



 **INTERCITY VISIT**  
2010 – 2018 **KEY TAKEAWAYS**







# INTERCITYVISIT

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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.

**REGIONAL ECONOMIC & WORKFORCE 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



**REGIONAL BUSINESS & EDUCATION ADVOCACY**

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.





J.A. "Bud" Hults  
GENUINE  
LOUISVILLE SLUGGER®

Louisville  
Slugger

MUSEUM & FACTORY



**EXCHANGE. EXPLORE. EXPAND.**

**TULSA REGIONAL INTERCITY VISIT  
LOUISVILLE, KENTUCKY | OCT 10-12**

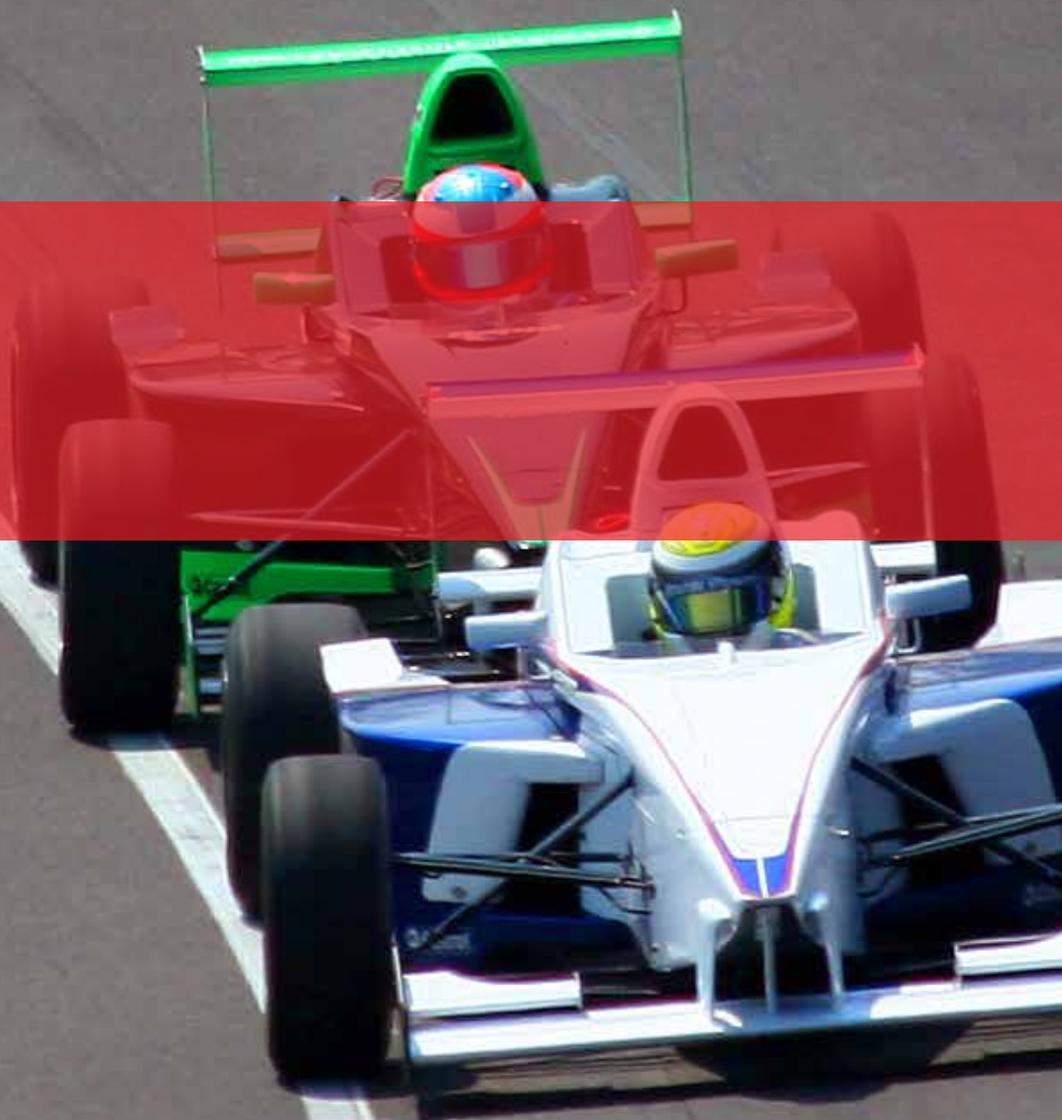
# 2010 LOUISVILLE, KY

## **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.





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# 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.





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.



Portland

Oregon

OLD TOWN



**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.



Robert's

WESTERN

WORLD  
HOME

of  
Sho-Bud  
Honkytonk  
Heaven

HILL BILLY  
GRILL

MONKY TONK  
GRILL

JACKS  
BAR



NEWCASTLE  
BROWN ALE

ATV





# 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.



FORT WORTH

STOCK

LOVE CLUCK



# 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.



Nationwide Arena

THE  
MARCH  
IS ON  
#MARCHON

STANLEY CUP  
PLAYOFFS  
2017



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# COLUMBUS<sup>★</sup> 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.



**TULSA REGIONAL CHAMBER**

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