THE CEDS
COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY
FOR THE ASSOCIATION OF CENTRAL OKLAHOMA GOVERNMENTS (ACOG)
JON ROBERTS ∙ ELIZABETH SCOTT
JULY 9, 2019
AGENDA

1. Introductions
2. Progress-to-date
3. Key Findings & Opportunities
4. Discussion
5. Project Evaluation & CEDS Implementation
6. Next Steps
INTRODUCTIONS
Meeting goals

- Defining success
- Framework to scale initiatives
- Determining project prioritization
- Understanding what makes a project fundable
- Understanding of federal (EDA, USDA, etc.) criteria for project funding
- Regional collaboration
PROGRESS-TO-DATE
## Project schedule

<table>
<thead>
<tr>
<th></th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
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<td>Opportunity</td>
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<td>Implementation</td>
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<tr>
<td>Final Presentation</td>
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Progress-to-date

- Extensive background research
- Cataloging economic development related organizations in the region
- Five roundtable discussions with key stakeholders
- Statistical benchmarking analysis
- In-depth conversations with regional leaders
- Tours of regional assets
Statistical benchmarking analysis

- Columbus, OH
- Kansas City, MO
- Louisville, KY
- Nashville, TN
- Dallas – Fort Worth, TX
# OKC – Columbus statistical benchmark

<table>
<thead>
<tr>
<th></th>
<th>Oklahoma City MSA</th>
<th>Columbus, OH MSA</th>
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<tbody>
<tr>
<td>MSA Cum. Pop Change (2010-2018)***</td>
<td>11.0%</td>
<td>10.5%</td>
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<tr>
<td>Domestic in-migration (2012-2016)**</td>
<td>Tulsa, OK  Enid, Ok  Lawton, OK</td>
<td>Cleveland, OH  New York, NY-NJ-PA  Akron, OH</td>
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<tr>
<td>Labor force participation rate (2017)*</td>
<td>65.2%</td>
<td>67.3%</td>
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<tr>
<td>% Pop. with 4 year degree or more (2017)*</td>
<td>31%</td>
<td>35.9%</td>
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<tr>
<td>% of households with cellular data plan (2017)*</td>
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<td>77.1%</td>
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<tr>
<td>% of households with broadband plan (2017)*</td>
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<tr>
<td>% of households with satellite internet service (2017)*</td>
<td>7.3%</td>
<td>5.5%</td>
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</tbody>
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Source: ***US Census Bureau, **American Community Survey 5 year estimates (2012-2016), *American Community Survey 1 year estimates (2017)
Ohio State University is developing a master plan for its 300-acre West Campus area which will include an Energy Advancement and Innovation Center.

In 2018, the city launched the Smart Columbus Operating System, building further on DriveOhio, a public-private partnership focused on smart mobility projects.

The city approved new tax incentives for affordable housing in 2018, and in 2019 voters passed a $1 billion bond package that included strategies for affordable housing needs.
## OKC – DFW statistical benchmark

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<th>Oklahoma City MSA</th>
<th>Dallas-Fort Worth MSA</th>
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<td>34.6%</td>
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<tr>
<td>% of households with cellular data plan (2017)*</td>
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<td>79.7%</td>
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<tr>
<td>% of households with broadband plan (2017)*</td>
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<tr>
<td>% of households with satellite internet service (2017)*</td>
<td>7.3%</td>
<td>8.0%</td>
</tr>
</tbody>
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Source: ***US Census Bureau, **American Community Survey 5 year estimates (2012-2016), *American Community Survey 1 year estimates (2017
• **DFW Airport** plans to spend more than $1 billion to build a sixth terminal, something deemed necessary as the airport nears one million annual passengers in the decade ahead.

• Major **commuter rail projects** are underway to better connect DFW Airport to Fort Worth (TEXRail) and to Plano and the north Dallas suburbs (Cotton Belt).

• In 2015, Dallas replaced Parkland, its primary public hospital, and **consolidated a medical district** north of downtown; in Fort Worth, plans are in the works for a new TCU/UNTHSC School of Medicine that to anchor a **medical innovation district** just south of downtown Fort Worth.
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<th></th>
<th>Oklahoma City MSA</th>
<th>Kansas City MSA</th>
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<td>MSA Cum. Pop Change (2010-2018)***</td>
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<td>6.5%</td>
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<tr>
<td>Domestic in-migration (2012-2016)**</td>
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<td></td>
<td>Tulsa, OK Enid, Ok Lawton, OK</td>
<td>Omaha, NE-IA Topeka, KS New York, NY-NJ-PA</td>
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<tr>
<td>Labor force participation rate (2017)*</td>
<td>65.2%</td>
<td>68.2%</td>
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Source: ***US Census Bureau, **American Community Survey 5 year estimates (2012-2016), *American Community Survey 1 year estimates (2017)
OKC – Kansas City programmatic benchmark

- A $1.5 billion modernization, including a **new terminal**, is underway for Kansas City's MCI airport.

- In 2016, Kansas City became one of the first US cities to hire a **Chief Innovation Officer**; public-private partnerships with Cisco, Sprint, and others are now underway to build an **extensive public wi-fi system**.

- In 2016, Kansas City debuted a 2.2-mile **streetcar line** with ridership in the first year exceeding expectations.
## OKC – Louisville statistical benchmark

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<thead>
<tr>
<th></th>
<th>Oklahoma City MSA</th>
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<td>Domestic in-migration (2012-2016)**</td>
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<td>New York, NY-NJ-PA Miami, FL Detroit, MI</td>
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<tr>
<td>Labor force participation rate (2017)*</td>
<td>65.2%</td>
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<tr>
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Source: ***US Census Bureau, **American Community Survey 5 year estimates (2012-2016), *American Community Survey 1 year estimates (2017
OKC – Louisville programmatic benchmark

• Louisville's Kentucky International Convention Center re-opened in 2018 after a $200 million upgrade and modernization.

• Between 2011 and 2016, the states of Kentucky and Indiana spent $2.3 billion to improve traffic on a network of Ohio River bridges in downtown Louisville; the investment has since improved traffic flows, and made the riverfront more accessible for hiking, biking, and tourism.

• Louisville is attractive for logistics operations; UPS operates more than one million square feet and recently announced plans to triple its local footprint.
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<tr>
<th></th>
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<th>Nashville MSA</th>
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<tbody>
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<tr>
<td>Domestic in-migration (2012-2016)**</td>
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OKC – Nashville programmatic benchmark

• A number of major downtown developments—including a new 5,000-employee Amazon Operations Center, a large mixed-use project called Fifth + Broad, and the planned redevelopment of the 14-acre Nashville Yards site—are adding to a wave of construction that is rapidly transforming the city.

• The $1.2 billion BNA Vision plan, which includes airport modernization and a new facility to accommodate international passengers, kicked off in 2019.

• In 2018, a $5.4 billion plan to bring light rail to Nashville failed to receive voter approval, following a well-organized and well-funded opposition campaign focused on cost and impact on car traffic.
CEDS target sectors

- Headquarters
- Shared services/back office
- Software/tech
  - Weather tech
- Life Sciences
- Aerospace
- Advanced manufacturing
- Logistics
KEY FINDINGS & OPPORTUNITIES
Plan structure

What defines success?

- Connectivity
- Infrastructure, Innovation & Resiliency
- Key actionable strategies focused around theme and initiatives
CONNECTING INFRASTRUCTURE & TRANSPORTATION

- Transit oriented development strategy (ACOG)
  - Enhanced mapping tool
    - Best Practice: Metro’s Economic Value Atlas
- RTA (ACOG)
- Regional broadband, 5G preparation (ACOG)
- Resiliency standards (ACOG)
- Airport terminal expansion (OKC)
CONNECTING THE INNOVATION ECOSYSTEM

- Expand the Innovation District (Innovation District)
  - i6 (2015 Tulsa award, 2016 i2E award, 2017 OSU award)
- Mapping the innovation ecosystem (OU)
  - Regional co-working network (& beyond)
- Opportunity Zones (Alliance)
  - Best Practice: Chicago Seed Fund
- Target sectors (Chamber)
  - Build out profiles to understand infrastructure & workforce
  - Education & training inventory, gap analysis
CONNECTING RESILIENT STRATEGIES

• Economic resiliency
  • Business retention and expansion, recruitment
  • Building industry clusters
  • Talent pipeline/workforce “de-siloing”
  • Adapting for the gig economy and remote workers

• Environmental resiliency
  • Climate impacts & disaster recovery
  • Rural communities disaster recovery strategy
DISCUSSION
Discussion questions

- What are the **successful initiatives currently underway** in the region that should be included in the CEDS?

- Are there any **significant projects/initiatives** that you feel could have a transformative impact on the region’s economy if implemented?

- Are there previous initiatives that were **not successful due to lack of regional coordination** that could be considered for the CEDS?
PROJECT EVALUATION & CEDS IMPLEMENTATION
Project funding criteria

- Prioritization Filter
- Grant Eligibility
- Grant Writing Process
- ACOG Task Force
Project funding criteria

- Certain economic distress criteria must be met (for Public Works or Economic Adjustment investments):
  - an unemployment rate that is, for the most recent twenty-four (24) month period of which data is available, or
  - at least one (1) percent greater than the national average unemployment rate; or per capita income that is, for the most recent period for which data is available, eighty (80) percent or less of the national average per capita income; or
  - a "special need" (certain unemployment or economic adjustment problems) as determined by EDA.

- Proposals must be based on a locally developed comprehensive economic development strategy (CEDS) or equivalent document (for Public Works or Economic Adjustment investments).

- Cost sharing or matching is required; generally, the amount of the EDA investment may not exceed fifty (50) percent of the total cost of the project.
Output Measures

- Number of events (e.g., networking or mentoring sessions, boot camps) held;
- Number of new facilities established and opened;
- Number of technologies licensed or commercialized;
- Number of patent applications filed;
- Number of patents granted;
- Number of Small Business Innovation Research (SBIR) proposals supported and awards received;
- Number of participants gaining new certifications or degrees;
- Number of participants with new partnerships;
- Number and amount of loans obtained by each supported entity; and
- Number of investors in and amount of each investment in each seed fund investment round supported.
Outcome Measures

- Number and amount of angel, seed, venture capital, or other equity investments in each supported entity;
- Number of new firms created and supported;
- Number of new products launched by participants;
- Percent of participants reporting new skills acquired from project activities;
- Percent of participants reporting use of new skills to support continued activities;
- Percent of participants reporting new or increased exports;
- Number of jobs supported by seed fund investments; and
- Percent investment return on sale, exit, initial public offering, or other liquidation event.
Next steps

Refine initiatives and regional asset inventory

First draft of the regional strategy - August

CEDS roll out – September
QUESTIONS
THANK YOU!

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