

MAPS 4

COLISEUM PROPOSAL: *An Investment For All*

#maps4

The background of the slide features a large, faint, circular seal of the City of Oklahoma. The seal contains the text "SEAL OF THE CITY OF OKLAHOMA" around the perimeter and a central shield with various symbols. The entire background is a solid blue color.

THE BIG HOUSE

WHERE LIFELONG MEMORIES ARE MADE

OKC FAIRGROUNDS OPERATIONS

- 435-acre property owned by City of OKC
- Property managed by Oklahoma State Fair (OSF), Inc., a 501(c)(3)
- OSF pays all operating costs at OKC Fairgrounds with the exception of water and wastewater services
- Operating revenue comes from rental fees, etc.
- OSF's role is to create economic development for City of OKC through tourism

The average life cycle of a public sport/event arena is 30 to 40 years.

Jim Norick Arena is

54 YEARS OLD

and at the end of its usable life.





MEMORANDUM

The City of
Oklahoma City

"The existing Norick Arena (opened in 1964) has been heavily used and is near the end of its serviceable lifespan."

Council Memo
City Manager
Jan 3, 2017

ECONOMIC DEVELOPMENT THROUGH TOURISM

- **2.1 million annual visitors**
- 53% neighbors
- 47% out-of-town guests
- Generates over 170,000 annual hotel rooms



OKC Fairgrounds hosts **2,000 event days** per year.

Total direct spending generated from patrons of the OKC Fairgrounds equals more than **\$13 million** in annual tax revenue.





Oklahoma State Junior High
and High School Wrestling
Championships



Oklahoma State High School
Basketball Championships



Oklahoma Youth Expo



GRADUATIONS

- Capitol Hill High School
- Classen SAS High School
- Northwest Classen High School
- OSU-Oklahoma City
- Piedmont High School
- Santa Fe South High School
- U.S. Grant High School
- Yukon High School

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OKC Fairgrounds Total Direct Annual Spending

\$326,892,000

Three-year average for 2015, 2016 and 2017



PROPOSED OKC FAIRGROUNDS COLISEUM

4,720 fixed seats

2,600 retractable seats

7,320 total seats

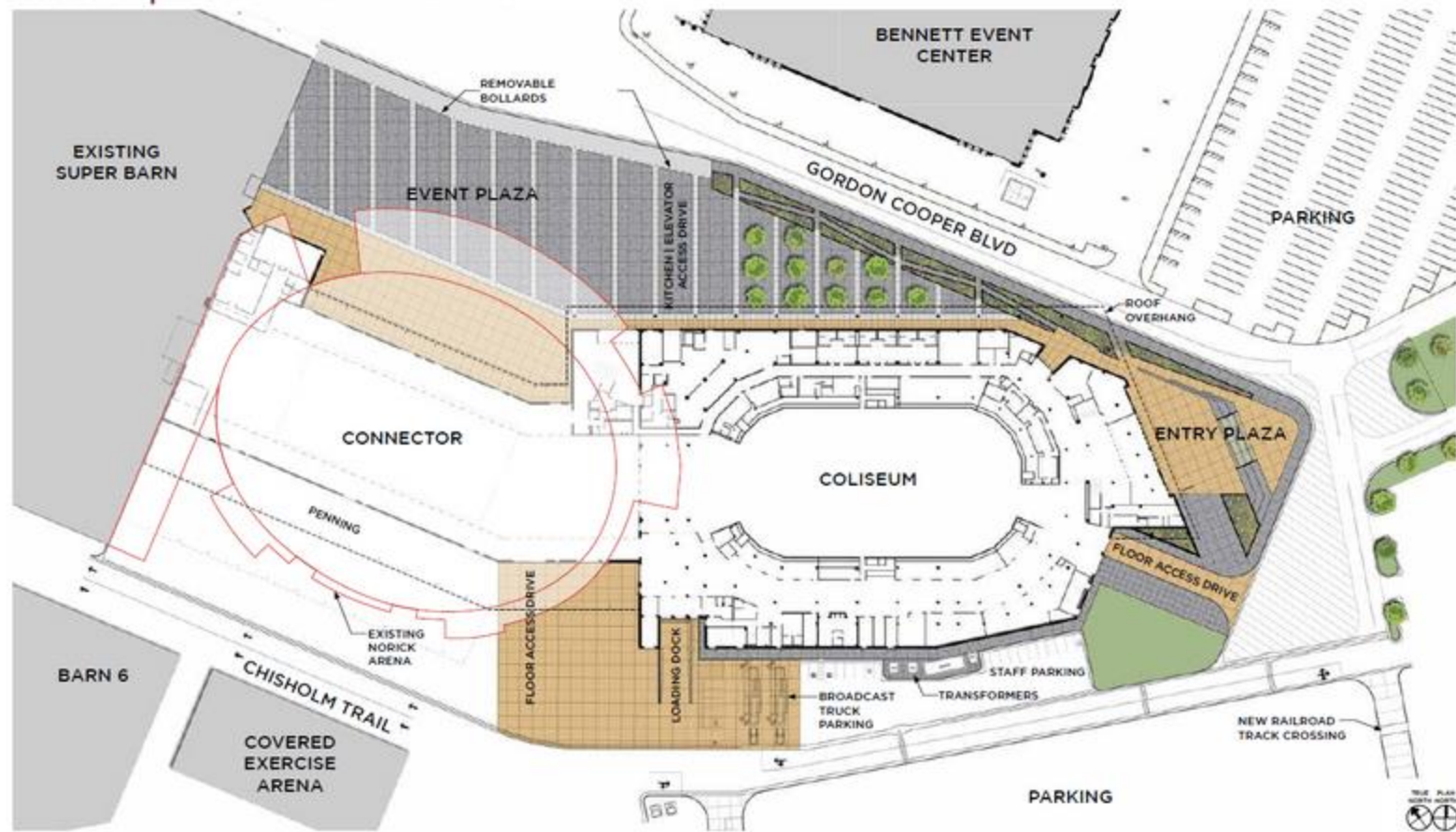
First-class patron amenities

Modern, wide concourse



- Consultant/architect hired in 2017
- Preliminary design report with \$95M base-cost estimate
- Proposed site adjacent to existing Norick Arena (no disruption to events)
- \$230M annual direct spending
- \$400M annual total economic impact

SITE PLAN | COLISEUM & CONNECTOR



NEW OKC FAIRGROUNDS COLISEUM | PRELIMINARY DESIGN REPORT

POPULOUS ADG 26



Competitors are investing, too!

Fort Worth, TX

New \$540 million arena

Dallas, TX

Masterplan study for potential \$150-200 million Fair Park renovation

Tulsa, OK

\$90 million in fairgrounds improvements

Other Key Competitors

- **Albuquerque, NM**
- **Denver, CO**
- **Louisville, KY**



WHAT WILL HAPPEN WITHOUT A NEW COLISEUM?

Long-term OKC Fairgrounds contracts leave OKC.

Hotels experience huge vacancies.

Retail and restaurant sales drop.

**Bad For Local Businesses & Much-
Needed Sales Tax Revenue**

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QUESTIONS?

THANK YOU.