

# NORMAN

## *Oklahoma*



Downtown Norman

*Oklahoma's Best Place to Live*

- Movoto Real Estate, 2014

*America's Third Least Expensive City To Live In*

- Cost of Living Index, 2013

# Norman

*is a special place*

With a rich history beginning in 1889, Norman is home to the state's premier research university, the University of Oklahoma, and is a part of the dynamic Oklahoma City metropolitan area with over one million residents. Norman was recently recognized nationally by MONEY magazine as America's #6 best mid-size city to live in.

The Norman community takes excellent care of our citizens. With agencies such as Food and Shelter for Friends, the Center for Children and Families, Health for Friends and other United Way programs, we are able to extend a hand to those in need.

Norman is always improving, expanding and changing. Norman Regional, a premier municipal hospital, has built a new campus offering the very best in health care. We have a wonderful public school system that consistently scores above state averages in every sector of testing. Moore Norman Technology Center is another feature of our community to brag about. MNTC has earned the Oklahoma Association of Technology Center's Gold Star School Award ten times, most recently during the 2012-2013 school year.

Our community offers job opportunities in a wide range of companies such as Astellas Pharma, Hitachi, Johnson Controls, National Oceanic and Atmospheric Administration (NOAA), Sitel, OfficeMax, RiskMetrics Group, Weathernews and Chickasaw Nation Industries.

Norman is a diverse community with a rich history. We love calling Norman home, and I think you will too. Come see our city with its small town feel and big city arts and amenities!

Sincerely,



Cindy Rosenthal - Mayor



*One visit and you'll know  
why we call Norman home.*



# Population

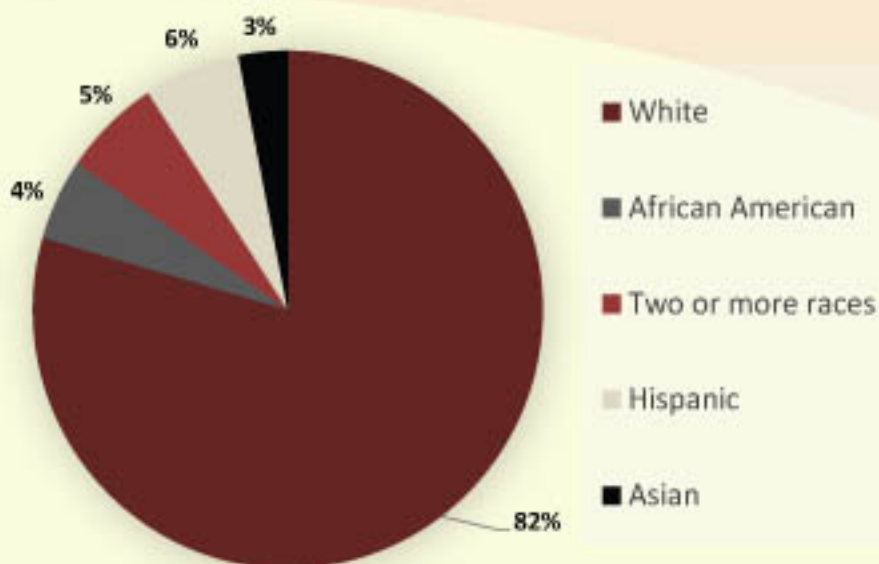


Campus Corner

Norman median resident age: **29.4 years**  
Oklahoma median resident age: 36.3 years

Norman cost of living index is 83.8%, which is  
**16.2% below** the national average

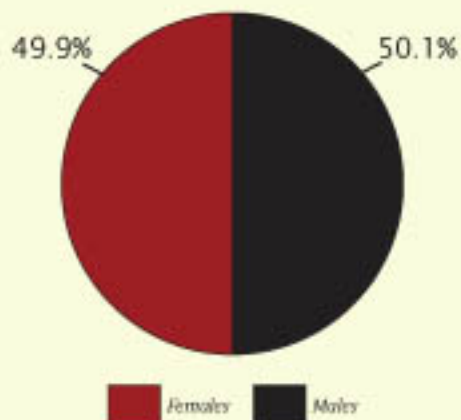
## Population by Race



Norman Population:  
**116,151**

Population Growth  
since 2000: **+17.5%**

## Population by Gender



Embassy Suites Hotel and Convention Center

# Transportation

## Location

Conveniently located on I-35, Norman provides easy access to markets across the nation. Only 20 miles south of I-40 and 30 miles south of I-44, Norman sits in the middle of America, a perfect location for all businesses. Norman is located in the Central Standard Time Zone in the United States.

## Norman Facts

County: Cleveland

Nearest major city: Oklahoma City, 17 miles

City size in square miles: 96.5

Elevation: 1,170 ft.

## Norman Traffic Counts

Tecumseh & I-35	14,029 AVPD
Robinson & 36th Ave. NW	23,040 AVPD
Robinson & I-35	30,561 AVPD
Main & 36th Ave. NW	21,097 AVPD
Porter & Alameda	14,111 AVPD
Alameda & 12th Ave. E	28,962 AVPD
Lindsey & I-35	23,037 AVPD

\*AVPD (Average Vehicles Per Day)

## Distances to Major Cities

Dallas	189 miles
Little Rock	344 miles
Kansas City	367 miles
Houston	516 miles
St. Louis	516 miles
Albuquerque	562 miles
Denver	694 miles
Chicago	811 miles

## Will Rogers World Airport, Oklahoma City

Distance from Norman: 20 miles

Major airlines include: American, American Eagle, Continental, Delta, Frontier, Northwest, Southwest and United Express.

Major freight carrier services include: Airborne Express, BAX Global, Evergreen Eagle, FedEx, Integrated Airline Services, UPS, and the U.S. Postal Service.

## Max Westheimer Airport, Norman

Located in the University of Oklahoma Research Park, Max Westheimer Airport serves both business executives and recreational pilots. With runway lengths of 5,200 feet north/south and 4,750 feet northeast/southwest the airport has medium intensity runway and approach lights with Visual Approach Slope Indicators serving executive jet aircraft. The control tower operates seven days a week from 8 a.m. to 10 p.m. AV Gas and Jet A are available from 6 a.m. to 10 p.m. FBO is provided by Cruise Aviation Association Inc., which sells fuel and performs aircraft repair. A flight school is provided through the University of Oklahoma Aviation Division.

## Public Transportation

The Cleveland Area Rapid Transit (CART) Service provides a comprehensive public transportation system around the Norman area and links to Oklahoma City.

Greyhound Lines Inc. provides service in Norman. The Port of Catoosa is the nearest river port, approximately 100 miles away.

## Railroad

Norman's train station, located right off Main Street, has daily stops on the AMTRAK Heartland Flyer line between Oklahoma City and Fort Worth, Texas. Norman is also on the main line of the Santa Fe/Burlington Northern Railroad.

# Business Incentives and Taxes



Cleveland County Court House

## *The Oklahoma Quality Jobs Program*

This incentive program provides quarterly cash payments of up to 5% of newly created gross taxable payroll to a qualifying company. A fully executed contract with the Oklahoma Department of Commerce must be in place before any new direct job's salaries are included in the new taxable payroll. Payments are made quarterly for three years and if thresholds are achieved, they may extend for an additional seven years.

## *Employee Training for Industry*

The Oklahoma Department of Career and Technology Education (Career Tech) assists qualifying businesses by paying for training for employees in newly created jobs. Training can be done at one of 56 Technology Centers, including Moore Norman Technology Center ([www.mntechology.com](http://www.mntechology.com)) here in Norman, or at the company's facility. Training agreements include instructor costs. Program services are determined by the number of new jobs created in targeted industries, wage rates, and benefits provided.

## *Small Employer Quality Jobs*

This program provides annual cash payments to a qualifying company. The payments may reach as much as 5% of new taxable payroll and last for up to seven years.

## *Ad Valorem Tax Exemptions*

Several companies may be eligible for ad valorem exemptions for up to five years, including: new and expanding qualifying manufacturers, research and development companies, certain computer services and data processing companies with significant out-of-state sales and aircraft repair and distribution companies.

## *Exempt Inventory*

Oklahoma's Freeport Law exempts from taxation any goods, wares, and merchandise which come from outside the state and leave the state within nine months where such goods, wares, and merchandise are held for assembly, storage, manufacturing, processing or fabricating purposes within the state.

## *21st Century Quality Jobs*

The intended purpose of the program is to promote impactful high wage jobs without competing with existing incentives. To help accomplish this, an enhanced list of qualifying industries beyond just those eligible for the Quality Jobs Program has been added. Qualifying companies may be eligible for up to twice the Net Benefit rate of the Quality Jobs program, or 10% of the taxable payroll of these new jobs, to be paid on a quarterly basis. The program lasts for up to 10 years.

\* For a complete list of Oklahoma business incentives, visit [www.okcommerce.gov](http://www.okcommerce.gov).

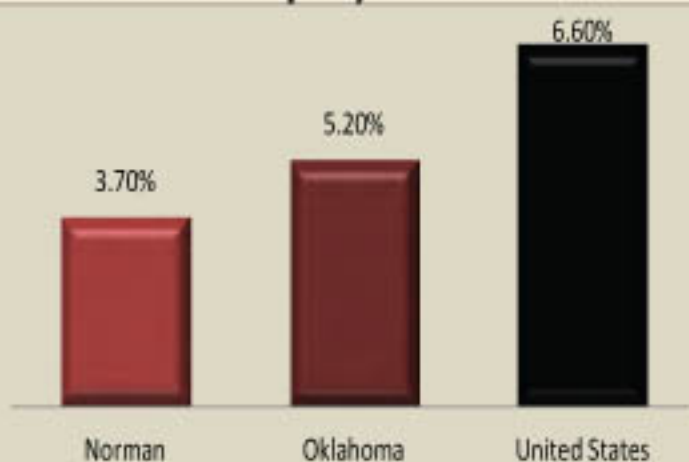
Income Tax	
Personal Income Tax:	5.5% max
Corporate Tax Rate:	6.0% max
Property Tax (Ad Valorem)	
City:	\$ 13.74
County:	\$ 23.07
Public Schools:	\$ 67.05
Technology Schools:	\$ 14.38
<b>Total:</b>	<b>\$118.24</b>
*Valuation is 12% of Fair Market Value per thousand of assessed value	
Sales Tax	
State of Oklahoma:	4.5%
City of Norman:	3.75%

## Major Employers

The University of Oklahoma:	12,266
Norman Regional Hospital:	2,874
Norman Public Schools:	1,951
Johnson Controls:	1,200
Riverwind Casinos:	963
Walmart Supercenters:	950
City of Norman:	829
Hitachi:	440
SYSCO Foods:	420
National Oceanic & Atmospheric Administration (NOAA):	400
Super Target:	380
Oklahoma Veterans Center:	356
U.S. Postal Service - NCED:	350
SITEL:	300
Moore-Norman Technology Center	233
AT&T:	225
Astellas Technologies:	180
MSCI:	169
OfficeMax:	140
Chickasaw Nation Industries:	130
Power Cost, Inc.:	130

\*Please note that employee numbers are subject to change.

## 2013 Unemployment Rates



## Median Wage

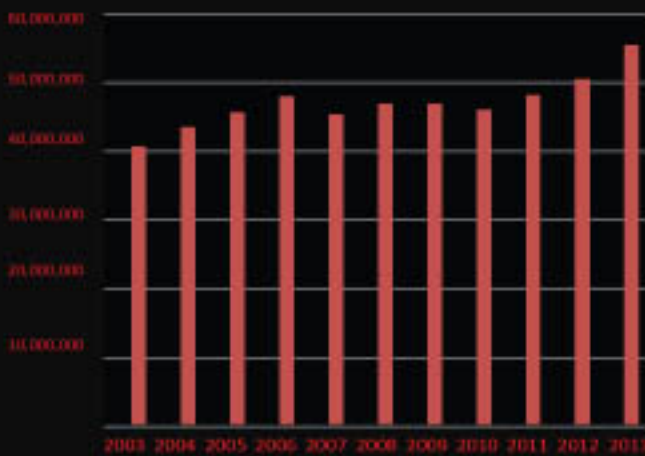
Management:	\$34.83
Business & Financial:	\$23.22
Education, Training & Library:	\$18.29
Art, Design, Entertainment, Sports & Media:	\$16.12
Health Care Practitioners & Technical:	\$24.53
Health Care Support:	\$11.38
Food Preparations and Serving-related: Building and Grounds Cleaning & Maintenance:	\$ 8.77
Protective Service:	\$ 9.80
Sales & Related:	\$17.07
Offical & Administrative Support:	\$10.03
Construction & Extraction:	\$12.78
Installation, Maintenance, & Repair:	\$16.76
Production:	\$17.98
Transportation:	\$13.44
Personal Care & Service:	\$11.08
Farming, Fishing, & Forestry:	\$ 8.72
Computer & Mathematical:	\$ 8.66
Architecture & Engineering:	\$24.37
Life, Physical, & Social Science:	\$29.88
Community & Social Services:	\$18.65
	\$19.74

## Emerging Employers

StoneHouse Marketing:	98
Weather Decision Technology:	91
AGIO:	57
Atmospheric Technology Services company:	55
Weathernews:	52
Albon Manufacturing:	40
Health Engineering Systems:	35
Immuno-Mycologies:	33
SouthWest Nano Technologies:	26

# Income and Shopping

## Retail Sales Growth History (SIC Collections)



## Sooner Mall

With 70 boutiques, three large department stores, a food court and children's play station, Sooner Mall has something for the whole family. Conveniently located on Main Street off I-35, this mall provides easy access to exciting shopping, dining and entertainment. Anchor stores include Aeropostale, American Eagle, Dillard's, Eddie Bauer, Express, Gap, JC Penny, Old Navy, Sears and many more.

## Campus Corner

Just across the street from the University of Oklahoma, Campus Corner offers unique shopping, delicious restaurants, stylish salons and classic pubs. With everything from trendy shops like Shoetopia and Blush to unique dining experiences like Caribbean Cuisine and Victoria's Pasta Shop, Campus Corner provides the perfect atmosphere for every occasion.

## Parkway Plaza

Commonly referred to as 'Restaurant Row,' Parkway Plaza boasts countless shops, restaurants and other specialty stores. Featuring well-known favorites such as BJ's, Charleston's and Interurban, Parkway Plaza runs along Ed Noble Parkway from Lindsey to Main Street. After eating stop by one of the many large retail chains such as Toys R Us, Bed Bath & Beyond, and Barnes and Noble.

## University Town Center

Located north of Robinson Street just off I-35, University Town Center brings Oklahoma the finest in open-air shopping, including Target, Kohls, PetCo and many more. With Phase I completed already, this center has future plans of a movie theatre, eight-acre park and two more hotels as well as expanding the selection of department stores. Upon completion University Town Center will be more than 2 million square feet.

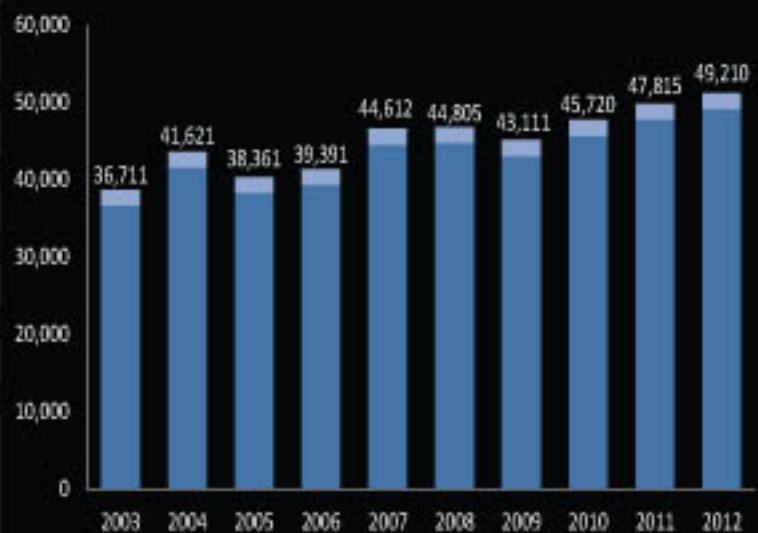
## Historic Downtown Norman

A unique mixture of antique shops, coffee bars, art galleries and restaurants, downtown Norman provides the classic downtown feel with an artsy edge.

## Brookhaven Village

Located at 36th NW and Robinson, Brookhaven Village features boutiques such as Chico's, Jos. A. Bank, Talbots and J. Spencer. After a long day of shopping, stop by Pub W or Louie's to watch the game.

## Median Income per Household





# Housing

## Housing Quick Facts

Average Sales Price: \$185,318

Average Days on Market: 74



## Housing Cost

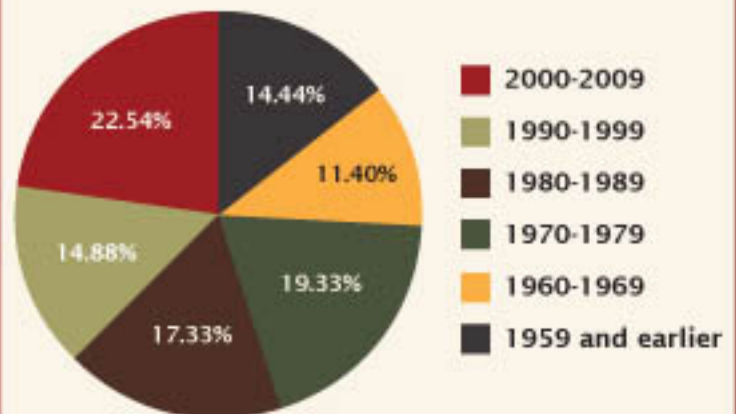
Median Real Estate Tax: \$1,996

Median Year Structure was Built: 1981

Single Family Housing Units: 49,866

Median Rent: \$761

## Construction Age



Year	# of Permits	Commercial Value	Residential Value	Total Construction Value
2003	1296	\$ 42,341,237	\$ 103,486,420	\$ 145,827,657
2004	1606	\$ 54,583,537	\$ 171,409,339	\$ 225,992,876
2005	1508	\$ 49,561,566	\$ 156,204,279	\$ 205,765,845
2006	1379	\$ 46,146,469	\$ 117,824,296	\$ 163,970,792
2007	1244	\$ 221,652,412	\$ 92,393,692	\$ 314,046,104
2008	1395	\$ 72,957,512	\$ 104,068,686	\$ 177,026,199
2009	1100	\$ 116,968,254	\$ 92,393,692	\$ 191,536,967
2010	1222	\$ 73,709,847	\$ 174,568,713	\$ 166,617,474
2011	1338	\$ 117,062,375	\$ 80,104,665	\$ 197,167,040
2012	1776	\$ 85,513,383	\$ 127,466,768	\$ 212,980,151
2013	2754	\$ 84,543,886	\$ 132,909,593	\$ 217,453,449

# Education

## University of Oklahoma

Known as a major national research university, the University of Oklahoma serves the educational, cultural and economic needs of Norman, the state, region and nation. Created by the Oklahoma Territorial Legislature in 1890, OU has 20 colleges offering 158 majors at the baccalaureate level, 166 majors at the master's level, 81 majors at the doctoral level, 8 majors at the first professional level and 5 graduate certificates. OU's enrollment is more than 30,000 students and the university has more National Merit Scholars per capita than any other public university in America. Ranked in the top 10 universities in the nation by The Princeton Review, OU has produced 27 Rhodes Scholars and 28 Goldwater Scholarship recipients for math and science.

## Moore Norman Technology Center

With a reputation for excellence, MNTC is viewed as one of the nation's premier educational and training institutions. Accredited by the North Central Association Commission on Accreditation and School Improvement, MNTC provides high school and adult students a quality and affordable career through a technical education. Moore Norman Technology Center also provides professional assistance to businesses in order to help them achieve their business goals.

## University of Phoenix

Targeted towards working adults, the University of Phoenix offers the flexibility of obtaining a bachelor's or master's degree while working full time. With a complete online program, students can earn their bachelor's degree in eight different programs or their master's degree in seven specialized areas.

## Norman Public Schools (NPS)

Recognized at the state and national level for exceptional teachers and instruction programs, NPS had seven National Merit Finalists in the 2012-2013 school year.

Students from NPS continually succeed in athletics, drama, competitive speech and debate, poetry, writing, studio art, band, orchestra and student newspaper. In fact NEWSWEEK Magazine listed Norman North High School and Norman High School in the top 5% of high schools in the nation.

In 2013, Norman North and Norman High scored 3.3 points higher than the national average on the ACT test.

## District Enrollment

Elementary	7,757
Middle School	3,453
High School	4,391
<b>Total Students</b>	<b>15,601</b>

## Other Higher Education Institutions

### Four-Year Institutions

East Central University  
Langston University  
Mid-America Christian University  
Oklahoma Baptist University  
Oklahoma Christian University  
Oklahoma City University  
Oklahoma State University at OKC  
Southern Nazarene University  
St. Gregory's University  
University of Science & Arts of Oklahoma  
The University of Central Oklahoma

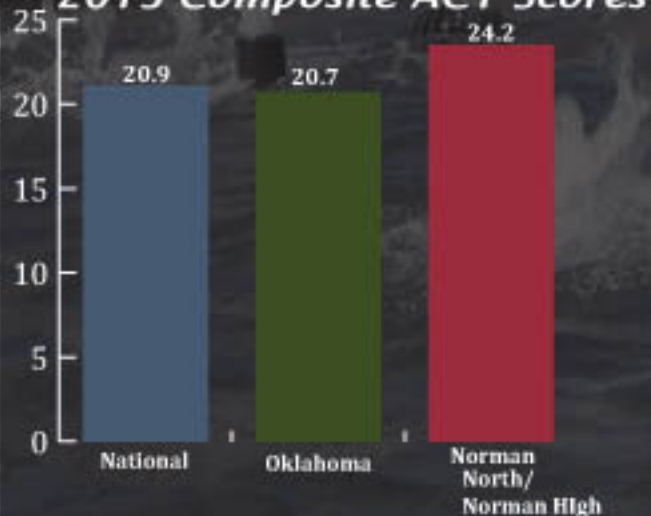
### Two-Year Institutions

Hillsdale Freewill Baptist College  
Oklahoma City Community College  
Rose State College

### Career/Technical Colleges Oklahoma City Area

ATI Career Training Center  
DeVry University  
Heritage Institute  
ITT Technical Institute  
Keller Graduate School of Management  
TechSkills  
Vatterott College  
Wright Business School

## 2013 Composite ACT Scores



# Business Resources

## Electricity

Oklahoma Gas & Electric Company  
Oklahoma Electric Cooperative

## Gas

Oklahoma Natural Gas

## Water

Supplier: City of Norman  
Source: Lake Thunderbird/Wells  
System Capacity: 23,500,000 GPD  
Daily Production: Max: 24,822,000 GPD  
Min: 6,954,000 GPD

## Sewer

Sewer Treatment Authority: City of Norman  
Sewage Capacity: 12,000,000 GPD

## Telecommunications

AT&T  
Cox Communications

## Telecommunications Services Available

Digital Services  
Fiber Optics  
Point of Presence

## Important Websites

City of Norman: [www.cityofnorman.com](http://www.cityofnorman.com)  
Moore Norman Technology Center: [www.mntechology.com](http://www.mntechology.com)  
**NEDC - [www.nedcok.com](http://www.nedcok.com)**  
Norman Chamber of Commerce: [www.normanchamber.com](http://www.normanchamber.com)  
Norman Convention and Visitors Bureau: [www.visitnorman.com](http://www.visitnorman.com)  
Norman Public Schools: [www.norman.k12.ok.us](http://www.norman.k12.ok.us)  
Oklahoma Department of Commerce: [www.okcommerce.gov](http://www.okcommerce.gov)  
Oklahoma Employment Security Commission: [www.oesc.ok.gov](http://www.oesc.ok.gov)  
University of Oklahoma: [www.ou.edu](http://www.ou.edu)

## Business Assistance

### Norman Economic Development Coalition

Don Wood, CEED *Executive Director*  
710 Asp Avenue, Suite 100  
Norman, OK 73069-4916  
Phone: (405)573-1900  
Fax: (405)573-1999



Lake Thunderbird State Park



Moore Norman Technology Center

## Norman Regional Health System

Providing quality and compassionate health care services and education, the Norman Regional Health System (NRHS) serves the regional Norman community extending throughout south central Oklahoma. With over 2,700 employees and 356 active-staff physicians, NRHS provides outpatient diagnostic centers, medical transport services, physician services, community wellness and employer health services.

## Griffin Memorial Hospital

An adult inpatient psychiatric teaching hospital offering comprehensive services for mental health clients. The Griffin Memorial Hospital offers its patients psychiatric and psychological evaluation, psychotherapy, activities therapy, chemotherapy, and psychiatric rehabilitation.

## Senior Care

Norman features a vast array of services available for our senior adults, including nursing homes and senior assisted living.

## Oklahoma Veterans Center Norman Division

Offering long-term, skilled and non-skilled nursing care to eligible Oklahoma veterans, the Oklahoma Veterans Center in Norman features a state-of-the-art, 301-bed complex.

## J.D. McCarty Center for Children with Developmental Disabilities

A rehabilitation hospital where Oklahoma's children with development disabilities learn to move, act, play, think and communicate better and where parents find relief from overwhelming responsibilities. Both inpatient and outpatient care are available.

## Norman Specialty Hospital

A Long-term Acute Care Hospital (LTACH) that specializes in treating patients with serious and often complex medical conditions requiring a longer length of stay, Norman Specialty Hospital focuses on building strength, improving mobility and increasing independence.



# Quality of Life

## Parks & Recreation

The Parks & Recreation department features a full schedule of programs. Norman has over 55 parks, including a championship golf course, municipal swimming pool complex with a water slide, hiking trails, Frisbee golf course, fishing, tennis courts, playgrounds, open and covered picnic areas and indoor recreation centers. The recreation programs include sports leagues and clinics, dance and exercise classes and a senior citizens' center. The Griffin Park Sports Complex encompasses 16 soccer fields, 14 baseball/softball fields and four football fields. Norman also features a full service YMCA with an indoor pool and track.

## Recreational Facilities

Parks & Playgrounds: 117  
Miles of walking trails: 13.48  
Miles of bicycle routes: 110.12  
Golf Courses: 6  
Swimming Pools: 4  
Private Health & Fitness Centers: 13  
Public Recreation Centers: 3

## Golf

Norman boasts two 18-hole public golf courses: City of Norman Westwood Golf Course and Jimmie Austin University of Oklahoma Golf Course, in addition to two 18-hole private course: The Trails and Belmar Golf Club. Norman also has a nine-hole par three course at Cobblestone Creek Golf Club.

## Sporting Events

Home to the University of Oklahoma Sooners, Norman sports are always in season. Consistently appearing among top ranked teams, OU football, baseball, softball, soccer, wrestling, basketball, golf and gymnastics means there is an event for every sport lover.

## Churches

There are 95 churches representing 44 different denominations in the Norman community.

## Hotels/Motels

Norman offers six bed-and-breakfasts and 23 hotels and motels offering a wide variety of accommodations.

## Climate Seasonal Averages

Winter (Dec.- Feb.)	42.0
Spring (March-May)	57.0°
Summer (June-Aug.)	80.0°
Fall (Sept.-Nov.)	62.0°
Avg. Annual Rainfall	48"
Avg. Annual Snowfall	9"
Avg. Relative Humidity	67%
Prevailing Wind Direction	South

## Norman Public Library

The Norman Public Library has over 2,000 iPhone and iPod compatible books available. The Norman branch is the headquarters of the Pioneer Library System, serving nine communities in central Oklahoma.

## Lake Thunderbird State Park

Just a couple miles down Highway 9, Lake Thunderbird provides outdoor enthusiasts with a 6,000-acre lake perfect for wake boarding, picnics, barbecues or just a relaxing day on the water. Complete with R.V. hook-ups, camping facilities and two full size marinas, Lake Thunderbird has everything for the perfect outdoor adventure.

## Dining Out

Norman has a wide variety of restaurants that will appeal to anyone's tastes. Cuisines represented in over 260 restaurants and cafeterias include barbecue, Asian (Chinese, Indian, Japanese, Thai), Greek, Italian, Mexican, seafood, and natural foods.

## Crime Rate

Norman crime rate per 1,000 population: 38.3%  
Norman police officers per 1,000 population: 1.51  
Total Norman police officers: 169  
Norman firefighters per 1,000 population: 1.31  
Total Norman firefighters: 148

# Arts & Entertainment

## Cleveland County Historical Museum

An excellent example of traditional Victorian architecture, the Historical House showcases a collection of manuscripts, letters, diaries and photographs pertaining to early Norman and Oklahoma.

## The Crucible Foundry

With a wide range of talents and specialties, the Foundry specializes in bronze sculptures and monumental pieces. The Crucible employs the largest kiln west of the Mississippi to create their unique masterpieces of up to 900 pounds.

## Firehouse Art Center

Founded in 1971 by three local artists, the Firehouse Art Center fosters appreciation, enjoyment and development of art. Focused exclusively on visual arts, the Center provides the community with studio classes, workshops, special programs and exhibitions.

## The Jacobson House Native American Art Center

Bringing in art exhibits, cultural activities, lectures, workshops and educational events to the public. The Jacobson house stands as a living symbol of the recognition of Native American art as the medium speaking to every person.

## The Norman Depot

Hosting various Norman events, the Norman train station serves as a reminder of the origin of many Oklahoma towns. The restored depot serves as a station for the Heartland Flyer.



Fred Jones Jr. Museum of Art

## Sam Noble Museum of Natural History

On the University of Oklahoma campus, the Sam Noble Museum of Natural History brings in approximately 150,000 visitors a year to enjoy the constantly evolving selection of art and exhibits. With curators actively involved in field research around the world, the museum provides a great experience for children and families of all ages.



Sam Noble Museum of Natural History

## Fred Jones Jr. Museum of Art

Described as one of the finest university art museums in the country, this museum holds the most important collection of French Impressionism ever given to an American public university. The museum also holds large collections of East Asian and Native American art including artists such as Stuart Davis, Georgia O'Keeffe and Edward Hopper.

## Sooner Theatre

Originally created for "talking pictures", the theatre opened in 1929 as the first movie theatre in the region. In 1982 the theatre reopened her doors as a community performing art center and now hosts concerts, movies, theatrical shows and more.

## Rupel J. Jones Theatre

A 600-seat theatre featuring productions by the University of Oklahoma School of Drama, School of Dance, Musical Theater Program and OU Summer Stage Lab Theater.



Produced by the  
**Norman Economic Development Coalition**

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*The Norman Economic Development Coalition is a joint venture of the University of Oklahoma, the City of Norman, Moore Norman Technology Center and the Sooner Centurions, a committee of the Norman Chamber of Commerce.*