

**The Oklahoma City Economic Development Foundation, Inc.  
and  
The City of Oklahoma City Economic Development Trust**

**Contract for Professional Services  
Fiscal Year 2023-2024**

**First Quarter  
July 1, 2023 to September 30, 2023**

**Report  
On  
Economic and Community Development Activities  
And  
Accomplishments**

October 13, 2023

Oklahoma City Economic Development Trust  
c/o Ms. Joanna McSpadden  
100 N. Walker, 4<sup>th</sup> Floor  
Oklahoma City, OK 73102

RE: First Quarter FY 2023-2024 Economic Development Contract Report

Dear Trustees and Staff:

It is my pleasure to submit the attached report describing the Greater Oklahoma City Chamber's efforts during the 1st Quarter of 2023/2024 to support an economic development services contract with the City of Oklahoma City.

This quarter has seen continued steady activity surrounding economic growth opportunities. To that end, below are several highlights of the Chamber's work for this quarter.

- Sam's Club/Walmart announced the location of a new warehouse project in the OKC market. This project is expected to create approximately 130 new jobs (\$48,000 average wage) and \$45M in new capital investment. Facility is approximately 300,000 SF in size.
- Staff participated in the three-day Tinker and the Primes event Aug. 7-10. Almost 2,000 aerospace representatives and defense officials attended the conference which provides an opportunity for defense contractors to connect with DOD leaders and understand the needs of the Air Force to sustain an aging fleet. Air Force keynote speakers at the conference spoke about competition with China, the importance of supply chain management, enterprise digital dominance as well as updates on Tinker's growing missions.
- Retail staff supported the Summer 2023 Stand Tall Shop Small campaign to encourage consumers to support local retail districts. Worked with retail districts to understand upcoming events, festivals and new businesses coming to each of the districts.
- Attended Consultant Connect event in New York. Maintained relationships and shared updates on OKC with 17 site location consultants and learned about national trends, and best practices.
- Staff attended the Battery Show, the largest advanced battery event in North America. Staff connected with key contacts that provided insight into an active recruitment project as well as learned about EV/battery industry trends.

- Team members supported the creation of a U.S. Economic Development Administration Regional Tech Hubs application that works to create formal bio-science collaborations between Central Oklahoma and North Texas. Primary projects include research sharing between the two regions, partnerships to create formal engagement between centers of scientific excellence considering health needs of diverse communities and partnerships on regional health industry talent development. Partners included in the proposal included the University of Oklahoma, Dallas College, the University of Texas-Arlington and multiple private and philanthropic partners in both metros.
- The Greater Oklahoma City Chamber, alongside other public and private organizations, recently completed an updated bioscience industry strategic plan-the *Biosciences Industry Strategic Roadmap*. This planning project, supported by TEconomy Partners, conducted an analysis of regional/statewide bio-industry growth, sector expansion opportunities and cluster evaluation metrics. This study was supported by U.S. Economic Development Administration funds received in 2021.
- Sponsored, hosted and content committee member of Select Oklahoma Economic Development Conference. Nearly 500 attendees from throughout the state of Oklahoma attended to learn about issues and best practices impacting the economic development of our communities.
- Research team trained twelve start-up businesses with Progress OKC Generation Impact Business Accelerator on research tools to assist in marketing and developing their small business. This is a program that assists aspiring and early-stage entrepreneurs to help develop skills that are applicable in cultivating a business concept. The overall goal of the program is to have a completed business plan for their company.

Thank you again for your long-term support for partnerships providing inclusive economic development outcomes. We look forward to continuing our partnership into the 2023-2024 fiscal year.

Best,



Executive Vice President, Economic Development  
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# Narrative Report of FY 23/24 Accomplishments and Measurements

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Project(s)/Initiative(s) underway or completed – July 1, 2023 – September 30, 2023

## Business Recruitment

### JULY

- Site Visits:
  - Existing company that is currently doing maintenance for the oil and gas industry considering manufacturing transition.
  - International company planning to build a new photovoltaic ingot and wafer manufacturing facility.
  - Manufacturing and distribution company of equine products planning to move their operations out of California.
- Attended groundbreaking event for Project Manila/Centrillum Proteins that located in Midwest City.
- Participated in the Site Selectors Guild EDO Small Focus Group to provide input into the organization overall, Guild partner program, as well as its site certification program.
- Hosted three site consultants in OKC to build relationships and share more information about Oklahoma City.
- Met with BNSF/Watco rail partners to discuss partnering for competitive projects that require rail.
- Met with Oklahoma Finance Authorities to further discuss incentive programs.
- Met with the Center for Economic Development Law to further discuss Tax Increment Financing and estimating the potential of a TIF for a designated geographic area.

### AUGUST

- Project Announcements:
  - Project Fitz (Sam/s Club/Walmart) announced the location of a new warehouse project in the OKC market. This project is expected to create approximately 130 new jobs (\$48,000 average wage) and \$45M in new capital investment. Facility is approximately 300,000 SF in size.
- Site Visits:
  - Hosted site consultants and client representatives for a data center project.
  - Hosted an out of market company representative of a key local aerospace company to facilitate discussions regarding support for a possible expansion.
- Attended Consultant Connect event in New York. Maintained relationships and shared updates on OKC with 17 site location consultants and learned about national trends, and best practices.
- Sponsored the Oklahoma lunch event and attended EAA AirVenture Oshkosh, an annual air show with an international community.
- Attended the Logistics Development Forum in Colorado. Learned about key trends and developments in logistics and maintained relationships with 9 site location consultants specializing in logistics projects.
- Met with Enel North America representatives and learned more about its OKC training facility and the new 3Sun USA project in Inola.
- Toured BNSF headquarters, including the Network Operations Center, and cultivated relationships with new key economic development BNSF team members.

### SEPTEMBER

- Site Visits:
  - Hosted client that is evaluating OKC to establish an optical sensor manufacturing facility for DoD applications.

- Hosted company representatives and site consultants for a second site visit to further evaluate the OKC region for a large-scale battery plant for automotive applications.
- Attended the Industrial Asset Management Council (IAMC) Fall Forum, where staff built new relationships and cultivated existing relationships with corporate industrial real estate executives, site consultants and service providers. The event was a prime location to hear corporate executives share issues they deal with related to facility operations.
- Attended the Battery Show, the largest advanced battery event in North America. Staff connected with key contacts that provided insight into an active recruitment project as well as learned about EV/battery industry trends.
- Met with OG&E to discuss active projects and recruitment strategy.
- Funded by the City of OKC, staff completed a Child Care Study and the Partnership for School Readiness. The study looked at the impact childcare issues have on the workforce and economic development of the city of OKC. A survey and several industry focus groups were conducted. Study findings were presented at the Joint Chamber Board and Board of Advisors meeting in September. Several news outlets carried the results of the study in local media.

## Talent and Business Growth

### JULY Activity:

- 10 employers engaged across OKC
- Currently assisting multiple expansion and recruitment projects in the OKC metro
- Provided leadership to InternOKC event with over 300 interns receiving professional development from some of the City's best corporate trainers and speaker
- Staff assisted with multiple Chamber/community events and connected with employers at State of the City, and Hispanic Chamber of Commerce

### JULY BRE Observations:

- Automation continues to increase across manufacturers and distributors across the region
- Some companies showing interest in environmental incentives as they have new goals to hit net zero emissions
- HR leaders are making more efforts to connect with partner non-profit agencies supporting workforce development
- Several employers indicated interest in resources on Oklahoma City that could be translated into different languages as the city's workforce becomes more diverse
- Career/Job fairs continue to see more attendees
- Out-of-market talent coming to OKC has increased across different positions and industries from states such as California, Texas, Illinois, and South Carolina
- Several employers reported that hybrid work schedules continue to be productive and positive for both employer and employee

### JULY Challenges/Opportunity:

- Despite many employers being nearly fully staffed, technicians, engineers, and mechanics roles are hard to fill
- As the city's diverse communities continue to grow, providing resources to assist in recruitment, particularly Spanish language support would be beneficial for many employers

### AUGUST Activity:

- 17 employers engaged across OKC
- Staff assisted and currently assisting with multiple expansion and recruitment projects in the OKC metro
- Staff toured Amazon's Fulfillment facility, OKC's sixth largest employer, to learn more about their operations and

support their presence in OKC

- Staff assisted with multiple Chamber/community events and connected with employers at Tinker & the Primes, OKC Chamber's Meet & Mingle, OKC Chamber's Manufacturing & Legislative Roundtable, and Select Oklahoma's Economic Development Conference

#### AUGUST BRE Observations:

- Several employers reported that their success in the OKC market has positioned them to train leadership from their other markets on best-practices for leadership--highlighting the prevalence of successful business growth and high-achieving talent
- There has been an uptick in interest from small employers in participating in state incentives and funding for capital investment
- There is significant momentum and growth in the renewable energy sector (lithium, wind/solar farms, EVs, etc.) along with ramped-up efforts to prepare current workforce for this industry vertical
- HR leaders continue to look for more opportunities to connect with workforce, who are equipped to find "hidden talent." These growing partnerships increasingly are coming from the non-profit sector.
- Talent Acquisition teams continue to look for opportunities to attend hiring events aimed at finding new talent
- Small employers in the aerospace industry are reporting acute competition for talent
- The Chamber continues to hear about the migration of talent to OKC across several different industries, coming from markets such as California, Texas, Illinois, and even South Carolina

#### AUGUST Challenges/Opportunity:

- Competition for talent is creating staffing challenges for smaller aerospace companies, who are working to support the aerospace/aviation sector
- Talent challenges for employers seems to be driving more openness to collaboration and creative talent development

#### SEPTEMBER Activity:

- 19 employers engaged across OKC
- Staff currently assisting with multiple expansion and recruitment projects in the OKC metro
- Staff attended multiple job fairs supporting employers in their workforce needs at the ODOT/OESC Job Fair, Work Ready Oklahoma's Job Fair, and UCO's Career Fair
- Staff assisted with multiple Chamber/community events and connected with employers at Select Oklahoma's Conference, State of the Region, etc.

#### SEPTEMBER BRE Observations:

- Majority of employers engaged continue to report being fully staffed or near fully staffed and seeing a strong 2023 thus far. Some notable growth in customer service operations, with one employer planning expansion of headcount in the immediate future.
- Continued high demand and competition for engineers, technicians, welders, and CDL drivers.
- Chamber is finding that more employers are becoming proactive in connecting/partnering with non-profit workforce organizations, career techs, and universities to increase labor pipelines.
- Increased awareness among employers in attracting/training OKC's diverse workforce market
- Some employers with small headcounts are reporting retention challenges as larger employers locate in OKC and bring new employment opportunities.

#### SEPTEMBER Challenges/Opportunity:

- Supporting retention efforts for small employers to stay competitive in growing competition for talent.
- Increasing engagement by employers in communal employment events and seeking funding opportunities for future expansion

## Entrepreneurship and Innovation

### JULY

- Chamber staff, along with University of Oklahoma leadership, industry partners and others are partnering with leadership from North Texas to create a multi-regional strategy to support an EDA Regional Technology Hubs grant application. This application looks for opportunities to continue to expand bioscience and biomanufacturing capabilities in both regions, tying together philanthropic and industry investment, clinical trial expertise, research commercialization and workforce development.

### AUGUST

- Chamber leadership continues to support multiple regional innovation/entrepreneurship program partnerships. These partnerships include support for a joint survey of existing start-up businesses to understand ongoing local needs, growth by start-ups in the region and overall growth trends. This survey was conducted in partnership with The Verge and Launch OKC Metro.
- Bio sector leaders recently completed an updated regional bioscience strategy. Labeled “Meeting the Moment-A Strategic Roadmap for Advancing the Biosciences Industry Cluster in Greater Oklahoma City”, this plan lays out current region-specific bio-science industry needs, priorities for the construction of a stronger regional infrastructure and potentials to increase science, commercialization and partner outputs. This plan was presented to a regional steering committee who guided the creation process made up of industry, research and economic development organizations.
- Partners also participated in a joint North Texas/Oklahoma City region U.S. Economic Development Administration Regional Tech Hub application. This application supports opportunities to build a multi-regional strategy to create new pharmaceutical production opportunities on the Interstate 35 corridor, improve health outcomes for diverse populations and share science and technology innovations across regional borders. Application for program funding was led by the University of Texas-Arlington with support from Oklahoma City and North Texas regional partners.

### SEPTEMBER

- Chamber team members continue to support a U.S. Economic Development Administration Regional Tech Hubs application that works to create formal bio-science collaborations between Central Oklahoma and North Texas. Primary projects include research sharing between the two regions, partnerships to create formal engagement between centers of scientific excellence considering health needs of diverse communities and partnerships on regional health industry talent development. Partners included in the proposal included the University of Oklahoma, Dallas College, the University of Texas-Arlington and multiple private and philanthropic partners.
- Staff working in collaboration with the City of Oklahoma City and Alliance for Economic Development have formally selected EY as the third-party consultant to lead a regional economic development strategic plan. This plan is intended to take a 25-30 year look at the region’s economic development “north star” in addition to updating metrics, programming and focus areas for multiple partners looking at a 5-year time horizon.

## Aerospace/Tinker Leadership Community

### JULY

- Tinker AFB’s 72<sup>nd</sup> Air Base Wing (ABW) held a change of command ceremony on July 17. Col. G. Hall Sebren, Jr relinquished command to Col. Abigail L.W. Ruscetta in a ceremony presided by Lt. Gen. Stacey T. Hawkins, the Air Force Sustainment Center commander. Col. Ruscetta previously served as the Vice Commander of the Oklahoma City Air Logistics Complex. Following two years as commander of the 72nd ABW, Col. Sebren will now serve as Vice Commander of the Air Force Sustainment Center, headquartered at Tinker AFB.



- Pratt & Whitney has been awarded a \$5,500,316,404 modification to a previously awarded contract for the F117 Engine Sustainment Support. The modification brings the total contract value to \$8,241,064,215. A portion of the work will be performed at Tinker Air Force Base and involves Foreign Military Sales to the United Kingdom, Canada, Australia, United Arab Emirates, Qatar, India, and Kuwait.
- Frontier Electronic Systems in Stillwater was awarded a \$94,099,269 contract for hardware in support of a Data Distribution System and supporting engineering services. Eighty percent of the work will be performed in Stillwater and is expected to be completed by June 2028.
- SGS LLC in Yukon was awarded a \$36,029,647 contract to construct a child development center. Work will be performed at Fort Johnson, Louisiana, with an estimated completion date of July 20, 2025.
- Altum Trading in Edmond was one of several companies that has been selected to support a \$900,000,000 contract that provides for the development of innovative approaches that bring multi-domain systems capabilities, the characterization of new technologies and systems through studies, recurrent demonstration, and rapid development to enable rapid prototyping, and test and capability transition.

## AUGUST

- Staff members of the Economic Development Division participated in the three-day Tinker and the Primes event Aug. 7-10. Almost 2,000 aerospace representatives and defense officials attended the conference which provides an opportunity for defense contractors to connect with DOD leaders and understand the needs of the Air Force to sustain an aging fleet. Air Force keynote speakers at the conference spoke about competition with China, the importance of supply chain management, enterprise digital dominance as well as updates on Tinker's growing missions.
- Boeing Oklahoma City was awarded a \$94,099,251 contract for integration and installation of aircraft modernization technology on two Boeing 777 aircraft. Work will be performed at Oklahoma City and Ardmore, Arkansas, and is expected to be completed by Nov. 9, 2027. This contract involves foreign military sales to India.

## SEPTEMBER

- Command Chief Master Sergeant Maribeth O. Ferrer assumed command chief responsibilities of the Air Force Sustainment Center (AFSC) during a ceremony at Tinker AFB. She is the seventh command chief of the center and the first woman to hold the role. During her 27-year career, she has served in six different major commands with overseas assignments in Korea, Italy, and Turkey and deployments to Afghanistan, Iraq, and United Arab Emirates.
- The Air Force Sustainment Center and Langston University established an Educational Partnership Agreement (EPA) on September 25. Unlike previous EPAs with the AFSC, the Langston University EPA focuses on non-STEM related areas of study as well as STEM related fields. The Langston agreement includes majors in business, supply chain management, installation management such as environmental science and project management.
- Pratt and Whitney Military Engines was awarded a \$220,979,197 contract that provides material and support equipment, program administrative, labor, supplies, services, planning, and unit level support equipment for F135 propulsion depot maintenance, non-recurring sustainment activities, and depot activations in support of the F-35 Joint Strike Fighter Program for DoD and Foreign Military Sales (FMS) customers. A portion of this contract will be performed in Oklahoma City and is expected to be completed in September 2026.

## **Retail**

### JULY

#### Retail Trends:

The rise of Gen Z consumers is shaping retail shopping patterns. This cohort is 16-26 years old, career driven, credit averse and tempted by immersive retail. Gen Z's value personal and professional fulfillment over material possessions. Gen Z consumers lean toward discount retailers such as: T.J. Maxx, Marshalls, Kohl's, Walmart and Target. They support brands that focus on mental health, environment/sustainability, racial and gender equity, ethical labor practices, LGBTQ and civic engagement and political activism.

## Monthly Highlights

- Attended TIF Committee meeting for Boardwalk at Bricktown to support largest TIF package in history of Oklahoma City.
- Launched Stand Tall Shop Small campaign to encourage consumers to support local retail districts. Worked with retail districts to understand upcoming events, festivals and new businesses coming to each of the districts.
- Met with new marketing director for Chisholm Creek to discuss overall development, future plans and ongoing marketing efforts.
- Engaged with Penn Square and The Oak to discuss BRT platform/rideshare for Embark and gauge interest for dedicated parking spaces.
- Researched population age groups as it relates to growth in the urban core for a multi-family investment project at 13<sup>th</sup> & Broadway.
- Facilitated meeting with Embark and Matteson Capital to discuss transit-oriented development/future plans and how it relates to the development.
- Discussion with real estate director for music venue called Notes Live to learn more about the amphitheater/venue announcement for Oklahoma City with a 12,000-seat amphitheater, 125 suites and \$55M capital investment that is slated for opening in 2025.
- Attended board meeting for Adventure District and sent RFP to potential prospects to engage in wayfinding signage for district.

## AUGUST

### Retail Trends:

Artificial Intelligence in retail is predicted to increase from \$5 billion to above \$31 billion by 2028 based on data from the World Economic Forum. As technology continues to evolve, retail organizations are reshaping the industry and using AI in the following applications for the retail sector from automation, loss prevention, sustainability, bringing down cost, supply chain optimization and customer satisfaction. Analysts see AI as a catalyst to change the roles of employees rather than eliminate them by having employees focus on more complex tasks requiring human connectivity and making businesses more efficient.

### Monthly Activity:

- Boardwalk in Bricktown approved incentive for \$200M for multifamily/mixed use development in Bricktown with Matteson Capital.
- Hosted Dallas partners at Rangers game in Arlington.
- ICSC Red River Committee kick-off planning meeting to discuss conference for 2024.
- Attended ribbon cutting event for JK by Chef King for new Asian fusion restaurant in downtown OKC.
- Attended CREW luncheon featuring South of 8<sup>th</sup> Street District Eastside Development plan.
- Met with Casey's convenience store to understand expansion plan and growth for new store development.
- Project Centres call to discuss specifics regarding site for new-to-market tenant.
- Met with Mustang Creek Crossing to discuss masterplan for development of the land at I-40 and Kilpatrick.
- Call trip to Dallas to meet with prospective developers and restaurant groups to talk about opportunities in Oklahoma City.

## SEPTEMBER

### Retail Trends:

Small scale development creates intentionality in placemaking and community. With the increase in experiential retail, it's important to understand the dynamics and the impact incremental development plays on transforming a place. With enhanced focus on green space, trees and connectivity, small scale projects are continuing to elevate communities and districts and create housing opportunities in areas that were once economically challenged.

### Monthly Activity

- Meeting with CEO of hospitality restaurant group in Fort Worth to discuss opportunities in Oklahoma City.
- Attended CREC luncheon featuring Bond Payne and the new Citizens building in downtown OKC.
- Matteson Capital discussion regarding farming, agriculture, and opportunities to utilize new technology on specific Brownfield related projects for clean-up.
- Follow up discussion regarding farming, agriculture, and opportunities to utilize new technology on specific Brownfield related projects for clean-up.
- Assisted in the planning for ULI NEXT Americas for the ULI Fall Conference in LA. Continue to collaborate with leadership team and push content and programming for roundtable discussions with key leadership experts in the industry.
- Site visit and presentation to major senior living housing developer evaluating Oklahoma City market for opportunities.
- Attended Seeds N Snack ribbon cutting welcoming the largest tahini factory to Oklahoma City and touring the new facility.
- Assisted ULI Peer City trip to Minneapolis to understand the needs on missing middle in housing market and hear from local developers on opportunities to create small scale developments that leave an impact on a district/community.

### **Research**

#### JULY

- Research Economist participated in the 2023 Economic Development Research Partners (EDRP) retreat in Minneapolis. Annually, EDRP sets the research agenda for future International Economic Development Council (IEDC) white papers and research that will influence the economic development profession.
- Research team analyzed and prepared supplemental data to help inform Oklahoma City Public Schools on how to best use their new Flex space to prepare students for the workforce and support Oklahoma City employers' future workforce pipeline needs. Shared data and conclusions with Superintendent Sean McDaniel and his team. Oklahoma City Public Schools continues to show interest in the data and the team will present again to school board members in August or September.
- Conducted field work for C2ER's Q3-2023 Cost of Living Index. This is a nationwide project in which prices are collected/compared across more than 300 metros to develop a uniform comparative cost of living index among participating communities.
- Research Coordinator participated in the 2023 Placekeepers Minority Developers Conference. Topics such as affordable housing, community development, and economic empowerment were discussed during the conference. The conference had several speakers from different organizations ranging from the International Economic Development Council (IEDC) to the Oklahoma Housing Finance Agency (OHFA) to an out of state community-led organization called the Boston Ujima Project.
- Research Coordinator was awarded the NABE Foundation scholarship to attend the Economic Measurement Conference in Washington, DC. The conference provided a deep level of discussion regarding data sources including U.S. Census Bureau, the Bureau of Labor Statistics, and the Bureau of Economic Analysis, the Conference Board, and multiple third-party providers.

#### AUGUST

- Provided the Federal Reserve Bank of Kansas City with an Oklahoma Mid-Year Economic Update, detailing current economic conditions for the state.
- Presented to OKConnect class on the topic of "Oklahoma City – Who Are We?"
- Provided data support to a national research firm as it compiles information related to affordable housing needs in Oklahoma City.
- Compiled data used for the Greater Oklahoma City Chamber intercity visit to the Tampa Bay region.

- Research staff attended the 2023 Select Oklahoma Economic Development Conference in Oklahoma City. The conference offers professional development and networking opportunities for economic developers from around the state.

## SEPTEMBER

- Trained twelve start-up businesses with Progress OKC Generation Impact Business Accelerator on research tools to assist in marketing and developing their small business. This is a program that assists aspiring and early-stage entrepreneurs to help develop skills that are applicable in cultivating a business concept. The overall goal of the program is to have a completed business plan for their company.
- Presented data and career pathway research to the Oklahoma City Public Schools Board. The school board, alongside Superintendent McDaniels, requested data to help support and guide their vision for the flex spaces currently being built and developed at Oklahoma City Public Schools. The research presented included labor market and hiring trends, in-demand skills, occupation and wage information for key, critical sectors of Oklahoma City's economy, and vertical occupation ladders.
- Created content used in the State of the Region event presentation detailing various attributes of the 10-county Greater Oklahoma City region.
- Presented results of the 2023 Child Care Study & Community Action Plan to the Chamber BOD/BOA, Greater Oklahoma City Regional Partnership, and Chamber staff.
- Research team provided select content used in Rotary Club of Oklahoma City/Club 29 presentation on current economic conditions.
- GIS Research Analyst participated in the statewide GIS South Central ArcGIS (SCAUG) User conference for GIS professionals. With over 330 attendees, it is the largest gathering of GIS professionals in the state.

## State/Regional/International Engagement

## JULY

- Provided input and letters of support for the Incentive Evaluation Commission review of multiple incentives used in competitive economic development projects, including the Economic Development Pooled Finance Programs and Training for Industry Programs.
- Held Quarterly Greater OKC Partnership Meeting. Class I Rail partner, BNSF, and short line rail partner, Watco, provided a Rail 101 overview to 10-county regional partners.
- Participated in presentation about OKANA and the impact the future project will bring to the Greater OKC region.
- Continue to meet monthly with the Alliance and City of OKC to discuss current economic development projects, industrial land development projects and issues.

## AUGUST

- Hosted a Manufacturing & Legislative Roundtable with Representative Stephanie Bice and the team of Representative Tom Cole. Several manufacturers throughout the region attended to gain insight and information about federal investment in manufacturing and to discuss issues facing manufacturers today.
- Greater OKC Regional Partnership hosted a reception for 20+ Dallas-based site location consultants, brokers and developers at a Dallas Rangers game. Developed new and maintained existing relationships. Several regional partners attended as well, and we hosted them for dinner afterward.
- Economic Development Team met with Oklahoma Manufacturing Alliance key team members to share more about each of our programs and responsibilities to see where more synergy could be generated to support our local manufacturers and to further develop relationships with Manufacturing Extension Agents for our region.
- Met with El Reno, Haskell Lemon, and Jag transport teams to discuss its industrial development site with a rail loop asset and future transloading services.
- Met with Union Pacific Oklahoma representative and El Reno to further discuss service capabilities at the rail loop asset and other potential industrial site locations right off the line.

- Sponsored and supported the development of the conference agenda, including managing 4 panel sessions, and attendee recruitment for the Select Oklahoma Economic Development Conference, held at the OKC Omni.

#### SEPTEMBER

- Sponsored, hosted and content committee member of Select Oklahoma Economic Development Conference. Nearly 500 attendees from throughout the state of Oklahoma attended to learn about issues and best practices impacting the economic development of our communities.
- Hosted Greater Oklahoma City Regional Partnership meeting, which featured topics related to the future of work and economic development, as well as policy and legislative issues.
- Attended the Norman EDC State of the Economy event.
- Continue to meet with Alliance and the City on partnership opportunities and seamlessness of working together on economic development issues.

**OKLAHOMA CITY ECONOMIC DEVELOPMENT FOUNDATION  
FY 23/24 PROGRAM PERFORMANCE MEASUREMENT**

**PROGRAM 1: CREATE ADDITIONAL LOCAL ECONOMIC OUTCOMES**

**DIVERSIFY THE LOCAL ECONOMIC BASE**

Performance Measure- Recruitment	FY 23/24 Target	Progress Indicators	
		1st Qtr.	YTD
Engage in efforts to maintain and grow the number of active prospects considering locations or expansions	Average number of recruitment or expansion projects in pipeline each month (goal of 45).	96	96
	Number of company prospect visits/virtual tours annually (goal 15).	5	5
	Projects in pipeline that reached a stage of active negotiation (goal of 15 annually).	1	1
Conduct outreach to national site consultants and company decision makers	Contact 250 national site consultants and real estate executives annually.	81	81
	Conduct outreach to 100 corporations annually.	39	39
Participate in target industry trade shows and forums to market Oklahoma City (examples include aerospace shows, back-office/shared services, manufacturing/logistics, software/cyber/tech, bioscience)	Participate in 8 target industry shows or forums annually.	4	4

Performance Measure- Recruitment	FY 23/24 Target	Progress Indicators 1 <sup>st</sup> Qtr. YTD
<p>Active recruitment of projects in the following key areas:</p> <ul style="list-style-type: none"> <li>• aerospace</li> <li>• back-office, shared service, and other office user projects</li> <li>• Manufacturing and Warehouse/distribution</li> </ul>	<p>Implement specific business development campaigns and outreach efforts in the described sectors.</p>	<p>The Chamber is currently managing a pipeline of 11 aerospace, 10 shared services/office, 7 distribution, and 54 manufacturing projects.</p> <p>Chamber staff continued specific outreach in aerospace, manufacturing, and logistics this quarter:</p> <ul style="list-style-type: none"> <li>• Attended the Battery show, North America's Largest Advanced Battery Event, where top-industry companies, innovative thinkers, and engineers gather to discuss future solutions. Great contacts were made to support existing competitive projects.</li> <li>• Attended EAA AirVenture OshKosh, where more than 500,000 from 80 countries gather to discuss all things related to flight.</li> <li>• Attended Tinker &amp; the Primes, where local companies, as well as out of market companies come to learn how to work with Tinker AFB.</li> <li>• Attended the Logistics Development Forum, which is the only conference to focus on the importance of supply chain and the site selection process.</li> </ul>
<p>Strategic Investment Program</p>	<p>Assist in the review of applicants to the SIP program and conduct economic modeling to determine incentive offerings.</p>	<p>Chamber team continues to run RPAS incentive analyses and discusses them with the City and the Alliance before making offers to prospects with active relocation/expansion projects.</p> <p>The Chamber, Alliance and City continue to discuss overall available SIP funds.</p>

Performance Measure – Innovation / Entrepreneurship	FY 23/24 Target	Progress Indicators 1stt Qtr. YTD
Actively support Innovation District	<p>Actively assist Innovation District board and staff launch and promote programming.</p> <p>Provide project management for recruitment/expansion projects that could locate in the Innovation District boundaries.</p>	<p>Chamber staff continues to serve on the Innovation District TIF Education Committee. This effort continues to implement STEM programming partnerships with school districts in and around the OKC ID area.</p> <p>Staff supported Wheeler Bio as they continued their formal expansion in Downtown OKC in support of their larger growth plans. Wheeler plans a formal grand opening of their downtown facilities on Oct. 5<sup>th</sup>. The company produces third-party manufactured products for the bio-pharma industry.</p>



Performance Measure – Innovation / Entrepreneurship	FY 23/24 Target	Progress Indicators 1st Qtr. YTD
Research and Development	<p>Support the expansion of research and development efforts and partnerships in the Oklahoma City metro.</p> <p>Examples include further development of the Bioscience and aerospace clusters. Also support the development of new research and development initiatives.</p>	<p>Greater OKC Chamber staff supported by third-party partner TEconomy consulting recently completed the OKC Bioscience Strategic Roadmap planning process. This process, funded by U.S. Economic Development Administration grant dollars creates priority objectives for the further investment and growth of the region/state's bio-economy.</p> <p>Partners in this process including research institutions, economic development entities, private sector bio companies and others ratified this plan after an extensive planning process.</p> <p>Use of the plan will guide the further allocation of EDA grant funds allocated to the Oklahoma City Economic Development Foundation and other program partners.</p>
Impacts in diverse communities	Support specific programming that provides outreach and assistance to diverse entrepreneurs and provides technology skills to diverse communities	<p>Oklahoma City Chamber partners are proud to continue to support the work of gBeta and gener8tor pre-accelerator and accelerator programming in the Oklahoma City market that supports diverse cohorts of founders in the regional market.</p> <p>In addition, the Chamber is working with the Alliance for Economic Development to support other funding programming for diverse entrepreneurs through City of OKC ARPA program funds.</p>

<p>Support existing and new programs</p>	<p>Identify/support programming with the following emphasis areas:</p> <ul style="list-style-type: none"> <li>• Expanding technology skills for Oklahoma City residents including diverse communities</li> <li>• Business technical capabilities including accounting, marketing, and other forms of</li> <li>• business acumen Pre-accelerator and accelerator programming</li> <li>• Corporate innovation and partnerships between existing businesses and existing entrepreneurs in the metro area</li> <li>• R&amp;D/business and technology partnerships</li> <li>• Early/growth-stage company growth including programming to support additional financial and mentorship partnerships</li> <li>• New technology/entrepreneur business recruitment</li> </ul>	<p>The Chamber, in partnership with the Alliance and others is pleased to support the launch of the Oklahoma City Minority Founders Accelerator. This program was specifically designed to support diverse founders through City of OKC ARPA dollars dedicated to minority entrepreneurship in concert with other economic development initiatives.</p> <p>OMFA is a 16-week experience designed to accelerate OKC's minority entrepreneurship ecosystem by investing in founder development and transforming high growth and lifestyle (or "main street") business concepts with potential.</p>
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Performance Measure – Inventory	FY 23/24 Target	Progress Indicators	
		1st Qtr.	YTD
Assist the Alliance for Economic Development and the City of Oklahoma City identify and accelerate development of industrial land sites.	Identify and work on two (2) industrial land sites to engage with owners/representatives in a process of moving them forward for use.	Staff continues to support the development of the OKC 577 site and the identification of other development property in the western and eastern corridors of the metro region.	
Create meaningful relationships with brokers and developers to assist in the creation and marketing of primary job site locations.	<p>Actively market Oklahoma City primary job employment sites to outside developers.</p> <p>Host at least two formal annual local broker engagement events.</p>	0	0
Assist Will Rogers Airport actively market Lariat Landing property for new investment	Actively partner with airport to market sites to brokers, developers and tenants throughout year.	Airport Department staff continue to be included in responses to RFPs and site visits where airports match project requirements.	

## INCREASE INCOME AND WAGES ACROSS INCOME BRACKETS

Performance Measure – Talent	FY 23/24 Target	Progress Indicators	
		1st Qtr.	YTD
Actively meet with existing Oklahoma City companies regarding current and future talent needs	Formal one-on-one surveys of 50 companies regarding talent development needs.	0	0
Talent consortium	<p>Continue talent consortium work in the following areas:</p> <ul style="list-style-type: none"> <li>• Digital skills including IT/cyber/software and automation</li> <li>• Aerospace sector skills</li> </ul>	<p>Continue to support Oklahoma City messaging and branding in key aerospace markets.</p> <p>Chamber also recently announced the hiring of a new STEM talent position focused on connecting existing and future employers to talent resources.</p>	

## INCREASE LOCAL INVESTMENT IN OKLAHOMA CITY AND INCREASE THE TAX BASE

Performance Measure – Local Companies	FY 23/24 Target	Progress Indicators	
		1st Qtr.	YTD
Existing Company engagement	Have one-on-one contact with 250 primary businesses in Oklahoma City supporting opportunities for growth, expansion and service provision (provide assist to 125-150 of these companies).	One-on one contacts with primary businesses: <b>Q1 46</b>  Assists: Current Quarter <b>Q1 8</b>	<b>YTD 46</b>   YTD <b>93</b>
	Actively maintain at least 5 expansion projects as part of project pipeline.  Conduct, publish and report an annual existing business survey.	Average # of expansion projects Current Quarter 14  (Will occur at calendar year end)	14

## IMPROVE OKLAHOMA CITY'S REPUTATION (Marketing and Research Support)

Performance Measure – Marketing	FY 23/24 Target	Progress Indicators	
		1st Qtr.	YTD
<b>Marketing:</b> Increased unique visitors to greateroklahomacity.com, okcretail.com and abetterlifeokc.com  Increase sessions generated by online marketing initiatives on greateroklahomacity.com and abetterlifeokc.com	Five percent gain year over year         10% gain year over year	18% decrease <a href="http://www.greateroklahomacity.com">www.greateroklahomacity.com</a> 32% decrease <a href="http://www.abetterlifeokc.com">www.abetterlifeokc.com</a> 28% decrease <a href="http://www.okcretail.com">www.okcretail.com</a>   23% decrease <a href="http://www.greateroklahomacity.com">www.greateroklahomacity.com</a> 26% decrease <a href="http://www.abetterlifeokc.com">www.abetterlifeokc.com</a>	13% decrease   32% decrease   28% decrease   23% decrease   26% decrease
Media Relations: Number and quality of stories pitched/placed and assisted.	Up to 300 media stories nationally	7 National media stories	7
Research tool capacities	Maintain a robust array of research tools capable of analyzing local, regional and national economic trends as well providing local data to support existing and new companies.	Maintain 32 research tools and databases that are used in the attraction of new businesses to Oklahoma City and in helping existing companies grow. Tools include input/output economic impact modeling, job forecasting, business performance tracking wage analysis, demographics, data visualization, and others.	
Economic impact analysis	Maintain specific research tools to help the City and Alliance review and analyze request for Strategic Investment Program funding	Ongoing assistance provided through the Regional Project Assessment System (RPAS), which provides economic impact and fiscal tax impact analysis for each new to market project evaluated for the Strategic Investment Program (SIP).	

## PROGRAM 2: RETAIL RECRUITMENT AND DEVELOPMENT

### IMPROVE OKLAHOMA CITY'S BRAND RECOGNITION WITH RETAILERS AND DEVELOPERS

Performance Measure – Brand Recognition	FY 23/24 Target	Progress Indicators	
		1 <sup>st</sup> Qtr.	YTD
Participate in key retail industry shows and forums to highlight Oklahoma City retail offerings	Participate in at least 8 shows and forums annually	2 Attended the Retail Live and ULI Peer City Trip with local delegation to Minneapolis.	2
Industry Leadership	Maintain an active role in the leadership of ICSC, ULI, CREC and other industry leadership programs as appropriate.  Participate in speaking events and best practice forums to highlight Oklahoma City retail successes (goal of 2 annually)	Serve as co-chair for ULI NEXT Americas Leadership steering committee and assist with planning for National Conference in October 2023. Serves as past chair and leadership committee for ICSC Red River Conference which is held in Jan 2024.  1 Presented to Chamber Board of Directors on latest retail trends, update on projects and success in the marketplace.	1
Maintain online and physical material that highlights Oklahoma City's strength and opportunities for new retail development	Maintain and market a retail-focused website that highlights Oklahoma City retail strengths and opportunities.  Support the creation of marketing/sales materials that highlight Oklahoma City's advantages and assets.	Worked with research team to create an overview map of Oklahoma City highlighting major shopping districts, traffic counts and retail corridors.	

## RECRUIT NEW DESTINATION RETAIL TO OKLAHOMA CITY

Performance Measure – Recruit Retail	FY 23/24 Target	Progress Indicators	
		1st Qtr.	YTD
Meet with target destination retailers and developers on ongoing basis	Goal of 35 annually	9	9
Maintain an active pipeline of new destination retail projects	Maintain an average of 20 projects	34	34
	Coordinate and host a minimum of three (3) site visits or virtual site visits from new to market retailers and developers in Oklahoma City.	2	2
Lead Oklahoma City's retail recruitment efforts at ICSC ReCon Event	Lead Oklahoma City's effort to coordinate the meetings, logistics and booth responsibilities for ICSC ReCon as appropriate.	This event occurs in May 2024  Q1 is geared toward strategic planning and outreach efforts and building relationships with tenants, retailers and brokers.	
Lead Oklahoma City's retail recruitment efforts at other industry events as appropriate	Develop an annual program of work to market Oklahoma City retail opportunities at national and regional events.		
Continue an active partnership with Oklahoma City, national and local brokers/developers to identify and recruit destination and high-quality retail in targeted areas of the city.	Contact and track 100 individual brokers, retailers, or developers	36	36



## ASSIST THE CITY OF OKLAHOMA CITY PREDICT AND INCREASE SALES TAX COLLECTIONS

Performance Measure – Brand Recognition	FY 23/24 Target	Progress Indicators	
		1st Qtr.	YTD
Provide data and reports to the City regarding retail trends to support public policy.	Present an annual retail industry report for the City of Oklahoma City.	Occurs in Q2	
Assist the City of Oklahoma City and other partners to determine the viability and need for retail project incentives.	Support retail development incentive discussions as appropriate.	Continue to look for opportunities to engage with developers and property owners to discuss creative opportunities to elevate second generation spaces in economical challenged districts and enhance the retail offerings in OKC.	

## INCREASE OKLAHOMA CITY RESIDENT'S QUALITY-OF-LIFE/SUPPORT EXISTING RETAILERS

Performance Measure – Quality-of-Life	FY 23/24 Target	Progress Indicators	
		1st Qtr.	YTD
Recruit destination retailers and developers to economically challenged regions.	Continue to actively support retail development in NE OKC, Innovation District and South/Southeast OKC.	3	3  Met with owners of Crossroads Mall to understand the challenges and complexity with the mall and talk through opportunities to create a plan. Also, met with owner of shopping center in South OKC at 44 <sup>th</sup> and Western who is trying to bring an experiential retail concept to the area. Site visit with new to market retailer to showcase property near Innovation District as a potential opportunity.
Support existing retail districts and neighborhoods.	Goal of engagement with 5 OKC retail or neighborhood districts annually. Support can include marketing and product development or partnership matchmaking support.	5	5  Held luncheon with district leadership to discuss Stand Tall Shop Small and highlight retail activity within the districts.

Support existing retailers	Assist 36 local retailers.	<p>9</p> <p>9</p> <p>Met with leadership of Asian District to talk about retail opportunities in the market and recruitment efforts. Attended soft opening for JK by Chef King and Urbane. Met with local regional shopping center managers to discuss sales, new tenants and overall health of the market. Attended the new services committee for Adventure District to discuss marketing the districts.</p>
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## OVERALL OUTCOMES SUMMARY

The combined components of the Chamber/Foundation's divisions have a key role in supporting The City of Oklahoma City. A group of topline outcomes is being monitored relative to the goal of the ongoing work by the Chamber/Foundation.

### Selected Topline Performance Outcomes based on Calendar Year

	Five Year Targets (2021-2025)	Five Year Actuals To Date (Year 3 of 5)	Annual Targets	2023 Actuals
New jobs resulting from Chamber-assisted projects (Existing Business Support + Recruitment)	20,000-24,000	13,832	4,000-4,800	3,604
Average salary of new jobs	20% higher than the MSA avg \$52,781	\$53,122	20% higher than the MSA avg \$52,781	\$70,623
Capital investment from projects	\$2 billion	\$7.8 billion	\$400 million	\$6.7 billion
Increase in taxes from Chamber-assisted companies and efforts	\$120 million	\$324 million	\$24 million	\$269 million

## Q1 New-to-Market Recruitment and Existing Company Expansion Projects

CODE NAME	Company Name	PROJECT DESCRIPTION	NAICS Code	Location Selected	Announced Success Date	Announced-Jobs	Announced-Total Investment
Project Fitz	Sam's Club	Distribution Center	493110	OKC Logistics Park, 2800 S Council Rd, Oklahoma City, OK 73128	7/31/2023	130	\$45,000,000

## Q1 Chamber-Assisted Existing Business Growth and Ongoing Engagement

Company Name	NAICS Code	NAICS Description	Retention Call Date	Physical City	County	Full Time Jobs Created	Capital Investment
Vicinity Energy Oklahoma City Inc.	221330	Steam and Air-Conditioning Supply	6/30/2023	Oklahoma City	Oklahoma	1	0
UPS	492210	Local Messengers and Local Delivery	7/7/2023	Oklahoma City	Oklahoma	30	\$20,000,000
Rainbow Fleet	624410	Child Care services	7/10/2023	Oklahoma City			0
Metal Container Corp.	332431	Metal Can Manufacturing	7/11/2023	Oklahoma City	Oklahoma		0
U.S. Foods	424490	Other Grocery and Related Products Merchant Wholesalers	7/21/2023	Oklahoma City	Oklahoma	20	0
Nestle Purina PetCare Company	311111	Animal Food Manufacturing	7/21/2023	Edmond	Oklahoma	5	\$12,000,000
Candor PR	541820	Public Relations Agencies	7/21/2023	Oklahoma City	Oklahoma		0
AGC Aerospace & Defense	523910	Miscellaneous Intermediation	7/21/2023	Oklahoma City			0
MacArthur Associated Consultants	541330	Engineering Services	7/21/2023	Edmond			0
All-America Bank	522110	Commercial banking	7/21/2023	Oklahoma City			0
KBR	541330	Engineering Services	7/31/2023	Midwest City	Oklahoma	2	0
Northrop Grumman - OKC	334511	Search, detection, navigation, guidance, aeronautical system and instrument manufacturing	8/16/2023	Oklahoma City	Oklahoma	150	0
MTU Maintenance	811310	Machinery and equipment manufacturing (Aircraft MRO)	8/16/2023	Midwest City	Oklahoma		0
Enel Greenpower North America, Inc.	221118	Other electric power generation	8/21/2023	Oklahoma City		3	\$1,000,000
Jetta Corporation	326191	Plastics/Plumbing Manufacturing	8/21/2023	Edmond	Oklahoma		\$1,200,000
Quad Construction	236220	Commercial and Institutional Building Construction	8/21/2023	Oklahoma City	Oklahoma		\$4,000,000
Malarkey Roofing Products	324122	Asphalt Shingle and Coating Materials Manufacturing	8/21/2023	Oklahoma City	Oklahoma	28	0
AAR Aircraft Services	336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	8/21/2023	Oklahoma City	Oklahoma	15	0
Waste Management	484110	General Freight Trucking, Local	8/24/2023	Oklahoma City	Oklahoma	20	0
ReMerge	624190	Individual and family services	8/24/2023	Oklahoma City		5	0

AeroCore X	336411	Aircraft manufacturing	8/24/2023	Del City			\$250,000
Rolls-Royce OKC	336412	Aircraft Engine and Parts Manufacturing	8/25/2023	Midwest City		3	0
MOOG, Inc.	336411	Aircraft Manufacturing	8/25/2023	Oklahoma City			0
Galvanic Energy, LLC	212390	Mineral Mining	8/25/2023	Oklahoma City	Oklahoma	5	0
AllClear Aerospace & Defense	336413	Aircraft part manufacturing	8/25/2023	Miramar			0
Critical Components	237120	Oil and Gas Pipeline and Related Structures Construction	8/25/2023	Oklahoma City	Oklahoma		0
KPMG LLP	541211	Offices of Certified Public Accountants	8/25/2023	Oklahoma City	Oklahoma		0
Nabholz Construction	236220	Commercial and Institutional Building Construction	9/6/2023	Oklahoma City	Oklahoma		0
City of Oklahoma City - EMBARK	485113	Bus and Other Motor Vehicle Transit Systems	9/13/2023	Oklahoma City		70	0
Kihomac, Inc.	336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	9/13/2023	Oklahoma City	Oklahoma		0
Dura Coatings	332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	9/13/2023	Oklahoma City			0
Vesta Foundation Solutions	238140	Masonry Contractors	9/13/2023	Oklahoma City			0
Collins Aerospace	336412	Aircraft Engine and Engine Parts Manufacturing	9/13/2023	Oklahoma City		3	0
Field Aerospace	336411	Aircraft manufacturing	9/13/2023	Oklahoma City	Oklahoma		0
Canoo, Inc.	336111	Automobile Manufacturing	9/13/2023	Oklahoma City			0
United Petroleum Transports	4842	Specialized Freight Trucking	9/14/2023	Oklahoma City	Oklahoma		0
Canadian Aviation Electronics ( CAE )	336413	Aerospace product and parts manufacturing	9/20/2023	Oklahoma City			0
Guernsey Engineers Architects Consultants	541310	Architectural Services	9/20/2023	Oklahoma City	Oklahoma	30	0
OMG Tooling Inc.	333511	Industrial Molds Manufacturing	9/22/2023	Oklahoma City			\$350,000
Alliance Steel, OKC	332311	Prefabricated Metal Building and Component Manufacturing	9/22/2023	Oklahoma City	Oklahoma	25	0
GE Aviation	335312	Motor and Generator Manufacturing	9/22/2023	Oklahoma City	Oklahoma		0
City of Edmond	925120	Administration of Urban Planning, Community, and Rural Development	9/25/2023			30	0
Paycom Center / ASM Global	561210	Facilities Service - Maintenance, security, guest services, janitorial, laundry, etc.	9/25/2023				0

Job Corps Guthrie	541000	Professional, and technical services	9/25/2023	Guthrie		0
Mathis Brothers	442110	Furniture Store	9/25/2023	Oklahoma City		0
W & W Steel Co.	332	Industrial Machinery Manufacturing	9/25/2023	Oklahoma City	Oklahoma	0

# Downtown Retail FY2023-2024



## Openings

### **Q1 07/2023 - 09/2023**

West Village	Grind Prep Academy	July 2023
City Center	JK by Chef King	July 2023
Auto Alley	Paizley Park	July 2023
Bricktown	The Poe	August 2023
Auto Alley	Little DPC	August 2023
West Village	The OKC Colorist Salon	August 2023
West Village	Royal Sandwich Shoppe	September 2023
Bricktown	Bibbs Smokehouse & Catering	September 2023
West Village	Elevate Pet Boutique	September 2023
West Village	Sailor & The Dock	September 2023

### **Q2 10/2023 - 12/2023**

### **Q3 1/2024 - 3/2024**

### **Q4 4/2024 - 6/2024**

## Closings

### **Q1 07/2023 - 09/2023**

Bricktown	The Mantle Wine Bar	August 2023
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### **Q2 10/2023 - 12/2023**

### **Q3 1/2024 - 3/2024**

### **Q4 4/2024 - 6/2024**

## Upcoming New Retail\*

Auto Alley	Photographic Society of America	TBD
Auto Alley	Urban Grange	TBD
Auto Alley	Shots on Rocks	TBD
Deep Deuce	Levitate Grill (inside Aloft hotel)	TBD

