



## **“What Do You Think” IREM? April 26, 2007**

*On April 26, [Pat Treadway](#) and [Theron Warlick](#) met with the Tulsa Chapter of the Institute of Real Estate Management (IREM). IREM is a professional organization whose mission is to serve as a resource and advocate for real estate managers. IREM provides education, research and analysis, publications, career development, and networking opportunities for real estate managers and real estate management companies.*

*Here's what they had to say:*

### **What does Tulsa most need to achieve?**

1. Linkage system: better access to all parts of the City
  - a. Light rail – tie everything together
  - b. More bridges across River
  - c. Complete “West loop” (Gilcrease Expwy)
  - d. Need link between Brady District and Cherry Street
2. Need affordable housing
3. Economic development
  - a. Higher paying jobs
  - b. Need activities/entertainment to attract workers
    - i. Visitors need more “things to do”. Some of those visitors will stay. Night life
    - ii. Recognize that we are in a competition for companies/jobs
      1. We need to get on everyone’s “short list”
  - c. Airport has too few direct flights
4. City needs to make *growth* a part of their business.
  - a. Recognize that People = Revenue
  - b. Offer incentives NOT penalties

5. Create attractive business environment
  - a. Emulate others that are successful
  - b. City does need a new approach
  - c. Progressive government
6. Change counterproductive laws
  - a. Example: Blue law barring wine in grocery stores is antiquated
7. Help older neighborhoods and East Tulsa
8. Preserve older neighborhoods
9. Build upon older plans – find common threads
  - a. Transportation
  - b. Parks
  - c. Vision 2025
10. Public relations
11. Revitalize Downtown
  - a. A place to be
  - b. Safe

### **What are Tulsa's most valuable or important assets?**

12. We need an organized effort to market and promote Tulsa entertainers.
  - a. Example: The *Tulsa Sound* of the 1970's. We had some of the best entertainers of the day. Most of them moved on down to Austin because we didn't know what to do with them. Austin benefited; they are a music town. We lost.
  - b. Similar opportunities today with local jazz.
13. Largest urban Native American population in U.S.
14. Great resources if we can turn them around
  - a. Brady district
  - b. Downtown
    - i. Not being utilized at night or weekends
  - c. Cherry Street
  - d. Brookside
  - e. When Williams Forum was going in the '80s, Tulsa was looking great
    - i. We are in an even better position today.
15. River
  - a. Should be worked
  - b. Fully developed resources especially downtown
  - c. Develop west side of river

16. Higher Education
  - a. OU, OSU, TU – critical to our future
17. Arts
  - a. Ballet
  - b. Use PAC more
  - c. Theatre
  - d. Opera
18. Air and Space Museums/Industry
19. Jazz hall of fame
20. Lakes – Skiatook
21. Beautiful buildings downtown
22. Zoo
23. Airport – terminals are a problem
24. Note: IREM and members are a research and information resource. Don't hesitate to call for help, questions, etc. on the planning effort.
  - a. Contacts throughout the world

**What are Tulsa's most critical issues, problems, or concerns?**

25. City is missing opportunities
  - a. Aquarium and Bass Pro shop should be in Tulsa
  - b. Zoo. Jane Goodall called the Tulsa chimp exhibit one of the ["best she has ever seen"](#). Who knows that?
  - c. Arts is a missed opportunity
26. Adequate housing
27. Improve transportation system
  - a. Roads
    - i. Fix up
    - ii. Undersized; not right
  - b. Infrastructure
    - i. Out of date
  - c. Bridges
    - i. Improve transportation
    - ii. Tie in west side
    - iii. Tie in northwest side
28. Growth of city has outpaced infrastructure
  - a. Keeping up and hopefully excelling
    - i. OKC and NW Arkansas have passed Tulsa considerably

29. Not everyone can go to private school
  - a. TPS is a concern
    - i. Housing location based on TPS quality
    - ii. TPS should have higher quality
30. Crime is a problem
  - a. Better police training
31. Insurance
32. Immigration
  - a. Difficult to be here legally if an immigrant
  - b. We need workers
    - i. Need adequate work force
    - ii. Affordable labor
    - iii. High quality
33. Doesn't feel good downtown
34. Become progressive
  - a. Education
  - b. Environment
  - c. Community activities