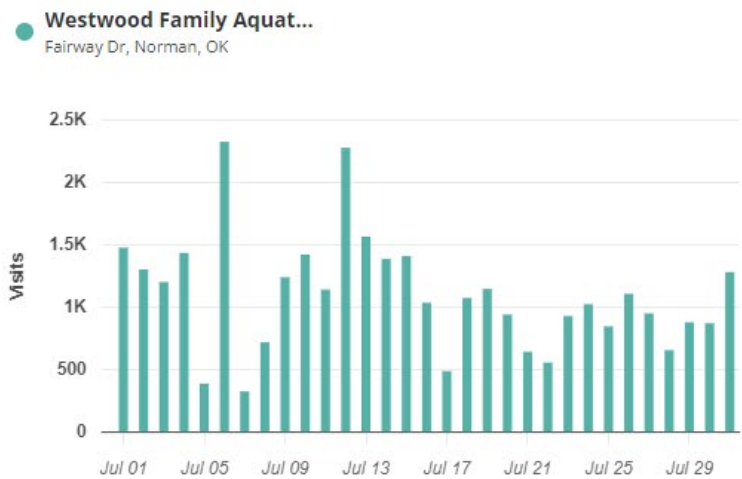
Daily | Visits | Jul 1st, 2024 - Jul 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Westwood Family Aquatic Center

- July 4: Red, White, and Blue Swim
- July 12: 21+ Adult Night Throwback Party
- July 19: Aqua Zumba Under the Stars
- July 20: Short Course Swim Meet

Visits Trend



Daily | Visits | Jul 1st, 2024 - Jul 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

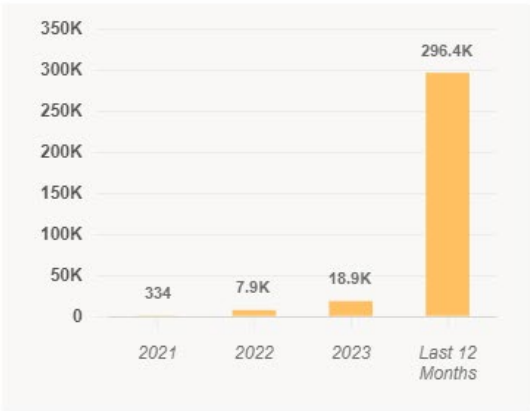


Young Family Athletic Center

- July 6-7: Primetime Sports Basketball Tournament
- July 10-12: Norman North Pom Training Camp
- July 12-15 Fadeaway Hoops Tournament
- July 19-21: Oklahoma Cornhole Cup
- July 26-28: Lindy Waters Foundation Elevated Native Tournament

Visits Trend

● Young Family Athletic C...
24th Ave NW, Norman, OK

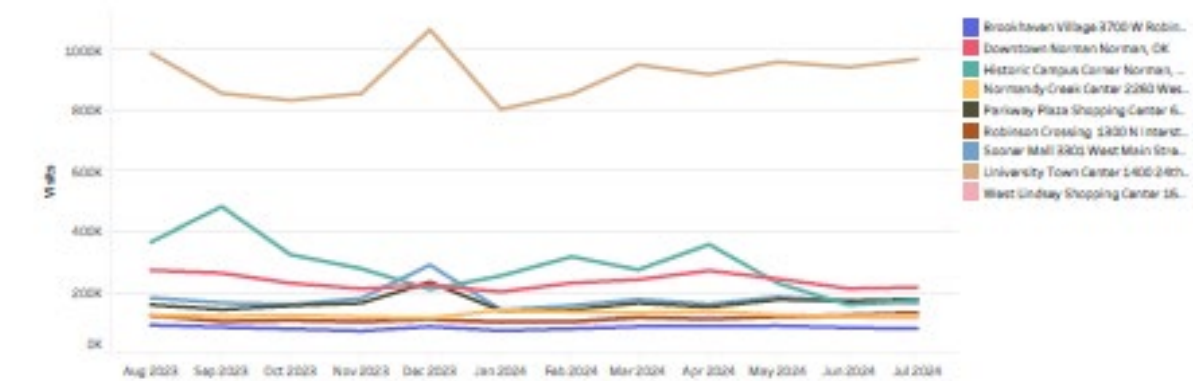
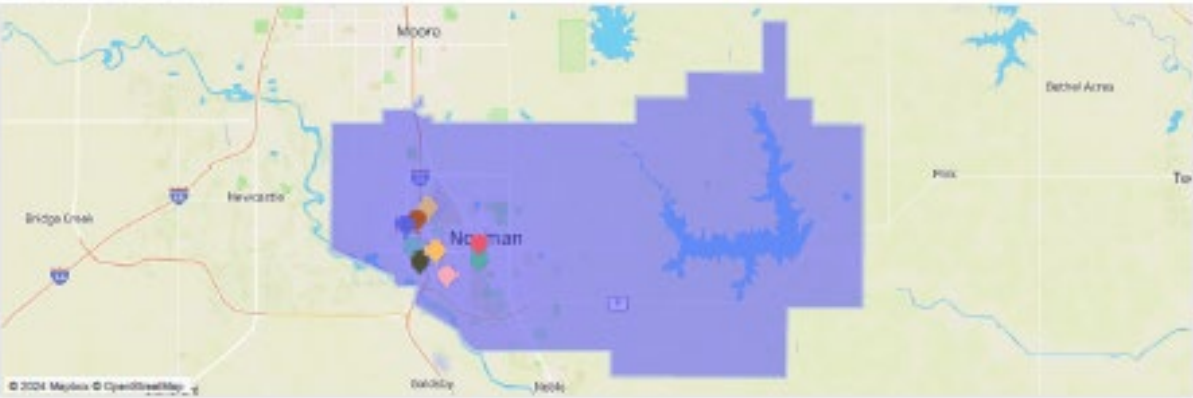


Daily | Visits | Jul 1st, 2024 - Jul 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Shopping Districts

Selected Locations



Name	Address	Visits	MoM	YoY	YoYY	
Sooner Mall	2201 West Main Street, Norman, OK 73072	166,72K	-3.46%	-0.91%	-12.81%	
University Town Center	1400 24th Ave NW, Norman, OK 73069	971,08K	2.77%	9.62%	20.74%	
Downtown Norman	Norman, OK	218,32K	2.17%	1.02%	-10.67%	
Historic Campus Corner	Norman, OK	174,75K	9.55%	10.00%	21.43%	
Normandy Creek Center	2260 West Main, Norman, OK 73069	123,86K	0.77%	13.11%	20.92%	
West Lindsey Shopping Center	1610 W Lindsey St, Norman, OK 73069	116,69K	-2.58%	-0.71%	22.18%	
Parkway Plaza Shopping Center	640 Ed Noble Pkwy, Norman, OK 73072	178,53K	2.95%	14.76%	15.67%	
Brookhaven Village	2700 W Robinson St, Norman, OK 73074	81,42K	-3.94%	-3.30%	-5.84%	
Robinson Crossing	1300 N Interstate Dr, Norman, OK 73072	134,53K	5.44%	-2.71%	21.74%	