Brookings, PPS Release Study on Innovation District

According to the Brookings Institution and Project for Public Spaces, Oklahoma City’s innovation district is positioned to become a center of gravity for innovation and economic development. The culmination of an 18-month study, a report released last month by the two organizations outlined how the new global competitive landscape will allow Oklahoma City to leverage its health and energy sectors to create new opportunities for innovation.

The report, “Positioning for Growth: Advancing the Oklahoma City Innovation District,” assesses the Oklahoma City metro regional economy and offers recommendations on industry innovation, placemaking, and inclusive growth practices to strengthen the innovation district and the broader region. Partners in the study included the Greater Oklahoma City Chamber, Presbyterian Health Foundation, Oklahoma

Continued on page 2

2016 School Bond Oversight Structure Approved

The Oklahoma City Council and Oklahoma City Public Schools (OKCPS) have agreed to form a new seven-member School Bond Advisory Board to oversee OKCPS’ 2016 bond projects managed by the City.

“We are so grateful to the OKCPS community for approving this critical funding last November,” OKCPS Superintendent Aurora Lora said. “This oversight committee is a continuation of our existing partnership with the City of Oklahoma City and the MAPS office, and we are excited to be moving forward with the upgrades to our transportation, facilities and technology resources for our students.”

The new arrangement, formally approved in April by the Oklahoma City Council and the OKCPS Board of Education, defines how projects from OKCPS’ 2016 bond program will be administered.

The new School Bond Advisory Board is not an official trust but will approve an implementation plan and oversee the bond projects. The City will manage the board’s operations, develop a project management plan and oversee implementation of projects. The City will hire a program manager and program consultants, and all the City’s costs will be paid for with OKCPS bond proceeds. OKCPS will approve all project budgets.

Carl E. Edwards was jointly appointed by Mayor Mick Cornett and OKCPS Board Chairwoman Paula Lewis as advisory board chair. The Oklahoma City Council has appointed Raul Font and Pete White, two of their three representatives, and will appoint one more person. The three members appointed by the OKCPS Board of Education are Justin Ellis, Tim McLaughlin and Jessica Martinez-Brooks.
Innovation District Set to Grow (cont’d from page 1)

“With the right investments, the Oklahoma City innovation district has the potential to become a major center of gravity for innovation and economic development in Oklahoma City.”

– Positioned for growth: Advancing the Oklahoma City innovation district by Brookings and PPS

Health Center Foundation, City of Oklahoma City, and the Alliance for Economic Development of Oklahoma City. Additional community partners included Oklahoma Medical Research Foundation and the University of Oklahoma.

Innovation districts are concentrations of research-oriented anchor institutions, companies, intermediaries, cultural amenities, community-oriented public spaces, and retail and residential space. Bounded roughly by Robinson and Lottie Avenues to the west and east and Fourth and 13th Streets to the south and north, the emerging Oklahoma City innovation district is a 1.3-square-mile area encompassing both the Oklahoma Health Center and the vibrant commercial corridor of Automobile Alley.

For Oklahoma City’s innovation district to succeed, the region’s public and private leaders must better capitalize on the area’s dominant industries and invest in high-quality places where research institutions, firms, and talent concentrate and connect. Furthermore, they should explore how regionally-competitive industries, such as healthcare and energy, can converge to form new businesses and fields. At the same time, city leaders should improve the region’s ability to attract a talented workforce and to provide training and employment opportunities for area residents who are not currently connected to the innovation economy.

As an existing employment hub, the home of major anchor institutions and research assets, and a site ripe for placemaking interventions, the innovation district could propel the Oklahoma City region forward. To this end, this report recommends four multifaceted strategies around which innovation district institutions, firms, and civic leaders should rally city and regional stakeholders:

• Establish an Oklahoma Center for Energy and Health Collaboration that serves as the physical and programmatic umbrella for innovation and applied research within these and other sectors. The center should house a translational research and commercialization office for crosscutting industry research applications.

• Implement a technology-based economic development and entrepreneurship effort within the innovation district tasked with overseeing strategic business development, technology business attraction, marketing, and regional cluster development between entrepreneurs, small and medium-sized enterprises, and large firms.

• Create a denser, more active, and better-connected mixed-use urban environment in and around the innovation district. Leaders should undertake intentional land use and real estate developments, implement new placemaking efforts, strengthen connections between the Health Center and Automobile Alley, improve bike and pedestrian routes within the Health Center, and make the innovation district more porous and connected to residential neighborhoods.

• Form a standing committee on diversity and inclusion charged with overseeing the design of strategies aimed at forging better economic, social, and physical connections between the innovation district and the underserved communities surrounding it. The committee should focus on issues such as education, workforce development, entrepreneurship, and placemaking and neighborhood development.

To operationalize these strategies, the Oklahoma Health Center Foundation (OHCF) Board of Directors voted on April 13 to restructure and assume responsibility for the development and oversight of the new OKC innovation district.

“While this is a large undertaking, the OHCF Board and staff are confident that the OKC innovation district and the Oklahoma Health Center Foundation will be a perfect fit,” said David Harlow, OHCF board chairman and BancFirst Oklahoma City president. “This new governing organization will be focused on the innovation district, and will work with our long-standing industry strengths and assets to build a new economy, all in an effort to become a major center of innovation and economic development.”
According to Bruce Katz, Centennial Scholar at the Brookings Institution, cities rise above international competitors based on their ability to find points of convergence. And for Oklahoma City, convergence is our specialty.

Last month, Brookings and Project for Public Spaces wrapped up an 18-month study of Oklahoma City’s innovation district. The study focused on Oklahoma City’s strengths as a starting point on our roadmap to further innovation, building on Oklahoma City’s energy and health care sectors to create a focus for collaboration. The report also highlights many areas we must address in order to be successful, including the district’s car-centric layout and limited walkability, its lack of connection between industries and its inclusion of the neighboring communities.

The report’s four suggestions, which you can read on the previous page, includes the goal of creating the Oklahoma Center for Energy and Health Collaboration. As Bruce put it in his blog post about their work in Oklahoma City, “In true Oklahoman style, local leaders did not wait for the ink to dry on the report.” A symposium highlighting similarities between health and energy was held in March and is already building the connections that the report envisions.

Boosting our innovation district will take time and intentional effort, but we have a proven entrepreneurial spirit and the drive to build on our strengths while minimizing our weaknesses. The same factors that we used to reinvent our city still apply to this new challenge. In the days ahead, collaboration will be the key to our success as we create our own brand of innovation in the heart of our city.

Sincerely,

Roy H. Williams, CCE
Chamber CEO & President
Keep Oklahoma Students in the State After Graduation

To help you hire the best and brightest students for internships and entry-level jobs, the Chamber uses the Greater Grads program, a workforce development initiative created through Forward Oklahoma City.

Greater Grads connects college students and recent graduates with Oklahoma companies through its annual career fair, events on campuses throughout the year and during the InternOKC program each summer. The 2017 InternOKC program, which runs from June through the end of July, is a leadership development program that not only provides professional development and networking opportunities, but also an introduction to the benefits of living and working in the Oklahoma City region through a five-week series of events.

By enrolling your company’s interns in the Chamber’s InternOKC program, you will contribute to their professional development while strengthening your ability to retain students in the market after they graduate. This year’s program will include information on living, working and playing in Oklahoma City as well as career and life skills beneficial to young professionals. Sessions will also feature knowledgeable and respected speakers from the Oklahoma City business community.

A cost of $125 per intern includes lunch or refreshments at each session. For more information or to register, visit www.GreaterGrads.com/summerintern. Special thanks to Greater Grads Benefactor Sponsors American Fidelity Assurance Company, The Boeing Company, Love’s Travel Stops & Country Stores and OGE Energy Corp., and InternOKC Signature Sponsor SandRidge Energy, Inc.
The upcoming Chamber Forum, on Monday, May 15, from 11:30 a.m. to 1 p.m. at the Embassy Suites Oklahoma City Downtown/Medical Center, will highlight how Oklahoma City must adapt its transportation infrastructure in order to keep up with the demand. The forum will feature Mayor Charles Lamb, City of Edmond; Mayor Matt Dukes, City of Midwest City; Jason Ferbrache, EMBARK; and John Sharp, Association of Central Oklahoma Governments as panelists.

Tickets are $40 for members and $60 for nonmembers. Register securely online at www.okcchamber.com/events. Special thanks to Signature Sponsor Cox Business and Host Sponsor Embassy Suites Oklahoma City Downtown/Medical Center.

At OU Medicine, we shine light in the unknown corners of medicine. Our research continues to help redefine the standard of care, bringing longer, better lives to Oklahomans and countless others around the world. This is our role and our passion: a drive to understand – and conquer – disease, keeping you alive and well.
Join us at The Oklahoman’s All-City Prep Sports Awards Featuring Peyton Manning

JUNE 15, 2017 | 6 PM | COX CONVENTION CENTER

With 528 athletes, 100+ schools, 12 sports & 1 NFL legend, this promises to be Oklahoma’s biggest sports event ever!

GET YOUR CORPORATE TABLE NOW!
Call 405-475-3156 or Visit OKPrepSportsAwards.com
Congratulations to these Chamber members on their recent Grand Openings! All Chamber members are welcome to attend Grand Openings. To view more photos, see the schedule of upcoming Grand Openings or subscribe to the Grand Openings calendar, visit www.okcchamber.com/grandopenings.

Ribbon-cutting ceremonies are a great member benefit. If your company wants to celebrate a new location, expansion or renovation, contact Amanda Bowen, abowen@okcchamber.com or 405-297-8961.

Pei Wei
4401 W Memorial Road
Oklahoma City, OK 73134

Scott Rice
6900 N Bryant Ave.
Oklahoma City, OK 73121

Valir Physical Therapy – Yukon
1115 Garth Brooks Blvd.
Yukon, OK 73099

Ethan Allen
222 S Portland Ave.
Oklahoma City, OK 73108

Wal-Mart #622
7800 Northwest Expressway
Oklahoma City, OK 73132

Hibdon Tires Plus
7815 N May Ave.
Oklahoma City, OK 73116

Springhill Suites by Marriott
5400 Main St.
Del City, OK 73115

BluePearl Veterinary Partners
1404 W Memorial Road
Oklahoma City, OK 73114

Junior Achievement of Oklahoma
Finance Park
7301 W Reno Ave.
Oklahoma City, OK 73127

Verizon Cellular Sales
1221 Garth Brooks Blvd.
Yukon, OK 73099

Irby (Stuart C. Irby Co.)
5500 SW 29th St.
Oklahoma City, OK 73179

Oklahoma City Indian Clinic
4913 W Reno Ave.
Oklahoma City, OK 73127
The Greater Oklahoma City Chamber launched its Total Resource Development Campaign in April, kicking off the annual membership engagement effort for the year. Brian Alford, OGE Energy Corp., and Teresa Rose Crook, Oklahoma City Community Foundation, are leading 150 volunteers from 50 companies in the pursuit of their $2.8 million campaign goal.

TRDC offers ways to effectively promote your company to the Chamber’s 4,000 members by reaching top leaders at the region’s most active companies. Through Chamber sponsorship and advertising opportunities, you can invest your marketing budget in reaching an educated and engaged audience.

Sales began on April 17 and last until July 27. Visit www.okcchamber.com/trdc for more information, or contact a volunteer on the following page.

Support the Work of the Chamber Through TRDC

With specific programs that directly engage with the Chamber’s work in Oklahoma City, TRDC gives you the opportunity to reach a highly targeted audience while impacting Oklahoma City’s growth.

**OKC Public Schools Compact**

The OKC Public Schools Compact works to support the Oklahoma City Public School District through targeted programming, including a focus on literacy and mental health. As a Compact sponsor, you will be making a statement about the importance of local K-12 education quality, and you will also drive community ownership of the Oklahoma City Public Schools and its outcomes.

**Government Relations Program**

Government Relations Benefactors and Sponsors play a key role in helping the Chamber to further strengthen relationships between local elected officials and the business community. Additionally, they support the Chamber’s ongoing advocacy efforts which include passing pro-business legislation, impacting public policy and building partnerships that will enhance the business climate of our state, region and city.

**Tinker Leadership Community 2018**

By sponsoring TLC, you will celebrate the history and promote the future of Tinker Air Force Base in Oklahoma City while building relationships with civilian and military leaders engaged in the region’s aerospace sector.

Contact a volunteer today for sponsorship availability and prices.
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<td>Erick Worrell</td>
<td>Saxum</td>
<td>226-1086</td>
</tr>
<tr>
<td>Christopher Zach</td>
<td>BKD CPAs &amp; Advisors</td>
<td>606-2580</td>
</tr>
</tbody>
</table>

To learn more, contact Suzette Ellison, sellison@okcchamber.com or 297-8808.

View an updated volunteer list at www.okcchamber.com/trdc.
SPECIAL THANKS TO THE 2017 TOTAL RESOURCE DEVELOPMENT CAMPAIGN SPONSORS.

CAMPAIGN PRESENTER

GARDNER TANENBAUM HOLDINGS

SIGNATURE EVENT SPONSORS

LEADERSHIP EVENT SPONSORS

NETWORKING EVENT SPONSORS

CORPORATE SPONSORS

SUPPORTING SPONSORS

10
Recognizing members who take a special leadership role in financing the Chamber’s operations at significantly higher levels. Each Lead Investor is highlighted with a BLUE BOX and identified as a Platinum, Gold, Silver or Bronze Lead Investor. Board of Advisor members are identified as well.
Members Upgrade Their Support of the Chamber

Board of Advisor and Lead Investor companies play a key role in the Chamber’s work in Oklahoma City. To increase your investment, contact the membership division of the Chamber at 297-8949 or info@okcchamber.com.

An investment in Human Capital

Your organization’s employees are among its greatest assets. Putting OU Physicians Corporate Health and Wellness to work for you can help promote better health and increase retention of these valued workers.

Find out how our program can help your organization decrease healthcare costs, reduce absenteeism, increase productivity and decrease sick leave through the following programs:

- Executive Physicals
- On-site Biometric Screenings
- Health Risk Assessments
- Wellness Classes
- On-site Health Clinic

THE WORLD IS 71% WATER
YOUR CHILDREN ARE 100% CURIOUS

At the Y, we teach children life-saving water safety skills.

Summer is just around the corner, so
REGISTER NOW for swim lessons at the Y.

The Y.™ For a Better Us.
YMCAOKC.ORG/Aquatic-Programs
No Power? No Air?

What is your
productivity
revenue
tenant
client
RISK?

BUILDING, PROPERTY and FACILITY MANAGERS frequently tell us they are frustrated by contractors that:

- don't show up when expected
- can't think beyond the immediate problem

When the contractor runs late, they are clueless that your phone rings constantly from tenants or bosses complaining about the inability to get anything done.

If the contractor finally showed up, they may have fixed the problem, but probably didn't help you understand root cause or long term solutions, leaving you at risk of a repeat incident.

THERE IS A BETTER SOLUTION

EXPERIENCE THE BAXTER DIFFERENCE

- Professional, Reliable, Timely Service
- Solutions, not just a quick fix
- Detailed, typewritten up-front pricing
- Flexible billing to meet your needs
- Access to Baxter leadership team
- Flexible billing to meet your needs
- Technicians who respect your employees and clients
OKC Ranks No. 2 for First-Time Homebuyers

- Oklahoma City ranked No. 2 on the list for “The Best Cities for First-Time Homebuyers” based on affordability, mortgage availability and the stability of the housing market in every U.S. city with a population of more than 300,000.
- According to Zillow, the average value per square foot of residential real estate in OKC is just $77.67, ranking among the lowest in the United States.
- Oklahoma City’s market has been among the most stable in the past five years; the quarterly FHFA home price index has declined on just four occasions since Q1 2011.

### The Best Cities For First-Time Homebuyers

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th># of Mortgage Lenders</th>
<th>Loan Funding Rate</th>
<th>Avg. Value per SF</th>
<th>Market Volatility</th>
<th>Negative Quarters Since 2011</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pittsburgh, PA</td>
<td>35</td>
<td>79%</td>
<td>$82.08</td>
<td>1.40%</td>
<td>0</td>
<td>100</td>
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<tr>
<td>2</td>
<td>Oklahoma City, OK</td>
<td>83</td>
<td>75%</td>
<td>$77.67</td>
<td>2.10%</td>
<td>4</td>
<td>91</td>
</tr>
<tr>
<td>3</td>
<td>Omaha, NE</td>
<td>56</td>
<td>84%</td>
<td>$107.08</td>
<td>2.10%</td>
<td>5</td>
<td>87</td>
</tr>
<tr>
<td>4</td>
<td>Indianapolis, IN</td>
<td>73</td>
<td>77%</td>
<td>$70.58</td>
<td>2.30%</td>
<td>5</td>
<td>83</td>
</tr>
<tr>
<td>5</td>
<td>Tulsa, OK</td>
<td>51</td>
<td>74%</td>
<td>$71.83</td>
<td>2.40%</td>
<td>5</td>
<td>80</td>
</tr>
<tr>
<td>6</td>
<td>San Antonio, TX</td>
<td>125</td>
<td>63%</td>
<td>$80.50</td>
<td>3.00%</td>
<td>3</td>
<td>78</td>
</tr>
<tr>
<td>7</td>
<td>Houston, TX</td>
<td>204</td>
<td>69%</td>
<td>$87.50</td>
<td>4.10%</td>
<td>4</td>
<td>73</td>
</tr>
<tr>
<td>8</td>
<td>Colorado Springs, CO</td>
<td>85</td>
<td>78%</td>
<td>$124.92</td>
<td>3.70%</td>
<td>5</td>
<td>72</td>
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<tr>
<td>9</td>
<td>Fort Worth, TX</td>
<td>48</td>
<td>74%</td>
<td>$86.33</td>
<td>4.10%</td>
<td>5</td>
<td>71</td>
</tr>
<tr>
<td>10</td>
<td>Louisville, KY</td>
<td>72</td>
<td>75%</td>
<td>$87.92</td>
<td>2.30%</td>
<td>5</td>
<td>70</td>
</tr>
</tbody>
</table>

Source: SmartAsset, 2017
4 ways business WiFi can help you drive revenue and build customer loyalty.

by Steve Westerman, Director of Product and Marketing, Cox Business

Gone are the days when clients and customers viewed WiFi as simply a nice perk. Today, customers see WiFi as a necessity and they expect fast, reliable access just about everywhere they go. Even though more and more businesses are providing an internet connection for their customers, many are not taking full advantage of the benefits business WiFi can provide. With a little advance planning, you can create a wireless environment that meets your customers’ expectations, while simultaneously building your brand and benefitting your business. Here are four ways WiFi can help you drive revenue and build customer loyalty:

1. Use business WiFi for customer research.

The prompt to join a company’s WiFi connection can also be used to collect information that can be used to better engage customers. Talk to your service provider about setting up a WiFi access point for gathering information about WiFi users in the area. From this type of set-up, you can acquire behavioral data and analytics that can be used to create more targeted customer experiences. Leveraging this data can help ensure you’re maximizing connections with customers throughout their buyer’s journey.

2. Use business WiFi as a marketing tool.

WiFi marketing lets you deliver custom, location-based content to specific customers, such as: non-invasive marketing messages, deals and coupons based on user behavior and interests, targeted e-mail, and surveys. Sending your customers relevant and useful information at the right place and time not only helps build a relationship, it helps build loyalty.

3. Use business WiFi to keep your customers on site longer.

According to a recent small business trends report, 62% of retail businesses noticed customers spending more time on their premises when free WiFi access was offered. The longer customers remain at your store or business, the more likely they are to make purchases.

4. Use business WiFi to provide an exceptional customer experience.

Making customers feel unique will leave a lasting impression; it can establish a strong connection between the customer and your brand, which can also turn casual buyers into devoted customers. With a strategic WiFi solution, your organization can go beyond the basic “perk” of WiFi service, and began creating personalized experiences which will lead to long-term customer loyalty.