



CITY OF NORMAN, OK CITY COUNCIL CONFERENCE

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

Tuesday, January 24, 2023 at 5:30 PM

AGENDA

Virtual meeting of the City Council, Norman Utilities Authority, Norman Municipal Authority, And Norman Tax Increment Finance Authority

It is the policy of the City of Norman that no person or groups of persons shall on the grounds of race, color, religion, ancestry, national origin, age, place of birth, sex, sexual orientation, gender identity or expression, familial status, marital status, including marriage to a person of the same sex, disability, retaliation, or genetic information, be excluded from participation in, be denied the benefits of, or otherwise subjected to discrimination in employment activities or in all programs, services, or activities administered by the City, its recipients, sub-recipients, and contractors. In the event of any comments, complaints, modifications, accommodations, alternative formats, and auxiliary aids and services regarding accessibility or inclusion, please contact the ADA Technician at 405-366-5424, Relay Service: 711. To better serve you, five (5) business days' advance notice is preferred.

CALL TO ORDER

AGENDA ITEMS

1. PRESENTATION FROM DAN SCHEMM, VISIT NORMAN, REGARDING A PROPOSED INCREASE IN THE CITY'S GUEST TAX.

ADJOURNMENT

Norman Visitor Tax Discussion

January 24, 2023

Item 1.

Economic Impact of Travel



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



*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

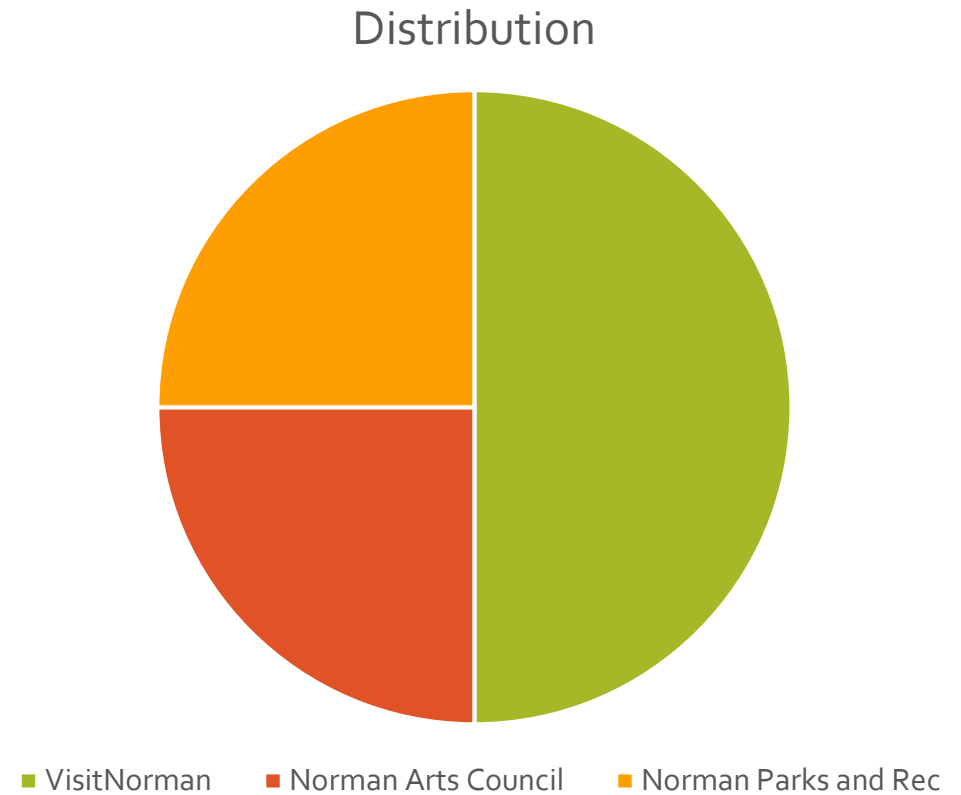
Visitor-generated tax
revenues per household

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



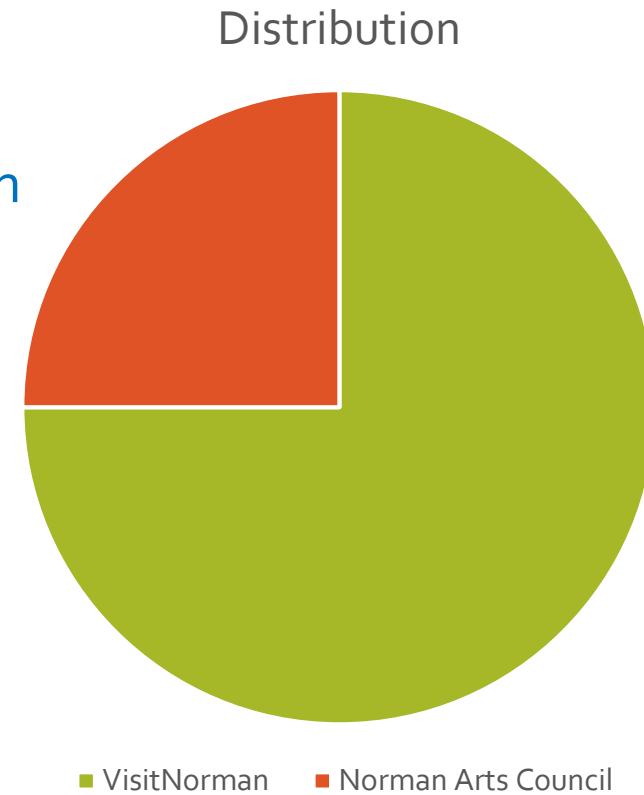
Current visitor tax – 5%

- 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					

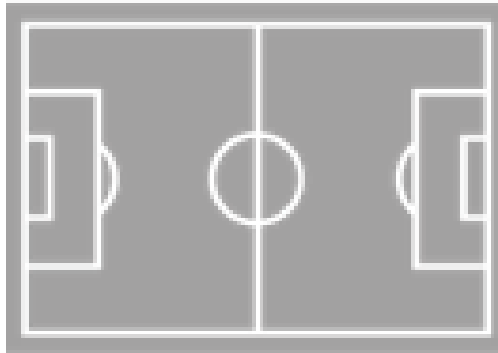
Norman Sports Commission Focus Areas



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

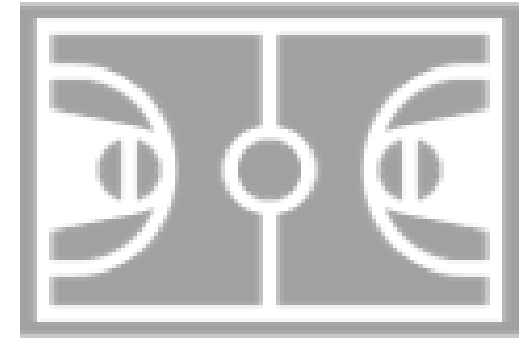
Estimated Norman Forward Economic Impact



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



Questions?