



Workshop Objectives Worksheet

This is intended to be suggestive, not prescriptive. Please answer the below questions, but also feel free to add any additional information you think is pertinent to the workshop. It is meant to help you give us an idea of how best to orient the analysis and workshop. Once you have filled out the worksheet, please send it back to the Technical Assistance Intern.

A. Please tell us your broad workshop goal:

Help the City of Tulsa better understand how to best direct the Citywide and Route 66 Beautification and Reinvestment funds to target investment that will spur economic development in areas that are underutilized; why those changes would be a better investment by the City; and how the recommendations could impact the City's budget.

B. Now think about workshop objectives. Think about what you need from the workshop, particularly the afternoon discussion sessions, in order to move forward on the above goal. Below are some questions to give us a better idea of how we can tailor the workshop to your needs. Feel free to add notes or stray from this list of questions and create your own outline if you have a clear idea of what you want the workshop to cover.

1. Think about the economic development goals and residential growth priorities for your community.

i. What goals and issues are most of the community in agreement on?

Lack of investment in certain areas of the community.

How to invest/assist in underutilized and aging commercial centers.

ii. What issues or goals does the community not agree on?

How to best allocate funds in targeted area and not spread thinly around all districts.

That some commercial centers are not viable and need to be repurposed.

2. What areas/corridors/neighborhoods do you want the workshop discussion to target? For each area, please provide a brief sentence as to why.

Citywide and Route 66 Beautification and Reinvestment funds target the Route 66 Corridor and our underutilized retail strip centers. Two specific areas we want to target are:

- 1. We want to specifically look at the Route 66 Corridor across the City, which has seen only small pockets of private investment. If we need to focus on a specific area, possibly the Redfork area on the western end of the Route.*
- 2. Look at the intersection at 71st and Memorial for its potential for redevelopment. This use to be the main shopping intersection, but newer commercial centers have grown farther east on 71st.*

3. What are specific (perhaps technical) economic development or residential growth challenges you are currently encountering that you would like this workshop to address?

- E.g. related to funding, getting non-residents to visit your community, etc.

How to reposition defunct commercial centers- tools and examples.

Funding availability to support mixed-use development. Local financial institutions need education and support to understand how to finance these developments since not a common typology.

4. What specific questions/issues you would like the presenters to pose to the workshop participants? Please list them here.

- E.g. "Why aren't people coming to us with projects we want to see, both in terms of project location and the character of the development?"

How to balance "quality of life" investments with need for direct revenue.

How to change the conversation about growth with a focus on infill vs. traditional sprawl. Just because we may be expanding with new development in greenfield does not mean the City is actually growing in

households. While infill is a more sustainable growth pattern and consistent with the Comprehensive Plan PLANiTULSA.