



FORWARD OKC III

MOMENTUM MULTIPLIED

EXECUTIVE SUMMARY

The purpose of **FOKC III** is to multiply the momentum established by FOKC I & II, which includes building a vibrant business environment, positively raising Greater Oklahoma City's national and international image, and positioning the region for growing, expanding and attracting high quality jobs.

POSITION

Maximize Opportunity for Economic Growth and Job Creation

- Enhanced Retention and Expansion Program
- Expanded Business Recruitment Strategy
- Implementation of Bioscience Strategy
- Ongoing Support and Complimentary Development of Tinker Air Force Base
- Aggressive Public Relations/National Image Enhancement Strategy
 - Sports Event Marketing
 - Cultural/Arts Marketing
- Cultivate Partnerships to Improve Oklahoma City's Image as a Visitor Destination

PLACE

Create a Globally Competitive Environment

- Pro-Business Legislative Advocacy
- RIED Support/Prosperity Project
- Transportation Infrastructure Funding
- Support Implementation of Downtown and River Master Plans
- Support Downtown OKC
- Support Midtown and I-40 Redevelopment Strategies

PEOPLE

Develop, Retain and Recruit Tomorrow's Talent

- Support K-12 Education and Higher Ed
- Support Maps For Kids Implementation
- Project Next Initiatives
 - Grad Capture, Attract/Attract Back Plan
 - Business Education Partnerships

PROJECTS

Advance Creative, Innovative Initiatives

- Community Issue Campaigns
 - MAPS III
 - Pro-Business Issue Advocacy
- Economic Development Strategic Reserve Fund

BUDGET SUMMARY

on an annual basis

POSITION

Maximize Opportunity for Economic Development Growth and Job Creation

Programming:	\$945,000
Personnel:	<u>\$410,400</u>
Total:	\$1,355,400

PLACE

Create a Globally Competitive Environment

Programming:	\$275,000
Personnel:	<u>\$195,400</u>
Total:	\$470,400

PEOPLE

Develop, Retain and Recruit Tomorrow's Talent

Programming:	\$145,000
Personnel:	<u>\$113,200</u>
Total:	\$258,200

PROJECTS

Advance Creative, Innovative Initiatives

Programming:	\$290,000
Personnel:	<u>N/A</u>
Total:	\$290,000

TOTAL

Programming:	\$1,655,000
Personnel:	\$719,000
Overhead:	<u>\$426,000</u>
Total:	\$2,800,000

FORWARD OKC III

MOMENTUM MULTIPLIED



BUDGET SUMMARY

on a five-year basis

POSITION

Maximize Opportunity for Economic Development Growth and Job Creation

Programming:	\$4,725,000
Personnel:	<u>\$2,052,000</u>
Total:	\$6,777,000

PLACE

Create a Globally Competitive Environment

Programming:	\$1,375,000
Personnel:	<u>\$977,000</u>
Total:	\$2,352,000

PEOPLE

Develop, Retain and Recruit Tomorrow's Talent

Programming:	\$725,000
Personnel:	<u>\$566,000</u>
Total:	\$1,291,000

PROJECTS

Advance Creative, Innovative Initiatives

Programming:	\$1,450,000
Personnel:	<u>N/A</u>
Total:	\$1,450,000

TOTAL

Programming:	\$8,275,000
Personnel:	\$3,595,000
Overhead:	<u>\$2,130,000</u>
Total:	\$14,000,000