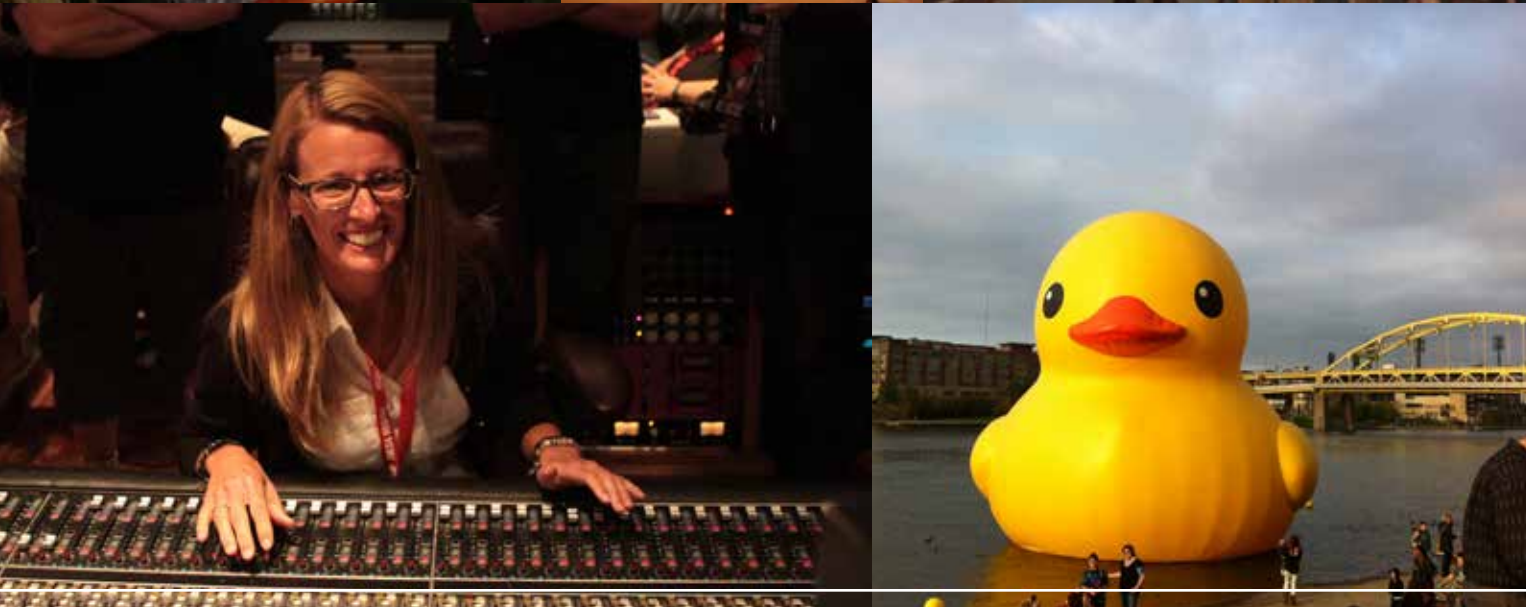




 **INTERCITY VISIT**  
2010 - 2023 **KEY TAKEAWAYS**






# INTERCITY VISIT

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# INTERCITY VISIT

## INTRODUCTION TO INTERCITY VISITS

Each year, the Tulsa Regional Chamber assembles a delegation of approximately 100 community leaders to visit a peer city and learn best practices. Intercity Visits are an opportunity for Chamber members and staff, elected officials, business leaders, educational administrators, young professionals and regional partners to gather ideas and insights from cities overcoming challenges similar to our own.

A volunteer task force convenes each spring to review different peer cities and what they offer in areas relevant to our region. Based on this review, a destination is selected for a three-day

trip in the fall. Past trips have included in-depth looks at topics ranging from river development, healthy living initiatives and tourism to regional branding, workforce and the arts.

As shown below, Intercity Visits are part of the Tulsa Regional Chamber's strategic initiative of community development, which seeks to leverage Tulsa's assets to improve the quality of community life in northeast Oklahoma. By hearing about the challenges and successes from other communities, local leaders learn best practices to help move our region forward. Read on to learn more about key takeaways from past trips.

**ECONOMIC DEVELOPMENT**

Collaborate with regional partners to position northeast Oklahoma for increased economic activity.

KEY MEASURE: Job Creation



**REGIONAL TOURISM**

Leverage the region's competitive identity to market Tulsa as a destination for tourism, sports and culture.

KEY MEASURE: Room Nights



**GOVERNMENT AFFAIRS**

Build coalitions to achieve pro-business and pro-growth public policy at the local, state and federal levels.



**COMMUNITY DEVELOPMENT**

Leverage Tulsa's assets to improve the quality of community life in northeast Oklahoma.





**What's  
Next**   
**EXCHANGE. EXPLORE. EXPAND.**  
**TULSA REGIONAL INTERCITY VISIT**  
**LOUISVILLE, KENTUCKY | OCT 10-12**

## 2010 LOUISVILLE, KY

### **REGIONAL ECONOMIC DEVELOPMENT COMPACT**

We studied Louisville as an example of one of the top 16 “super regions” in the United States. We used Louisville’s language and example as we signed our own regional compact the next year.

### **DIVERSITY AND INCLUSION**

The Louisville trip was also a conversation starter regarding diversity in the workplace. We had excellent speakers from the University of Louisville, and we studied the Ali Center. These conversations helped lead to the establishment of Mosaic in 2011.



# What's Next

EXCHANGE. EXPLORE. EXPAND.  
TULSA REGIONAL INTERCITY VISIT

INDIANAPOLIS, INDIANA | OCT 10-12

## 2011 INDIANAPOLIS, IN

### **CITY / COUNTY CONSOLIDATION**

We heard a lot in Indy about opportunities for regionalism and shared government. The City of Tulsa and Tulsa County subsequently created a "shared services" taskforce that was implemented in areas like IT.

### **THE VALUE OF SPORTS**

Indy offered up numerous examples of how sports and sports venues can drive tourism and revenue. Visits to the Indianapolis Motor Speedway, the NCAA Museum and Colts Stadium were highlights.



# What's Next

EXCHANGE. EXPLORE. EXPAND.  
*TULSA REGIONAL INTERCITY VISIT*  
CHARLOTTE, NC | OCT 28-30, 2012

## 2012 CHARLOTTE, NC

### **FUNDING FOR DOWNTOWN DEVELOPMENT**

Charlotte was very creative in its funding sources for downtown development, and we learned a lot about what might be possible in the Tulsa region.

### **ARTS & CULTURE**

The power of the arts was also a major focus of this trip, which included a visit to Mint Museum.



# What's Next

EXCHANGE. EXPLORE. EXPAND.

TULSA REGIONAL INTERCITY VISIT . PITTSBURGH, PA . OCTOBER 13-15, 2013

## 2013 PITTSBURGH, PA

### RIVER DEVELOPMENT

By far the biggest outcome of the Pittsburgh trip was a renewed determination to develop our river asset. This dialogue was first started back in Louisville but really picked up momentum in Pittsburgh.



EXCHANGE. EXPLORE. EXPAND.

TULSA REGIONAL INTERCITY VISIT | PORTLAND, OR | OCTOBER 8 - 10

## 2014 PORTLAND, OR

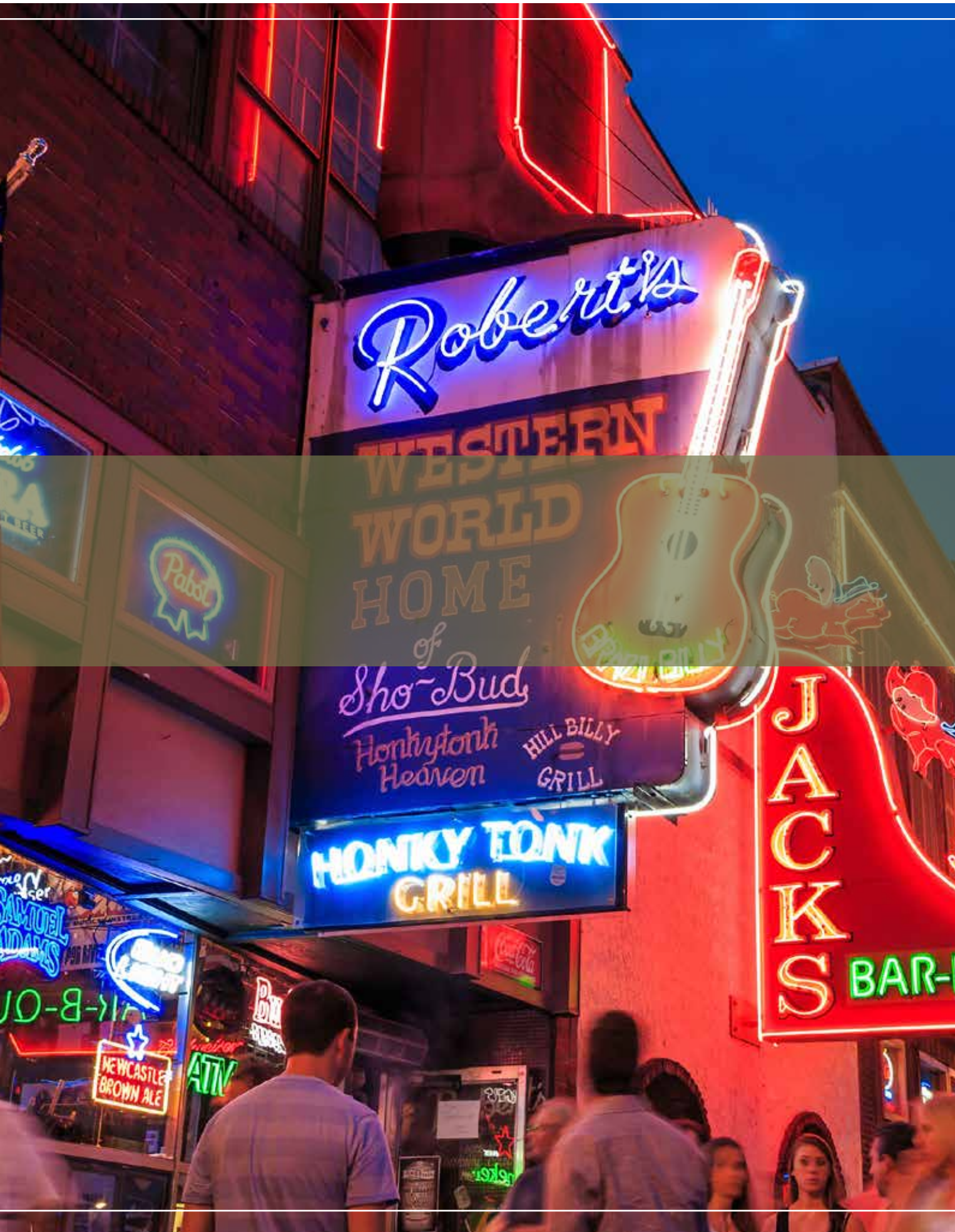
### **TALENT ATTRACTION AND RETENTION**

We heard a great deal about the importance of attracting and retaining young talent, and the impact this has on the local economy.

### **SAFE STREETS**

We also heard about the police role in homeless population management, and what can be done to improve the safety of downtown streets.





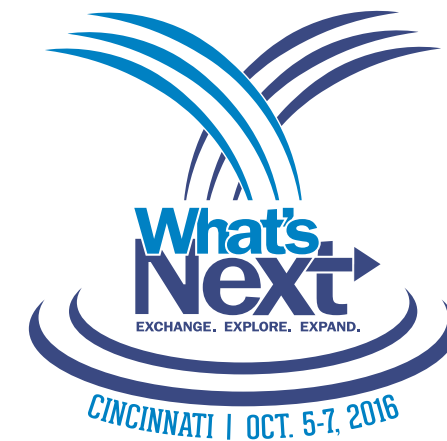
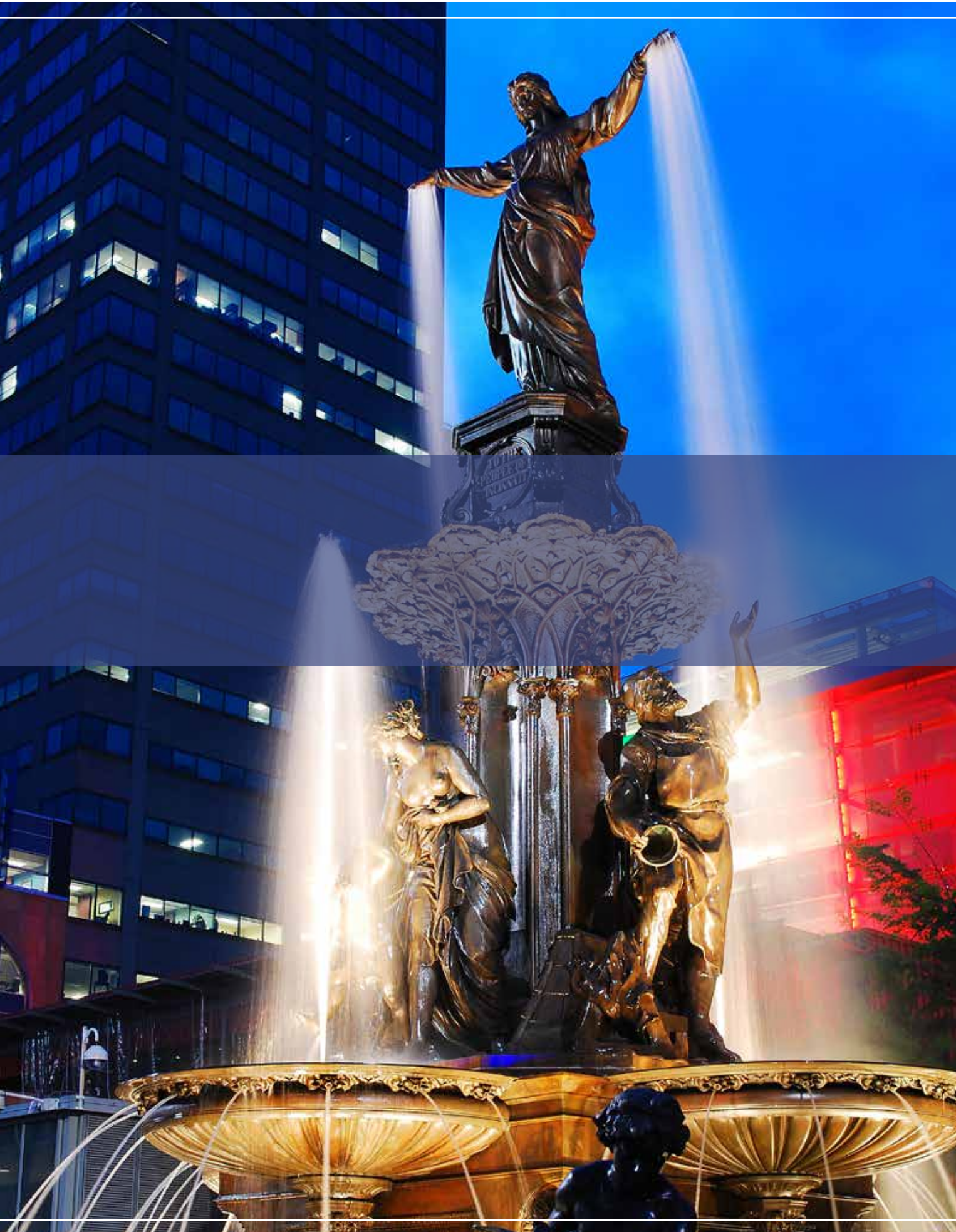
# 2015 NASHVILLE, TN

## **SUPER SUBURBS**

Our visit to the suburb of Franklin was a highlight for many, as it included discussion around economic development and education. This also prompted new discussions around regionalism and its benefits.

## **VISITORS AND BRANDING**

Nashville knows how to market itself, and many attendees were very interested in hearing more about what Tulsa might do to better market our region.



# 2016 CINCINNATI, OH

## **RIVERFRONT DEVELOPMENT**

Cincinnati has done a tremendous job of developing the riverfront area between their two sports stadiums. Many on the trip were inspired to see the ways in which the development took shape.

## **URBAN REVITALIZATION**

Many pointed to the work of 3CDC to reclaim and reuse deteriorating buildings, especially in the Over the Rhine neighborhood, as a highlight.

## **MSA STRENGTH**

Cincinnati has generated great value by leveraging its wider MSA, and many on the trip felt Tulsa could learn from this.



# 2017 FORT WORTH, TX

## **RIVER DEVELOPMENT**

Fort Worth's Trinity River Vision master plan is a model for how to manage a large-scale river development project. Many of the attendees were very interested in how an authority is established to implement such a project.

## **COMMUNITY HEALTH**

Many on the trip were especially interested in the Blue Zones Project, a community-wide well-being improvement initiative that is being contemplated for our region.

## **DOWNTOWN WALKABILITY**

Given the emphasis on improving walkability in our region, many attendees were inspired by Sundance Square, a 35-block area that is a model for downtown walkability.

## **REGIONAL BRANDING**

Fort Worth has done a tremendous job of developing and managing its brand, and many trip attendees were eager to hear more about branding as an economic driver.



# COLUMBUS INSPIRES TULSA

2018 INTERCITY VISIT

## 2018 COLUMBUS, OH

### **NEIGHBORHOOD REDEVELOPMENT**

Big highlights were guided tours of the Arena District, Riversouth and Scioto Mile neighborhoods. All three areas have undergone massive development changes in the past decade, and all three are thriving as a result.

### **WORKFORCE DEVELOPMENT**

Educational institutions such as The Ohio State University and Columbus State Community College have formed powerful partnerships with local industries to ensure workforce needs are met. The power of collaboration was a recurring theme throughout the trip.

### **REGIONAL BRANDING**

From the moment attendees stepped into the Columbus airport, it was impossible to escape the fact that Columbus has done an excellent job of creating a cohesive regional brand.

### **THE POWER OF DIVERSITY**

Through organizations such as the Columbus Chamber and the Columbus Women's Commission, Columbus is tackling challenges like pay inequity in a direct way.



# 2019 MINNEAPOLIS - SAINT PAUL, MN

## **ECONOMIC INCLUSION**

Attendees heard from organizations such as The Center for Economic Inclusion that are dedicated to advancing inclusion across all sectors in this major metropolitan area.

## **HEADQUARTERS ECONOMY**

Minneapolis is home to multiple Fortune 500 companies, and local leaders and management experts spoke to what makes the region so well suited to host headquarters.

## **REGIONALISM**

A regional approach to addressing community challenges is a hallmark of Minneapolis - Saint Paul, so attendees were excited to learn how this collaborative spirit developed and is maintained.



# 2020 MULTIPLE CITIES

Due to the COVID-19 pandemic, we pivoted from an in-person trip focused on one city to two virtual panels featuring participants from five different cities.

## **DOWNTOWN AND RIVER DEVELOPMENT**

Our first panel focused on strategies for maximizing downtown and river assets. We heard development successes and challenges from Des Moines, Iowa; Milwaukee, Wisconsin; and Omaha, Nebraska.

## **ENTREPRENEURSHIP AND INCLUSIVE ECONOMIC DEVELOPMENT**

Our second panel focused on ways to encourage and support diverse entrepreneurs and foster a more inclusive economy. We gathered inspiration from panelists in Detroit, Michigan; Atlanta, Georgia; and Omaha, Nebraska.



# 2021 NORTHWEST ARKANSAS

Our 2021 trip took us to multiple northwest Arkansas communities, including Bentonville, Fayetteville, and Springdale.

## **REGIONAL COLLABORATION**

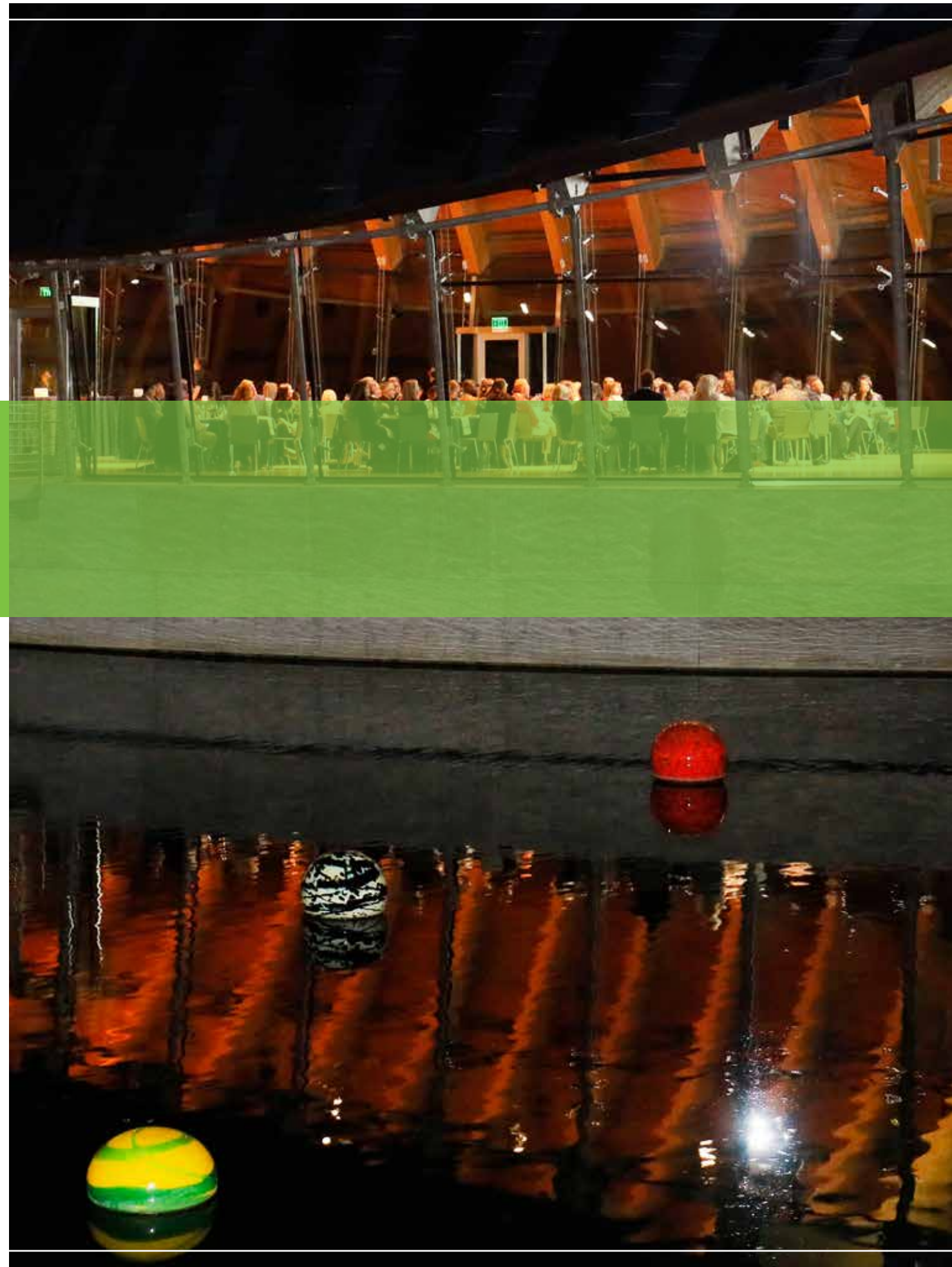
Attendees heard from leaders across a half dozen local communities about how they intentionally work together when developing new regional assets.

## **CREATIVE ECONOMY**

Northwest Arkansas is home to a thriving arts scene that includes not only Crystal Bridges Museum of American Art but also fashion, music and culinary arts.

## **OUTDOOR RECREATION**

Attendees learned how northwest Arkansas communities use outdoor amenities like bike trails to attract and retain talent.





# 2022 DENVER, CO

## **COMMUNITY INVESTMENTS**

During the past several decades, Denver has invested in a wide variety of community enhancements, from public art to tourism assets to multi-modal transit plans.

## **MENTAL HEALTH AND HOMELESSNESS**

Like many cities across the country, Denver is employing some innovative approaches to address a variety of challenges related to mental health and homelessness.

## **SHIFTING DOWNTOWNS**

Denver's downtown has undergone changes of late, and trip attendees heard from urban experts on the shifting use of downtown spaces in the wake of the COVID-19 pandemic.





# 2023 AUSTIN, TX

## **INFRASTRUCTURE INVESTMENTS**

From hotels to housing, cities like Austin and Tulsa must invest in infrastructure to serve residents and visitors, especially after attracting big economic development projects.

## **THE POWER OF MUSIC**

Austin has built its brand as the "Live Music Capital of the World," and Tulsa can similarly lean into its musical heritage to spur future growth.

## **CULTIVATING TALENT**

Companies are following talent as much as they are chasing incentives, so it behooves Tulsa to grow its skilled talent pool, and collaboration with the tribal nations can help.



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