



# City of Norman, OK

Municipal Building  
Council Chambers  
201 West Gray  
Norman, OK 73069

## Master

**File Number: K-2021-21**

<b>File ID:</b> K-2021-21	<b>Type:</b> Contract	<b>Status:</b> Consent Item
<b>Version:</b> 1	<b>Reference:</b> Item 22	<b>In Control:</b> City Council
<b>Department:</b> Parks and Recreation Department	<b>Cost:</b>	<b>File Created:</b> 09/10/2020
<b>File Name:</b> Billboard Ground Lease with Youth Scoreboards, L.L.C.	<b>Final Action:</b>	

**Title:** CONTRACT K-2021-21: A GROUND SUB-LEASE BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND YOUTH SCOREBOARDS, L.L.C., FOR PLACEMENT OF FOURTEEN SCOREBOARDS RELATED TO THE USE OF ADVERTISING SPACE AND PAYMENT OF RENT THROUGH A REVENUE-SHARE WITH THE CITY OF NORMAN.

**Notes:** ACTION NEEDED: Motion to approve or reject Contract K-2021-21, a ground sub-lease with Youth Scoreboards; and, if approved, authorize the execution thereof.

ACTION TAKEN: \_\_\_\_\_

**Agenda Date:** 09/22/2020

**Agenda Number:** 22

**Attachments:** K-2021-21 Billboard Contract

**Project Manager:** Jud Foster, Director of Parks and Recreation

**Entered by:** beth.muckala@normanok.gov

**Effective Date:**

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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### Text of Legislative File K-2021-21

Body

**BACKGROUND:** Reaves Park is currently the site for four youth baseball fields operated by the Ball Clubs of Norman. The Norman FORWARD quality of life initiative was passed by the citizens of Norman in 2015 and will result in the replacement and renovation of certain portions of Reaves Park into a youth baseball and softball complex complete with a total of fourteen (14) baseball and softball fields.

In late 2019, Youth Scoreboards, L.L.C. approached the City Park and Recreation Department regarding a potential placement of the scoreboards through a sub-lease program designed to accommodate the use of advertisement space.

**DISCUSSION:** Youth Scoreboards, L.L.C. shall lease space to place needed scoreboards at Reaves Park over the course of the lease, which has an initial term of ten (10) years and renewal term of ten (10) years. The Sub-lease also has a thirty (30) day termination provision. Youth Scoreboards, L.L.C. is responsible to remove the scoreboards upon expiration of the Sub-lease. Youth Scoreboards, L.L.C. has committed to placing new scoreboards at all 14 baseball/softball fields at Reaves Park, beginning with the four baseball fields in the park's southeast corner. Those four baseball fields were recently renovated earlier this year by the OKC Dodgers and were the first Norman FORWARD projects completed at Reaves Park.

Pursuant to the Sub-lease, Youth Scoreboards, L.L.C. will pay an annual fee of one dollar in addition to placing the scoreboards. Under the contract, the City will be responsible for minor maintenance to the scoreboards and Youth Scoreboards, L.L.C. will perform all other maintenance and will manage the leasing of advertising space on the scoreboards. Additionally, Youth Scoreboards, L.L.C. shall pay an annual rental amount of twenty percent (20%) of the net revenue received from advertisements from the prior year. Rental fees will be deposited into revenue account 107-345573 (Fees-Little League).

**RECOMMENDATION:** Staff has reviewed the proposed contract and recommends approval of Contract K-2021-21, a Ground Sub-lease for the placement of fourteen (14) scoreboards and which addresses the use of advertising space and the payment of 20% of the revenue from the same.