



# *PLACE*

*Create a Globally Competitive Environment*

## GOALS

- Support, promote and pass progressive reforms, issues and measures that will propel our city and state forward by fostering a pro-economic development environment to insure a more competitive and business-friendly state.
- Create and support public/private partnership opportunities in the Central City that further existing projects and create new opportunities in business development, housing, entertainment, and retail. In addition, support our partners in development efforts along the river, in mid-town, and the I-40 realignment district.

## STRATEGIES

### **GOVERNMENT RELATIONS**

- Pursue business reforms, including reform of the tort, tax and workers compensation systems, that will improve the competitive position of Oklahoma businesses.
  - Expanded lobbying effort with additional presence at the capitol
  - Aggressive positioning of issues via advocacy programs, advertising and public relations, and research information/white paper development and dissemination
- Support monitoring, outreach and advocacy programs that educate voters on the importance of business issues and encourage voter and business community advocacy on key legislative issues.
  - Continue support of the Research Institute for Economic Development (RIED) and Prosperity Project
  - Continued expansion and growth of the Legislative Action Center, a web-based advocacy tool
- Develop strategic action teams to target and address critical issues at the Federal level.
  - Targeted visits to Washington in support of key initiatives including Tinker, transportation funding, bioscience funding and development
- Support statewide initiatives to pursue reform of the tort and workers' compensation systems through initiative petitions.
  - Collaborate with partners on the need and implementation of statewide initiatives to support reform
  - Utilize website as key marketing tool

## **REDEVELOPMENT OF THE CENTRAL CITY**

- Support implementation of downtown master plan in cooperation with Downtown OKC, Inc.; and support strategy development for Midtown.
- Partner in redevelopment efforts, including land assembly and other opportunities as presented.
- Enhance business retention, expansion and recruitment in the central city for primary jobs.
  - Generate regional headquarter prospects for downtown.
  - Generate prospects for sites along the Oklahoma River.
- Develop and maintain high quality marketing assets and materials to support central city business development efforts.
- Support attractive, forward-thinking development strategies along the Oklahoma River.

## **MEASUREMENTS**

- Higher rankings for Oklahoma on business climate measurements against competitors.
- Significant reforms enacted including meaningful civil justice reform and less litigious/adversarial workers compensation system.
- Increased housing opportunities in the Central City.
- Continual improvement in pro-business status of Oklahoma's legislature.
- Participation in completion of Downtown OKC workplan.
- Identification and marketing of a minimum of seven (7) publically owned opportunity sites.

## **OUTCOMES**

- Oklahoma becomes more competitive on a regional and national level on significant business issues including civil justice reform, workers compensation and taxes.
- More jobs are created and retained by enacting a workers compensation system that is supportive of employers and their workers.
- A pro-business legislature is actively growing Oklahoma's job base with significant business reforms, tax structure improvements and use of business incentives.
- Oklahoma City has an active, programmed downtown, with a 24/7 environment.
- Completion of the midtown plan.