



City celebrates opening of MAPS 4 OG&E Coliseum at OKC Fairgrounds

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Today, City officials cut the ribbon on the new MAPS 4 OG&E Coliseum at the OKC Fairgrounds.

The 216,164-square-foot coliseum will be operated by Oklahoma State Fair, Inc. and is located just south of the Jim Norick Arena. The new coliseum replaces the Jim Norick Arena, which is scheduled to start being demolished in August.

“Of all our venues, the Jim Norick Arena has actually been the most significant economic driver, because it is used 52 weeks a year by visitors,” said Mayor David Holt. “It stands at the center of our status as the horse show capital of the world. But that status was threatened by the decline of the aging facility. This new OG&E Coliseum allows us to maintain this economic impact, which is estimated to be \$400 million a year. We look forward to that continued benefit and the many memories that will be made in this stunning new facility.”

The new facility features seating for more than 7,000 people, a lounge, suites, and several upscale concession areas, an A/V suite and a sophisticated catwalk system.

“Our horse, ag, and sporting events business is extremely important to not only the OKC Fair Park but also to the City of Oklahoma City’s economy. The hospitality industry is bolstered tremendously by the volume of business that passes through Fair Park each year,” said Kirk Slaughter, President & CEO for Oklahoma State Fair, Inc. “This building, with its state-of-the-art amenities, will be a game changer for the numerous national and international horse shows that call the OKC Fair Park home. The Norick Arena served us well, but it was time for a new facility and we’re so very happy that time is now.”

The \$126-million project is funded through MAPS 3, MAPS 4, hotel tax revenue and other funding sources.

History of Jim Norick Arena

State Fair Arena, as it was originally called, debuted in September 1965. Costing \$2.4 million to build, the arena was financed in part by an Oklahoma City bond, with the remaining funds coming from the Oklahoma State Fair.

The arena was rechristened the Jim Norick Arena in 1971 to honor Oklahoma City's elected mayor, who served from 1959-1963 and again from 1967-1971.

In 1974, legendary rodeo announcer Clem McSpadden arranged for an unknown singer named Reba McEntire from Chockie, Oklahoma, to sing the Star-Spangled Banner at the National Finals Rodeo (NFR). Little did they know her Oklahoma City performance would change Reba's life forever and set her rise to superstardom in motion.

Over the years, in addition to the NFR, the Jim Norick Arena hosted a wide variety of sporting events, horse shows, circus performances and iconic concerts including Elvis Presley, Led Zeppelin, Elton John and Metallica.

About MAPS 4

[MAPS 4](#) is a debt-free public improvement program funded by a temporary penny sales tax that will raise a projected \$1.07 billion over eight years. Oklahoma City voters approved the sales tax to fund MAPS 4 in a special election on Dec. 10, 2019, moving forward with a unique and ambitious plan to transform our community. The temporary penny sales tax funding MAPS 4 began April 1, 2020, and ends in 2028. More than 70 percent of MAPS 4 funding is dedicated to neighborhood and human needs. The rest is for quality of life and job-creating initiatives. The MAPS 4 Citizens Advisory Board and its six subcommittees will guide MAPS 4 planning and implementation, making recommendations to the City Council. The Council has final authority on MAPS 4. The MAPS Investment and Operating Trust developed a strategic investment plan to support long-term sustainable funding for MAPS 4 projects' operational expenses and maintenance. Visit okc.gov/maps4 for more.

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