



# MAYOR'S ECONOMIC RECOVERY ADVISORY COMMITTEE

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**Prepared by:**

City of Tulsa  
Tulsa Regional Chamber

**Presented:**

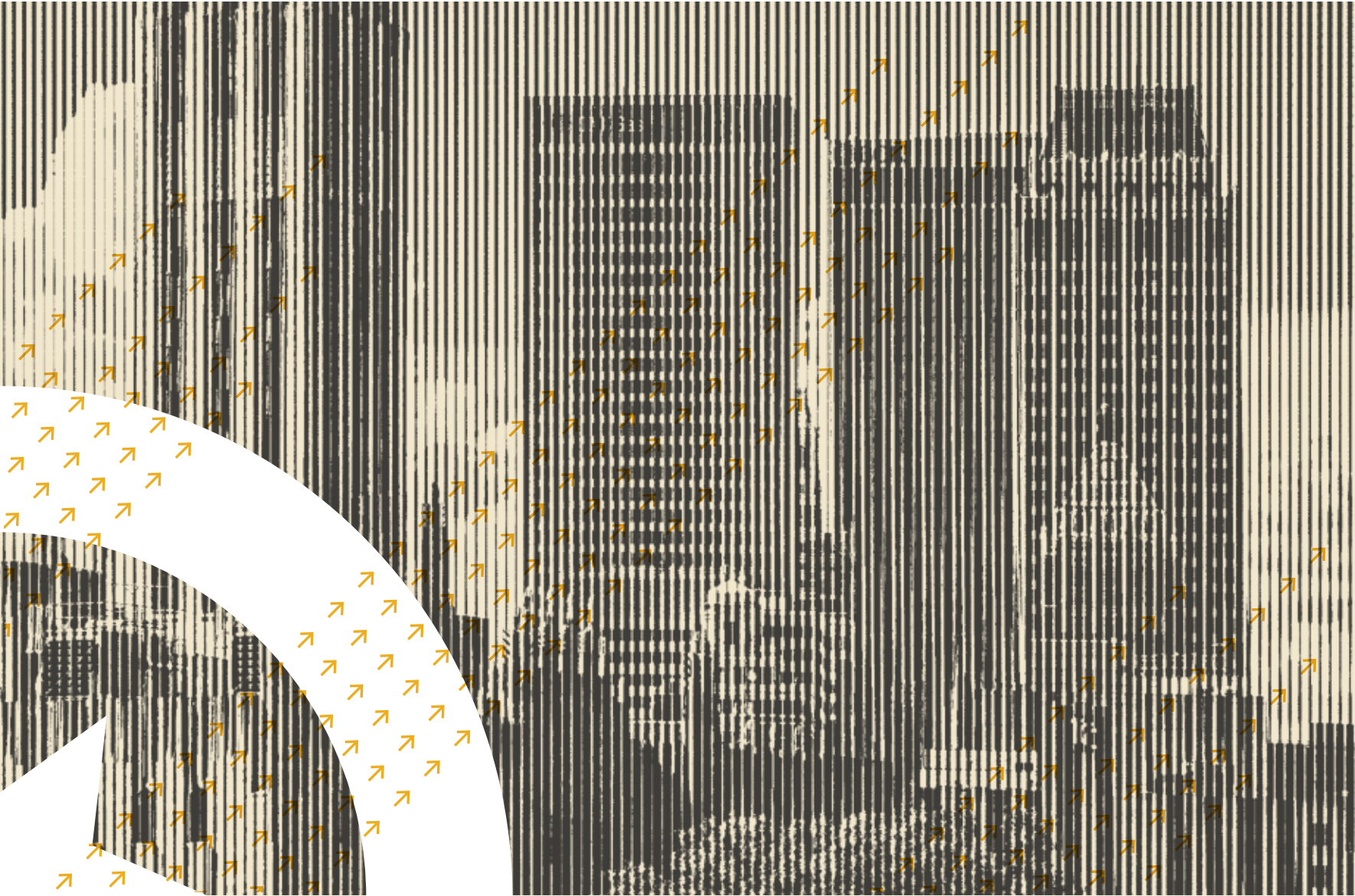
June 24, 2020



**Tulsa** CITY OF  
*A New Kind of Energy.*

**TULSA**  
REGIONAL  
CHAMBER

# Table of Contents



## 01 Mayor’s Economic Recovery Advisory Committee

### 03 Background and Process

03 PURPOSE

04 CORE VALUES

04 PROCESS

### 05 Next Steps

05 PUBLIC REVIEW OF RECOMMENDATIONS

### 06 Committee Members

## 07 Existing Business and Industry Subcommittee

### 09 Immediate and Near-Term Priorities

09 INCREASE ACCESS TO CAPITAL FOR SMALL BUSINESSES

10 INCREASE ONLINE TOOLS AND RESOURCES SUPPORTING SMALL BUSINESS SUCCESS

11 MAINTAIN AND EXPAND CENTRALIZED BUSINESS SUPPORT AND RESOURCE NAVIGATION EFFORTS

12 ESTABLISH A COMPREHENSIVE APPROACH TO ACOLLECTING CONSUMER CONFIDENCE DATA TO INFORM POLICY

### 13 Long-Term Priorities

13 ESTABLISH AN ANGEL INVESTOR NETWORK

14 ADVOCATE FOR INDUSTRY-SPECIFIC FEDERAL RELIEF

15 ADVOCATE FOR INCREASED FUNDING FOR THE EIDL PROGRAM

## 17 Economy and Economic Growth Subcommittee

### 19 Immediate and Near-Term Priorities

19 LAUNCH A REMOTE WORK INITIATIVE TO CONNECT TULSANS WITH JOBS

20 CONDUCT AN ANALYSIS OF DISPLACED WORKERS

21 LAUNCH A SUPPLY CHAIN AND RESHORING RECRUITMENT EFFORT

22 PRESERVE AND INCREASE ACCESS TO AFFORDABLE HOUSING

23 DEVELOP A MANUFACTURING INNOVATION HUB

### 24 Long-Term Priorities

24 ADDRESS STRUCTURAL BARRIERS TO ECONOMIC RECOVERY AND GROWTH

26 CAPITALIZE ON FEDERAL VA INVESTMENT TO SPUR LOCAL DEVELOPMENT

## 27 Public Health and Economic Recovery Subcommittee

### 29 Immediate and Near-Term Priorities

29 LAUNCH A COMPREHENSIVE COVID-19 PUBLIC EDUCATION CAMPAIGN

### 31 Long-Term Priorities

31 PRIORITIZE COMPREHENSIVE PUBLIC HEALTH IMPROVEMENT EFFORTS





MAYOR'S ECONOMIC RECOVERY  
ADVISORY COMMITTEE

# Mayor's Economic Recovery Advisory Committee



# Background and Process

## PURPOSE

The Mayor's Economic Recovery Advisory Committee, a partnership between the City of Tulsa and Tulsa Regional Chamber, sought to leverage the experience and expertise of Tulsa's largest employers, industry, and community leaders to guide policy recommendations for economic recovery within the city of Tulsa. The committee focused their analysis and recommendations related to actions and efforts which aim to support the continued growth of quality jobs and the regional economy. The Committee's purpose and intent was not to capture the full scale of recommendations which will be necessary for long-term recovery from COVID-19 and its impact, but to leverage the experience and expertise of business leaders to inform policy recommendations in the subcommittee areas of Existing Business and Industry, Economy and Economic Growth, and Public Health and Economic Growth.

## CORE VALUES

- » Building Community Resiliency
- » Acknowledging and Addressing Inequities, Particularly Racial Inequities
- » Data-Driven Decision Making

## PROCESS

Beginning April 23, 2020, the committee met on a weekly basis, with the full committee meeting a total of seven (7) times through Monday, June 8. In addition to the full committee's weekly meetings, the three (3) subcommittees met weekly throughout May. Key steps in information gathering, understanding, and review included:

- » Weekly presentations from Dr. Bruce Dart and special presentations from Richard Florida with the Creative Class Group and Kenan Fikri with the Economic Innovation Group
- » Multiple surveys to committee members to identify and understand potential priorities and to rank and further analyze suggested priorities
- » Weekly review and analysis of draft recommendations to ensure vetting of suggested language and recommended actions
- » Outreach by committee members to key partners to test and refine draft recommendations





## Next Steps

### PUBLIC REVIEW OF RECOMMENDATIONS

Over the course of June, City of Tulsa and Tulsa Regional Chamber leadership will present recommendations from the Mayor's Economic Recovery Advisory Committee for public review and comment. This will include presentation of recommendations to the Tulsa City Council and the Tulsa Regional Chamber Board of Directors, discussion of the recommendations with key partners and stakeholders identified as implementation partners, and a public survey to capture citizen feedback on the priorities. Recommendations will be finalized upon review of public feedback in an effort to incorporate relevant input.



## Committee Members



### Mayor G.T. Bynum

Mayor  
City of Tulsa



### Dewey Bartlett

Former Mayor  
President, Keener Oil & Gas Company



### Steve Bradshaw

President & CEO  
BOK Financial



### Chet Cadieux

President & CEO  
QuikTrip Corp.



### Carlin Conner

Former CEO  
SemGroup Corp.



### Bruce Dart

Executive Director  
Tulsa Health Department



### Kevin Gross

CEO  
Hillcrest Healthcare System.



### Marilyn Ihloff

Owner  
Ihloff Salon & Day Spa



### Ben Kimbro

City Councilor  
ChairTulsa City Council.



### Dave Kollmann

Division President  
Flintco, LLC



### Paula Marshall

CEO  
Bama Companies, Inc.



### Josh Miller

Program Officer  
George Kaiser Family Foundation



### Steve Mitchell

Managing Director  
Argonaut Private Equity



### Mike Neal

President & CEO  
Tulsa Regional Chamber



### Elliot Nelson

CEO  
McNellie's Group



### Jeff Nowlin

CEO  
Ascension St. John



### Erik Olund

Managing Director  
American Airlines



### Pete Patel

CEO  
Promise Hotels



### Ron Peters

County Commissioner  
District 3, Tulsa County



### Larry Rooney

President, Manhattan  
Construction Company



### Peggy Simmons

President & COO  
AEP/PSO



### Casey Sparks

General Manager  
ASM Global



### Barry Steichen

Executive VP & COO  
Saint Francis Health System



### Kathy Taylor

Former Mayor  
Lobeck Taylor Family Foundation



### Rose Washington

Executive Director  
TEDC Creative Capital

### LEAD STAFF:



### Kian Kamas

Chief of Economic Development  
City of Tulsa – Office of the Mayor



### Justin McLaughlin

EVP & COO  
Tulsa Regional Chamber





# Existing Business and Industry Subcommittee

MAYOR'S ECONOMIC RECOVERY  
ADVISORY COMMITTEE





# Immediate and Near-Term Priorities

## INCREASE ACCESS TO CAPITAL FOR SMALL BUSINESSES

Increase access to capital, particularly for small businesses, and ensure programs provide flexibility in how loan funds can be deployed for business operations and growth.

COMMITTEE RANKING	1.1 OF 6
Overview and Background	The impact of COVID-19 and resulting economic crisis have created substantial pressures for small businesses and nonprofits, as many have experienced significant or total loss of revenue for prolonged periods of time. Without grants or low-cost, long-term capital, many businesses will be unable to survive long-term, or will be saddled with debt which will limit business viability. Increasing access to capital for small businesses and nonprofits not providing social services will be critical to ensuring a bedrock of the local, state, and national economy recovers.
Actions and Efforts Currently In Progress	<p>The City of Tulsa initiated the Resilience and Recovery Fund, providing an initial \$1.1 million in funds; an additional \$1 million in funds will be available through CDBG.</p> <p>GKFF and the Schusterman Family Foundation funded the Mi Gente fund at \$500,000, providing loans to immigrant and undocumented business owners.</p> <p>TEDC has proposed the RESET Loan Program, which would utilize CARES Coronavirus Relief Funds to implement a local PPP-type program to provide forgivable loans to businesses with up to 100 employees.</p>
Proposed Initiative Leader and Stakeholders	TEDC, with funding support from Tulsa County
Budget Needs and Potential Funding Sources	<p>\$25,000,000 – \$50,000,000</p> <p>Tulsa County CARES Act Coronavirus Relief Funds</p>
Proposed Actions for Implementation	<p>Ensure approval of CARES funding from Tulsa County.</p> <p>Evaluate demand and additional funding needs as loan applications are reviewed and determine need for additional funding.</p>

## INCREASE ONLINE TOOLS AND RESOURCES SUPPORTING SMALL BUSINESS SUCCESS

Increase availability of tools and resources which provide information, data, and resources to small businesses to allow them to pivot and adjust to new economic realities and increase their chances for long-term resilience and recovery.

COMMITTEE RANKING	2 OF 6
Overview and Background	As business owners and residents continue to practice social distancing in the coming weeks and months, in-person interaction will likely continue to be limited. Ensuring the availability and awareness of online tools, which will assist small business owners in planning recovery and pivot strategies, provides an opportunity to support and assist businesses in their recoverywhile adjusting to the realities of COVID-19.
Actions and Efforts Currently In Progress	Tulsa Regional Chamber revamp of <a href="http://www.TulsasFuture.com">www.TulsasFuture.com</a> and efforts to add online tools to support business development and growth
Proposed Initiative Leader and Stakeholders	Tulsa Regional Chamber, Tulsa Small Business Connection, Tulsa Economic Development Corporation (TEDC)
Budget Needs and Potential Funding Sources	Limited – Potential need for funding to support increased and enhanced online tools and services
Proposed Actions for Implementation	<p>Pursue partnership with City of Tulsa to include information on online resources in utility bills and other large-scale touchpoints with Tulsa businesses and residents.</p> <p>Identify additional external partners to increase awareness of and access to online resources, particularly partners with established relationships and trusts with disadvantaged businesses.</p> <p>Provide online trainings to educate businesses on how to use online tools and resources and ensure availability of trainings for ESL residents and business owners.</p> <p>Identify opportunities to publish resources in multiple languages.</p>

MAINTAIN AND EXPAND CENTRALIZED BUSINESS SUPPORT AND RESOURCE NAVIGATION EFFORTS

Maintain and expand centralized efforts, such as Tulsa Responds, to ensure businesses are aware of all local, state, and federal support programs, and to provide support to businesses in navigating and applying for these resources. Ensure businesses are directed to trusted lending sources, with a priority on federally-backed capital.

COMMITTEE RANKING 3 OF 6	
Overview and Background	As relief efforts at the local, state, and federal level have moved forward throughout the course of the COVID-19 crisis, it has become increasingly clear that navigating available resources will be critical for small businesses – particularly for sole proprietors, micro-businesses, and disadvantaged and minority business owners.
Actions and Efforts Currently In Progress	Tulsa Responds website and navigator program launched through support of George Kaiser Family Foundation, TEDC, and City of Tulsa.
Proposed Initiative Leader and Stakeholders	Tulsa Responds, TEDC
Budget Needs and Potential Funding Sources	\$150,000 – 250,000 for ongoing staffing needs
Proposed Actions for Implementation	<div>Develop and submit an application for funding to Tulsa County for use of CARES Coronavirus Relief Funds.</div> <div>Train navigators on Tulsa County RESET program in partnership with TEDC.</div> <div>Identify grant opportunities such as Cities for Financial Empowerment Grant which could provide assistance for personnel costs.</div> <div>Create asset map of key resources to which small businesses could need access – 36*N services, capital resources, real estate services for office, employee recruitment resources, etc.</div>

ESTABLISH A COMPREHENSIVE APPROACH TO COLLECTING CONSUMER CONFIDENCE DATA TO INFORM POLICY

Establish a method for regularly collecting data on consumer confidence across Tulsa and the region. Analyze data on an ongoing basis and publicly report results to inform public policy and public education efforts; to support business reopening policies; and to inform the individual decisions Tulsans themselves make. Identify indicators, such as enplanements at Tulsa International Airport or hotel occupancy rates, that serve as indirect indicators of consumer confidence.

COMMITTEE RANKING 5 OF 6	
Overview and Background	As cities and states across the country pursue reopening, it is undisputed the links between public health, consumer confidence, and economic recovery cannot be uncoupled. Identifying consumer confidence indicators and understanding how to monitor and analyze these indicators on an ongoing basis provides an opportunity to inform public policy and broader reopening efforts.
Actions and Efforts Currently In Progress	Multiple existing businesses track consumer confidence data relevant to their industry.
Proposed Initiative Leader and Stakeholders	City of Tulsa in partnership with Tulsa Regional Chamber, leveraging data from Tulsa Health Department
Budget Needs and Potential Funding Sources	\$25,000 – \$50,000 for surveying
Proposed Actions for Implementation	<div>Identify existing sources of consumer confidence data and key indicators of consumer confidence, such as mobility data (traffic counts), enplanements, etc.</div> <div>Consider implementation of a regular consumer survey to directly monitor resident opinions.</div> <div>Identify parties to best monitor and report out consumer confidence measures to assist in policy formation and response efforts and ensure regular media coverage of consumer confidence indicators.</div>





# Long-Term Priorities

## ESTABLISH AN ANGEL INVESTOR NETWORK

Establish an Angel Investor Network to support startup firms that are positioned for growth in the current economy, or which are responsive to business opportunities created by COVID-19 and resulting economic shifts. Create a system that provides a coordinated means of putting potential deals in front of funders and increasing access to opportunities in a more systematic or process-based manner. Consider replicating models such as the Central Texas Angel Network by building upon and enhancing existing seed-stage capital efforts working statewide.

COMMITTEE RANKING 1.2 OF 6	
Overview and Background	Tulsa has historically identified a lack of access to “seed capital” as a critical barrier to the growth of the city and region’s entrepreneurial ecosystem. While the group initially discussed the need for additional venture capital funding, upon further analysis, the committee determined a more appropriate need in Tulsa is establishing a formal “angel network,” which can systematize access to potential investors and review of potential deals, while creating pathways for mentorships and coaching from established business leaders.
Actions and Efforts Currently In Progress	StitchCrew efforts to launch an angel investor network with specialized support for women and minority businesses; past finalist for Kaufman Foundation grant.  Existing Angel Groups: i2E Seed Step Angels; Victorium Capital; CTA Network (OSUs).  Existing “Early Stage” Funds: i2E; Atento Capital; Cortado Ventures.
Proposed Initiative Leader and Stakeholders	StichCrew in partnership with 36 Degrees North for Tulsa implementation/execution.
Budget Needs and Potential Funding Sources	Unknown
Proposed Actions for Implementation	Research the history, launch, and progression of the Central Texas Angel Network and develop an assessment as to the feasibility of expanding or building upon existing efforts to create a similar network in Tulsa and Oklahoma.

## ADVOCATE FOR INDUSTRY-SPECIFIC FEDERAL RELIEF

Advocate for industry-specific programs at the federal level for those businesses most impacted by COVID-19, in particular restaurants and the hotel industry.

COMMITTEE RANKING 4 OF 6	
Overview and Background	COVID-19 has undoubtedly had an outsized impact on specific industries, particularly those that were forced to dramatically alter or close operations as a result of social distancing requirements. For businesses in the restaurant, retail, hotel, hospitality, and tourism industries, dramatic drops in revenue during stay at home orders, coupled with ongoing reductions in customer traffic, mean long-term recovery will be substantially inhibited, if not impossible. While initial federal relief packages provided industry-specific relief for select industries, many were left out.
Actions and Efforts Currently In Progress	Ongoing business advocacy efforts with Oklahoma’s delegation.  Industry group advocacy efforts for relief programs .
Proposed Initiative Leader and Stakeholders	Tulsa Regional Chamber, OneVoice Coalition
Budget Needs and Potential Funding Sources	Future federal relief packages, as well as potential amendments to the PPP or Main Street Lending Program to increase eligibility for additional small businesses.
Proposed Actions for Implementation	Identify appropriate OneVoice legislative task force to advance advocacy for issue.

ADVOCATE FOR INCREASED FUNDING FOR THE EIDL PROGRAM

Advocate for increased funding for the U.S. Small Business Administration’s EIDL Program to ensure additional small businesses have access to low-cost, long-term capital to support economic recovery and growth.

COMMITTEE RANKING	6 OF 6
Overview and Background	COVID-19 relief resources through the EIDL program were announced with substantial excitement and fanfare, given the program’s ability to provide access to larger levels of capital at low-interest and extended terms. Unfortunately, demand for resources within the program was substantially above what was available, and maximum loan amounts have been substantially reduced as a result. In addition, SBA has largely closed off the program and is only accepting new applications from agricultural businesses. For many small and mid-sized businesses to survive and return to a state of growth, programs such as EIDL will be critical to ensuring businesses are not burdened with unsustainable debt terms or levels.
Actions and Efforts Currently In Progress	Ongoing business advocacy efforts with Oklahoma’s delegation.
Proposed Initiative Leader and Stakeholders	Tulsa Regional Chamber, OneVoice Coalition
Budget Needs and Potential Funding Sources	Future federal relief packages.
Proposed Actions for Implementation	Identify appropriate OneVoice legislative task force to advance advocacy for issue.







# Economy and Economic Growth Subcommittee

MAYOR'S ECONOMIC RECOVERY  
ADVISORY COMMITTEE





# Immediate and Near-Term Priorities

## LAUNCH A REMOTE WORK INITIATIVE TO CONNECT TULSANS WITH JOBS

Launch a remote work initiative to connect unemployed or underemployed Tulsans with remote work opportunities nationally and globally.

COMMITTEE RANKING 1 OF 7	
Overview and Background	As Tulsa and Oklahoma are faced with dual crises as a result of COVID-19 and the collapse of energy prices, the state currently faces and will continue to face unemployment levels not witnessed in decades. Given the rise of the allowance for remote working and telecommuting, and Tulsa's success in supporting remote workers through Tulsa Remote, Tulsa has an opportunity to support employment transitions through the launch of a targeted effort to connect unemployed Tulsans with remote jobs. Such an effort would allow the region and state to retain workforce and provide industry diversification through remote work.
Actions and Efforts Currently In Progress	Tulsa Remote led by GKFF  Creation of remote job listing job board.
Proposed Initiative Leader and Stakeholders	Tulsa Remote, Workforce Tulsa, TYPROS, Tulsa Regional Chamber/Tulsa's Future
Budget Needs and Potential Funding Sources	Minimal – Funding will be needed to support increasing the number of jobs listed on the board and broader public availability of the board as a resource for job searchers, to include funding for development and staff.
Proposed Actions for Implementation	Support and publicize Tulsa Remote's launch of an online jobs board for remote opportunities.

## CONDUCT AN ANALYSIS OF DISPLACED WORKERS

Execute a detailed analysis and study on displaced workers most impacted by COVID-19 and the resulting economic crisis. This analysis should capture information related to workers in the retail, restaurant, hospitality, and entertainment industries, as well as the energy and aerospace industries. Analysis recommendations should inform proposed retraining initiatives and provide specific guidance on how to address worker upskilling needs and how to solve issues with transitioning highly skilled professionals to in-demand industries.

COMMITTEE RANKING 2 OF 7	
Overview and Background	With unemployment soaring to levels unseen since the Great Depression, the nation faces dramatic challenges as it relates to ensuring workers are able to transition into job opportunities that will provide a stable and resilient source of income. As regional and state leaders contemplate actions to support unemployed and underemployed workers, it is critical training partners understand the skills of those who have been displaced, and the pathways and training needed to transition workers into high-demand jobs.
Actions and Efforts Currently In Progress	Tulsa's Future workforce analyses completed from 2017-2020 provide useful background on regional labor profiles.
Proposed Initiative Leader and Stakeholders	Tulsa Regional Chamber/Tulsa's Future, Workforce Tulsa, Oklahoma Manufacturing Alliance, Tulsa Tech, Tulsa Community College
Budget Needs and Potential Funding Sources	\$125,000  EDA grant; CARES Coronavirus Relief Funds
Proposed Actions for Implementation	Develop proposal to Tulsa County or State of Oklahoma for CARES Coronavirus Relief Funds funding for study and effort.  Develop proposal to Economic Development Administration for grant.  Develop RFP for solicitation of services.



LAUNCH A SUPPLY CHAIN AND RESHORING RECRUITMENT EFFORT

Launch a supply chain and onshoring recruitment effort to capitalize on the shifts in business decisions resulting from the global impact of COVID-19. Identify those industries most vulnerable to negative impacts from supply chain issues or overseas operations, and target those with alignments to Tulsa’s existing industry and workforce strengths.

COMMITTEE RANKING4 OF 7	
Overview and Background	This effort would be targeted toward identifying industries and companies that are most likely to be looking to permanently bring operations back to the United States due to COVID-19 and the operational and logistical concerns which have become present through the disruption of global supply chains.
Actions and Efforts Currently n Progress	The Oklahoma Department of Commerce and Oklahoma Manufacturing Alliance plan to launch a manufacturing portal to identify and pursue supply chain needs, and to inform potential recruitment efforts.
Proposed Initiative Leader and Stakeholders	Tulsa Regional Chamber/Tulsa’s Future, Oklahoma Department of Commerce
Budget Needs and Potential Funding Sources	<p>\$125,000 (analysis); \$100,000 – \$1M (recruitment effort)</p> <p>Economic Development Administration grant funding; CARES Act Coronavirus Relief funding; Tulsa’s Future IV for recruitment effort.</p>
Proposed Actions for Implementation	<p>Support and publicize the launch of a state manufacturing portal for supply chain needs.</p> <p>Develop proposal to Tulsa County or State of Oklahoma for CARES Coronavirus Relief Funds funding for study and effort.</p> <p>Develop proposal to Economic Development Administration for grant.</p> <p>Develop RFP for solicitation of services.</p> <p>Assess staffing needs and expertise to ensure proper management of the startup and ongoing efforts.</p>

PRESERVE AND INCREASE ACCESS TO AFFORDABLE HOUSING

Prioritize and increase tools to ensure access to safe and affordable housing, particularly for low-income Tulsans who are most likely to have been negatively impacted by the employment effects of COVID-19.

COMMITTEE RANKING5 OF 7	
Overview and Background	The economic impact of COVID-19 has been felt most severely among Tulsans and Oklahomans who are likely to be in lower-wage or more uncertain professions, such as the retail, restaurant, or hospitality industry. As a result of significant job loss within these professions, many already vulnerable Tulsans are likely to become even more economically challenged, which increases the likelihood they will experience housing insecurity.
Actions and Efforts Currently In Progress	<p>City of Tulsa Affordable Housing Strategy</p> <p>City of Tulsa plans for Affordable Housing Trust Fund</p> <p>Eviction prevention and relief efforts – City of Tulsa, Tulsa Housing Authority, philanthropic community</p>
Proposed Initiative Leader and Stakeholders	City of Tulsa, Tulsa Housing Authority
Budget Needs and Potential Funding Sources	<p>Continue prioritization of funding for efforts, which will provide immediate-term tools to respond to housing insecurity, to include use of CARES Act Coronavirus Relief Funds for housing assistance programs.</p> <p>Launch the City of Tulsa’s Affordable Housing Trust Fund to establish a permanent source of funding to support the development of affordable housing across the city.</p>
Proposed Actions for Implementation	<p>Identify existing sources of consumer confidence data and key indicators of consumer confidence, such as mobility data (traffic counts), enplanements, etc.</p> <p>Consider implementation of a regular consumer survey to directly monitor resident opinions.</p> <p>Identify parties to best monitor and report out consumer confidence measures to assist in policy formation and response efforts and ensure regular media coverage of consumer confidence indicators.</p>

DEVELOP A MANUFACTURING INNOVATION HUB

Pursue developing a comprehensive innovation, entrepreneurship, and “maker” space that leverages the region’s industry strengths in manufacturing. Pursue a partnership with Tulsa Tech and employers to ensure the facility directly engages business and industry to facilitate immediately impactful innovation.

COMMITTEE RANKING 6 OF 7	
Overview and Background	As Tulsa looks to plan and execute an economic recovery, leveraging the city and region's existing strengths will be critical to accelerating economic growth. Historically, the region is known for its strengths in manufacturing, and building upon these strengths provides an opportunity for Tulsa to ensure existing and future companies have the opportunity to pursue innovations that will support the next generation of industry.
Actions and Efforts Currently In Progress	Fab Lab currently has a maker space in Tulsa.
Proposed Initiative Leader and Stakeholders	Initiative leader currently unknown. Potential leaders and stakeholders could include: 36 Degrees North, Tulsa Tech, Fab Lab, Oklahoma Manufacturing Alliance
Budget Needs and Potential Funding Sources	<div>\$20,000,000 – \$30,000,000</div> <div>TIF, Ad Valorem, EDA, Private funding</div>
Proposed Actions for Implementation	<div>Initiate discussions with potential leaders and stakeholders to understand potential development, partnership, and funding opportunities.</div> <div>Research feasibility of pursuing major federal grants such as EDA grants.</div>



Long-Term Priorities

ADDRESS STRUCTURAL BARRIERS TO ECONOMIC RECOVERY AND GROWTH

Advocate for legislative changes that will address major structural impediments to Oklahoma and Tulsa’s long-term economic success. While barriers are diverse, the Committee recommends focusing on legislative changes that would:

- » Allow for the diversification of municipal revenue funding sources
- » Review state tax policy and revenue sources
- » Pursue a constitutional convention to implement changes to the state’s constitution that will allow for increased flexibility and provide an enhanced ability for the state to respond to dramatic crises such as COVID-19 and their resulting economic impact



ADDRESS STRUCTURAL BARRIERS TO ECONOMIC RECOVERY AND GROWTH (CONTD.)

COMMITTEE RANKING 3 OF 6	
Overview and Background	Oklahoma's history is rooted in populist origins, which has created one of the most lengthy and complex state constitutions and set of institutional structures in the U.S. The constraints that are placed on statewide institutions and critical systems of governance oftentimes make it difficult for local and state leaders to pivot with agility in response to changing economics. The Committee recognizes crises such as COVID-19 present an opportunity to tackle not just single-issue problems, but to review, assess, and address structural deficiencies which will prevent short- and long-term recovery efforts.
Actions and Efforts Currently In Progress	None currently underway
Proposed Initiative Leader and Stakeholders	OneVoice legislative coalition and Tulsa Regional Chamber, State Chamber of Oklahoma, Oklahoma City Chamber, Oklahoma Business Roundtable  Key partners include: Oklahoma Municipal League, CTAG, and other statewide cities
Budget Needs and Potential Funding Sources	Unknown – Potential funding needed for statewide campaigns for changes which would require public votes.
Proposed Actions for Implementation	Identify appropriate OneVoice task force to research and assess proposed legislative changes.  Conduct outreach to state and municipal leaders to identify priority changes for consideration.

CAPITALIZE ON FEDERAL VA INVESTMENT TO SPUR LOCAL DEVELOPMENT

Leverage the construction of the new Veteran’s Administration Hospital to support the establishment of a medical district in Downtown Tulsa, and expand nursing and health care training programs to compliment workforce needs related to the VA and the campus.

COMMITTEE RANKING 7 OF 7	
Overview and Background	With a VA hospital being built in Downtown Tulsa, there is significant opportunity to leverage this additional economic activity to support the development of a more comprehensive medical district.
Actions and Efforts Currently In Progress	The federal request is now in the President's Budget for FY21 for \$148 million (\$120 million for hospital construction and \$28 million to convert the Jack C. Montgomery VA in Muskogee to a regional behavioral health and addiction treatment facility). An additional \$100 million will be funded later via the VA to onboard the new OK hospital. In addition, there is \$17 million in private funding for the project, and \$8 million in funding for a parking garage from the City of Tulsa's Improve Our Tulsa 2 program. State agencies have passed the necessary legislation to acquire and fund the transition of existing employees into a new space.
Proposed Initiative Leader and Stakeholders	OSU Center for Health Sciences, OSU Medical Center, Veterans Administration, Zarrow Foundation, City of Tulsa, Tulsa Regional Chamber
Budget Needs and Potential Funding Sources	Substantial financial needs – Funding would also be needed for planning and implementation of the medical district.
Proposed Actions for Implementation	Establish a working group to coordinate the development of the medical district, identify economic development opportunities created by the development, and prioritize actions to ensure additional development is supported



MAYOR'S ECONOMIC RECOVERY  
ADVISORY COMMITTEE

# Public Health and Economic Recovery Subcommittee







# Immediate and Near-Term Priorities

## LAUNCH A COMPREHENSIVE COVID-19 PUBLIC EDUCATION CAMPAIGN

Develop a comprehensive public education campaign to ensure Tulsa County and northeast Oklahoma are able to maintain a consistent awareness of the threats presented by COVID-19 and the actions that can be taken to minimize its impact.

- » Ensure campaign incorporates responsive and iterative messaging to ensure ongoing engagement with campaign
- » Ensure campaign clearly articulates to businesses and consumers the current state of public health and other government regulations
- » Target employers with high-risk employees to ensure these businesses are aware of the increased risk and can undertake increased efforts
- » Target employers where employees are most at risk due to the nature of their jobs
- » Ensure inclusion of messaging related the importance of holistic health improvement efforts – if you are healthier overall, you are less at risk
- » Establish a “new normal” for how to protect yourself from this virus and other public health concerns by improving personal health overall

COMMITTEE RANKING	2 OF 2
Overview and Background	While cities, states, and countries are beginning the process of “reopening” across the world, the absence of a vaccine for COVID-19 and limited known effective treatments for the virus make it an almost certainty that a resurgence will occur. As a result, it is imperative communities prioritize ongoing public health education efforts in the coming months to ensure residents and businesses maintain strong public health practices to minimize and prevent the spread of the virus.
Actions and Efforts Currently In Progress	Tulsa Health Department application to Tulsa County for Coronavirus Relief Funds
Proposed Initiative Leader and Stakeholders	Tulsa Health Department, in coordination with state and federal public health education efforts
Budget Needs and Potential Funding Sources	\$500,000 to \$3,000,000 – based upon scale, length of the campaign, and proposed mediums
Proposed Actions for Implementation	Support the Tulsa Health Department’s application to Tulsa County for CARES Act Coronavirus Relief Funds funding.  Identify and establish business contacts to serve as potential sources of input and advocacy during the development and execution of the public health campaign.  Monitor ongoing viral statistics and assess the need to increase or decrease public education efforts, modify messaging based upon trends in individual and public behavior



# Long-Term Priorities

## PRIORITIZE COMPREHENSIVE PUBLIC HEALTH IMPROVEMENT EFFORTS

Promote comprehensive efforts to improve healthy living and overall public health, to include investments in public infrastructure critical to a healthy lifestyle and broader messaging related to healthy habits.

- » Focus specifically on reducing racial disparities in public health by actively supporting Resilient Tulsa goals and recommendations from community advocates that address Equality Indicators findings
- » Prioritize public infrastructure and public realm investments that facilitate healthy living and positive health outcomes
- » Identify opportunities to make immediate, low-risk adjustments to the built environment that increase residents' ability to adopt healthy lifestyles
- » Support “tactical urbanism” efforts to close streets, create temporary bike or walking lanes, etc. and promote low-cost, quick modifications to the public environment
- » Identify short- and long-term focus areas for ensuring neighborhoods are safely connected to key amenities such as parks, trail systems, sidewalks, and bike lanesconcerns by improving personal health overall

COMMITTEE RANKING	1 OF 2
Overview and Background	As the public health impacts of COVID-19 have become apparent, it has also become clear those individuals with existing health issues are at the greatest risk of severe complications and/or death. As Tulsa considers what actions can be taken to improve the overall health of its residents, the built environment will play a critical role in supporting improved public health outcomes. This recommendation recognizes the COVID-19 crisis presents an opportunity for community leaders to further acknowledge the need for and impact of major investments in public infrastructure, particularly in communities of color, which support the broader public health of the community.
Actions and Efforts Currently In Progress	Implementation of Downtown Walkability Study  Implementation of GO Plan  Implementation of ADA compliance efforts through Improve Our Tulsa and other capital programs  Implementation of Community Health Improvement Plan
Proposed Initiative Leader and Stakeholders	City of Tulsa, Tulsa Health Department
Budget Needs and Potential Funding Sources	Substantial and TBD based upon type of improvement
Proposed Actions for Implementation	Review existing data on health disparities in the City of Tulsa and Tulsa County to identify neighborhoods and geographies where residents are at the greatest risk for COVID-19 complications or death  Assess current capital planning schedules to determine whether improvements are planned in identified high-risk neighborhoods  Identify opportunities for temporary or “tactical” enhancements to facilitate healthy living and movement





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