

At the request of Norman City Council members, City of Norman staff has worked to list – and/or consolidate as needed – questions posed at the first Public Hearing of the Proposed Entertainment District in Norman on 9/3/24. Below is relevant information. A link to the live-streamed meeting of 9/3/24 can be found here: <https://www.youtube.com/watch?v=hivb4alM33M&t=5421s>

EDITOR'S NOTE: In collecting and categorizing questions to be responded to, the City reached out to or obtained sufficient materials from partner agencies – as categorized below – to answer questions relevant to their agencies. The City of Norman does not desire to speak on behalf of other agencies.

UTILITIES-RELATED QUESTIONS

- Will the current water supply be sufficient for the new development, if it comes to be?
Yes.
- What are current OU water rates and will they need to be increased to help fund this development or for related expansions in this development?
Currently, the University of Oklahoma (OU), the Norman Water Utility's largest customer, pays 90% of the voter-approved monthly commercial water rate for each of their water service locations, summarized as: \$5.40 Base Fee, plus \$3.78 per thousand gallons of metered consumption. Bulk meters are used on the OU campus to cater to student populations; it is foreseen that developments within University North Park will pay full water, sewer and trash routes per tenant on smaller meters. For this reason, and per the City of Norman Department of Finance, an adjustment to the OU water rates due to the proposed development would not be needed. Additionally, it has not been determined what – if any – of the proposed properties in the Rock Creek TIF District area would be owned by OU (as opposed to tenants of a proposed third-party property owner subsidiary to the OU Foundation). Any future Norman Water Utility rate adjustment proposals would be based on system-wide needs, not on any individual development.
- Can the current wastewater facility handle the capacity that will be generated as a result of the Entertainment District Development?
Yes.
- What stormwater mitigation plans as part of the development of this project?
Stormwater runoff will be managed by a combination of storm sewer, detention ponds, and Low Impact Development (LID) systems. Two (2) new surface retention ponds and 1 underground detention system will be constructed east of the I-35 frontage road in accordance with City standards. An existing detention pond north of Corporate Centre Drive will also be utilized. Bioswales, open spaces, and other LID systems will be constructed throughout the development.

FINANCE & CITY SERVICES-RELATED QUESTIONS

- Will there be a need for additional public safety requirements as a result of this development and how might current MOUs be modified to meet these requirements?
The proposed arena and parking garage will be on property owned by a Cleveland County Trust. Thus, the Cleveland County Sheriff's Department will have primary jurisdiction. The need for additional public safety services provided by the City will be evaluated as the district comes on-line and in accordance with major events or attractions that may call for increased volume of such services; MOUs will be amended as a result of findings. Additionally, a City of Norman Public Safety Study – meant to identify needs and create efficiencies for public safety departments – is currently underway and has taken into account this potential development. Findings of this study are being finalized and will be made available for the community at a public meeting in the next several months.
- Is anyone calculating the reduced demand for office space or retail space post-pandemic and how does this play into the proposed Entertainment District?

National and regional trends in commercial demand (office and retail space) are tracked by the U.S. Department of Commerce and Census Bureau and other agencies. Data from these sources and others were considered in the economic impact analyses included in the Rock Creek Entertainment District Project Plan.

- Considering a \$1.2 million per year negative impact to the general fund upon stabilization of the district (in 2031) – as cited in a study put forth – will the level of public service provided by the City of Norman currently be maintained if this development comes to be?

Updated revenue projections, based upon the most recent revenue collections by the City, including in the areas impacted by the proposed Entertainment District TIF, would be an input in fiscal year budget preparations in future years. The level of public service provided by the City will be a function of those available revenues, with the impact of the TIF considered in those functions. A \$1.2 million negative impact, while considerable, would not be a determining factor in the level of services provided in a > \$100,000,000 General Fund budget (the negative TIF impact, if realized, would be < 1% of the overall General Fund budget).

- What is a “stabilized year?” The “stabilized year” in the HVS Report simply refers to the first year the multi-purpose performance venue is likely to be fully operational with access to full event booking capacity. Events typically book 2-3 years out so the report assumed the first couple of years of operation of the venue would not be at its maximum event capacity.
- With monies being diverted from the City’s general fund for a period of time with the establishment of this district, can money be taken from any other funds – the Norman Forward fund or Public Safety Sales Tax Fund, for example – to offset potential issues caused by this? Dedicated sales taxes like Norman Forward or Public Safety Sales Taxes can only be used for the purposes for which the voters approved them. Dedicated sales taxes could not be utilized for other unauthorized expenses.
- Is there a financial concern from the City in establishing this district with growing expenditures over revenues that have been described in recent reports by City staff?

There is an ongoing concern which has been discussed with the City Council and the public with the rate of growth in general City expenses exceeding the rate of growth in the revenue sources that pay for them. Any actions that reduce revenue or increase expenditures can exacerbate these concerns.

- As part of this project proposal, what amount of city retail sales tax is requested and what percent of the total development is this?

Consultants to the City have projected that the City’s sales tax contribution to the Rock Creek Entertainment District Tax Increment Finance District over its 25-year maximum life could be \$151,000,000 (28% of the estimated \$540,000,000 total tax apportionments), and property tax apportionments could total \$389,000,000 (72% of the total). If the proposed TIF is approved, the actual mix of tax apportionments (and other public funds contributed, such as State of Oklahoma funds) will be determined in the future.

STUDY/REPORTS/AGREEMENT RELATED-QUESTIONS

- Did the HVS report include the NCED hotel? In examining hotel trends in Norman to identify anticipated growth in the base demand for hotels by the proposed hotel in the Entertainment District, HVS looked at hotels that would be most likely to compete with the Proposed Hotel for guests and meeting and groups. They looked at both Primary Competitors – hotels with similar features and location to the proposed hotel, and Secondary Competitors – hotels that only partially compete with the Proposed Hotel because of location, market orientation, service level, or quantity of meeting space. The Primary and Secondary Competitors selected were generally located along highway corridors, although one was adjacent to OU’s campus, two were located in Bricktown and one was in Downtown Oklahoma City. (See HVS Report, page 53).
- For comparison, will the city complete evaluations of other counties regarding population or job creation as a result of major arenas or event venues coming to those communities? The City

requested its outside legal counsel to engage HVS to evaluate the proposed development. Job growth numbers were focused on the office component of the project. HVS looked at population growth trends in Cleveland County and employment sector trends for the area.

- There appeared to be different numbers or data given in the 9/5/24 public hearing presentation than what was provided in the original project plan. Is this true and how are inconsistencies explained? The Project Plan provides the maximum dollar amount of authorized project costs (Section IX.2) and projected economic impacts based on studies done by the Department of Commerce and Hunden Partners. (Project Plan, Section XI). Hunden looked at the project from a broader, County-wide perspective. (Hunden Report, Page 7) The City, through its outside counsel, engaged HVS to look more closely at direct and indirect impacts on sales tax for the City. The Hunden Partners report projected 17% of the sales tax revenue generated within the district from restaurant and retail would be net new sales to Cleveland County. (Hunden Report, page 84). HVS projects that 47% of restaurant and retail sales within the district will be new to Norman. (HVS Report, page 50). The difference between the numbers in these two studies results from their differing objectives (County vs. City impacts) and from the fact that the HVS report focused on development commitments that would be in the Economic Development Agreement with the OU Foundation and its development partners.

- What is the difference between the Project Plan and the Economic Development Agreement (EDA) for this plan?

The Project Plan provides the framework for the development assistance; the EDA implements it.

- Can one exist without the other?
Yes, Council could adopt the Project Plan without an Economic Development Agreement (“EDA”). An EDA would be required before any of the sales tax or ad valorem tax increment could be allocated to this project.
 - Can Economic Development Agreement details change or impact the project plan that has been presented or made available, to date?
The Project Plan provides the framework for the development assistance; the EDA implements it. If the EDA is not consistent with the Project Plan, an amendment to the Project Plan may be needed.
 - When will it be finalized and available to be reviewed by the community?
The EDA is still being negotiated and the goal is to have the final agreement before Council for a vote at the same meeting as the vote on the Project Plan.
- Will this proposal go back to the City Planning Commission since there have been new studies released and different numbers cited since the Planning Commission reviewed it? Why or why not?
The Local Development Act charges the Planning Commission with reviewing the Project Plan, including proposed changes in zoning and in the master plan (if needed), and making a recommendation to the Council. At this time, the Project Plan has not changed and will not require additional Planning Commission review.
 - Are businesses in other areas of town foreseen to be negatively impacted by the establishment of this district?
Based on assumptions made in the HVS study, it was projected that approximately 47% of retail sales in the district will be new to Norman, meaning 53% of the sales in the district are shifted from elsewhere in Norman. (HVS Report, page 50).
 - What is the Cleveland County Trust that was referred to as an entity to be included in the Economic Development Agreement?
 - Who is the Trust comprised of?
The Cleveland County Recreational and Entertainment Facilities Authority is a public trust having Cleveland County as its sole beneficiary. The Trust has 5 trustees – 3 of them will be the County Commissioners, serving as the “Governing Board” of the Trust, an additional trustee is selected by the Governing Board, and a final trustee is nominated by the President

of the University of Oklahoma and ratified by a vote of the Governing Board. Current members are: Commissioners Rod Cleveland, Jacob McHughes, and Rusty Grissom, Steve McDaniel, and Larry Naifeh, representing OU.

- Does their involvement impact the City's risk in any way in regard to this project?
No, under the proposed arrangement in the Economic Development Agreement, the Trust will be responsible for ensuring the arena and parking garage get built by serving as a financing vehicle.
- Are there any plans, due to County involvement in this project, to raise property taxes for Norman residents?
Not to the City's knowledge.
- Are there examples of the types of companies being looked at by the County Trust to manage this potential arena or site?
The County Trust is anticipated to issue a Request for Proposals to select operators, architects, etc. for the project based on qualifications.
- Are there studies or evidence to show that people will spend enough in the district to support it or make it a successful venture?
Feasibility studies have been conducted by the University of Oklahoma and the County; these studies have been requested by City staff in hopes of sharing them with the community.
- Will developers or entities involved in this project commit to the City of Norman amending this plan in the future for any reason deemed fit by City Council?
Adoption and amendment of the Project Plan is a legislative act and as such, commitment by other entities is not required. However, to the extent a future change to the Project Plan impacts existing development agreements, modifications to those agreements may be necessary and the other parties to those agreements would be required in order to modify the terms of those agreements to be consistent with any project plan amendments.
- Is there a potential where we could end up with a half-built district?
The City is endeavoring to include language in the EDA that would provide adequate assurance that all of the property within the control of the developers will be developed as presented to the public and to Council.
 - What is the remedy for a breach of contract?
The City/Norman Tax Increment Finance Authority ("NTIFA") would have an array of available legal remedies, including seeking specific performance from the developers.
- Is there any financial or legal risk to the City if the development faults?
As long as the City/Norman NTIFA are meeting any obligations set forth in the Economic Development Agreement, there is not a legal risk to the City/NTIFA. Furthermore, the City/NTIFA would not be obligated to provide any more funding than the development generates and the Project Plan sets aside as incremental revenues.

HISTORIC/MISCELLANEOUS QUESTIONS

- Has there been any consideration in using guest tax to finance this plan?
Guest tax expenditures are limited to the purpose for which the tax was adopted by the voters. Although one could argue the performance venue has a role in "promoting convention and tourism", i.e. the purpose of the tax, the revenues of the guest room tax would not be sufficient to finance the project.
- Has there been any consideration in using a bond issue for all or part of this plan?
Yes, preliminary discussions of the financing mix for the "Team Norman" proposal (as it was known at the time) included the potential of using General Obligation Bonds to pay for certain parts of the proposal, including public infrastructure and/or the proposed parking garage (note: projects funded

by City G.O. Bonds must be owned by the City). There may be future discussions of proposed bonds for other parts of the plan.

- Has there ever been any sales or ad valorem tax generated within the proposed 90-acre development area?

There has not been any sales tax generated within the proposed area because nothing has been built there. Ad valorem assessments are modest given that it is vacant and undeveloped. Under the Project Plan, the ad valorem increment that would be dedicated to the project would be ad valorem taxes over and above what the property is already valued and assessed at.

- Has Norman ever had a public-private sector project of this size?

No.

- Are there other TIFs this size or magnitude, in terms of dollars, in Oklahoma?

Norman has not undertaken a public/private project of this size. Projects developed across Oklahoma utilizing the Local Development Act vary in size, purpose and expenditure. In the case of TIF's, depending on how the Project Plan is structured, the amount of Project Costs may *or may not* include financing costs, which can impact the total size of the TIF in terms of dollars expended or allocated. The Local Development Act authorizes tax incentives in addition to tax increment financing; Tulsa recently approved Project Anthem which would provide \$800 million in property tax exemptions over 25 years. Additionally, Oklahoma City's Downtown/MAPS Economic Development Project Plan includes total project costs exceeding \$806 million over 9 separate increment districts.

- How much has City of Norman's budget grown from 2006 to today, with the establishment of City TIFs #2 and #3?

The City of Norman's overall budget has grown from \$124.9 million in fiscal year 2005-2006 to \$273 million in fiscal year 2024-2025, including the relatively small annual budget allocations to the University North Park TIF (#2) and the Center City TIF (#3).

- Currently, is there a plan to put anything in the development area if this project doesn't come to fruition?

At this time, there are no plans for the area.

- With current zoning, what could be built there?

Current zoning prohibits commercial uses on this property. Industrial, office and residential uses are permitted and roughly 82% of the property owned by UNP LLC and the subject of the rezoning application, are currently required to be developed as multi-family residential.

- Is retail currently allowed in this area?

Commercial uses are not currently allowed.

- What is the "90 percent rule" and have retail projects been denied in this area due to the "90 percent rule?"

The 90 percent rule is a reference to the 2006 Covenants applicable to the property that require 90 percent of property owners in the original University North Park area (Robinson to Tecumseh) to agree to a change in the covenants that would allow retail in the north half of the development. The City does not have direct knowledge of whether retail projects have been denied.

- Why wasn't the memo from the City of Norman City Attorney Kathryn Walker dated 6/28/24 released to the public?

The memo was written to attorneys for the OU Foundation as part of ongoing negotiations. Typically communications between legal counsel conducting contract negotiations are not released while negotiations are ongoing.

- Have issues in the memo been remedied?

Work on the Economic Development Agreement is ongoing; the City is committed to remedying the issues identified in the memorandum.

- Is there a way or place to submit additional questions to receive more information on this project online?
Questions or concerns related to City matters are welcome to be received at Action.Center@Normanok.gov.
- Has Norman ever received or been considered to receive State Leverage Act funding for a project?
No, the Oklahoma Enterprise Zone Incentive Leverage Act matches local sales tax revenue dedicated to support a project located in an enterprise zone or in support of a major tourism destination project. To date, the City has not utilized local sales tax revenue to support a qualifying project under the Leverage Act.
 - Do these funds have to be paid back?
No.
 - Are these funds only available because this district would be a TIF?
Yes, Leverage Act funding is only available when a local government entity approves a qualifying project plan pursuant to the Local Development Act that includes provisions for sales tax increment to be apportioned to pay for project costs.
 - Is it a possibility these funds don't come through after the project is approved and what happens then?
If the funds are not approved, or the City doesn't receive as much funding as possible, the Developer of the Arena will have to make up any shortfall in funding because the Developer is financing the Project.
- Will the new arena be handicapped accessible?
Yes, it is required to meet the Americans with Disabilities Act.
- What is the difference with the TIF Review Committee for the City of Norman and the TIF Oversight Committee for the City of Norman?
The TIF Oversight Committee (officially, the Development Oversight Committee for TIF District No. 2) was set up to provide specific oversight for TIF No. 2 (the original University North Park). Under the 2019 Norman University North Park Amended and Restated Project Plan ("2019 Amended Project Plan"), the TIF Oversight Committee is charged with reviewing expenditures of the economic development funds provided for by the 2019 Amended Project Plan. (2019 Amended Project Plan, Section VIII.C). Although the Rock Creek Entertainment District is a completely new and separate Project Plan, Council asked the TIF Oversight Committee to review the Rock Creek Entertainment District proposal. The Oversight Committee reviewed it during its June and July meetings; minutes of those meetings are available online (<https://norman-ok.municodemeetings.com/>) and have been provided to Council. The TIF Review Committee is the statutorily required committee that must review a proposed Project Plan and make specific findings. The Review Committee met and reviewed the project in April and May; information related to those meetings is available on the City's website (<https://www.normanok.gov/information-proposed-entertainment-district>).
 - Do proposed TIFs #4 and #5 currently have oversight committee(s)?
There is not currently an oversight committee charged with overseeing TIFs #4 and #5.
- Will taxes be raised in Norman due to this project?
If adopted, taxes generated within the District will be used to fund the projects as provided in the Project Plan. No additional new taxes are planned or expected for this project.
- Has the City of Norman researched how other Oklahoma cities have used TIF Districts to drive economic development, unique quality events and human experiences?
Yes.
- Is it foreseen that other development will be built in Norman as a result of the establishment of these TIFs?
Although difficult to predict the future, these types of developments can spur additional development. The HVS study, in particular, anticipates (and accounts for) a certain level of new visitors to Norman retail and restaurant establishments as a result of the Project.

- Will there be a cannibalization clause in the Economic Development Agreement?
The City aimed to include protective language in the EDA in the case of cannibalization but was unable to reach an agreement with the other parties on that point.
 - What is a cannibalization clause?
Cannibalization in this context refers to moving business or businesses from one part of town into another, here, the TIF district. In the University North Park TIF, because over 250 acres was anticipated to be developed as new retail, the City negotiated for an “anti-cannibalization” clause – if a store relocated to the district from elsewhere in Norman, sales tax revenue generated at the new location and pledged to the project as incremental revenue was reduced by the amount of sales tax revenue generated at the previous location, allowing the City’s General Fund to maintain the existing sales tax revenue from the prior location. There were also protective provisions if the City’s overall sales tax growth rate dropped below its historical growth rate.
 - Is there data to support that new development can change traffic patterns which can naturally result in cannibalization?
This data may or may not exist; City staff is not aware of such data.
- What is the risk to citizens if this project doesn’t work out?
“Risk” may carry a wide array of interpretations but in the sense of the City representing constituents and the City having no financial risk (that risk is on developers regarding this project), there is no risk to citizens.
- What is the city’s portion of this deal?
28% of Incremental revenues to fund the Project under the Project Plan are estimated to be generated from sales taxes paid within the District.
- Is it true that based on City-supplied Placer AI Data that of the 5% of City investment in this \$1.1 billion project, that 60% of the 5% is actually paid by out of town visitors?
More details and context regarding these numbers and the cited data would be needed to determine if this is true or false.
- The previous TIF – when was it scheduled to end and did we end it early?
The previous TIF – University North Park – was adopted in 2006 and was authorized to extend to the earlier of (a) date of collection of incremental revenues sufficient to fund all project costs (\$54.725 million plus financing costs, necessary or appropriate reserves, and interest on repayment of Project Costs), or (b) 25 years after adoption – 2031. The University North Park TIF was amended in 2019 to reduce the amount of Project Costs, enabling it to end the incremental revenue collection early.
- How much construction tax would be included in the arena and would it be included in the TIF increment?
Sales tax would be collected on construction materials delivered to the construction site in accordance with Oklahoma law and the City’s non-dedicated portion of the sales tax rate (3% of the 8.75% sales tax rate) would be allocated to the Project as sales tax increment. Assuming \$371,479,000 in total arena construction costs, CoAlign estimated 35% of those costs would be subject to sales tax, resulting in approximately \$2.76 million in construction sales tax attributable to the arena. This would be collected and allocated as sales tax increment.
- Did Downtown grow and thrive during the past TIF?
‘Grow and thrive’ can be subjective terms. There have certainly been successful new businesses that have opened and operated in downtown Norman since 2006, and many that have closed during the same period.
- TIF #3 – Center City TIF – why is there no Economic Development Agreement for this TIF?
The Center City TIF identifies public improvements like upgrades to infrastructure to support the higher density development as project costs. There has not been a formal request from a developer for assistance in Center City yet, but the City is moving forward with identifying and planning future improvements to be funded by Center City TIF funds.

- Is there a finalized site plan available for City Council or the community yet?
Amendments to the University North Park Planned Unit Development (including site plans and preliminary plats) will be considered on September 17. Supporting documents for these proposals remain available for all at: <https://www.normanok.gov/information-proposed-entertainment-district>.
- In relation to the project area, an Enterprise Zone was referenced and referred to in the sense of being grandfathered in – what does this mean?
“Enterprise zones” are defined by state law and designated as such by the Oklahoma Department of Commerce. The Project Area for the Rock Creek Entertainment District Project Plan was designated as an enterprise zone prior to 2000. The statutory definition of Enterprise Zone was changed by the Legislature in 2000. As part of that change, the legislature “grandfathered” in all enterprise zones that were designated as such prior to the legislative definition changing. This means all enterprise zones designated prior to 2000 will remain enterprise zones under state law.
- Is the Southwest Wire Company still included in this though they have requested to be outside of the TIF District area?
Vacant property owned by Southwest Wire is included in the Project Area and in the increment districts.
- Is there any guarantee that private investors will come if this project comes to fruition?
If the Project Plan is adopted, the developers will have to seek financing for the various components of the Project. For a public entity like a County trust, this means that they will have to undertake a competitive process to identify the best financing deal. There is no guarantee that any entity responds, but it would be unusual and unexpected in this case.
- Is Norman suffering from a lack of growth currently – has growth solved issues or spurred more issues at the City of Norman?
The level of growth in Norman has been fairly consistent for many years. Whether that growth level is too high or too low, or whether has solved or spurred issues for the City of Norman is a matter of individual, subjective consideration.
- Does the HVS report take into account other areas of Norman that may grow during the establishment or life of the newly proposed TIF Districts?
The HVS did not speculate on potential growth in specific areas; it only examined the impacts of this specific project.
- Has the city considered overall revenue impact when looking at other SEC schools that may not be close to other major cities or metro areas in terms of physical mapping, with the implication that people may not stay overnight in Norman or spend all of their tourist money in Norman?
The economic impact analysis done by Hunden Partners, in particular, examined similar arena/entertainment district proposals in similar cities to Norman. There was no consideration of the proximity to other major cities noted on review of those analyses (however, several of the arenas analyzed by Hunden were in large center cities).

TRAFFIC/TRANSIT-RELATED QUESTIONS

- How will traffic impact be managed in an already very busy area of Norman?
The traffic impact study for the development has included the identification of short-term and long-term solutions that will need to be implemented over time to support the level of development as proposed. The study is available for inspection.
- At this time, are there any traffic enhancement projects that will help address traffic issues in the area?
Plans have been developed along Tecumseh Road between 24th Avenue NW and Flood Avenue that will benefit the development as proposed.
 - Do we know how much these projects will cost?

- Cost estimates for short-term and long-term improvements have not been identified, yet.
- Have any state agencies, such as the Oklahoma Department of Transportation, indicated to commitment on these projects?
No. However, the I-35 Corridor [study](#), conducted through the Oklahoma Department of Transportation, the preferred alternative with ODOT included access between Rock Creek Road and I-35.
 - What might their commitment based on and do we have assurances on their involvement?
There are no assurances at this time but adoption of the Corridor Study, which may occur in the future, would be a positive indicator regarding traffic improvements in this area.
 - How will public transit service work in the new district or around the arena?
The current local transit route in the area, 110-Main Street/24th NW, provides bidirectional service through University North Park between downtown and the Healthplex via Main St, 24th Ave NW, and Tecumseh Rd. This route is currently at 60 minute frequency, however, the next priority in the Go Norman Transit Plan is to improve the frequency of route 110 to 30 minutes. This area could also be served by the Norman On-Demand service by expanding the service zone. Regarding transit service in the proposed district or around the arena, it has been discussed that the Business Improvement District (BID) may provide those services. However, nothing has been finalized.
 - Has potential light rail, a collaborative initiative that has been discussed around the OKC metropolitan, been factored into this proposal?
The Regional Transportation Authority of Central Oklahoma (RTA) has selected commuter rail service in their planning efforts to provide regional transit between Norman, Oklahoma City, and Edmond utilizing the existing railroad corridor. Pending acquiring local and federal funding for the project, there is a proposed stop in the Tecumseh Rd and railroad tracks area. It has been discussed that there will be a need to have local transit service to and from the RTA stations in each community to ensure its effectiveness. These could include service to and from the proposed Tecumseh Rd RTA station, to the proposed district, and to other areas of Norman.

ELECTION-RELATED QUESTIONS

- Is it possible to hold an election regarding this plan?
If Council approves an ordinance creating a tax increment finance district, the citizens can repeal the ordinance by referendum. If Council does not approve an ordinance creating a tax increment finance district, the citizens can enact an ordinance by initiative.
- Could approval of a TIF be based on a publicly approved vote to fund a city-owned parking structure within it – as in, if the public votes up funding for a parking structure could it be laced in the understanding that public approval of the structure would mean Council approval of the full Entertainment District?
Yes. However, approval of a tax increment finance district would still be subject to repeal by referendum.
- In regard to a potential referendum petition that was successful and led to a vote of the people – would developers of this project not be able to build anything in relation to this project until the election occurred?
If a referendum petition is successful, the implementation of the Project Plan and the Economic Development Agreement will be on hold. The developer could move forward with construction of items consistent with the approved zoning, but incremental tax revenues would not be set aside while the referendum election is pending.

NORMAN PUBLIC SCHOOLS-RELATED QUESTIONS

- When this TIF is retired, what does this do to the valuation or the bonding capacity for Norman Public Schools?

By statute, incremental valuation is excluded from bonding capacity limit calculations for any taxing jurisdiction while an ad valorem increment district is effective. Similarly, sinking fund levy rates are determined/calculated excluding such incremental valuation. When an ad valorem TIF district is retired or expires, all incremental valuation enters the regular tax rolls, with the result that bonding capacity increases and more valuation is available from which to calculate sinking fund levies.

- Is there an agreement for some land in this development to be dedicated to a new school for Norman Public Schools?

The OU Foundation and NPS leadership have had discussions about making some land adjacent to the project available to NPS for future facilities, but City staff is not privy to where such discussions currently stand.

- What will be the longterm impact on the district's funding?

District leadership has shared the sentiment that there are no potential negative impacts to Norman Public Schools (NPS). The impact would likely be positive, with potential student growth. If growth is significant, NPS may need to consider redistricting, realigning attendance areas, or potentially building a new elementary school. Since the proposed entertainment district is not included in the current NAV or sinking fund mill projections for NPS, it has no impact on the current year's mills or collections. NPS has not factored this proposal into its sinking fund mill levy estimates, so it would not result in increased property taxes for residents.

- Is there a letter from the NPS CFO that predicts the financial impact of the establishment of this district in regard to the school district?

The City inquired with NPS regarding this matter; there is no formal letter to be produced.

- Has the NPS District requested a different study or analysis be done regarding this project and, if so, what can be shared about it?

NPS has not commissioned a study or analysis.

JOB & HOUSING SPECIFIC QUESTIONS

- How will the Entertainment District contribute to housing opportunities for people interested in living in Norman?

The Entertainment District could draw additional residents to the area, but the multifamily development anticipated north of the Entertainment District would contribute to the housing stock for both current and potential residents.

- Will there be requirements to pay a 'living wage' at jobs within the district?

The City has been negotiating to include a requirement for a living wage in the Economic Development Agreement. Negotiations regarding the Economic Development Agreement are ongoing.

- What's considered a living wage in Norman?

A living wage is the minimum amount of money an individual needs to earn to afford basic necessities, like food and a home, assuming full-time work. There is not a set formula and calculations may vary for determining living wage. One example is the MIT Living Wage Calculator (livingwage.mit.edu/counties/40027) – it estimates the living wage for a single adult with no children in Cleveland County to be \$20.24 per hour.

- Do living wages include benefits and, if so, what are they?

Living wage calculations are generally just based on wages alone.

- Will there be affordable housing within the district in which rents or rates will be set on average medium income levels?
In addition to the City's attempts to negotiate a requirement for a living wage for jobs in the District in the Economic Development Agreement, City staff has also attempted to negotiate a requirement for a certain percentage of workforce housing in the project. Negotiations regarding the Economic Development Agreement are ongoing.
- Will there be housing for 3,000 residents or 500 units – what number is more accurate?
The Project Plan anticipates potentially 1,000 housing units in the entire project area at the conclusion of the project; it is anticipated that a minimum of 500 housing units will be built on the property west of 24th Avenue NW and north of Rock Creek Road.
- Will this Entertainment District create 5,000 new jobs?
The Hunden Partners report estimated the Arena Mixed-Use District would support an average of 1,513 jobs and the entire Project would support an average of roughly 1,804 jobs in the Cleveland County economy during the 25-year period of the TIF District. (See slides 88 and 94 of the Hunden Report). The report from the Department of Commerce estimated the job impact from the Project to average over 4,600 jobs after temporary construction activities have faded. (See page 5 of the Commerce Report).

UNIVERSITY OF OKLAHOMA-RELATED QUESTIONS

- Why isn't the arena being paid for with private funds from or raised by OU?
Because OU believed that the UNP development was an opportunity to both create a new and exciting arena for its men's and women's athletics and to create an amenity (concert/entertainment venue and mixed use development) that would be beneficial to all citizens in Norman, not just fans of OU sports.
- Why isn't the Lloyd Noble Center being renovated or upgraded to meet needs versus building a new off-campus?
There would be many challenges with remodeling Lloyd Noble because of its age, but remodeling Lloyd Noble would not create the kind of community amenity and regional draw that is imagined in the development of the UNP entertainment and mixed-use development.
- Has the cost of renovating the Lloyd Noble Center been compared to the cost of this plan?
Yes.
- Is Lloyd Noble in shape to be utilized or marketed for events to its full extent right now?
Lloyd Noble simply isn't in shape to attract major events given the extremely outdated nature of the facility.
- The OU Athletic Director said OU was approached about the Entertainment District – who approached OU about this development?
Leaders from both the City of Norman and Cleveland County.
- How much does OU intend to use the arena compared to other entities hosting events?
OU's use of the venue will be 24% of the total number of 170 expected event days for the performance venue. Further proof that this is an amenity for the community, not just for OU.
- Does the OU Foundation own property in Moore or Goldsby?
No.
- Is there any data or statistics that show graduating students from OU are staying to live in Norman after they earn their degrees?
It is well established that across Oklahoma graduating students are staying to live in our state.

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