

Economic Development Strategies
City of Tulsa

Dewey F. Bartlett Jr., Mayor

1. Businesses make location decisions based on a set of economic development indicators. Assess how Tulsa stacks up to the 10 competitive peer cities, and focus on quality of life issues identified in the City of Tulsa Citizens Survey report.
2. Continue implementation of business recommendations for government efficiency and effective delivery of core services that positively impact quality of life for Tulsans
3. In making Tulsa government-friendly for businesses, by strengthening planning and economic development activities under a consolidated department, designating a small business liaison to assist businesses through government processes, and revise zoning codes as recommended by PLANiTulsa, the city's comprehensive plan. Create the Small Business Advisory Council to keep local government officials in tune with small business needs in Tulsa.
4. Aggressively market a City offer to development City property on the west bank of the Arkansas River to create new economic opportunities and jobs.
5. Strategically privatize selected City services that can be delivered by contractors in the free market.
6. Focus on neighborhood initiatives to improve quality of life issues and public safety.
7. Plant the seeds for growth of Tulsa-based businesses through several initiatives: partnering on job fairs; listen to business concerns through the Mayor's Retention meetings; develop City purchasing practices that help businesses compete to deliver products and services used in City government operations and programs; move City-owned land into the private sector for development; develop a Brownfields emphasis to assess opportunities for this important community and economic initiative; hire a retail specialist to evaluate the Tulsa market for the best retail opportunities; continue support of the Tulsa Metro Chamber Tulsa's Future II project to leverage diverse business strategies to enhance Tulsa's standing as a desired location; maximize our Sister Cities relationships by visiting these cities to identify business opportunities.
8. Promote Tulsa's central location in the U.S. and easy access to multiple geographic markets, and call attention to our combined assets that create an intermodal system of coordinated transportation using the Tulsa Port of Catoosa, rail, interstate highway connections and Tulsa airports.
9. Build upon Tulsa's oil and gas legacy by using our colleges and universities and existing knowledge and resources in the industry to develop an energy business plan for the future that will focus on our existing oil and gas industries and expand on alternative energy opportunities, including geothermal, wind, solar and compressed natural gas.
10. Build and rebuild Tulsa's infrastructure, continuing the Fix Our Streets program, maintaining our water and wastewater systems and continuing stormwater and flood control capital improvement programs. Businesses making relocation decisions examine the investments the local government and its citizens make in their community.

Tulsa Fast Facts

Tulsa receives high rankings in national studies:

No. 1 in affordable cities in the U.S. – *Relocate America* 2010

No. 1 metropolitan area for cost of living – *Business Facilities* 2010

No. 2 housing market in the U.S. – *MSNBC* 2010

No. 1 fastest growing state by GDP – *The Huffington Post* 2010

No. 4 metro area for quality of life – *Business Facilities* 2010

No. 4 city for jobs in 2011 – *Forbes* 2010

No. 5 strongest economy for families – *Parenting Magazine/Best Cities* 2010