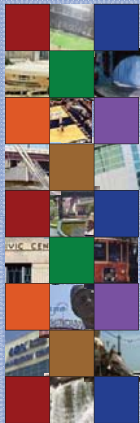


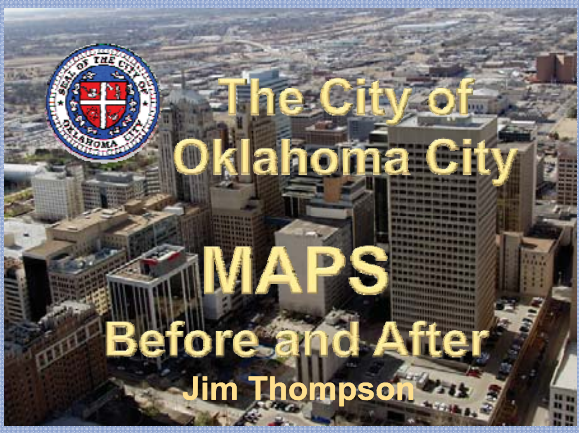
Transformation of a City, One Penny at a Time

Kirk Humphreys
Jim Thompson
Russell Claus



MAPS: Metropolitan Area Projects

Jim Thompson
Asst. City Manager
City of Oklahoma City



The City of Oklahoma City

MAPS

Before and After

Jim Thompson

Original MAPS Metropolitan Area Projects

- 1993 Vote for \$0.01 Temp Sales Tax
- Sales Tax lasted 5 years
- Nine Projects on One Ballot

Fairgrounds	Ford Center
Trolley	Ballpark
Civic Center	River
Downtown Library	Canal
Myriad /Cox Convention Center	

- Tax Extended 6 months (Approx \$365 million)
- Spurred Private Development





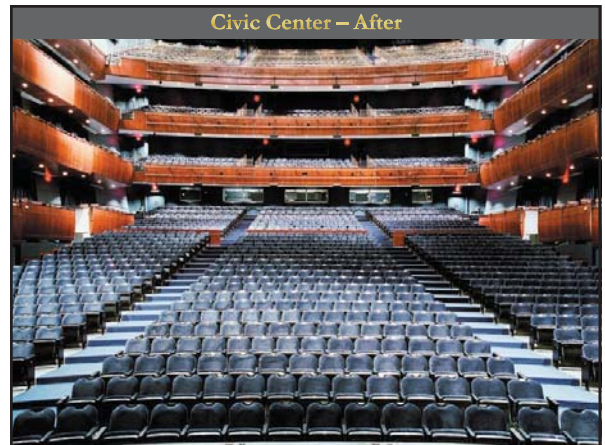
**The Oklahoma Spirit
Trolley System**



**Civic Center Music Hall
BEFORE**



Civic Center – Main Bowl During Construction



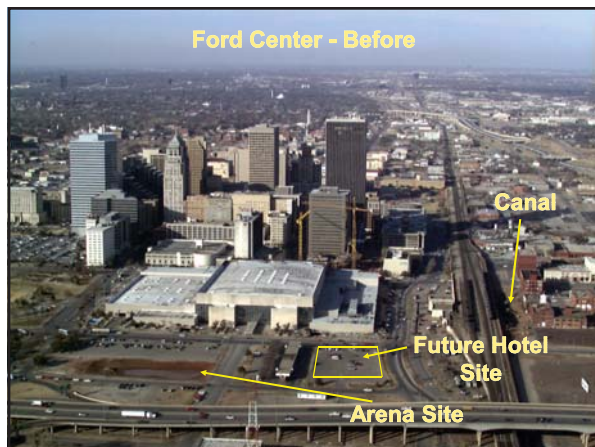
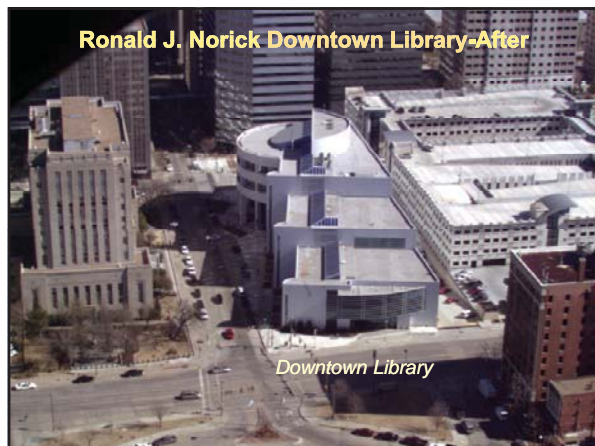
Civic Center – After

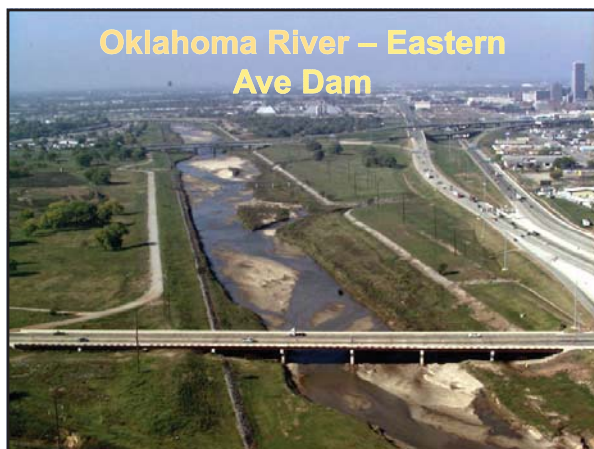


**Civic Center Music Hall
AFTER**



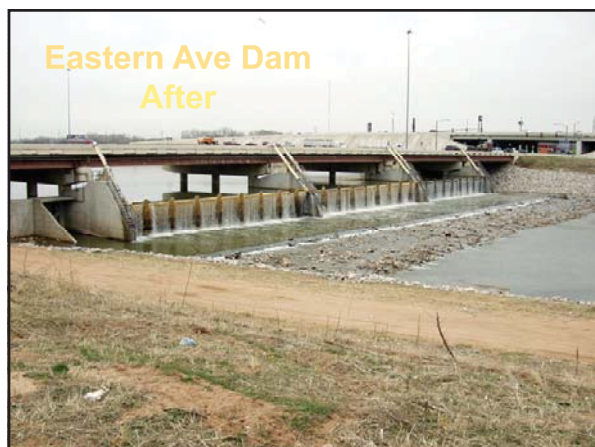
Library Learning Center -Before



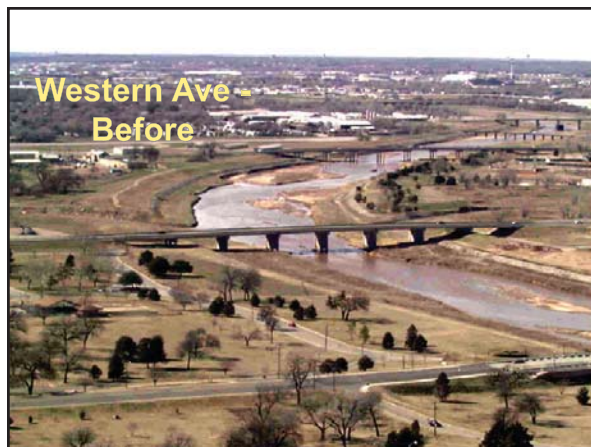




**Eastern Ave Dam
After**



**Eastern Ave Dam
After**



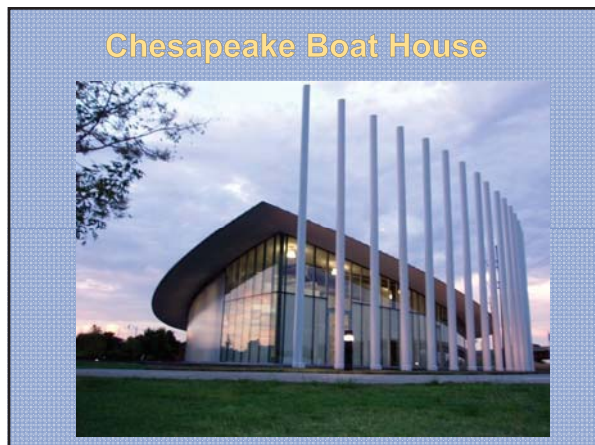
**Western Ave -
Before**



**Western Ave -During
Construction**



**Western Ave (Paul H Brum) Dam
After**



River Boats



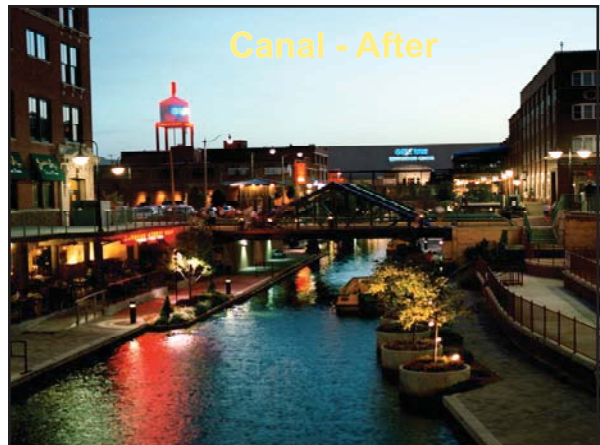
New Meridian Plaza



Canal - Before



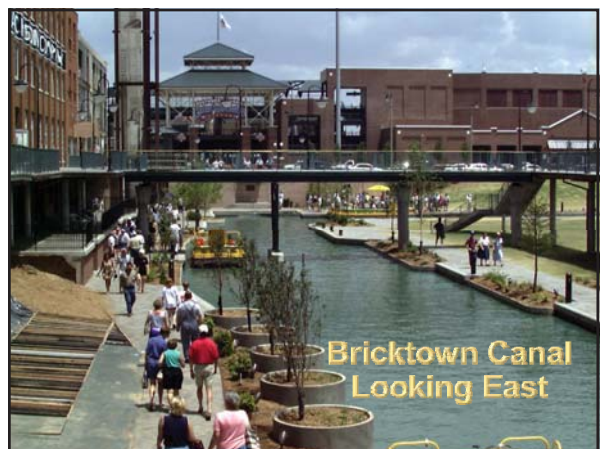
Canal - After

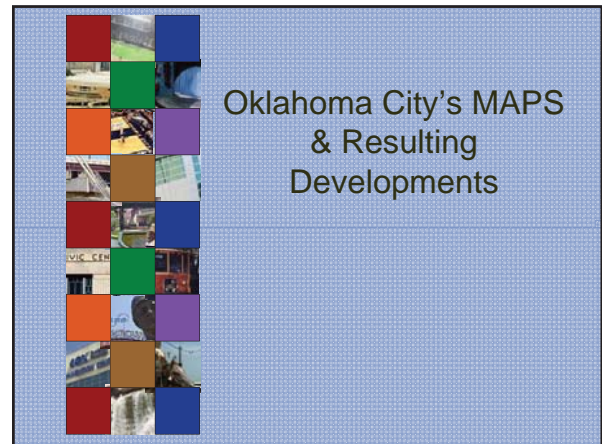


Bricktown Canal Boats



Bricktown Canal Looking East





Lessons Learned

- Strong leadership is essential
- No room for partisan politics
- Strong public-private partnerships are essential
- Need an entrepreneurial government sector
- Need a dedicated, motivated, experienced, visionary, tireless, efficient, professional city staff. (shameless self promotion)
- Media focus is not always helpful

MAPs

\$ 1 3 6 3 0 0 0 0 0 0

- SBC Bricktown
- Bricktown Canal
- Spirit of Oklahoma
- Cox Convention
- Civic Center
- Ford Center
- Norick Downtown
- State Fair Arena
- Oklahoma River

• Completed 2004

• Dam construction created series of river lakes along downtown

• \$51.8 million

Hotels

\$ 5 7 6 4 0 0 0 0 0 0

- Renaissance
- Courtyard Inn
- Sheraton
- Colcord Hotel
- Residence Inn
- Skirvin Hotel
- Hampton Inn
- Holiday Inn
- Candlewood Suites

• 6-stories, approx. 100-125 rooms

• Application submitted

Office, Retail, & Entertainment

\$ 1 6 4 2 0 0 0 0 0 0

- NE 10th & The Candy Factory
- Devon Tower
- Greater OKC
- Film Exchange District
- Bass Pro Shop
- Sonic
- Automobile Alley
- Sandridge
- Midtown Plaza
- Dowell Center
- First National
- Bricktown
- MidTown Renaissance

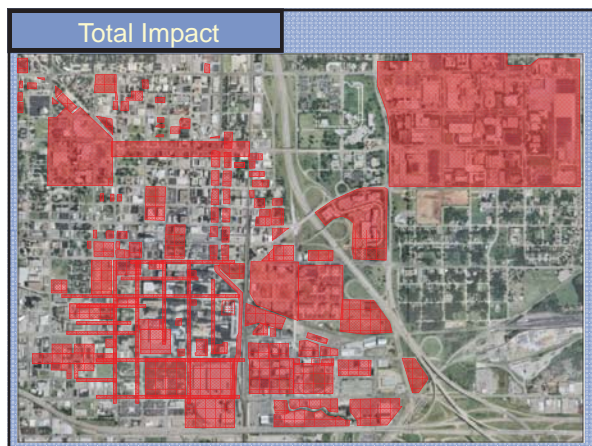
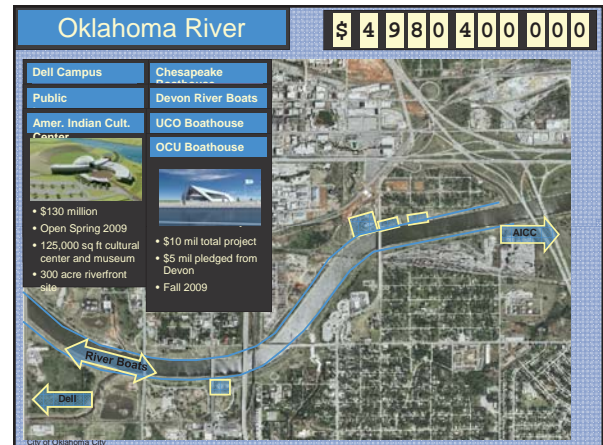
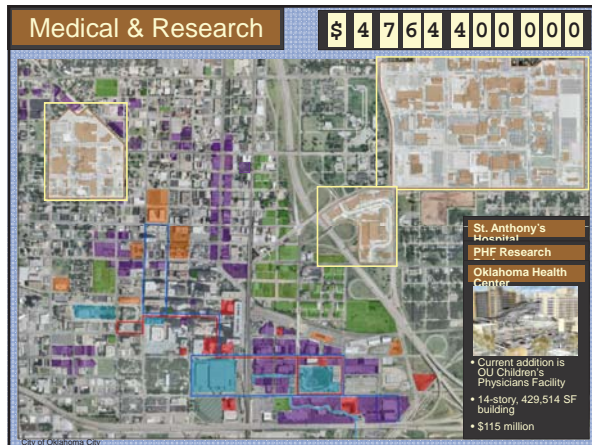
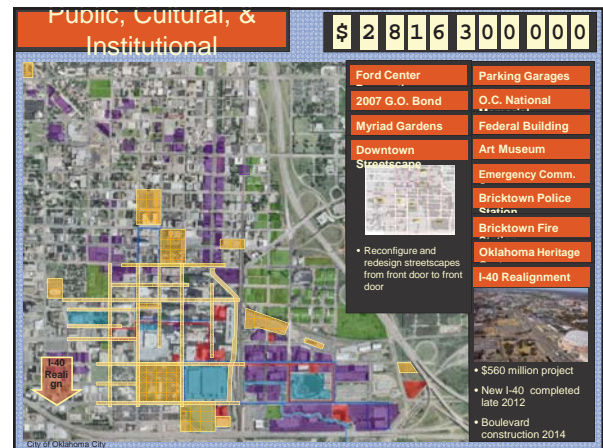
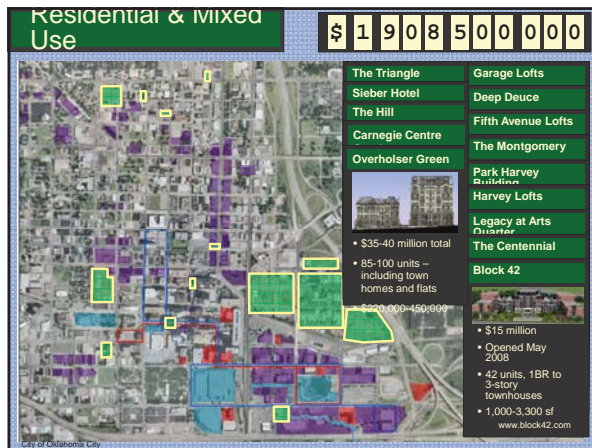
• Will include residential, retail, and entertainment spaces

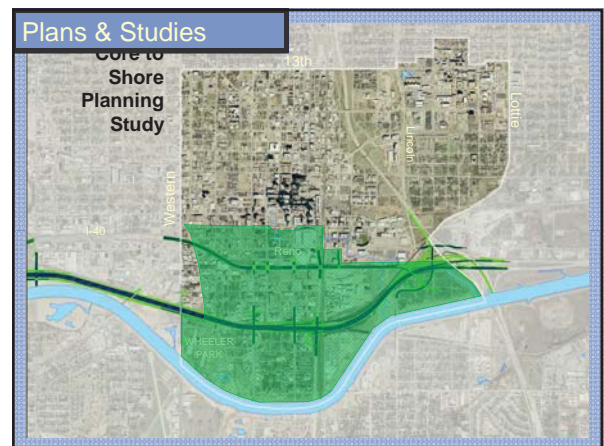
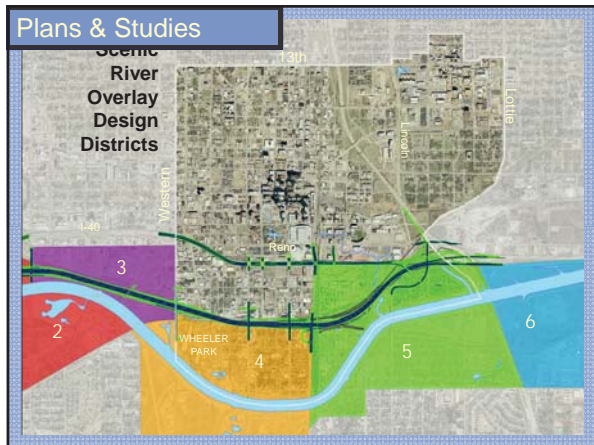
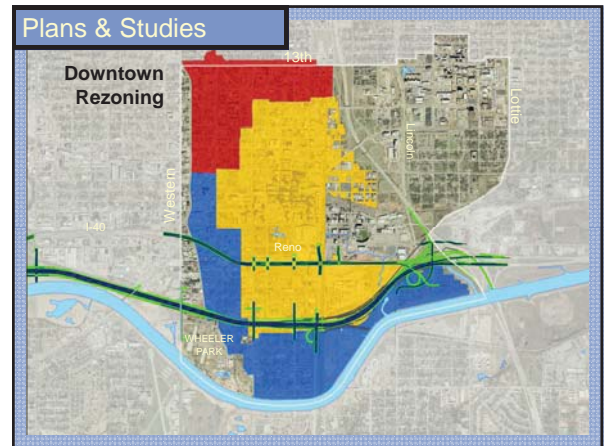
www.filmrowokc.com

• Began 2005

• Includes office, retail, and residential space

www.midtownrenaissance.com

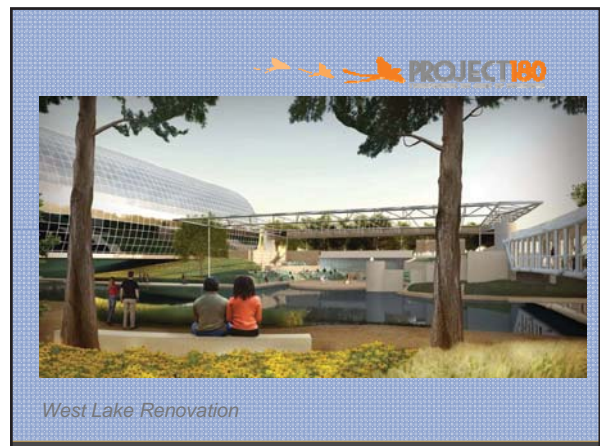




MAPS What We Didn't Plan For (Kind Of)

- ❑ Olympic rowing
- ❑ Dell
- ❑ American Indian Cultural Center and Museum
- ❑ Devon
- ❑ Thunder
- ❑ Bricktown growth
- ❑ Talent retention
- ❑ Medical & Biotechnology sector growth
- ❑ Quad Graphics
- ❑ AAA Facility
- ❑ Project 180





MAPS III

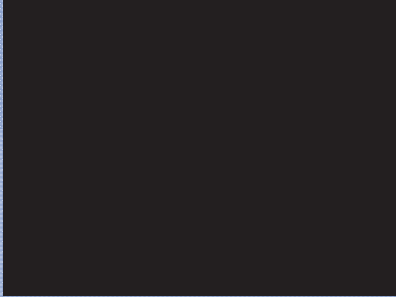
- Continue the momentum established by MAPS 1,
- Retain and attract talent
- More jobs, better jobs, more durable diverse economy, increased quality of life opportunities
- Elevated expectations
- Energized leadership – public and private
- Community self-confidence and trust in city government
- Increased national awareness of who we



MAPS III – 70 Acre Park



MAPS III – Convention Center

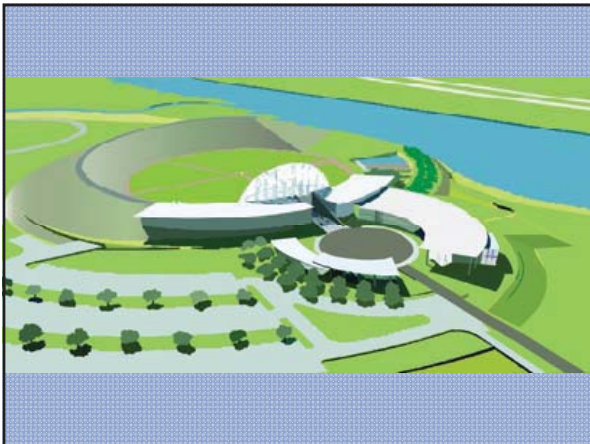
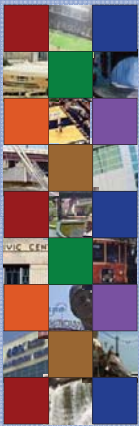


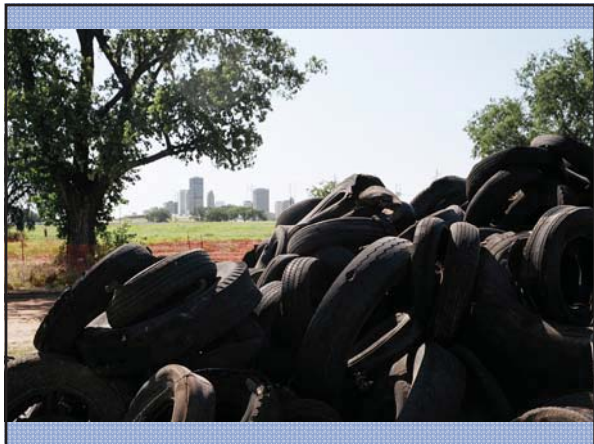
MAPS III – Transit System



Residual Benefits of MAPS

Kirk Humphreys

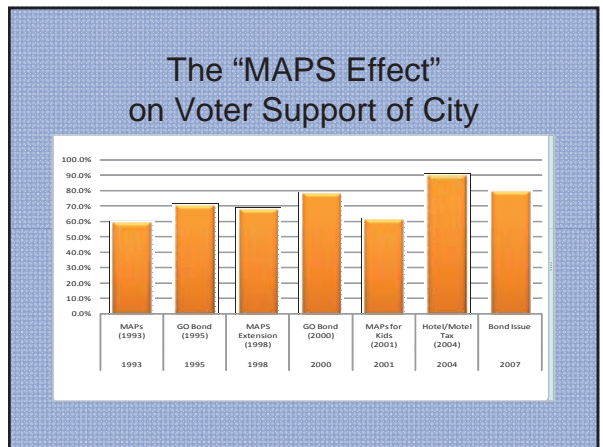






The “MAPS Effect”

Kirk Humphreys



MAPS: Lessons for Success

- 1. Address Pressing Needs*
- 2. Unity among Governmental, Business and Civic Leaders*
- 3. Visionary Leader with Political Capital*
- 4. Strategic Focus, but Something for Everyone*
- 5. Deliver What You Promise*



Closing
Remarks
and
Questions
for the
Panel