



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

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

Thursday, November 07, 2024 at 4:00 PM

AGENDA

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, relation, 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

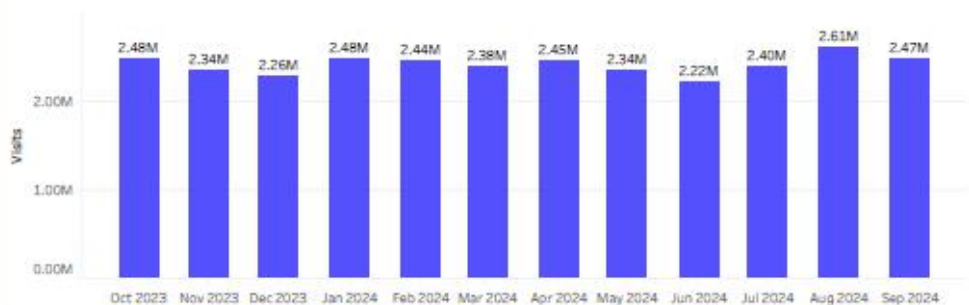
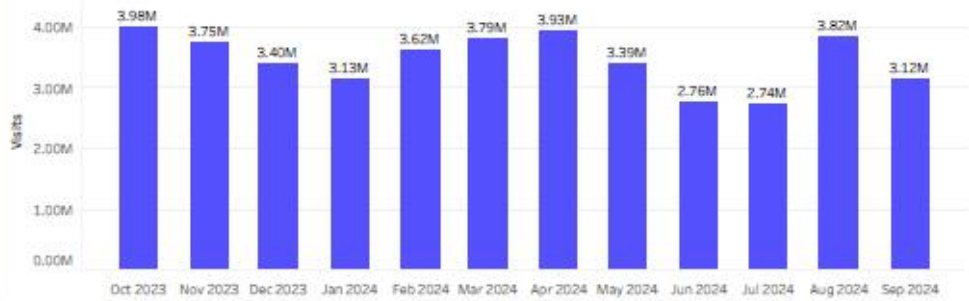
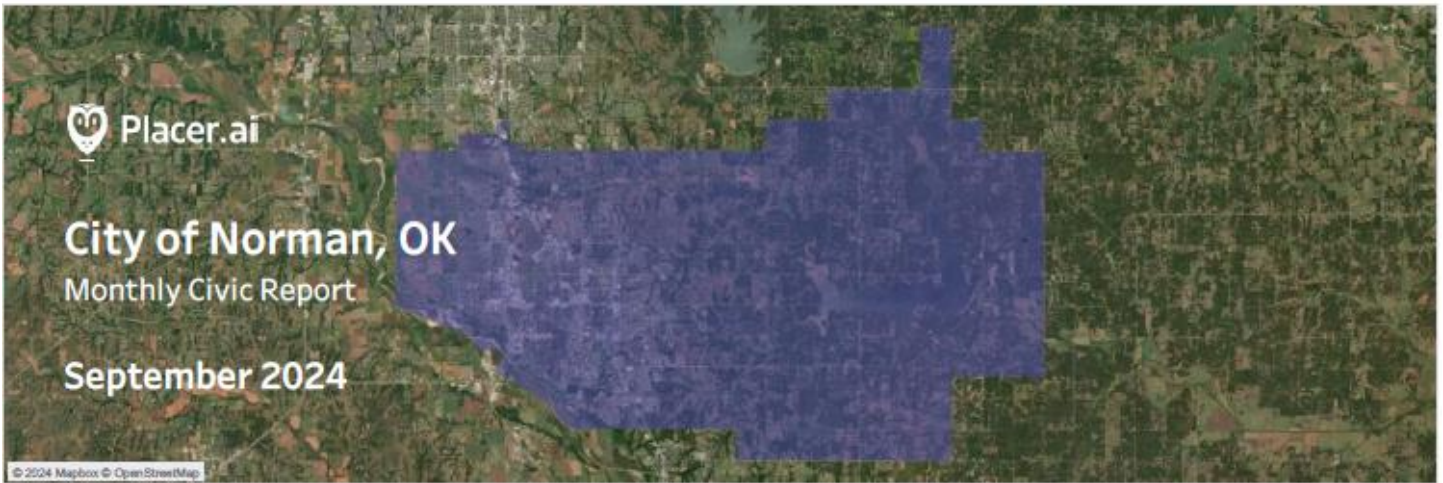
AGENDA ITEMS

1. REPORT ON SPECIAL EVENTS ATTENDANCE AND VISITORS.
2. CONTINUED DISCUSSION REGARDING CREATION OF A TAX INCREMENT FINANCE (TIF) MASTER PLAN.

ADJOURNMENT



Special Events & Visitation Report – SEPTEMBER 2024



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

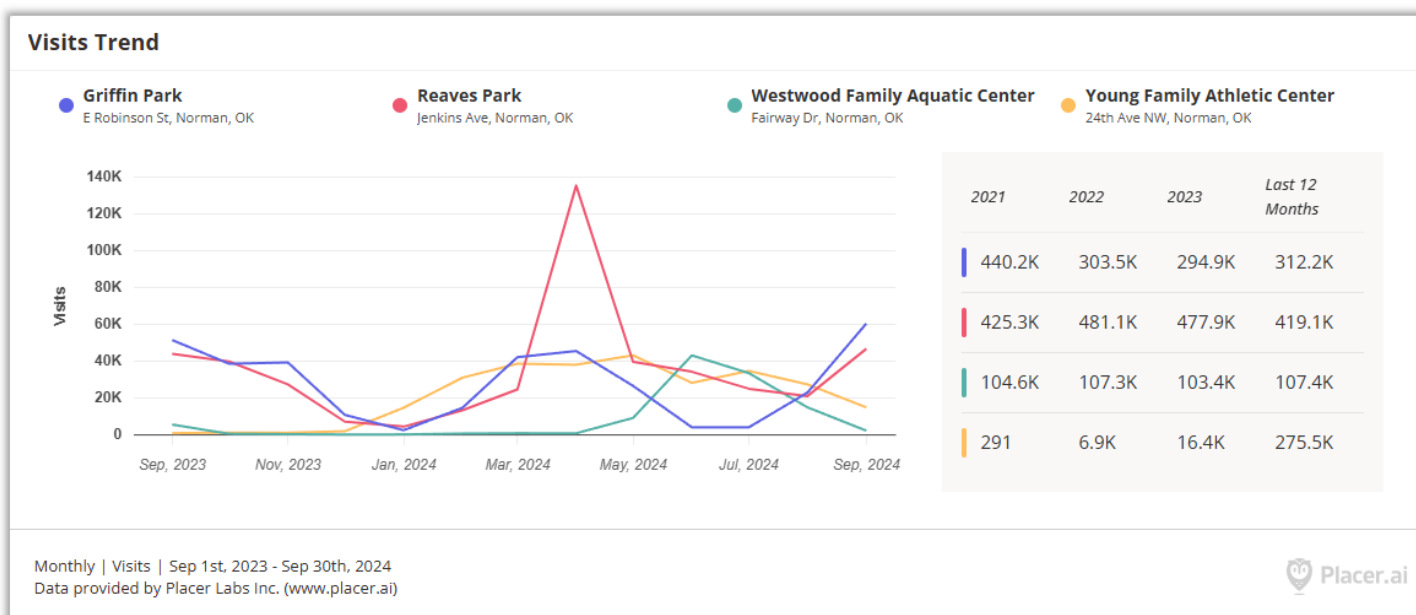
Norman Parks & Recreation

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

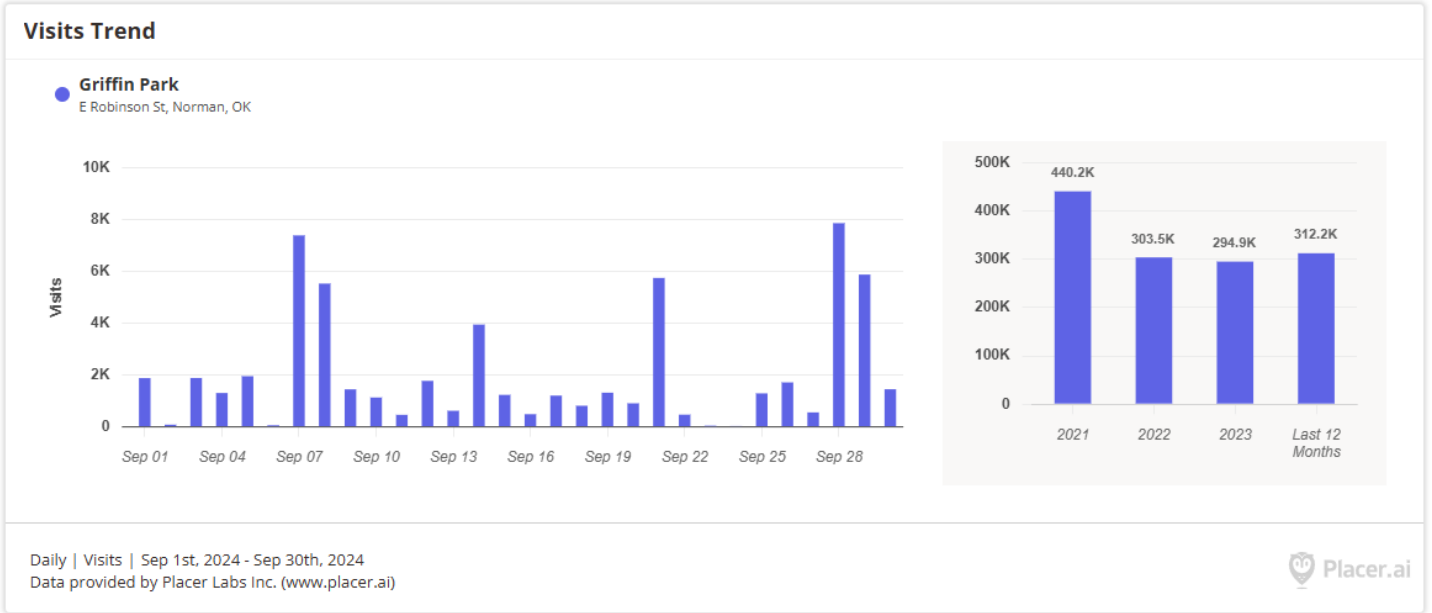
Sep 1, 2023 - Sep 30, 2024

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

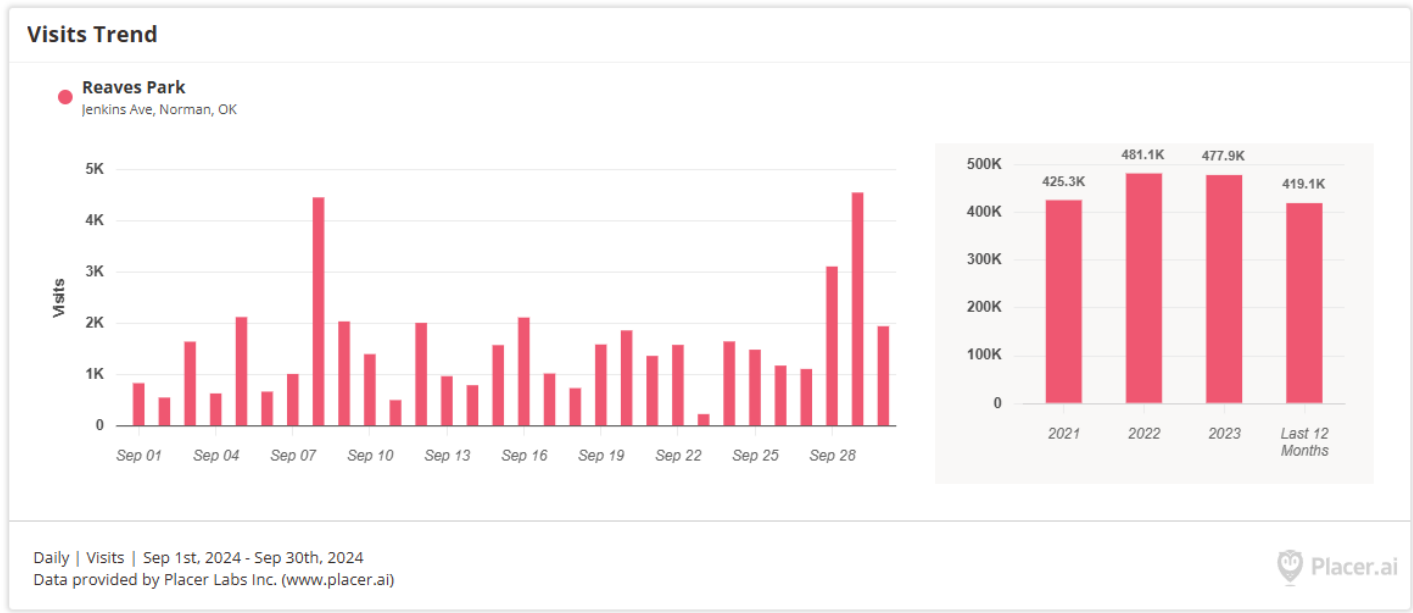
- August 10-11: United Flag Football Tournament



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

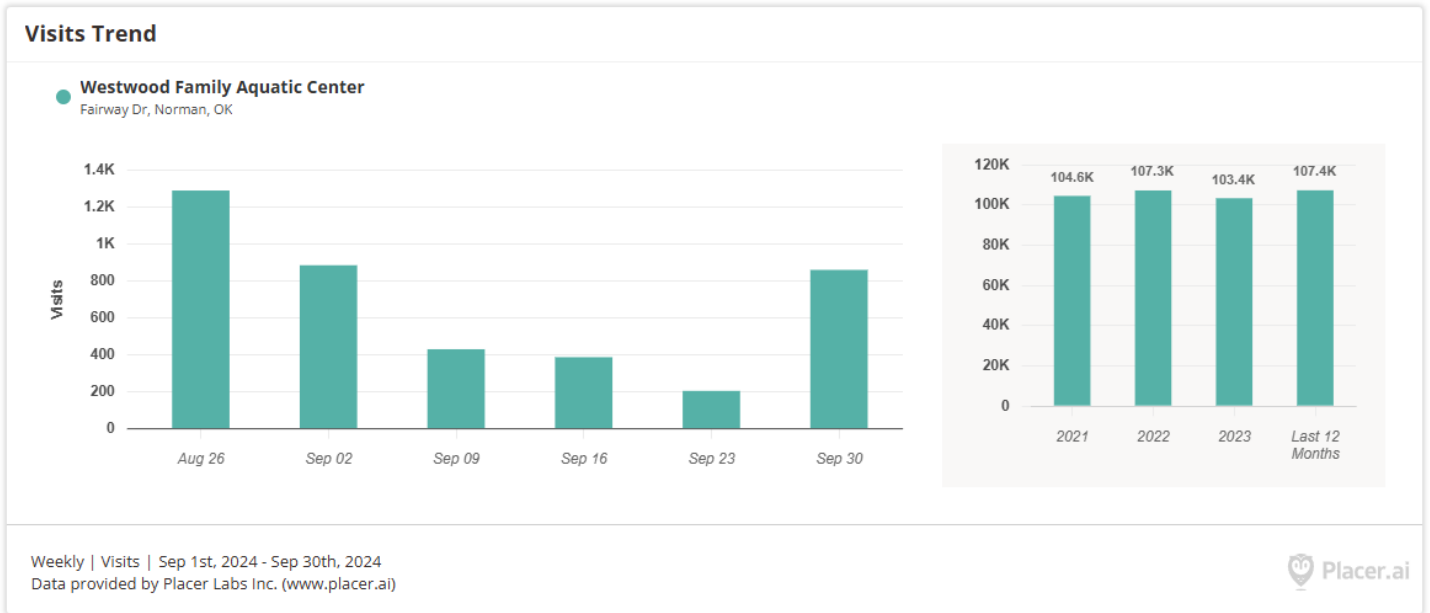
- August 31-September 1: Rocklahoma Baseball Tournament
- September 1: Labor Day Clash Softball Tournament
- September 8: Swing for the Fences Baseball Tournament
- September 8: Havin' a Ball Softball Tournament
- September 22: Bat Breaker Bash Softball Tournament
- September 29: Fall Ball Brawl Softball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



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

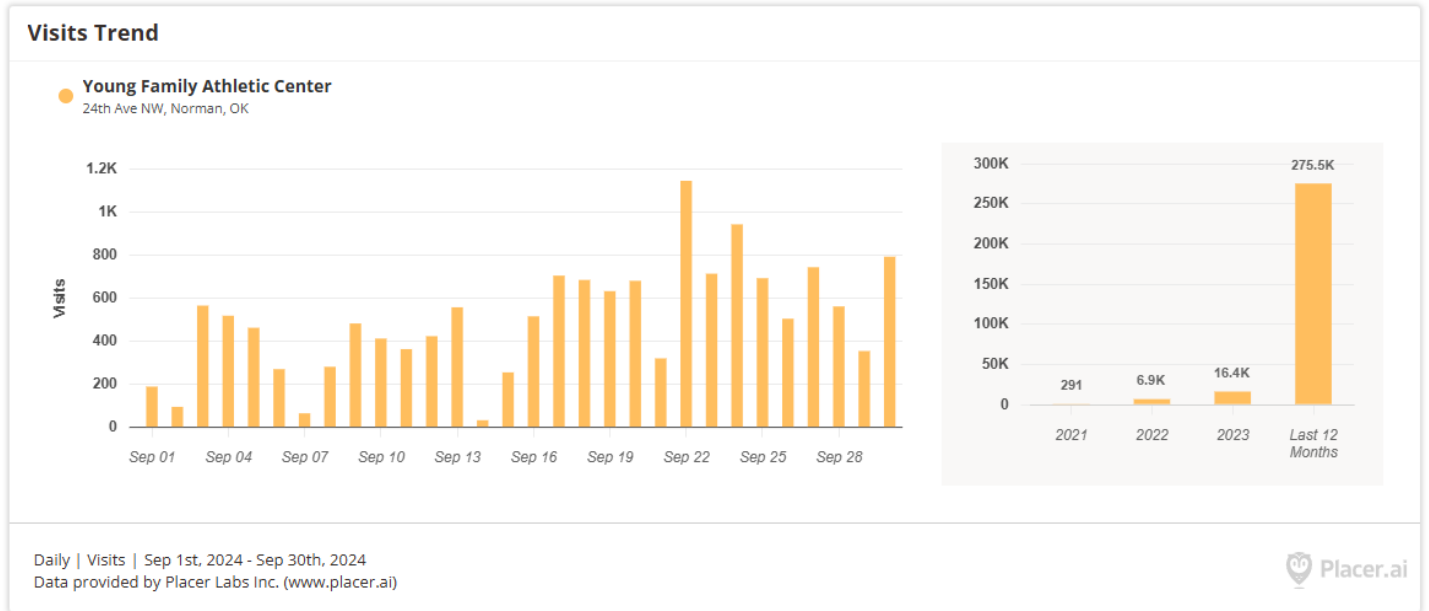
- September 6: 21+ Adult Night Post Season After Party
- September 13: Scuba-Doo Dive Night



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

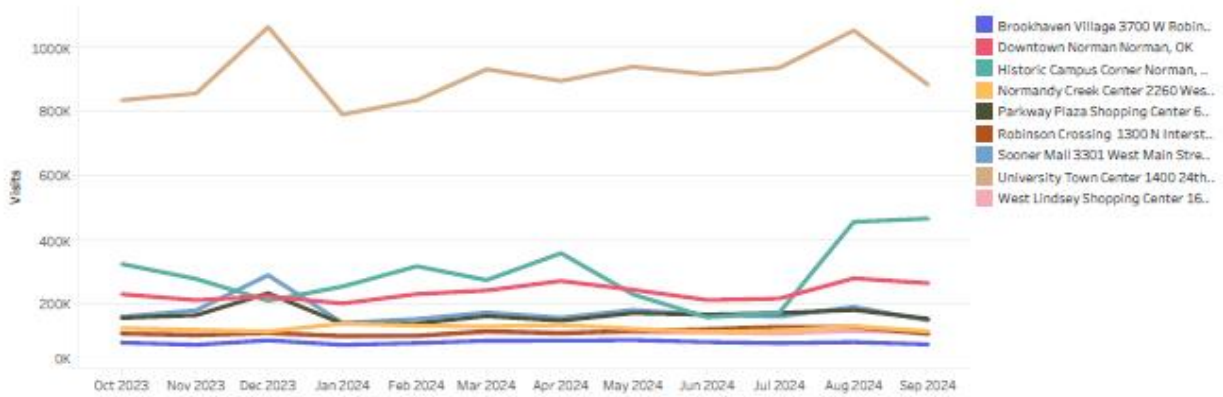
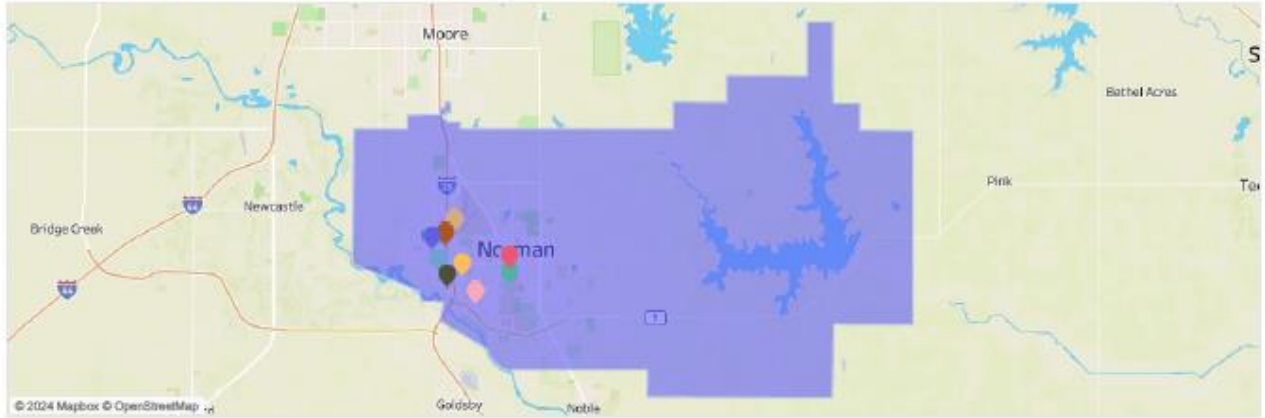
- August 30-September 1: TYA Tryouts
- September 20-21: SSC Swim Meet
- September 27-28: NPS Middle School Volleyball Tournament
- September 28: NXTPRO Camp



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%



Visits Trend

Jul 1 - Oct 28, 2024

Properties:



City of Norman, OK
6278 East Robinson Street, Norman, OK 73026



Newcastle
South Meridian Avenue, Newcastle, OK 73065



Noble
48th Avenue Southeast, Noble, OK 73068



City of Moore, OK
990 Southeast 9th Street, Moore, OK 73160



Goldsby
East Chestnut Road, Goldsby, OK 73093



Purcell
Purcell, OK

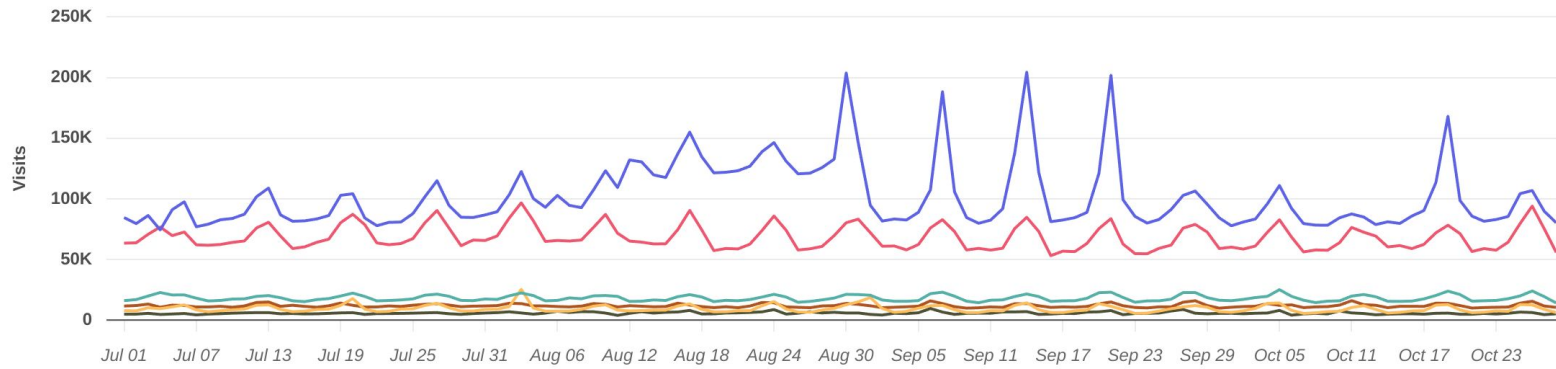
Visits Trend

Jul 1 - Oct 28, 2024

Item 1.

Visits Trend

- **City of Norman, OK**
East Robinson Street, Norman, OK
- **City of Moore, OK**
Southeast 9th Street, Moore, OK
- **Newcastle**
South Meridian Avenue, Newcastle, OK
- **Goldsby**
East Chestnut Road, Goldsby, OK
- **Noble**
48th Avenue Southeast, Noble, OK
- **Purcell**
Purcell, OK



	2021	2022	2023	Last 12 Months
■	34.3M	41.2M	42.8M	41.4M
■	28.1M	27.9M	26.8M	25.2M
■	7.7M	7.2M	7.2M	6.7M
■	3.6M	3.5M	3.4M	3.4M
■	2.6M	2.5M	2.4M	2.2M
■	4.7M	4.5M	4.4M	4.3M

Daily | Visits | Jul 1st, 2024 - Oct 28th, 2024
 Data provided by Placer Labs Inc. (www.placer.ai)

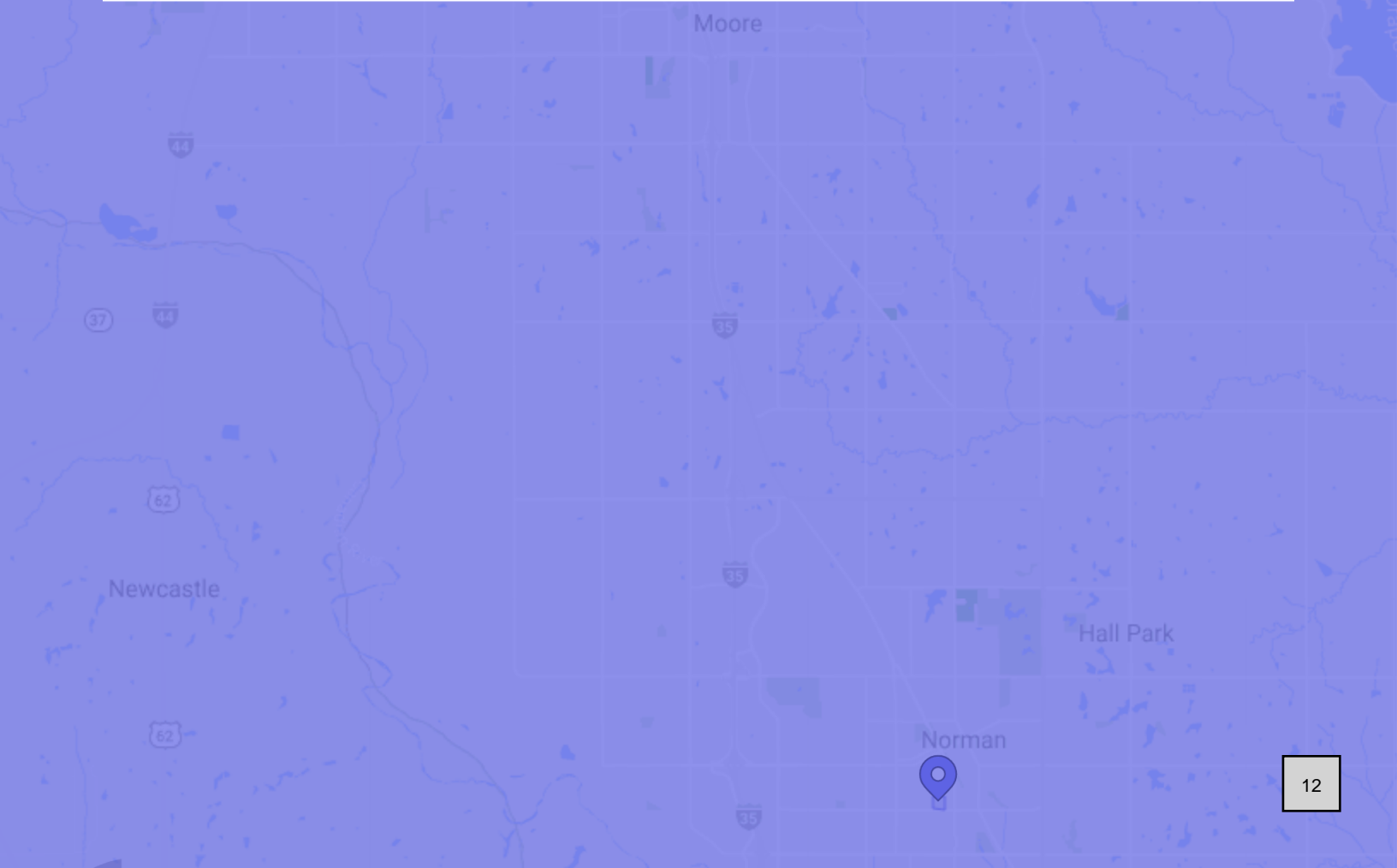


Visits Trend

Jul 1 - Oct 26, 2024

Properties:

- HC** **Historic Campus Corner**
Norman, OK
- OP** **OKC Plaza District**
1734 NW 16th St, Oklahoma City, OK 73106
- MO** **Midtown Oklahoma City**
North Walker Avenue, Oklahoma City, OK 73118
- BN** **Bricktown Neighborhood**
Oklahoma City, OK



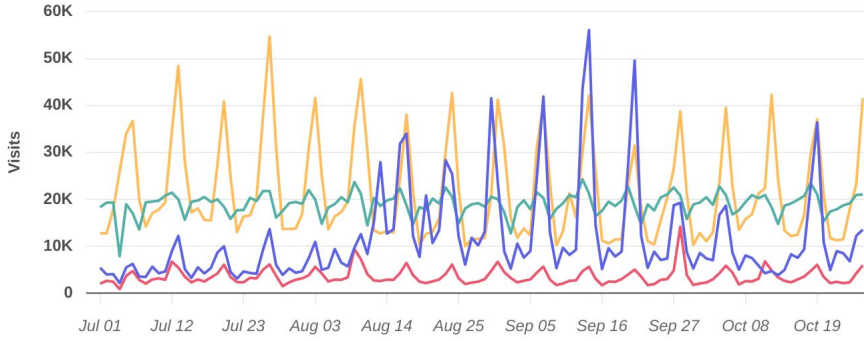
Visits Trend

Jul 1 - Oct 26, 2024

Item 1.

Visits Trend

- Historic Campus Corner**
Norman, OK
- OKC Plaza District**
NW 16th St, Oklahoma City, OK
- Midtown Oklahoma City**
North Walker Avenue, Oklahoma City, OK
- Bricktown Neighborhood**
Oklahoma City, OK



	2021	2022	2023	Last 12 Months
Historic Campus Corner	2.6M	3M	3.3M	3.5M
OKC Plaza District	1.2M	1.3M	1.4M	1.3M
Midtown Oklahoma City	7.3M	7.5M	7.4M	6.9M
Bricktown Neighborhood	7.5M	8.2M	8M	7.8M

Daily | Visits | Jul 1st, 2024 - Oct 26th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Evaluating the Impact of our Event

Event Analyzed: **Tennessee Volunteers** at **Oklahoma Sooners**

Dates Analyzed: September 20th - 22nd, 2024

VISIT
NORMAN


ZARTICO

The Overall Visitor Impact:

- Visitors made up **41.6%** of **devices observed** in the destination during the event weekend
- Visitors were responsible for **34.5%** of **total spend** in Norman
 - **56%** of this spend went to **local businesses**

How Does This Compare to the Performance Year-to-Date?

- Starting on **January 1st, 2024**, visitors:
 - Made up **31.2%** of **devices observed** in the destination
 - Were responsible for **18.1%** of **total spend** in Norman
 - **35%** of this spend went to **local businesses**
- As you can see, there was a **massive spike** in devices observed, total spend, and spend at local businesses during this event.

How Much Did Visitors Contribute To:

- **Restaurants:** 45% of **total spend** for an **average** of \$52
- **Retail:** 22% of total spend for an average of \$68
- **Accommodations:** 94% of total spend for an average of \$167
- **Attractions:** 36% of total spend for an average of \$62

Changes in Visitor Economy Activity:

- There was a 25.6% increase **in the overall visitor spending activity** during the event compared to the same days of the prior four weeks

Changes in Specific Categories:

- There was a 61.4% increase **in restaurant spend** during the event weekend compared to the 4 weeks before the event.
 - **Nightlife** saw an 18.6% increase in spend
 - **Retail** did see a decrease in spend of 41.3%

Visitor Behaviors:

- **63.1% of this visitor spend was on Food** and visitors were **7% more likely to visit Food POIs**.
- Outdoor Recreation also saw a **16% lift in visitation** during this event.

Lodging Performance

Item 1.

All of these KPIs are in the green, what a fantastic performance by the hotels and vacation rentals!

Hotel Avg. Stay Value

\$575

188% | **\$200**
% Change | Previous Year

STVR Avg. Stay Value

\$697

97% | **\$354**
% Change | Previous Year

Hotel Avg. Length of Stay

1.7 days

10% | **1.6 days**
% Change | Previous Year

STVR Avg. Length of Stay

2.7 days

1% | **2.7 days**
% Change | Previous Year

Hotel Occupancy

72%

70% | **42%**
% Change | Previous Year

Hotel ADR

\$323

185% | **\$113**
% Change | Previous Year

Hotel Demand

2.5 K

70% | **1.5 K**
% Change | Previous Year

Hotel RevPAR

\$231

384% | **\$48**
% Change | Previous Year

Key Lodging Takeaways

Item 1.

Hotel Performance:

- With every aspect of lodging being up with a year-over-year comparison, it can be tough to only name a few!
- Some of the most notable metrics with Hotels would be:
 - **Hotel Occupancy** is up from 42% to 72% when compared to the prior year
 - **ADR** saw a massive increase, going from \$113 to \$323
 - The **Average Stay Value** went from \$200 to \$575
 - **Length of Stay** was up 10% compared to last year

STVR Performance:

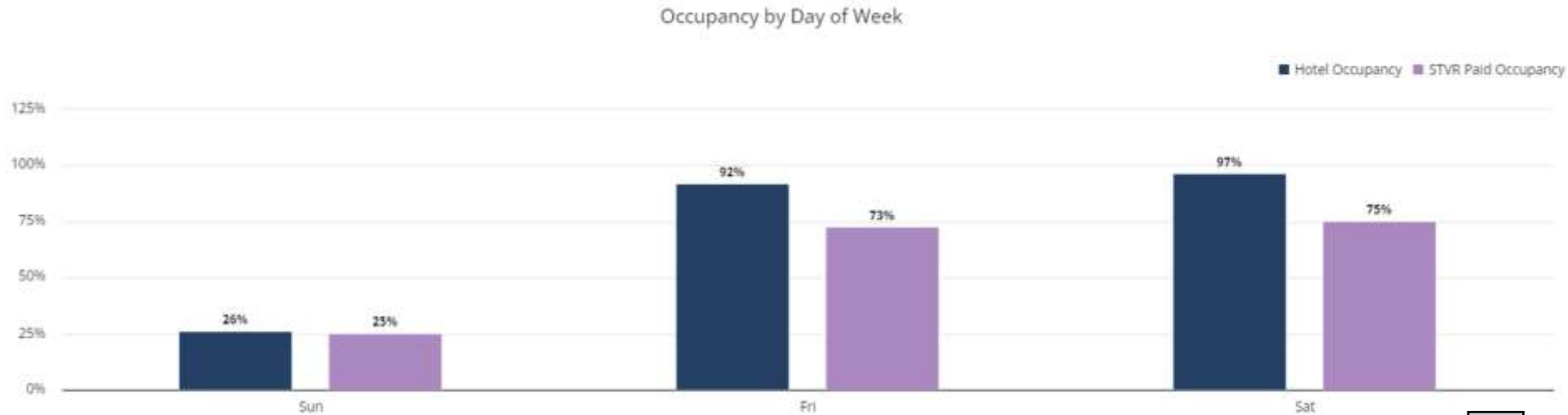
- Looking at only STVRS, we can see that:
 - **Paid Occupancy** is up from 23% to 58% when compared to the prior year
 - **ADR** saw a massive increase, going from \$131 to \$255
 - The **Average Stay Value** was \$697, last year it was \$354
 - **RevPAR** skyrocketed from \$30 to \$147

Occupancy by Day

Item 1.

Occupancy was sky-high on Friday and Saturday with most people checking out on Sunday

(Note that Sunday does show up first here, however it is the last day)



Visitor Movement

Click the image to the right to
access the entire map.

Utilize [this link here](#) to find
best practices on using the
map.



Item 1.

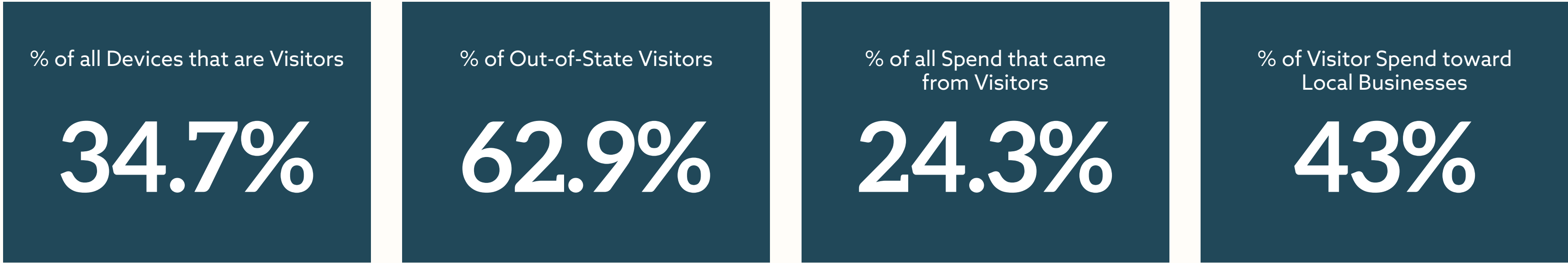
VISIT
NORMAN

BACA REPORT

September 2024

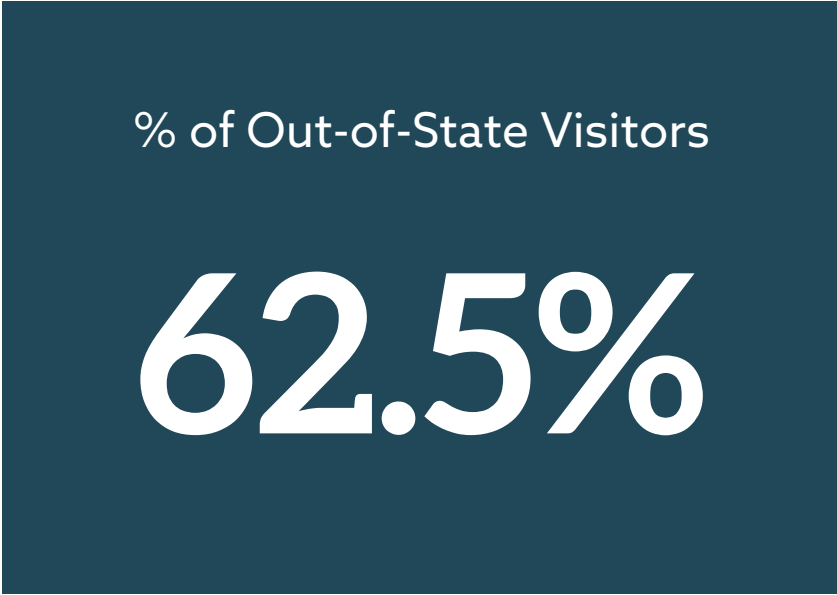
Key Visitor Insights

Visitor makeup in **September 2024**, including the share of total visitation and spending that comes from visitors, and their share of total spending toward local businesses.



Key Visitor Insights

Visitor makeup **year-to-date in 2024**, including the share of total visitation and spending that comes from visitors, and their share of total spending toward local businesses.



How Visitors are Contributing

Visitor impact in **September 2024** in Norman.



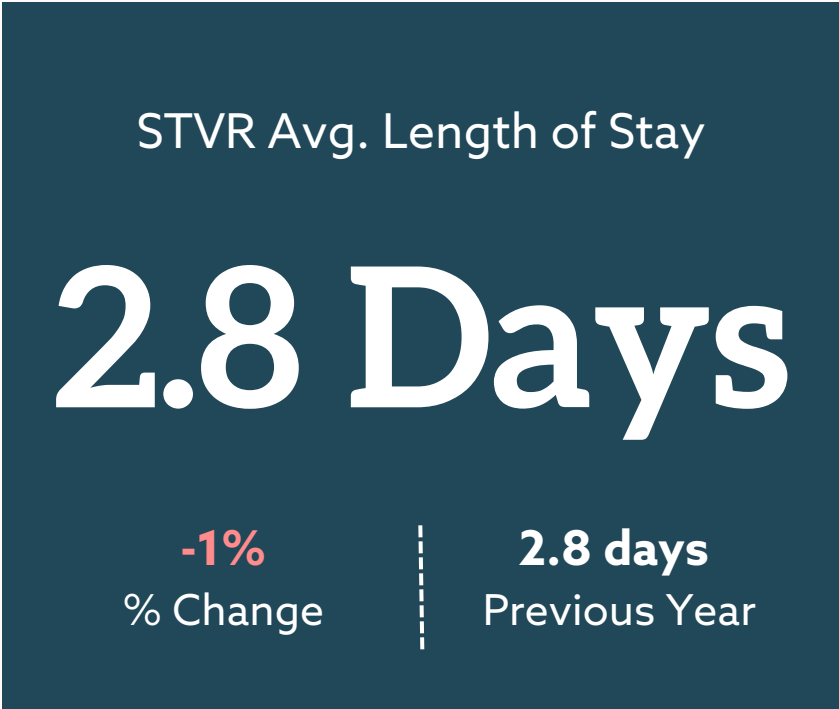
How Visitors are Contributing

Visitor impact **year-to-date in 2024** in Norman.



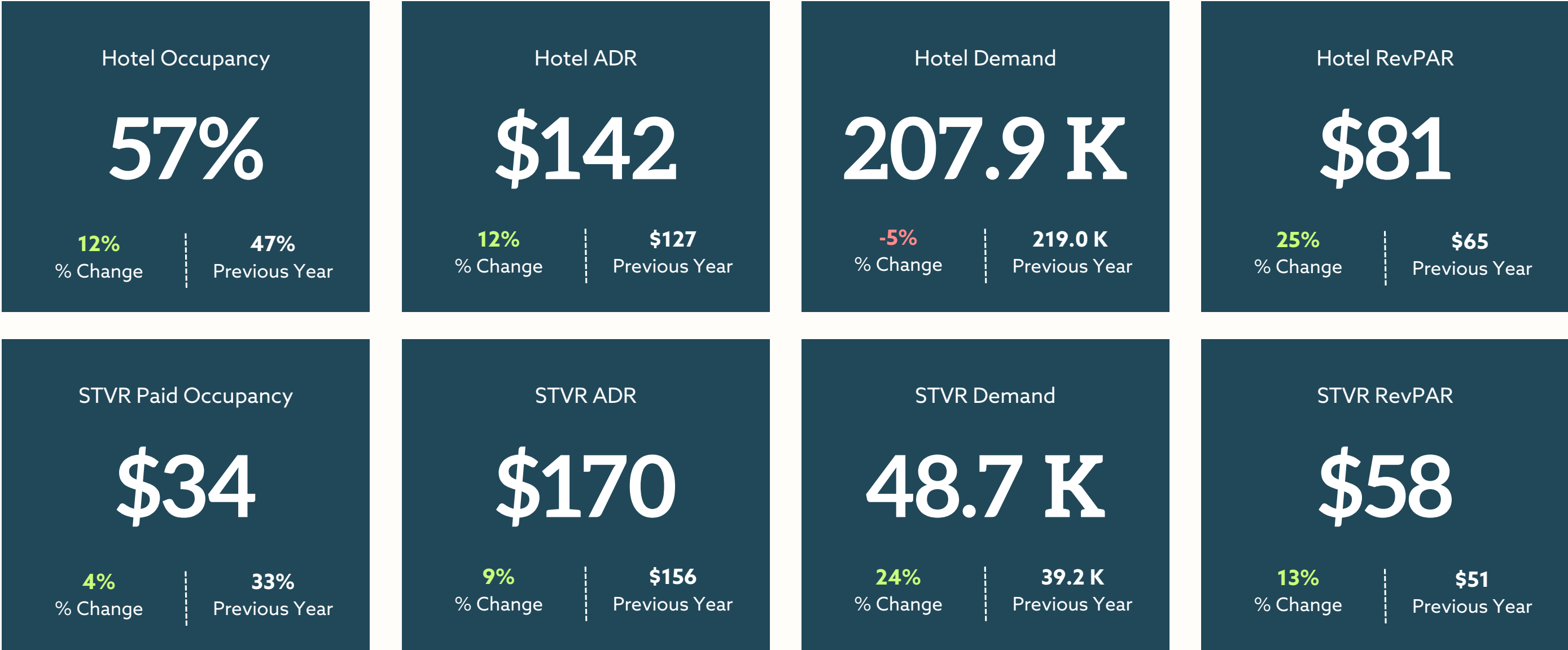
Lodging Insights

Short-term vacation rental and hotel performance for our primary geographic area in **September 2024**.



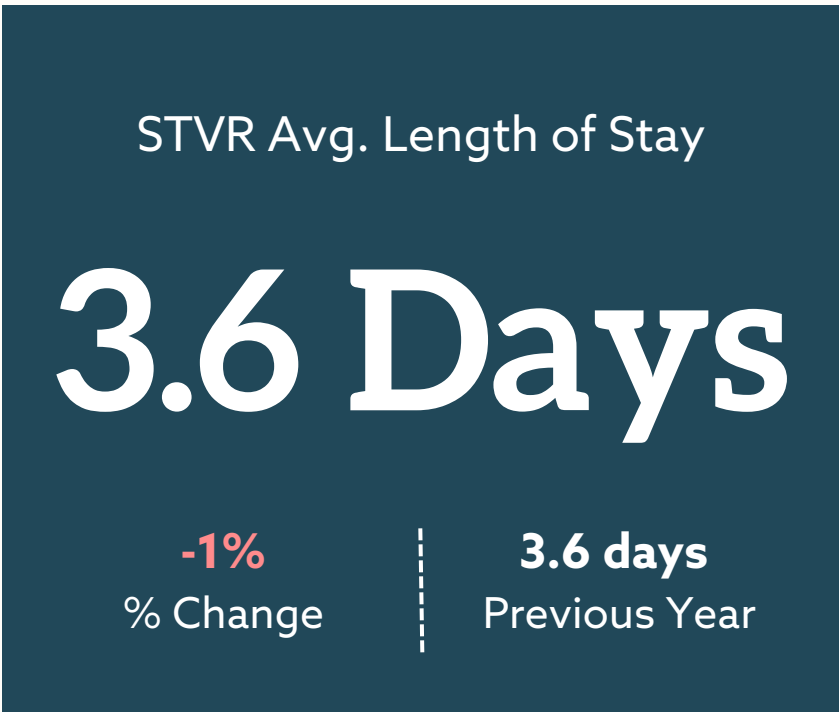
Lodging Insights

Key insights about hotels and short-term vacation rentals in **September 2024**, including observed demand.



Lodging Insights

Year-to-date short-term vacation rental and hotel performance for our primary geographic area.



Lodging Insights

Key insights about hotels and short-term vacation rentals **year-to-date for 2024**, including observed demand.

