



## PARTNERSHIP SERVICES: TOOLS FOR BUSINESS

### A Team Of Your Own

The Greater Oklahoma City Partnership offers a multi-talented team of state and local economic development specialists to be assigned to your project. These specialists will work together to meet your specifications - delivering rapid response times and optimizing your new Greater Oklahoma City location.

### Information Services

We will provide the data you need in a 10-county aggregate, one county at a time, or any other way you specify. And we'll provide it in the form you prefer - via email, secured Web site, fax or overnight delivery. We'll not only provide you with data on our region, but also comparative data on 48 other metro regions. These demographic and operating cost comparisons will provide valuable insight on Greater Oklahoma City's advantages.

### Web-Based Property Locator

This one-stop, Web-based business portal gathers economic, planning, utility, geographic and demographic information into one dynamic resource. Available sites from throughout the region are entered and updated on an ongoing basis. Use the Web site below to check it out now.

#### Greater Oklahoma City Partnership

123 Park Avenue

Oklahoma City, OK 73102

800-616-1114 · Fax: 405-297-8908

[www.GreaterOklahomaCity.com](http://www.GreaterOklahomaCity.com)

Email: [econder@okcchamber.com](mailto:econder@okcchamber.com)



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# THE URBAN HORIZON

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A PUBLICATION OF THE GREATER OKLAHOMA CITY PARTNERSHIP

# GREATER OKLAHOMA CITY THE URBAN HORIZON



A PUBLICATION OF THE GREATER OKLAHOMA CITY PARTNERSHIP

## DELL TAPS OKC FOR EXPANSION

The world's largest computer manufacturer not only debuted a new home in Oklahoma City in 2005, but it will double in size with a second building on the Oklahoma River in 2006. Part of Dell's recent expansion announcement in Oklahoma City includes plans to bring several elite business units to the new site.

"After the initial announcement last year, the company came back to us with the opportunity to compete for new positions they had never placed outside of

"We were able, once again, to show them this region has the talent they need to be successful. We anticipate further expansions of both facilities and employment."

The new Dell building will be a mirror image of the recently completed 120,000-square-foot building, and is slated to open this spring. Located along the riverfront, the existing 68-acre corporate campus is less than a 10-minute drive from downtown and is next to the Meridian Avenue hotel and restaurant corridor.

Total employment by Dell is expected to reach 1,000 this year. The center could eventually employ up to 3,000, which would make it one of the top 10 non-governmental employers in Oklahoma City.

When asked, Dell officials left no doubt as to why they so quickly elected to expand in Oklahoma City. In a word, workforce.

Karen Quintos, vice president and general manager of Dell Americas Contact Centers, said, "The quality of



the area workforce made the decision to expand an easy one." She also noted that the workforce here has "exceeded performance expectations."

Also, thanks to their land being in a federal empowerment zone, Dell was able to earn tax-free bond financing, employment tax credits and other federal assistance. The company also qualified for a 5 percent rebate on payroll taxes through Oklahoma's Quality Jobs program.

**"The quality of the area workforce made the decision to expand an easy one."**

*Karen Quintos  
Vice President and General Manager  
Dell Americas Contact Centers*

Round Rock, Texas, the company's headquarters," explained Roy H. Williams, Greater Oklahoma City Chamber president and CEO.



The first Dell building was completed in 2005

## WEB SITE: A SOPHISTICATED SITE SELECTION TOOL



**Robin Roberts**  
Executive Vice President  
of Economic Development,  
Greater Oklahoma City  
Chamber of Commerce

### Dear Friends,

In 2002, the Greater Oklahoma City Chamber launched a powerful new tool to assist site selectors and companies in finding the ideal location for their business expansion needs.

Recognizing that a good majority of the site selection process was being done online, the Chamber developed a GIS Web site to assist these consultants.

The result is [www.okcedis.com](http://www.okcedis.com), **Oklahoma City Economic Development Information System**. This Web site was recently honored by the International Economic Development Council, who awarded the Chamber an Internet Award for a Special Purpose Web Site.

The Chamber's Web site was also recognized as a finalist for the Stockholm Challenge Award. Additionally, it received international honors from CoreNet Global, the world's premier association for corporate real estate and related professionals.

Oklahoma City's EDIS Web site is one of the more sophisticated systems of its type in the nation, providing local, regional and national data that facilitates faster and more informed site selection analysis. Take Dell for example. They used EDIS to highlight labor force attributes of multiple sites within central Oklahoma. In less than a half hour, Dell officials were able to generate a detailed report and make an educated decision based upon which site best met their workforce criteria.

The Greater Oklahoma City Chamber of Commerce is committed to being a quality site partner with you during the selection process. We hope that our EDIS Web site will continue to be an invaluable tool for you as you learn more about the many opportunities and resources that are available in our community.

## THE NBA IN OKC: A SLAM DUNK

**D**avid Stern once jokingly assured Oklahoma City Mayor Mick Cornett that, "I'm sure there is an NHL team in your future." Two years and one overwhelmingly successful New Orleans Hornets debut later, the NBA commissioner has a slightly revised opinion. "I can say without reservation that Oklahoma City is now at the top of the list," he said when asked about the possibility of an NBA team moving.

Stern offered further comment on Oklahoma City's response in the wake of the Hornets temporary relocation. "It's beyond anything we expected or hoped for. It's unbelievable what has happened in Oklahoma City."

What *has* happened is sales of more than 10,000 season tickets. Sellout crowds for nearly every home game (average attendance: 18,720, eighth-best in the league). Unabashed fan enthusiasm. And an entire city that has wholeheartedly embraced the Hornets.

"We had expectations, but they've been exceeded," said Clayton I. Bennett, a prominent Oklahoma City businessman who championed the courtship of the Hornets. "There's pent-up demand in a much more sophisticated market than we even gave ourselves credit for."

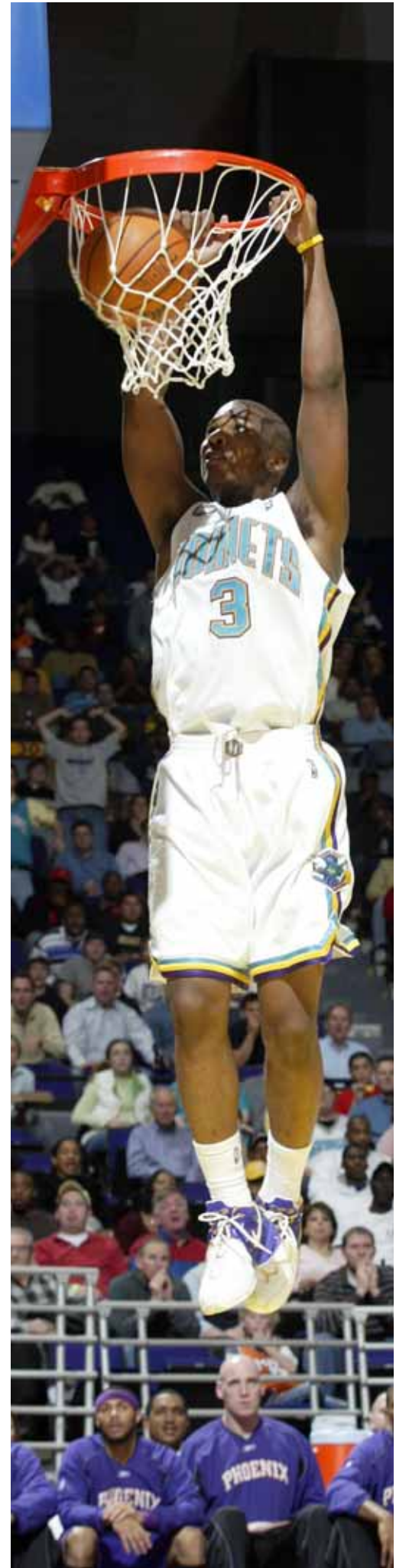


Beyond the Hornets, Oklahoma City residents are able to take advantage of a full slate of sporting events. In fact, the city is becoming a premier location for major collegiate action, with these events recently added to the roster:

- 2006 NCAA Wrestling Championship
- 2006 & 2007 Big 12 Baseball Tournament
- 2007 Big 12 Men's Basketball Tournament
- 2007 Big 12 Women's Basketball Tournament

The 2007 basketball tournaments represent the first time the two events will be held in adjoining facilities – the 20,000-seat Ford Center will host the men's tournament, the 13,000-seat Cox Convention Center arena will welcome the women's tournament.

Both arenas are surrounded by hotel rooms and the Bricktown entertainment district, featuring a canal lined with restaurants, clubs, retail stores, Bass Pro Shops and a theater.



## REGIONAL BUSINESS ROUNDUP

**H**ealthcare and high-tech are booming industry clusters in Oklahoma City. From communication systems to suborbital launch vehicles, Oklahoma City's business environment continues to grow, expand and diversify — creating an influx of jobs and opportunity. Some of the major expansions recently announced include:

- **ADVANCIA CORP.** will be the prime contractor on a five-year, \$90 million contract from the U.S. Department of Defense designed to help the armed forces develop training programs and protocols for chemical, biological and nuclear warfare. Advancia has its corporate headquarters in Oklahoma City.
- **LONGWAVE**, one of the "100 Fastest-Growing Companies in the Nation" according to *Inc. Magazine*, has made its permanent home in Oklahoma City. Longwave is a high-tech government contracting business dealing in very low frequency radio communications between U.S. Navy airplanes and submarines. They have operations worldwide and have grown 387% in the last five years — expanding from one employee in 1995 to 90 today.
- **NOMACO INC.**, which manufactures polyethylene foam for a variety of industries, opened an Oklahoma City plant in 2005. More than 75 people are employed at the 314,000-square-foot warehouse. Nomaco is based in North Carolina and is in its 25th year of operation.
- **PRATT & WHITNEY** has joined with the Oklahoma City Air Logistics Center in a partnership to perform maintenance on the engine of the Air Force's newest

jet fighter, the F-22 Raptor. Pratt & Whitney will provide the engineering, management and training to repair the F119 jet engine for the F-22 fighter.

- **ROCKETPLANE LIMITED, INC.** has opened offices in Oklahoma City and expects to have 30 employees by the end of 2006. Dedicated to revolutionizing space travel, Rocketplane is building a rocket-powered aircraft that they will apply standard aviation practices into creating a vehicle that can fly into space as readily as conventional aircraft fly to places on Earth's surface.
- **UNION CORRUGATING, INC.**, a sheet metal manufacturing firm headquartered in North Carolina,

located a metal and siding roofing operation in the Oklahoma City area. The new manufacturing facility will occupy approximately 75,000 square feet and employ 50 workers.

- **WALGREENS HEALTH SERVICES**, operated by Walgreen Co., the nation's largest drugstore chain, recently announced plans to open a Specialty Pharmacy at Presbyterian Health Foundation Research Park. More than 150 new jobs will be created to staff the three-story, 58,000-square-foot facility. Walgreens officials indicated they selected Oklahoma City because of the strong medical community and the availability of skilled pharmacists and nurses.



## REGION SERVES AS FEDERAL TRAINING HUB

**G**reater Oklahoma City has long been recognized as a key player in the federal training arena. Two major training bases are located in the region: the Federal Aviation Administration's (FAA) Mike Monroney Aeronautical Center and the National Center for Employee Development (NCED).

The principle source of all FAA aviation training is conducted at the Mike Monroney Aeronautical Center in Oklahoma City. Headquartered in Oklahoma City for more than 50 years, the aeronautical center is the nerve center for the nation's air transportation system. It's a vital research, service and support facility for the FAA and Department of Transportation, and provides individualized training that enables personnel to operate and maintain the busiest and most complex airspace system in the world.

More than 60,000 students are trained at the center annually. Training is provided through resident, field-delivered, computer-based instruction, the aviation training network, and correspondence courses for a variety of occupational specialties. Trainees include all air traffic control system personnel, electronic

technicians, system specialists, engineers, manufacturing inspectors, aviation safety inspectors, FAA and non-FAA airport personnel, and international civil aviation personnel.

On the ground, Greater Oklahoma City has also proven itself a more-than-capable federal training leader. The National Center for Employee Development in Norman trains more than 65,000 students annually, and counts the United States Postal Service as its largest customer. More than 7,000 USPS employees are served each year at the NCED, with on-site training courses like Mail Processing Equipment

Management and Maintenance, Business Mail Administration and Management, and Bulk Mail Systems. The NCED also delivers programs nationwide to more than 400 postal facilities via its Postal Satellite Training Network.



*The National Center for Employee Development*

# MAPS: VISION ACCOMPLISHED



Rowing teams participate in the "Head of the Oklahoma" Centennial regatta

## OKC'S RENAISSANCE ROLLS ON

In 2005, Oklahoma City celebrated the completion of its Metropolitan Area Projects. Known simply as MAPS, the \$370 million revitalization initiative has sparked an ongoing renaissance that exceeds expectations at every level.

MAPS was an unprecedented plan that included the creation or renovation of nine cultural, recreational and educational projects. It is a rousing success and has accumulated \$2.2 billion in private investments. Equally as impressive, it now serves as a model for cities across the nation.

"Our citizens' willingness to dream big, invest in their city and commit to do each of the projects right allowed us to successfully complete this first-of-its-kind undertaking," said Oklahoma City Manager Jim Couch. "I think it's bigger and better than what we ever imagined."

## A NEW EPICENTER OF LEARNING

One of the last projects to be completed was the Ronald J. Norick Downtown Library. The dedication was



Ronald J. Norick Downtown Library

held in August 2004 and it honored Norick, who was mayor when the MAPS plan was approved 11 years ago.

The 112,000-square-foot, four-story facility boasts 175,000 volumes of books, CDs and periodicals, a 138-seat theater with a state-of-the-art sound system for meetings and programs, more than a dozen computers with high-speed Internet access, and several classrooms. Design elements include a four-story glass atrium and plans are underway to open a café on the ground floor.

"It's a wonderful piece of art in its own right. It's a tourist attraction ... and another thing people will put on their lists to do," said Oklahoma City Mayor Mick Cornett.

## DOWNTOWN: NOW A RIVER RUNS THROUGH IT

The sparkling jewel that capped off MAPS is the North Canadian River. Now called the Oklahoma River, the rebuilt seven-mile waterway winds through downtown and has already made a big splash.

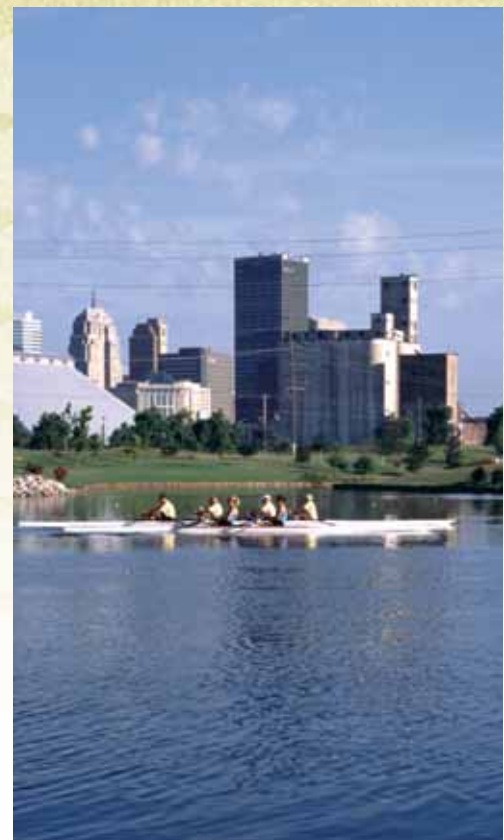
Two "Head of the Oklahoma" Centennial regattas have been hosted at the river - each has drawn collegiate rowing teams from around the country, including the prestigious Harvard crew. In addition, the newly opened Chesapeake Boathouse is designed to be one of the nation's premier boathouses. This \$3.5 million riverfront rowing academy and dock hosts rowing teams, athletes and spectators.

Though the library and river may now be complete, this doesn't spell the end of MAPS. Rather, it signals the beginning of an unprecedented growth phase in Oklahoma City.

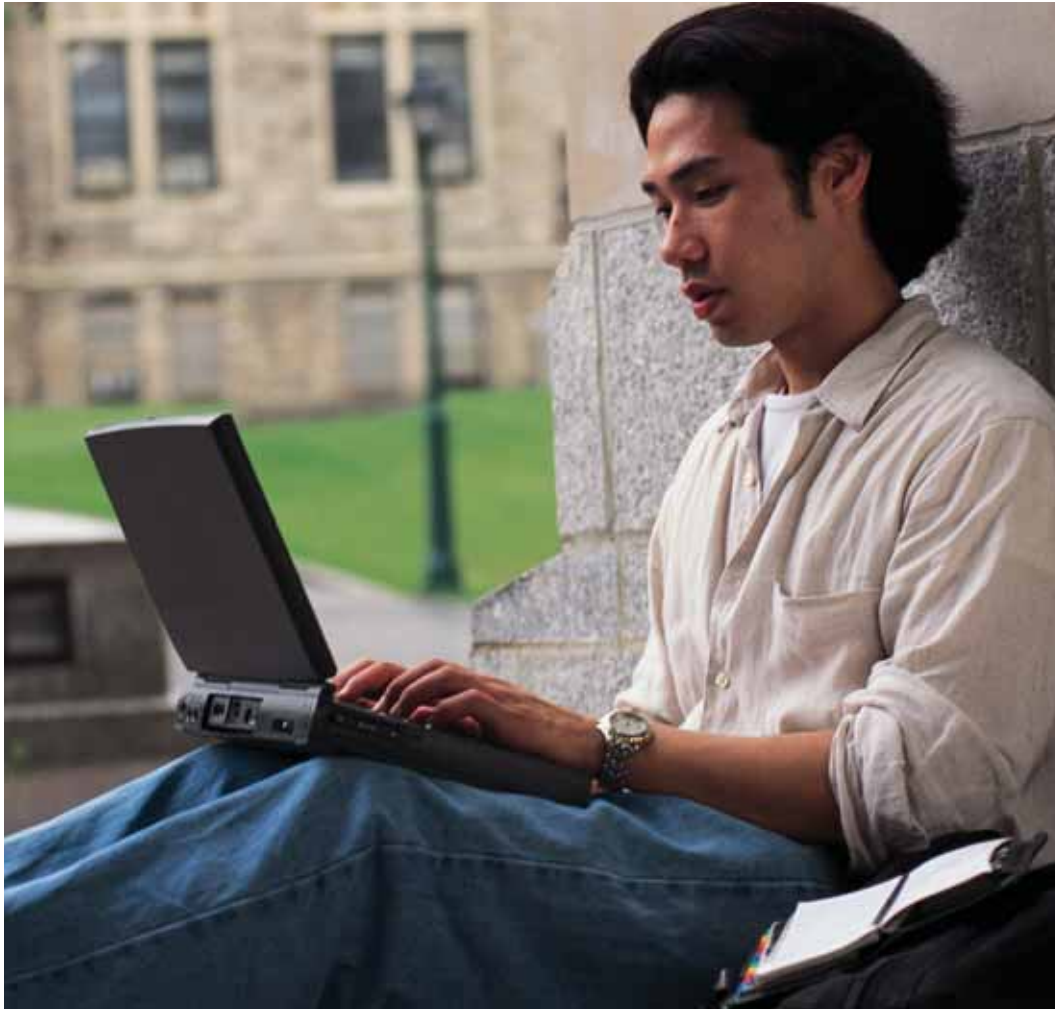
"I think what MAPS did was to create an environment for everything that comes from now on," said Cornett. "It's almost hard not to look at any large-scale addition to the city now and not think MAPS had something to do with it."

## THE LEGACY OF MAPS

- \$34 million **SBC Bricktown Ballpark**, completed in 1998.
- \$23 million **Bricktown Canal**, opened in July 1999.
- \$5 million **Oklahoma Spirit Trolleys**, began service in June 1999.
- \$60 million renovation of the **Cox Business Services Convention Center**, completed in August 1999.
- \$53 million renovation of the **Civic Center Music Hall**, completed in September 2001.
- \$14 million in improvements to the **State Fairgrounds**, completed in 1998.
- \$89 million **Ford Center** (largest of the MAPS projects), opened in June 2002.
- \$24 million **Ronald J. Norick Downtown Library**, completed in August 2004.
- \$53.5 million **North Canadian River development**, completed December 2004.



The Oklahoma River



## WORKING FOR THE FUTURE WORKFORCE

**B**uilding on the economic progress of the last 10 years, Oklahoma City is embarking on a ground-breaking initiative to ensure central Oklahoma is able to offer employers the best and brightest workforce for the 21st century.

*Project Next: A Regional Economic Evolution* is the brainchild of the Greater Oklahoma City Chamber. It stems from the desire to help the region retain and grow the most educated, talented and creative workers possible.

"The reality is that the new economy is driven more and more by ideas, knowledge and innovation," said Fred J. Hall, Chairman of the Greater Oklahoma City Chamber. "We see the changes right here in Oklahoma City. Our population is becoming more diverse, the biotech industry is growing and art offerings are more abundant than ever before. This is the community environment the new economy workers are seeing."

Hall adds, "Through *Project Next*, we can build on our current momentum and implement strategies that guarantee we have the workforce that employers are seeking in the new economy. *Project Next* will take us

to the next level in making our region a magnet for knowledge workers and entrepreneurs."

*Project Next* is truly a community-driven effort. Through a series of interviews, focus groups and a community forum, approximately 2,000 central Oklahoma residents have provided input on what they believe will give the region the best and brightest workforce. This process led to five critical areas of focus for *Project Next*:

Oklahoma City is embarking on a ground-breaking initiative to ensure central Oklahoma is able to offer employers the best and brightest workforce for the 21st century.

- Developing and retaining talent
- Attracting and attracting back talent
- Cultural development of the region
- Communication and inclusion within the community
- Developing an entrepreneurial environment

"The bottom line is, we want to give businesses in our region every opportunity to be successful and our workers every opportunity to be prosperous," said Hall. "*Project Next*, in conjunction with other ongoing economic development initiatives, is an important tool to do that."

## THE BUZZ ON OKC



**Fred Hall**  
The Fred Jones Companies  
Chairman, Greater  
Oklahoma City  
Chamber of Commerce

### Dear Friends,

I have to say, I don't know when I've been more proud of our city. Not only did Oklahoma City leaders pull off an amazing feat in bringing the NBA's New Orleans Hornets to town, they did it in an amazing span of three weeks. Think about it, just three weeks to: put together a package that was

attractive to all entities – the City, the Hornets and the NBA; get the proposal approved by City Council; present it to the Hornets and the NBA and secure their approval; find and provide furnished housing for the team's players and management; and announce, promote and generate ticket sales for the upcoming games at the Ford Center.

What a whirlwind. And what a success story it has become. Because not only is the city buzzing about the Hornets, national media are as well ...

**"Oklahoma City, almost overnight, has stamped itself as a red-hot big league sports property. The city has irreversibly proven itself a major league destination."**  
– USA Today

**"My expectations ... were well exceeded."**  
– NBA Commissioner David Stern  
in Time

**"Oklahoma City has been a well-kept secret, but it's out now."**  
– New Orleans Hornets owner  
George Schinn in BusinessWeek

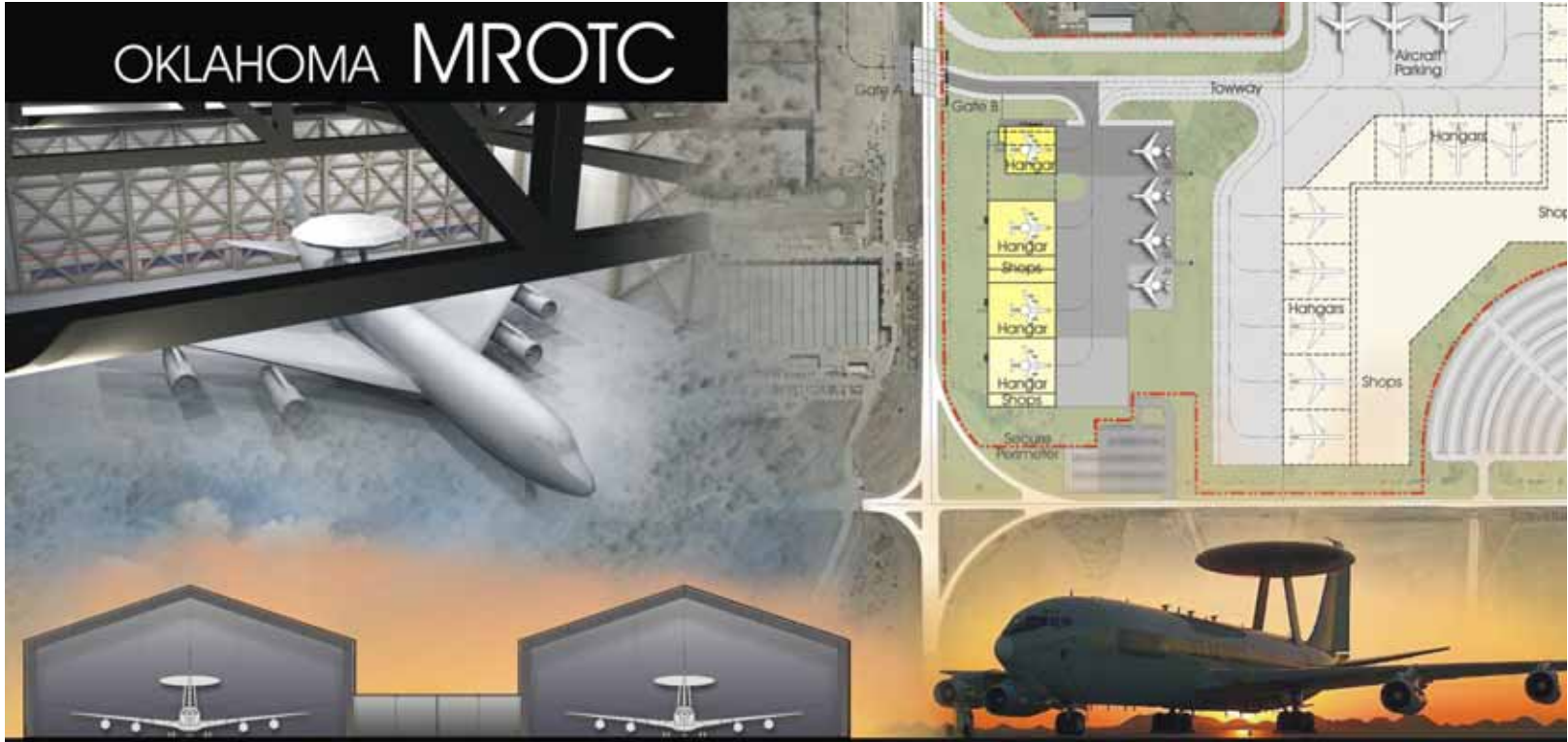
**"Perhaps Oklahoma City is the best thing to happen to the Hornets in years."**  
– The New York Times

**"Oklahoma City was the obvious choice ... [it] is a first-class, major league city."**  
– Joel Litvin, executive vice president,  
legal and business affairs for the NBA,  
in Amusement Business

Ultimately, Oklahoma City was selected over Kansas City, Louisville and Nashville. Why? George Schinn, owner of the Hornets, can answer that.

"The thing I like is the people here," Shinn said. "You've got a can-do mayor, you've got can-do business leaders. And that's what it takes to get things done."

While we are just a temporary home for the Hornets, their presence represents another giant leap forward – in sports and in business. And a huge slam-dunk victory for the city.



## NEW AEROSPACE CENTER TAKING OFF

**B**oeing has finalized plans to construct three new hangars at the new Maintenance, Repair and Overhaul Technology Center (MROTC). The hangars will be used to perform modifications to the Air Force's AWACS aircraft, which is based at Tinker Air Force Base. The MROTC is located next to Tinker AFB.

The decision by Boeing to make a long-term commitment to lease hangar space at the MROTC is a major one for the Chicago-based aerospace company.

"The MROTC is an important move for Boeing," said George Muellner, vice president and general manager of Boeing Air Force Systems. "By locating to the

MROTC and partnering with the Air Logistics Center, the company can speed up delivery of new capabilities and offer a best value solution to the Air Force customer."

The three hangars constitute the first phase of development in the MROTC. Planned as a major military and commercial aircraft facility, the MROTC will eventually consist of 17 hangars and more than one million square feet of space designed for industrial, educational and training facilities. It's situated on 370 acres and will soon be connected to Tinker AFB by a tow-way. Both the tow-way and first

hangar are scheduled for completion by November, with the two other hangars planned for completion by August 2008.

The MROTC is the result of a partnership between Battelle Memorial Institute, Oklahoma Industries Authority and Trammell Crow Company. It's expected to bring a large economic boost to central Oklahoma - Boeing's contract alone could create up to 325 new jobs.

Not only will the MROTC complement Tinker AFB's military aviation emphasis, it will help diversify the region's aerospace activity and, ultimately, strengthen Oklahoma's status as a national maintenance hub.

## AIRPORT EXPANSION APPROACHES FINAL LANDING

**T**he \$110 million expansion and renovation of Oklahoma City's Will Rogers World Airport is nearing completion. Once finished, it will have addressed all the issues brought on by the airport's



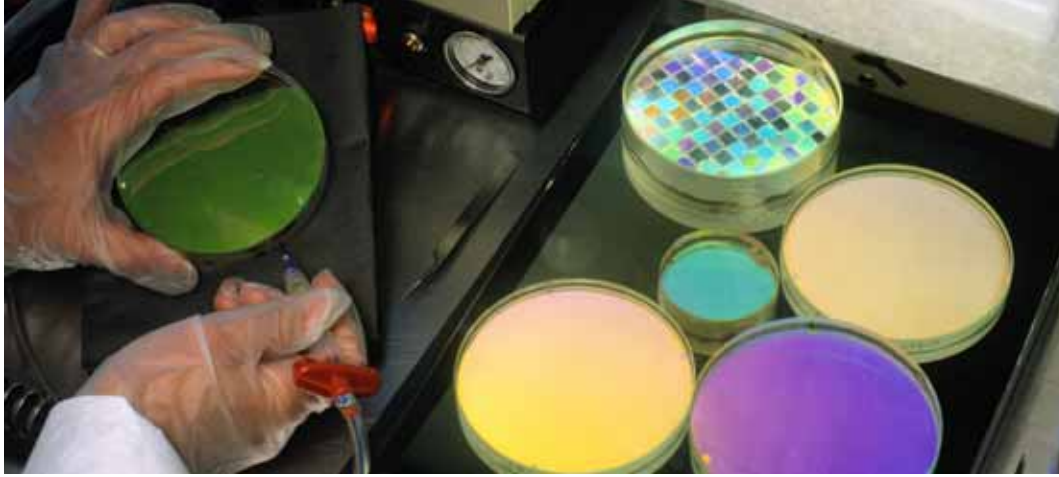
continued growth - an upward trend that saw a record 3.4 million passengers pass through its terminals in 2005. Some of the major improvements that travelers will benefit from include:

- Additional circulation space in the ticket lobby.
- New concourses, holdrooms and circulation space in the gate areas.
- Increase in the number of gates from 16 to 25.
- The relocation and addition of many new food concessions.
- Several new and unique retail shops.
- Additional area for baggage claim and car rental counters.
- Enhanced drop-off and pick-up accessibility.
- Increase of building square footage from 341,000 square feet to 583,000 square feet.

One of the goals of this expansion has been to make traveling as effortless and enjoyable as possible. Once said and done, the project will ultimately meet aircraft and passenger capacity requirements through at least 2012.



## THE ROAD TO BIO-RICHES



Just as the Route 66 corridor spawned economic development east and west along its path across Oklahoma in the 1920s, a new *bio-corridor* has emerged that extends along I-35 from Stillwater through Oklahoma City, Norman and down to Ardmore. In fact, an amazing 99 percent of the state's research and development in the life sciences is created along this bio-corridor.

Leaders in the Greater Oklahoma City region are seizing the opportunity this bio-corridor gives and are building upon an already solid bioscience base:

### BIG EMPLOYER

- The bioscience industry employs 30,000 people in the region in more than 200 area organizations.

### HIGH-PAYING JOBS

- The biosciences are one of the highest paying industries in the region, contributing \$879.2 million in wages to our local economy in 2003.

### GOLD-STANDARD AWARDS

- More than \$72 million in National Institutes of Health (NIH) was awarded in 2003, doubling the amount received since 1999.

### QUALITY RESEARCH

- At an annual rate of 23 percent, the Oklahoma Medical Research Foundation's NIH funding has outpaced every major medical institute in the country except one.
- The Dean McGee Eye Institute, including the OU Health Sciences Center Ophthalmology department, ranked sixth nationally in NIH awards in 2003.

### CENTERS OF EXCELLENCE

- Both established and emerging centers of excellence provide a strong base of biomedical research in human biomedicine and agricultural bioscience.

Oklahoma City's biggest biotech advantage lies in space and facilities. The region is better off than most of the benchmarks in terms of the infrastructure available to support the start-up and growth of bioscience companies. Incubator facilities and start-up assistance are available at the Presbyterian Health Foundation Research Park in Oklahoma City, along with the Meridian Technology Center for Business Development in Stillwater and the Technology Entrepreneurial Center (eTec) in Norman.

The area has also been recognized internationally for the strengths of its research institutions in select areas of human and plant and animal sciences. Also, it has been identified as a place where agile entrepreneurs continually demonstrate how to turn ideas into well-capitalized firms that are among the leaders in their industry segments.

Clearly, Greater Oklahoma City's efforts to grow a positive biosciences environment are working. Research institutions are attracting top quality researchers here because they can provide quality space, facilities and equipment. Entrepreneurs are starting and growing companies here with the help of i2E, Meridian Technology Center and the availability of affordable wet-lab space. And companies are locating operations here because the research parks are located close to research institutions.

That's just the beginning. Officials estimate that the bioscience sector will soon be a key driver for the region's economy, and will create nearly 7,700 jobs in the next 10 years. When that happens, you can be sure that Greater Oklahoma City will be bio-ready, willing and able.

## BIOPHARMACEUTICAL PLANT CHOOSES TO GROW IN OKC

Oklahoma City is gaining an increasing foothold in the biotech sector, thanks to companies like Cytovance that are choosing to call the city home. Cytovance Biologics Inc. is a start-up biopharmaceutical manufacturing plant that is nearing completion on its first manufacturing facility – a \$16.8 million operation located in Presbyterian Health Foundation Research Park.

"Oklahoma is really a textbook example of the kind of place you want to put light, high-tech manufacturing," noted Spencer Reynolds, vice president of strategy and marketing for Cytovance. "The cost of land and facilities is very reasonable, labor costs are reasonable and educational facilities are world-class. The scientific and life science infrastructure is obviously very robust and those are essential ingredients."

Reynolds speaks from experience as he, along with the rest of the Cytovance founding management team, comes from Novazyme Pharmaceuticals, an Oklahoma City firm once acclaimed for its enzyme



replacement therapies. Novazyme was acquired by Genzyme in 2001. Following the acquisition, Reynolds and others eyed several new opportunities. And local business leaders were willing to listen.

"Oklahoma City was eager to work with us when we brought them the idea of Cytovance," said Reynolds. Plus, Oklahoma City not only offered cost advantages, but an intangible that left other biotech hot spots out in the cold.

"The quality of life is fantastic in Oklahoma City," Reynolds raved. "The standard of living at a given

salary level is quite a bit higher than Boston or San Francisco and goes a long way toward attracting industry talent. Some might scratch their heads and say how did we get talent from Boston and San Diego, but we did it at Novazyme by proving the quality of life here."

When completed, the FDA-approved plant will produce protein-based therapeutics and antibodies. Cytovance leased 10,000-square-feet of office and lab space in the Research Park to begin work while the facility is being constructed. It will be the sixth building in the Research Park.