



September 3, 2014

Norman City Council
201 West Gray
Norman, OK 73070

Dear Mr. Francisco,

I am writing to request an appropriation from the room tax fund balance of \$50,000. The funds will be used for a comprehensive feasibility study of a potential new expo center in Norman. The scope of services will include:

- Market Demand Analysis
- Building Program and Development Options Analysis
- Site Analysis
- Preliminary Construction Cost Analysis
- Event Levels Analysis
- Financial Operations Analysis
- Economic Impact Analysis
- Funding/Ownership/Management Analysis

The final report is estimated to be complete within 12-14 weeks upon notice to proceed. This report will then be shared with the community.

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Schemm". The signature is fluid and cursive, with a long horizontal stroke at the end.

Dan Schemm
Executive Director