



POSITION

Maximize Opportunity for Economic Development Growth and Job Creation

GOALS

- Expand the ability to create primary jobs through targeted recruitment of new companies; increased outreach to existing firms to assist with retention and expansion opportunities.
- Targeted industry clusters will include bioscience and aviation/aerospace (Tinker), as well as developing and implementing a new strategy for logistics.
- Implement aggressive public relations and image enhancement strategies to support business development, tourism and convention sales markets.
- Cultivate public and private partnership opportunities that will enhance and improve Oklahoma City's image as a visitor destination.
- Maximize opportunities presented through sports events hosted in Greater Oklahoma City, showcasing Oklahoma City as a visitor destination.
- Assist in the development and implementation of a comprehensive cultural marketing strategy.

STRATEGIES

BUSINESS RETENTION/EXPANSION/RECRUITMENT

- Expand the number of existing firms reached annually by the retention/expansion program.
 - Call on 150 companies each year
 - Compile data to identify common issues and resource needs; deliver solutions
- Support the ongoing efforts to grow the missions at Tinker AFB; MROTC development and partner in creating new jobs with suppliers and related industries such as Aerospace.
 - Leverage lean manufacturing contract, BRAC process and other opportunities to add jobs at Tinker
 - Develop strategy for Oklahoma City to maximize potential for MRO industry
- Create and implement a targeted recruitment strategy that will create significant prospect visits to OKC.
 - Expand research tools
 - Implement program to cultivate and attract leading site selectors/consultants to Oklahoma City
 - Create partnerships for targeted Foreign Direct Investment

- Partner with regional bioscience allies to implement the Regional Bioscience Strategy.
 - Support recruitment of top talent to growing scientific community
 - Grow research and tech transfer capacity at the Oklahoma Health Center
 - Facilitate expansion of venture capital for life science industry
 - Expand efforts to brand Oklahoma's bioscience assets
- In addition to bioscience and aerospace, develop targeted industry strategy for logistics.
 - Lead creation of development strategy for Will Rogers World Airport, including FAA
- Maximize recruiting efforts through targeted, effective marketing programs.
 - Utilize website as key marketing tool
 - High quality, customized sales materials
 - Lead generating marketing activities

REPUTATION MANAGEMENT – PUBLIC RELATIONS & MARKETING

- Develop and implement media relations strategy targeting top tier media and travel industry/lifestyle media.
 - Pitch a minimum of 25 stories per quarter to targeted media
 - Host writers one-on-one and in familiarization tour settings, including freelance writers and targeted media
 - Develop and maintain high quality materials, research and background materials to support quality story development.
- Bring high level meetings and events targeting business decision makers in key industries to Oklahoma City.
 - Identify 3-4 meetings annually
 - Host CEO Event for key decision makers
- In Visitor Development, work collaboratively with other public and private sector partners to identify targets for product development and assist with research and marketing activities designed to enhance Oklahoma City's image as a visitor destination.
- Leverage sports events held in Oklahoma City as an opportunity for image enhancement.
 - Produce high quality commercials for placement during the broadcast of sports events.
 - Maintain high quality film and video footage for use during broadcast of sports events.
- Enhance Oklahoma City's image among key visitor prospects through a unified and comprehensive cultural marketing strategy.
 - Support implementation, following plan development, by Oklahoma City's Cultural Development Corporation

MEASUREMENTS

- Number of inquiries, leads, prospects.
- Number of company visits each year.
- Continual improvement of conversion ratios of inquiries to leads to prospects to completed location projects.
- Assist in the successful location or expansion of a minimum of 25 companies in the region annually.
- Continual improvement in the quality of prospect portfolio based on job numbers, annual salary, total investment.
- Retention of Tinker and successful attraction of additional missions.
- Development of venture capital funding to support bioscience companies.
- Partner with Bio community to recruit scientists to Greater Oklahoma City.
- Placement of a minimum of five articles in significant bioscience publications annually highlighting Oklahoma City companies.
- Completion of the Will Rogers World Airport Development Plan and successful recruitment of a minimum of one company annually beginning in 2007.
- Development of more than 100 media pitches (minimum 25 per quarter), with resulting articles produced, measured by size and impact.
- Increased awareness and image of Oklahoma City by key targets, measured by benchmarking image study.
- Creation and implementation of meeting/event strategy to bring high level decision makers to Oklahoma City.
- Utilization of the results of CVB Marketing Study to develop and implement strategic marketing plan for increased inquiries, prospects, bookings and visitors.

OUTCOMES

- Jobs created through proactive expansion, retention and recruitment efforts.
- Identification of common business issues and corresponding service delivery.
- Jobs created and retained at Tinker.
- Construction and growth of MROTC.
- Growth of targeted cluster industries, including: aerospace and MRO industry, bioscience cluster, logistics industry.
- Further development of Will Rogers World Airport as a significant economic engine for Oklahoma City.