

The Norman Music Alliance is requesting \$50,000 in funding from the City of Norman to help support safety and infrastructure costs for the 2025 Norman Music Festival,

NMF is the largest music festival in the state of Oklahoma. Now in its 15th year, this annual event is held in the downtown Walker Arts District. It is one of the area's primary economic drivers with estimated generated economic activity of nearly \$4 million on NMF weekend. This calculation is based on attendance of nearly 100,000 individuals during the festival's three-day run, along with visit-spend metrics from Visit Norman and Americans for the Arts.

Not only does our festival have a significant economic impact on the City of Norman and the Walker Arts District, it remains free to the community with the support of generous sponsors such as the Norman Arts Council, Fowler Automotive, The Garage/Winston/Pub W, Oklahoma Arts Council and other local partners. We are beginning to attract and are currently negotiating with national-level sponsors. We partner with groups like the Norman Police Department, Norman Fire Department, downtown businesses, local arts groups and more to safely produce the event. We also feature local artists, as well as national headliners; approximately 90 percent of performers are from Oklahoma.

Our board has a zero-based budget, so the Board of Directors and Executive Director fund raise the entire cost of each year's festival (valued at \$280,750).

Funding from the City of Norman would comprise 18 percent of our annual budget, and be used to support safety and infrastructure features on a sustainable basis, which are needed to help provide a safe festival that encompasses downtown Norman. These features include fencing around the perimeter of the festival and along the train tracks, street closure signs, sanitation services, water services and other items.

Thank you for your consideration of our request.

ON BEHALF OF THE STAFF AND BOARD OF DIRECTORS
FOR THE NORMAN MUSIC ALLIANCE

⚡ CURRENT ALLOCATION AND REQUEST ⚡

SERVICES	ACTUAL COST	23-24 ALLOCATION	24-25 REQUEST
CONTRACTED SANITATION:	\$9,080	\$7,500	\$9,080
ELECTRICIAN:	\$1,300	\$0.00	\$1,300
GENERATORS:	\$6,700	\$0.00	\$6,700
PERIMETER FENCING:	\$3,700	\$0.00	\$3,700
PORTABLE TOILETS:	\$3,900	\$0.00	\$3,900
STREET CLOSURE/BARRIER PLACEMENT:	\$1,100	\$1,100	\$1,100
CITY OF NORMAN SANITATION:	\$1,300	\$1,300	\$1,300
TOTAL:	\$27,080	\$10,000	\$27,080

ADDITIONAL FUNDING REQUEST | **STAFFING/ADMINISTRATIVE: \$22,920**
(TO SUPPORT SUSTAINABLE STAFFING FOR THE FESTIVAL)

⚡
**TOTAL
FUNDING
REQUEST**

\$50,000

(THIS WOULD PROBABLY GET YOU A FREE T-SHIRT
AND/OR THE CITY'S NAME ON A STAGE)

SOURCES OF INCOME

REVENUE SOURCE	REVENUE GENERATED	REVENUE PERCENTAGE
CORPORATE & INDIVIDUAL SPONSORS:	\$135,000	48%
GRANTS:	\$40,750	14.5%
CITY OF NORMAN SUPPORT:	\$10,000	3.5%
*VIP PASSES:	\$13,000	4.6%
*CONCESSIONS & MERCH:	\$7,000	2.5%
*VENDOR FEES:	\$70,000	25%
*FUNDRAISERS:	\$5,000	1.9%
TOTAL:	\$280,750	100%

*FEE-FOR-SERVICE REVENUE TOTAL:
\$95,000 / 34% OF REVENUE GENERATED

HOW ARE WE GENERATING THIS REVENUE, YOU ASK?

ADDING REVENUE STREAMS WITH EXPANDED CONCESSIONS AND MERCH.

WORKING HARD ON DEVELOPING YEAR-ROUND FUNDRAISING PARTIES.

ACTIVELY SEEKING MULTI-YEAR, NATIONAL-LEVEL PARTNERS.

SEE YOU
IN APRIL!