

# Resolution

Version 2.5 released on 6/29/23

Use for all types of Resolutions


**CITY COUNCIL USE ONLY**

Date Received: \_\_\_\_\_  
 Committee Date: \_\_\_\_\_  
 1<sup>st</sup> Agenda Date: \_\_\_\_\_

Tracking #: \_\_\_\_\_

Committee: \_\_\_\_\_  
 Hearing Date: \_\_\_\_\_  
 2<sup>nd</sup> Agenda Date: \_\_\_\_\_

**CITY CLERK USE ONLY**

☐ Scanned Date: 02.21.2024  
☐ Posted Item#: 2402.00457

**All department items requiring Council approval must be submitted through the Mayor's Office.**

## Primary Details

**Board Approval**

Department: Parks and Recreation  
 Contact Name: Rhonda Soules

Resolution Type:  
 Other

Amount: \_\_\_\_\_ Case Number: \_\_\_\_\_

Description (Subject):  
 Quality Event Designation for 2024 National Reining Breeders Classic

Section: \_\_\_\_\_ Township: \_\_\_\_\_

Lot: \_\_\_\_\_ Block: \_\_\_\_\_

**Other Board Name**

Email: rsoules@cityoftulsa.org

**Owner-Grantor**

TMAPC Number: \_\_\_\_\_

Bid/Project Number: \_\_\_\_\_

Range: \_\_\_\_\_

Address: \_\_\_\_\_

**City Council Approval**

☒ Yes ☐ No

Phone: 918-576-5133

Council District: \_\_\_\_\_

Addition: \_\_\_\_\_

## Budget

Funding Source(s): \_\_\_\_\_

**TOTAL:**

Enter the funding source(s) using the appropriate Munis funding format: Org (Allocation Code)-Object-Amount (1001211-531401-\$10.00) or Project String-Amount (144104.Abst>Title5413102.6001-4043122-541102-\$30,000.01)

## Approvals

Department: \_\_\_\_\_

Legal: \_\_\_\_\_

Board: \_\_\_\_\_

Mayor: \_\_\_\_\_

Other: \_\_\_\_\_

Date: 2-9-24

Date: 02/14/2024

Date: \_\_\_\_\_

Date: FEB 21 2024

Date: \_\_\_\_\_

A24-0714

## Policy Statement

### Background Information

A resolution by the City of Tulsa, Oklahoma, requesting Quality Event Designation for the 2024 National Reining Breeders Classic ("Event"), to be held April 16-27, 2024, identifying eligible expenses for payment through distribution of captured revenues to the host community; identifying Pro Management, Inc. as the event's sponsor; identifying the City of Tulsa as the event's host community; and declaring an emergency.

*Provide background information on the requested action.*

### Summation of the Requested Action

*Summarize the pertinent details of the requested action.*

#### Emergency Clause?

☒ Yes

☐ No

#### Reason for Emergency Clause

An emergency is hereby declared to exist for all preservation of the public peace, health, safety and welfare, by reason whereof this Resolution shall take effect immediately from and after its adoption and approval.

*Explain why you are requesting that the City Council approve the action with an emergency clause.*

## Processing Information for City Clerk's Office

### Post Execution Processing

- ☐ Mail vendor copy (add'l signature copies attached)
- ☐ Must be filed with other governmental entity
- ☐ Add'l governmental entity approval(s) required

### Additional Routing and Processing Details

(Published in the Tulsa World  
\_\_\_\_\_, 2024

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION BY THE CITY OF TULSA, OKLAHOMA, REQUESTING QUALITY EVENT DESIGNATION FOR THE 2024 NATIONAL REINING BREEDERS CLASSIC (“EVENT”), TO BE HELD APRIL 16-27, 2024; IDENTIFYING ELIGIBLE EXPENSES FOR PAYMENT THROUGH DISTRIBUTION OF CAPTURED REVENUES TO THE HOST COMMUNITY; IDENTIFYING PRO MANAGEMENT, INC. AS THE EVENT’S CERTIFIED SPONSOR; IDENTIFYING THE CITY OF TULSA AS THE EVENT’S HOST COMMUNITY; AND DECLARING AN EMERGENCY.

WHEREAS, the City of Tulsa, Oklahoma, was selected as the location for the 2024 National Reining Breeders Classic, an existing event that is a national competition produced by the National Reining Breeders Classic, a nationally-recognized organization, to be held April 16-27, 2024; and

WHEREAS, Tulsa, Oklahoma, was selected to host the Event through a competitive site selection process in which at least one site not located in the State of Oklahoma was considered; and

WHEREAS, the City of Tulsa shall serve as the Event’s Host Community; and

WHEREAS, Pro Management, Inc. shall serve as the Event’s Certified Sponsor; and

WHEREAS, it is intended that application be made to the Oklahoma Tax Commission for designation of the Event as a “Quality Event” under the provisions of the Oklahoma Administrative Code Section 710:95-21-1 et seq. (the “OTC Rules”) and for payment of certain state sales tax revenues as therein provided.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL AND THE MAYOR OF THE CITY OF TULSA, OKLAHOMA:

Section 1: That Pro Management, Inc. , the Certified Sponsor for the Event, intends to use eligible local support amounts in order to successfully host the Event, including but not limited to the estimated budget outlined below totaling \$869,000:

**A. Operations:**

Facility Rental	\$225,000
<b>TOTAL:</b>	<b>\$225,000</b>

**B. Hospitality:**

Catering	\$150,000
<b>TOTAL:</b>	<b>\$150,000</b>

**C. Show Costs:**

Show Approval Fees	\$25,000
Awards	\$85,000
<b>TOTAL:</b>	<b>\$110,000</b>

**D. Labor:**

Show Staff	\$125,000
Officials Team	\$80,000
Ground Management	\$29,000
Security	\$4,000
<b>TOTAL:</b>	<b>\$238,000</b>

**E. Staff Expenses:**

Lodging	\$70,000
Travel	\$20,000
Per diem	\$20,000
Rental cars	\$6,000
<b>TOTAL:</b>	<b>\$116,000</b>

**F. Additional Expenses:**

Video Production	\$30,000
<b>TOTAL:</b>	<b>\$30,000</b>

Section 2: That the City of Tulsa, Oklahoma, as an incorporated city of the State of Oklahoma, shall serve as the Event's "Host Community," as defined in Section 710:95-21-2 of the OTC Rules.

Section 3: That Pro Management, Inc., as the organization authorized to promote and conduct a quality event, and which is incurring expenses for the promotion of such event to be conducted within the corporate limits of an eligible municipality or an unincorporated area within a county, shall serve as the Event's "Certified Sponsor" as defined in Section 710:95-21-2 of the OTC Rules.

Section 4: That the type of expenses eligible for payment through distribution of captured revenues to the City of Tulsa as "Host Community" shall include, but not be limited to the type of expenses set forth in Section 1 above and all other expenses of advertising, facility rental, promotional materials and security related to the Event.

Section 5: That the City of Tulsa, as the "Host Community" for the Event, shall issue all incentive payments from the Oklahoma Tax Commission as set forth in Section 710:95-21-11 of the OTC Rules to Pro Management, Inc., as the "Certified Sponsor" for the Event, for costs incurred in hosting the Event.

Section 6: That an emergency is hereby declared to exist for the preservation of the public peace, health, safety and welfare, by reason whereof this Resolution shall take effect immediately from and after its adoption and approval.

ADOPTED by the Council \_\_\_\_\_.  
Date

\_\_\_\_\_  
Chair of the Council

ADOPTED as an emergency measure \_\_\_\_\_.  
Date

\_\_\_\_\_  
Chair of the Council

#### OFFICE OF THE MAYOR

Received by the Mayor: \_\_\_\_\_, at \_\_\_\_\_.  
Date Time

G.T. Bynum, Mayor

By: \_\_\_\_\_  
Secretary

APPROVED by the Mayor of the City of Tulsa, Oklahoma \_\_\_\_\_, at  
Date  
\_\_\_\_\_  
Time

\_\_\_\_\_  
G.T. Bynum, Mayor

ATTEST:

\_\_\_\_\_  
City Clerk

APPPROVED:

\_\_\_\_\_  
Jack Blair, City Attorney

JMS



# National Reining Breeders Classic

## Quality Events Act Application: Tulsa, Okla. - April 16-27, 2024

### IMPACT TO THE CITY OF TULSA:

The Quality Events Act has no impact on local sales tax collections. The City of Tulsa does, however, stand to benefit greatly from the increase in sales tax dollars generated during the event and the visitors who attend.

The event is anticipated to bring in \$8.35 million in total economic impact for the Tulsa region, generating over \$223,000 in state sales tax collections. For the City of Tulsa, this event is expected to directly generate \$149,000 in municipal sales tax dollars.

In addition to sales, the National Reining Breeders Classic event is expected to generate over 7,400 room nights and bring in an estimated 3,500 participants and spectators who enjoy your city, eat in your restaurants, and buy goods from your local sellers.



# National Reining Breeders Classic

## Quality Events Act Application: Tulsa, Okla. - April 16-27, 2024

### Quality Events Act

The Quality Events Act was enacted by the State Legislature in 2010 to help attract and promote large-scale tourism events in Oklahoma. The Act went into effect on July 1, 2012, and was amended to allow an event's impact to be determined by a qualified economic analysis.

The Quality Events Act allows for local destination marketing organizations (DMOs), in partnership with their local communities, to capture a portion of the state sales tax generated by the Quality Event. DMOs are eligible to receive up to \$250,000 per event from the Oklahoma Tax Commission, based upon the event's economic impact.



### 2024 National Reining Breeders Classic

The first National Reining Breeders Classic began in 1998 and through the support of the industry, has grown to one of the largest reining shows in the world and the most successful stallion incentive program in reining history. After being hosted in Katy, TX for 21 years, the NRBC was held at the Built Ford Tough Livestock Complex at Expo Square in 2023.

The 2023 show exceeded all expectations with over 30% growth in stalls and payout. Because of the unprecedented growth, NRBC is adding four days to its previous show format for a 12-day event in 2024 and has expanded into Central Park Hall Arena. The event is expected to have approximately 1,200 horses in attendance, with total event attendance of over 3,500 people. Beginning April 12, participants will begin arriving in Tulsa to prepare for the show.