

MIDWEST CITY

SPECIAL ECONOMIC DEVELOPMENT ADVISORY COMMITTEE AGENDA

City Hall - Midwest City Council Conference room, 100 N. Midwest Boulevard

January 16, 2019 - 12:00 PM

To make a special assistance request, call 739-1215 or email pmenefee@midwestcityok.org no less than 24 hours prior to the start of a meeting. If special assistance is needed during a meeting, call 739-1388.

- A. CALL TO ORDER.
- B. DISCUSSION ITEMS.
 - 1. Discussion and consideration of approving the minutes of the October 17, 2018 meeting, as submitted.
 - 2. Discussion and consideration of the 4th Quarter 2018 Economic Development Activity Report ending December 31, 2018.
 - 3. Discussion of the Convention and Visitors Bureau Quarterly Activity Report for the period ending December 31, 2018. No action is necessary; this item is presented for informational and discussion purposes only.
 - 4. Discussion and consideration of accepting the Midwest City Chamber of Commerce's quarterly report for the period ending December 31, 2018.
- C. ADJOURNMENT.



DISCUSSION ITEMS



Notice of this special Economic Development Advisory Committee meeting was filed with the City Clerk of Midwest City at Least 48 hours prior to the meeting and copies of the agenda for this meeting were posted at City Hall and on the City of Midwest City's website, accessible to the public, for at least 24 hours in advance of the meeting.

**MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE SPECIAL MEETING**

October 17, 2018 – 12:00 PM

This meeting was held in the second floor conference room of City Hall, City of Midwest City, County of Oklahoma, State of Oklahoma.

Chairman Webb called the meeting to order at 12:01 PM with the following members present: Mayor Matt Dukes, Dr. Rick Cobb (12:11 PM), Pam Hall, Ed Miller, Bonnie Cheatwood, and Wade Moore (12:15 PM). Also in attendance were City Manager Guy Henson, Assistant City Manager Tim Lyon and Director of Economic Development Robert Coleman. Absent: Vice-Chairman Ed Miller

Discussion Items.

1. **Discussion and consideration of approving the minutes of the July 18, 2018 meeting, as submitted.** Dukes made a motion to approve the minutes, as submitted, seconded by Hall. Voting aye: Dukes, Cobb, Hall, Moore, Miller, and Chairwoman Webb. Absent: none. Nay: none.
2. **Discussion and consideration of the third Quarter Economic Development Activity Report.** Coleman provided updates and discussed various projects with the Committee members. Moore made a motion to accept the report, seconded by Chairwoman Webb. Voting aye: Dukes, Cobb, Hall, Moore, Miller, and Chairwoman Webb. Absent: none. Nay: none.
3. **Discussion of the Convention and Visitors Bureau Quarterly Activity Report for the period ending September 31, 2018.** No action was taken. Mayor Dukes and A.C.M. Lyon provided updates and discussed various projects with the Committee members.
4. **Discussion of the Midwest City Chamber of Commerce's Quarterly Report for the period ending September 31, 2018.** No action was taken. Cheatwood provided updates and discussed various projects with the Committee members.

New Business/Committee Discussion. There was no new business or committee discussion.

Adjournment. Chairwoman Webb adjourned the meeting at 1:00 PM.

DR. JEANIE WEBB, Chairwoman



Economic Development Department
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Midwest City, OK 73110
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MEMORANDUM

TO: Midwest City Economic Development Advisory Committee

FROM: Robert Coleman, Director of Economic Development

DATE: January 22, 2019

SUBJECT: Discussion and consideration of the 4th Quarter 2018 Economic Development Activity Report.

No action is necessary; this item is presented for informational and discussion purposes only.

Please direct any question concerning the report to my office (405/739-1218).

A handwritten signature in cursive script, appearing to read "R. Coleman", is written above a horizontal line.

Robert Coleman
Director of Economic Development

Attachment: 4th Quarter 2018 Economic Development Activity Report



MIDWEST CITY

O K L A H O M A

4th Quarter 2018 Economic Development Report

General Outlook

Nationwide, unemployment is at a 49-year low but economists are concerned as incomes struggle to keep pace with inflation. The American economy has seen a lot of recent job growth, but it is not creating enough living wage employment. Primary jobs or, as they are sometimes called, "export income" jobs are defined as those which produce goods and services in excess of what can be consumed in the local marketplace, and these positions typically pay well above regional average. Many feel opportunity zones will be the catalyst that accelerates the creation of high paying, primary job growth in 2019.

You may remember our last report outlined the economic development potential held in the 117 opportunity zones ("OZs") designated statewide as part of the Federal Tax Cuts and Jobs Act. Nine months later, we are still awaiting final U.S. Department of Treasury guidelines for investing in OZs. This is of great interest because the Soldier Creek Industrial Park sits in Midwest City's lone OZ and we have a great prospect.

There may be hundreds, perhaps thousands, of other deals across the country awaiting the particulars on administering OZ deals. Investors are confident things will be worked out soon and that some of the estimated \$6 trillion sitting idly on the sidelines will be reintroduced into the U.S. economy. Great reinvestment will spur more primary jobs which, in turn, should increase the amount of disposable income for spending in other sectors of the economy including retail, tourism and hospitality.

The retail sector is still in a spin cycle with some companies growing and others folding (see the 2018 Retail Bankruptcy List on Page 6). National retailers like JCPenney and Gamestop remain in flux and face an uncertain future; meanwhile, more online only retailers are seeing the need for a physical presence. The retail front will likely remain unstable until the e-commerce market share is more precisely defined.

The end of 2018 saw a slight improvement in the hospitality sector. Local eateries seemed to be doing well and hotel occupancies were up on average across the state between 3% - 4%. The bad news: At an average of only \$76 per night, lodging rates remained almost static from 2017's prices. Luxury upscale hotels experienced the greatest gains on return on investment.

We saw our share of new restaurants open in the fourth quarter and we are hoping this progress is reflected in increased sales tax collections. Our first "holiday" check from the Oklahoma Tax Commission was up over 7% above expectations with the second check pending. Let's hope this success continues in 2019!

Please contact my office at (405) 739-1218 with any question.

Respectfully,

Robert Coleman
Director of Economic Development

CONTENTS

OKC Metro Employment Statistics	2
Sector Updates	
Entertainment	3
Restaurant	3
Retail	3 - 5
Industrial	6
Office	6
New Incorporations	7
Certificates of Occupancy	8
Residential Update	9
Commercial Building Activity Report	10

CURRENT EMPLOYMENT STATISTICS – Oklahoma City MSA*

	NUMBER EMPLOYED				CHANGE			
	2018		2017		NOV. 18		NOV. 17 TO	
	NOV	OCT	NOV	NOV	NOV. 18	NOV. 18	NOV. 17 TO	NOV. 18
Total Nonfarm	662,200	659,700	646,900	646,900	2,500	0.4%	15,300	2.4%
Total Private**	528,900	526,700	514,300	514,300	2,200	0.4%	14,800	2.8%
Goods Producing	87,700	87,400	83,300	83,300	300	0.3%	4,400	5.3%
Service-Providing	574,500	572,300	563,600	563,600	2,200	0.4%	10,900	1.9%
Private Service Providing***	441,200	439,300	431,000	431,000	1,900	0.4%	10,200	2.4%
Mining, Logging and Construction	52,800	52,700	49,500	49,500	100	0.2%	3,300	6.7%
Mining and Logging	21,600	21,600	19,900	19,900	-200	-0.9%	1,700	8.5%
Construction	31,200	30,900	29,600	29,600	300	1.0%	1,600	5.4%
Specialty Trade Contractors	19,100	19,100	18,600	18,600	0	0.0%	500	2.7%
Manufacturing	34,900	34,700	33,800	33,800	200	0.6%	1,100	3.3%
Durable Goods	25,700	25,200	24,600	24,600	500	2.0%	1,100	4.5%
Machinery Manufacturing	7,600	7,500	7,100	7,100	100	1.3%	500	7.0%
Transportation Equipment Manufacturing	5,500	5,400	5,200	5,200	100	1.9%	300	5.8%
Plastics and Rubber Products Manufacturing	1,200	1,200	1,200	1,200	0	0.0%	0	0.0%
Trade, Transportation, and Utilities	115,000	113,100	112,900	112,900	1,900	1.7%	2,100	1.9%
Wholesale Trade	23,900	24,200	23,900	23,900	-300	-1.2%	0	0.0%
Retail Trade	68,700	67,000	67,600	67,600	1,700	2.5%	1,100	1.6%
General Merchandise Stores	16,400	15,600	15,700	15,700	800	5.1%	700	4.5%
Transportation, Warehousing, and Utilities	22,400	21,900	21,400	21,400	500	2.3%	1,000	4.7%
Information	7,100	7,100	7,600	7,600	0	0.0%	-500	-6.6%
Telecommunications	2,700	2,700	2,600	2,600	0	0.0%	-100	-3.6%
Financial Activities	33,700	33,500	33,300	33,300	200	0.6%	400	1.2%
Finance and Insurance	24,400	24,300	24,100	24,100	100	0.4%	300	1.2%
Rental and Leasing Services	3,300	3,300	3,200	3,200	0	0.0%	100	3.1%
Professional and Business Services	84,900	85,100	82,800	82,800	-200	-0.2%	2,100	2.5%
Professional, Scientific, and Technical Services	32,600	32,300	33,600	33,600	300	0.9%	-1,000	-3.0%
Management of Companies and Enterprises	9,800	9,900	9,800	9,800	-100	-1.0%	0	0.0%
Administrative and Support and Waste Management and Remediation Services	42,500	42,900	39,400	39,400	-400	-0.9%	3,100	7.9%
Employment Services	14,000	14,000	13,300	13,300	0	0.0%	700	5.3%
Business Support Services	6,200	6,200	5,800	5,800	0	0.0%	400	6.9%
Education and Health Services	94,800	94,600	93,100	93,100	200	0.2%	1,700	1.8%
Health Care and Social Assistance	82,900	82,600	83,300	83,300	300	0.4%	-400	-0.5%
Ambulatory Health Care Services	30,300	30,300	29,700	29,700	0	0.0%	600	2.0%
Hospitals	30,300	30,200	30,000	30,000	100	0.3%	300	1.0%
Leisure and Hospitality	76,900	77,100	73,100	73,100	-200	-0.3%	3,800	5.2%
Food Services and Drinking Places	62,500	61,500	59,400	59,400	1,000	1.6%	3,100	5.2%
Restaurants and Other Eating Places	55,800	55,300	54,000	54,000	500	0.9%	1,800	3.3%
Full-Service Restaurants	27,700	27,600	26,700	26,700	100	0.4%	1,000	3.8%
Limited-Service Eating Places	28,100	27,700	27,300	27,300	400	1.4%	800	2.9%
Other Services	28,800	28,800	28,200	28,200	0	0.0%	600	2.1%
Government	133,300	133,000	132,600	132,600	300	0.2%	700	0.5%
Federal Government	28,700	28,700	28,900	28,900	0	0.0%	-200	-0.7%
State Government	50,000	49,900	49,000	49,000	100	0.2%	1,000	2.0%
Local Government	54,600	54,400	54,700	54,700	200	0.4%	-100	-0.2%

* Data is non-seasonally adjusted and rounded to the nearest 100

** Total Private = (Total Nonfarm – Government)

*** Private Service Providing = (Service-Providing – Government)

Entertainment Update

There are several Hollywood blockbusters scheduled for release in time for the Memorial Day weekend. Key Construction Company has made the grand opening of the Warren Theatre its top priority, and everyone is working with a May 14th debut in mind.

A considerable amount of work has yet to be done on the interior as well as a long list of site tasks, which include the completion of the parking lot, installation of landscaping, and excavation of the detention pond. Record rainfall and other inclement weather has equated to over 60 days in lost productivity since the project started last March.

We have also faced unexpected delays on the start of Andy's Altitude 1291 Entertainment Center, that cannot be blamed on the weather. Complications surrounding financing and the property Closing have set the deal back over three months, but we remain hopeful everything will work out soon.

Restaurant Update

The latter part of 2018 was prime for ribbon-cuttings at a number of new dining establishments! New openings included Hibachi Buffet (OCT), the Drum Room-Wedge Pizzeria (NOV), Taco Bell IV, Johnnie's Charcoal Broiler Express and Open Flame Coffee + Roastery (all last month).

Our second Del Rancho location is set to open soon at 9301 SE 29th ST, site of the former Judge's Char-Grill. Progress also continues on the construction of the new Feast/Meiji restaurants in the Sooner Rose Shopping & Entertainment Center, and we expect to see these open sometime in late winter or early spring.

Construction is about to commence on additional small shop space slated to the east of the Burlington store. Sooner Investment has reportedly signed an agreement to introduce a Fuzzy's Taco Shop to Midwest City. There are at least three other restaurateurs looking at possible locations in the Sooner Rose area.

Retail Update

A building permit application is under review in the Community Development department for a new Party City location in the second phase of the Sooner Rose Shopping & Entertainment Center. If all goes well, it will be the fifth PC in the state; there are already two in Oklahoma City and two in Tulsa (See photo on Page 4).

Murphy Oil Express convenience/fuel stop opened its second Midwest City location a few weeks ago in Sooner Rose.

Late fall forecasts indicated that holiday sales numbers would be high. What was unexpected — even by analysts — was how exceptional those numbers would be. The 2018 holiday season shattered records.

Adobe Analytics, whose latest data revealed numbers from Nov. 1 through Dec. 19, registered online spend at **\$110.6 billion** — a year-over-year increase of 17.8%. Furthermore, a Mastercard SpendingPulse report, which analyzed retail sales across all payment types, detailed a 5.1% increase in holiday sales. The \$850 billion spent by consumers was the highest number of retail sales recorded in six years.

Some feel the success of the 2018 holiday was a combination of retailers' slow-burn preparation and shoppers' willingness to engage with technology. Nationally, it was a generous six weeks of sales because both retailers and consumers reached a tipping point that set the stage for a new era of retail.

Retail Update *Continued from Page 3*

Party City, Southroads Village Shopping Center, 5301 E 41st ST, Tulsa, OK



Notable trends seen across the country this past holiday season....

- The apparel category had a strong season, with sales rising 7.9% over last year. It was the category's biggest increase since 2010.
- Department stores finished the season with a 1.3% decline from 2017. This follows two years with growth below 2%, some of which can be attributed to store closings. However, the online sales growth for department stores indicated a more positive story, with growth of 10.2%.
- Home improvement spending continued to surge across the U.S. with spending during the holiday season up 9.0%.
- Electronics and appliances were down 0.7%.
- The home furniture and furnishings category grew 2.3%.
- Online shopping also saw large gains of 19.1%, compared to 2017.
- Retail industry employment in November increased by 18,600 jobs seasonally adjusted from October, accounting for 12% of the 155,000 job increase according to the U.S. Department of Labor. December's numbers were not available at the time of this report
- Year-over-year, retail employment was down by 16,300 jobs unadjusted as a tight labor market made it difficult to fill positions according to the National Retail Federation.
- November saw a monthly gain of 39,300 jobs nationally in general merchandise stores, which include department stores and warehouse clubs. That total alone accounted for 25% of all November hiring. Jobs increased by 9,800 at miscellaneous stores; 2,900 at eateries and 2,100 in online stores. There were losses of 11,100 jobs at sporting goods and hobby stores and 10,900 at electronics and appliances stores.

Retail Update *Continued from Page 4*

The good news coming out of the Christmas season was tempered by the long list of bankruptcies that were filed last year (see below). However, there was a bit of an inversion as we saw a number of former online *only* retailers expanded the number of physical stores they operated in the U.S. market. Some of the most notable included Blue Mercury, Boll & Branch, Bonobos, Casper, Glossier, Indochino, ModCloth, Rent the Runway, ThredUp, UNTUCKit and Warby Parker.

Warby Parker may be the best example of the interplay between online and offline retail and how opening physical locations can be a sound retail strategy. Starting out as an online-only retailer for designer eyeglasses, they opened their first retail store in 2013 after finding massive success online. One year later, there were 8 Warby Parker stores, all averaging over \$3,000 a square foot in annual revenues, a higher average than Tiffany, Ralph Lauren, and nearly every other retailer out there.

In 2018, more than *half* of Warby Parker's sales happen in physical stores, even though about 75% of in-store visitors previously visited the Warby Parker website. Brick and mortar has become an essential aspect of Warby Parker's business model, but it's blended with value derived from online channels.

Part of what makes online retailers so effective at brick and mortar retail is that they have already collected a wealth of information about their customer base through online channels. They know where they live, how often they shop and how much they're willing to spend. When this information is combined with the data, a retailer typically aggregates for retail location strategy – such as area population and demographics, income levels, and competitive sales volumes. The result is a far more informed decision-making process than most retailers are able to achieve. Thus, online retailers are better able to pinpoint their audience and strategically locate themselves to maximize foot traffic and revenue.

Some online retailers have adopted brick and mortar stores as a cornerstone of their business strategies as they provide a new way to reach and engage. From our perspective, the only negative is that these new stores tend to start out in lifestyle centers where average household incomes tend to be significantly higher than ours.



ABOVE: A BlueMercury store in the Shoppes at Legacy, Plano, TX.

Retailers Filing Bankruptcy in 2018

- 1. Sears**
2. Toys-R-Us
3. Aerosoles
4. Vitamin World
5. Perfumania
6. Alfred Angelo
7. True Religion Apparel
8. Cornerstone Apparel (Papaya Clothing)
9. Gymboree
- 10. Rue21**
- 11. Payless ShoeSource (2 MWC locations)**
12. Gander Mountain
13. Gormans
- 14. Radio Shack**
15. Hhgregg
16. Vanity
17. BCBG Max Azria
18. Eastern Outfitters
19. Wet Seal
20. The Limited

*Locations currently or formerly operating Midwest City stores are in **bold**.*

Industrial Update

As we turn the page on what was 2018, we are still working to initiate activity in the Soldier Creek Industrial Park (“SCIP”). The Oklahoma Department of Commerce in October announced that our best prospect had decided to forego the Sooner State altogether. As we wrote that lead off, yet another possibility arose from different direction.

In 2015, we made initial contact with an Oklahoma City-based company engaged in cutting edge technology. At the time, it was leasing a small warehouse space in the Centennial Expressway corridor and employed a workforce of only five. It has since grown to a staff of over 70 spread amongst four separate buildings.

In November, we discovered the company may be looking to move elsewhere. We contacted the Owner who revealed his intent to consolidate operations to a leased space on the far west side of Oklahoma City. We set up a meeting with him and a potential developer to explore the possibility of building a location in SCIP.

The company needs about 240,000 ft.² of production space along with a 35,000 ft.² office. The Developer guessed it would take nearly a year to build the facility with total build costs estimated at just over \$16 million. The Owner was optimistic about financing the project but was less enthusiastic about the time to complete it.

We are still working with both parties as the Owner contemplates his next move. We will provide an update at the next EDAC meeting.

Office Update

Construction of a new dental clinic valued at \$475,000 is almost wrapped up at 9708 E Reno AV while the U.S. Employees O.C. Credit Union (\$1.7 million) is about halfway completed just up the street at 9244 E Reno AV. Both are welcomed developments, but neither will fill the void of up-scale office space available for lease in the Midwest City market.

There was only approximately 51,957 ft.² of office space listed for lease on Loopnet at the time of this report with 21,812 ft.² being the largest listed contiguous space available. Two 15,000 ft.² office buildings believed to be vacant in the 6000 block of E Reno AV are unlisted.

The shortage of available Class A and Class B office space was further evidenced in December when we searched for 35,000 ft.² of contiguous office space. Our prospect needs 200 employees to be under one roof, and the only possibility at this time appeared to be the former Oklahoma Journal record building, 7430 SE 15th ST. Unfortunately, it is reportedly under contract for sale with an Oklahoma City real estate company.



Area Incorporations

(Oklahoma Secretary of State Filings September 11 - November 13, 2018)

	SEPTEMBER			
NAME	ADDRESS	ZIP	OWNER	
APEX LANDSCAPE & LAWNS LLC	10517 TURTLE BACK DR	73130	BRANDON GRANT	
D&R BIG BUCK LLC	3809 PENNY DR	73110	DAMN RUSSELL	
ANTHRO EXPO LLC	8855 E RENO AV	73110	CHRISTOPHER GAY	
ANTONIO WAYNE PITTS	8800 NE 16TH ST	73110		
PREMIER DISPOSAL LLC	1168 N DOUGLAS BL	73130	STETSON GOSS	
PROPER INVESTMENTS LLC	9603 NEWALLA DR	73130		
PURE CURE NATURAL ALTERNATIVES LLC	3202 N GLENHAVEN DR	73110	RAYMOND STAUFFER	
RONG LI WANG	9215 NE 10TH ST	73130		
BEAUTIFUL THINGS REPAIR & IMPROVEMENT LLC	418 MOISELLE ST	73110	NATCHITA DIJAY	
DONALD ODQUIST FOOD SERVICE LLC	10621 WILLOW RIDGE DR	73130		
EDDIE FLORES	301 MOISELLE ST	73110		
IKONEX MEDIA HOLDINGS LLC	3407 OAKHURST DR	73110	ANDREW THEISS	
JENNIFER FLORES	301 MOISELLE ST	73110		
THE URBAN PINEAPPLE LLC	10541 WILLOW RIDGE DR.	73130	PETE J. GARCIA	
	OCTOBER			
A BOTANICAL COMPANY LLC	8801 OAKRIDGE DR	73110	ADAM HULL	
BAGOINK LLC	1205 S AIR DEPOT BL #227	73110		
CRG TRANSPORT SERVICES LLC	9527 E CARDINAL PL	73130	CARLA GATSON	
FELICIA'S DELIGHTFUL CREATIONS LLC	9618 SE 6TH ST	73130		
G.F. BEHR'S LLC	204 E RIDEGEWOOD DR	73110	DANIEL N. BEHRING	
PAMELA CONWAY	1124 N DOUGLAS BL	73130		
TERRELL ADAMS	10216 CATON PL	73130		
THE GAME LOUNGE LLC	9329 PEAR ST	73130	KELLY SWARTZ	
GUARANTEED OVERHEAD DOOR LLC	804 N. DOUGLAS BL	73130	NICHOLAS RUTLEDGE	
HEALTHY OBSESSION FITNESS LLC	11300 SE 15TH ST APT 828	73130		
LA GUMBO YA YA FOOD TRUCK LLC	1104 SUNVALLEY DR	73110	STEVEN STREET	
MORGAN HATFIELD	7023 SE 15TH ST	73110		
P&C CONSULTANTS LLC	6004 SE 6TH ST	73110	MAURICE CAMPBELL	
PSYCHIATRIC WELLNESS APRN-CNP PLLC	201 OAK TREE DR	73130	ELISABETH MUSTACHIA	
ROPER INITIATIVES LLC	3410 WOODVALE DR	73110	LARINDA ROPER	
THE ONLINE RAINBOW LLC	107 W SHADYWOOD DR	73110	HAROLD GREER	
TRUSS INDUSTRY LLC	609 BRIGHTSIDE DR	73110	STEFFHON TRUSS	
	NOVEMBER			
BRINGING AMERICANS TOGETHER INC.	2412 N. KEY BL	73110	DAVID L. IRWIN	
FREEDOM RV OKLAHOMA LLC	2004 S AVERY AV	73130	CHARLES MARTIN	
MATLOCK CONSULTING GROUP LLC	605 JUNIPER RD	73130	RICHARD MATLOCK	
RED DIRT & DAISIES BOUTIQUE LLC	1732 SOUTH WILLOW WIND DR	73130	KHALIE PEREZ	
UR HOME PROPERTY INVESTMENTS LLC	1317 SAINT MATTHEWS DR	73110	JOHNNY MITEN	

New Businesses and New Business Owners

Certificates of Occupancy/Change of Ownership (Community Development Department Records)

OCTOBER

The Heller Group	1110 S Air Depot BL Ste. 2
Drop Setz	1110 S Air Depot BL Ste. 10
Grit-N-Grace	1624 S Post RD
Midwest Foodmart	1840 S Midwest BL
Nulife Distributing, L.L.C.	2350 S Midwest BL Ste. 4
Cookies by Design	2801 S Douglas BL Ste. 101
Sham Pooch Groomers	2801 S Post RD
SJS	5700 E Reno AV
Dispensary-Euphoric Leaf, L.L.P.	6222 SE 15th ST
MVP Real Estate & Property Mgmt.	6904 E Reno AV
The Lodge @ 777	777 N Air Depot BL
Eskimo Hut	904 S Air Depot BL
Dash Unlimited OKC	9205 NE 23rd ST Ste. 7

NOVEMBER

Edward Jones Investments	1402 S Post RD
Broadway Motor Group	1536 S Midwest BL
Arby's	1700 S Air Depot BL
Tana Thai	1801 S Air Depot BL
A Good Time Daiguiri Lounge	232 S Air Depot BL Ste D
405 Analytical, L.L.C.	351 N Air Depot BL Ste C
Arby's	6600 E Reno AV
Dispensary & Medical Office	8041 SE 15th ST
Prime Mart	8420 NE 10th ST
Therapy Link Solutions	9070 Harmony DR
LoudCity	9113 NE 23rd ST
Econo-Wise Insurance Services	9117 NE 23rd ST
Murphy's Fueling Station	5655 SE 15th ST
Johnnie's Charbroiler Express	6825 SE 29th ST

DECEMBER

Thunder Express Liquor Store	1103 N Sooner RD
Queen's Beauty Supply	1108 N Midwest BL
Cornerstone Behavior Health & Pediatric	1212 S Air Depot BL, Suite 11
KSQ health & Wellness Dispensary	140 S Midwest BL, Suite D
Emerald Care Center Midwest	2900 Parklawn DR
SM's Gems & Minerals	5906 SE 15th ST
Eden Pharmaceuticals	7550 SE 15th ST
Red Holdings, L.L.C.	925 N Douglas BI
Taco Bell	150 Brett DR
Open Flame Coffee & Roastery	307 S Air Depot BL

Residential Update

The past year *appeared* to be very good for single-family residential housing starts with a total of 195 building permits issued representing \$26,413,523 in new investment. While the overall number of starts is well above years past, the average cost to build each house was estimated at only \$135,454 (exclusive of land). Most of these homes feature less than 2000 ft.² of livable area.

When the Comprehensive Plan was updated in 2008, special emphasis was placed on diversifying our housing stock to encourage the development of larger homes on larger lots. This is still not happening as the Community Development Department continues to receive zoning applications and subdivision plats aimed at developing what many would consider starter homes and/or investment properties.

We are still working with a local developer in an effort to create a new Planned Unit Development that will feature lots of varying sizes, but most would be in excess of 8000 ft.². Complicating matters is the presence of the Midwest City - Oklahoma City boundary line stretching across part of the property.

Officials from the City of Oklahoma City seemed amiable toward a boundary realignment as the OKC Ad Hoc Boundary/Annexation Committee recommended such at a Special meeting held at Oklahoma City Hall on October 30th. On December 13th, a Town Hall meeting was hosted at the Nick Harroz Community Center with officials from both cities attending. Approximately a dozen of the families potentially affected by the boundary realignment were in attendance and seemed supportive of the measure.

However, it now appears some OKC officials may have had second thoughts.

We had originally planned to seek City Council's permission on January 11th to formally pursue the annexations and detachments necessary to make the realignment possible. This plan was contingent on the City of Oklahoma City providing the necessary memorandum of understanding concerning the maintenance of SE 29th Street and administering right-of-way permits. In late December, we were told the Oklahoma City Attorney's Office had not authored the MOU as originally promised and that the idea had been put on indefinite hold.

As of this hour, no decisions have been made concerning the MOU and there is a possibility the matter will have to be reheard by the OKC Ad Hoc Boundary/Annexation Committee.

In our last report, we detailed a Blanchard developer's plans to launch a new residential subdivision near the 1700 block of N Midwest Boulevard on property currently owned by Rose State College and the Rose State College Foundation. In November, we were informed these plans had been scrapped because outside investors shied away from the project.

We then contacted a Logan County-based developer with a record of successfully completing similar housing projects in other communities. He liked what he saw on December 19th when he toured the property. He is now discussing the land's potential with several homebuilders and weighing his options.

If he chooses to move forward, City assistance will most likely be required in the form of Community Development Block Grant and Tax Increment Financing assistance.

Commercial Building Activity Report

The 4th Quarter yielded 0 new commercial building starts but there were a total of 9 permits issued for expansion/remodeling and/or repairs of commercial structures. The value of this work was estimated at just over \$600,000.

Nevertheless, 2018 proved to be a very good year for new commercial building permits. The City issued permits for 27 new commercial buildings that were valued at a sum of \$65,353,172. The total number of permits exceeds 2017 (19) and 2016 (18).

Total investment seen in commercial buildings last year exceeded 2017 by \$28,423,672 and 2016 by \$60,370,791. A significant portion of this gain came as result of the issuance of the MWC Warren Theatre permit. Reinvestment in repairing and expanding existing commercial buildings (\$5.37 million) was somewhat less than 2016 (\$5.81 million) yet above 2017 (\$5.08 million)



LEFT: U.S. Employees O.C. Credit Union is under construction at the SW corner of S Davidson Road and E Reno Avenue.

BELOW: A new dentist office nears completion at the SW corner of Saint Paul Drive and E Reno Avenue. Most of the equipment has been installed and landscaping appears to be all that is needed for the issuance of a certificate of occupancy.





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MEMORANDUM

TO: Midwest City Economic Development Advisory Committee

FROM: J. Guy Henson, City Manager

DATE: January 22, 2019

SUBJECT: Discussion of the Convention and Visitors Bureau Quarterly Activity Report for the period ending December 31, 2018. No action is necessary; this item is presented for informational and discussion purposes only.

The Convention and Visitors Bureau has provided the attached report.

J. Guy Henson, AICP
City Manager



October, November & December 2018

Convention & Visitors Bureau Activities:

The mission of the Convention & Visitors Bureau is to stimulate Midwest City's economic vitality through tourism by positioning and selling the community in partnership with public and private sectors as a premier destination for conventions, tradeshows, corporate meetings, group tours, and individual leisure travel. The CVB offers assistance with site tours and acquiring bids at our hospitality venues and information on special events, dining, catering, entertainment and local attractions.

In pursuit of its mission, the CVB generates increased visitor spending for the overall business community through creative marketing programs, attractive incentive packages, and special events.

- **BUICK CLUB OF AMERICA (BCA)**

Preplanning for the upcoming June 2019 visit is going well. Pete and his committee has come for fam tours and planning sessions. The Sheraton is host hotel and filled up very quickly and room pick up at the other hotels are steady. Progress continues and going as expected. Weekly updates will continue with Vaughn Sullivan.

Our local sponsors to date: The MWC Chamber of Commerce, Hudiburg Auto Group and Rose State College. The BIG open to public car show will be on Saturday, June 15th.

- **Group Business** – The CVB is currently working with a number of groups booked at the Sheraton Midwest City Hotel at the Reed Conference Center. Please note: The CVB does not work with every group booked at the center. The CVB works with groups who seek the CVB's support in a convention services capacity that exceeds reasonable expectations of the conference center staff. This includes; but not limited to, conference planning, welcome bags, exhibitor participation, conference sponsorship, assistance with registration, name tags, welcome speeches, proclamations, transportation to off property events. The CVB welcomes opportunities in grooming accounts, secure repeat bookings, and to offer groups special attention they do not get in other cities. Current bookings, status and value amounts as of January 14, 2019:

7 - Definite Bookings - \$ 398,000

3 - Tentative Bookings - \$ 145,000

4 - Prospect Bookings - \$ 276,000

Total: \$ 819,000

(The CVB has a detailed breakdown of group business upon request. It lists group names, dates and meeting planner names. Due to the nature of the industry, this list is NOT for public posting.)*

- **CVB Marketing Campaigns**

- **Digital**

- **E- newsletter** – Total E-newsletter monthly distribution is over 2500 constant contacts. Each month email addresses from the OTRD monthly report are added.

- **Website** – www.visitmidwestcity.com Online request form for visitors guide directly to CVB. Tourism video is a huge hit.
 - **Social Media – Facebook & Twitter**- posts are made on a regular basis on all social media resources. Some weeks with heavy events or activities multiple posts are made daily.
 - **Cross promote** – Rose State College activities, Hudiburg Chevrolet Center shows & events, Parks & Recreation Activities & Special Events, Shopping, dining and Hotels
 - **Print**
 - The CVB, in partnership with the Parks & Recreation Department have recently taken advantage of several special events cross promotion marketing opportunities. We have had a greater presence in the **Midwest City Beacon**, Choctaw/ Harrah Times & Mustang Times as of late. We have fostered a relationship with MWC Beacon Sales whereas we are a first call for special advertising rates.
 - **Journal Record Bundle** The significantly discounted rates provide a broad scope of advertising opportunities that span multi-departments. The CVB and the Parks & Recreation special events teams benefit most by creatively working together to further maximize our reach by collaborating on all marketing efforts. The discounted package provides an opportunity to feature Midwest City from an economic development perspective in the Location Oklahoma sight selection magazine.
 - The package includes premier placement advertisements in the following publications:
 - Meeting Planner Guide
 - Living in Oklahoma Guide
 - Location Oklahoma – Oklahoma’s site Selection Guide (Econ Develop)
 - Tinker Take Off – Six (6) Full page co-op opportunities as well as 11 half (1/2) page ads in the Tinker Take Off Newspaper
 - Online Weblinks
 - Base Directory and Map presence
 - **FCMA Frontier Country Marketing Assn** – Member, annual travel guide and participates in networking marketing events.
 - **OTRD – Oklahoma Tourism & recreation Department** MWC advertisement in State Travel Guide, Visitors Guide distribution at all state Welcome Centers and online request.
 - **OSAE – Oklahoma Society of Association Executives** – Member and Sponsor (joint sponsorship with the Sheraton Hotel), ad quarterly meeting planner magazine. The CVB and Sheraton joint hosted an exhibit booth at the July Conference tradeshow hosted in Norman. OSAE is the state’s premier organization for meeting planner networking and showcasing meeting facilities and hotels.
 - **OTIA- Oklahoma Travel Industry Association**- Member & Sponsor. The CVB exhibited at this event in May.
- **Cross Promotion & Marketing**- The CVB continues to work close with the Parks & Recreation Dept., the Public Information Office, Rose State College/ Hudiburg Chevrolet Center and the Chamber of Commerce to ensure the overall brand message & public impression of Midwest

City is conveyed as the ideal place work, shop, live, educate and visit. Although the CVB promotes all the aspects of Midwest City; the focus of the CVB is to market, promote position and sell the tourism amenities featured in Midwest City.

- **Special Events** – The CVB continues to serve as a marketing partner for Midwest City special events. All available resources are utilized to promote all Midwest City special events.
- **We are preparing for a very busy 2019 summer.**
 - MIO Festival – New Friday Night Concert May 10 & 11**
 - 2019 Star Spangled Salute Air Show – June 1 & 2**
 - The Buick Club of America 2019 National Meet – June 12-16 – BIG Car show on Saturday, June 15**

Submitted By: Susan MacQuarrie, January 14, 2019



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MEMORANDUM

TO: Midwest City Economic Development Advisory Committee

FROM: J. Guy Henson, City Manager

DATE: January 16, 2019

SUBJECT: Discussion of the Chamber of Commerce Quarterly Activity Report for the period ending December 31, 2018. No action is necessary; this item is presented for informational and discussion purposes only.

The Midwest City Chamber of Commerce has provided the attached report.

J. Guy Henson, AICP
City Manager

Midwest City Chamber of Commerce
Quarterly Report
January 15, 2019

The following is a quarterly report of the Midwest City Chamber of Commerce staff's economic development activities for the quarter ending December 31, 2018.

Meetings and Events:

Thursday, October 4, 2018: Chamber Director, 2018 Chamber President, 2019 Chamber President-Elect and Economic Development Director attended the Tinker Leadership Council luncheon with speaker Kevin Stamey, Executive Director, Air Force Sustainment Center.

Friday, October 5, 2018: Chamber Director, Mayor, City Manager, Economic Development Director, 2018 President, and Chamber President-Elect met for monthly City and Chamber update meeting.

Tuesday, October 9, 2018: Chamber Director attended the City Council Pre-Council meeting.

Wednesday, October 17, 2018: Chamber Director attended the Quarterly Economic Development Commission meeting at City Hall.

Wednesday, October 24, 2018: Chamber Director and Economic Development Director attended a Think Tank for Tinker AFB sources at Tinker Business Industrial Park (TBIP).

Friday, October 26, 2018: Chamber Director, Chamber President, and Chamber President-Elect attended Quarterly Luncheon at TBIP with speaker Congressman Tom Cole.

Tuesday, October 30, 2018: Chamber Director, Chamber President, Chamber President-Elect and Economic Development Director attended the Oklahoma Aerospace Summit.

Friday, November 2, 2018: Chamber Director, Mayor, City Manager, Economic Development Director, 2018 President, and Chamber President-Elect met for monthly City and Chamber update meeting.

Friday, November 16, 2018: Chamber Director, Economic Development Director and Small Business Administration Rose State College Rep met with SMC Technology regarding economic development opportunities.

Thursday, November 29, 2018: Chamber Director and Chamber President-Elect met with Boeing representatives regarding Tinker and the Primes Conference.

Friday, December 7, 2018: Chamber Director, Chamber President, Chamber President-Elect and Economic Development Director attended the Tinker Leadership Council with speaker Will Roper, Assistant Secretary of the Air Force, at the Reed Center.

Monday, December 10, 2018: Chamber Director, Chamber President, and Chamber President-Elect attended luncheon at TBIP with speaker Brig Gen Christopher Hill, Commander, Oklahoma City Air Logistics Complex regarding the progress of the KC-46A.

Thursday, December 13, 2018: Chamber staff met with Assistant City Manager regarding the 2019 Tinker and the Primes Conference.

The 2019 Tinker and the Primes Conference, August 13-15, event has inquiries and commitments from 17 exhibitors for the 14th annual event.

Chamber staff has begun securing advertisers and scouting a new location for the I-40 East Billboard.

Chamber staff continues to provide information, referrals, and support necessary for the continued efforts of Economic Development.

Respectfully,

Bonnie Cheatwood
Executive Director
Midwest City Chamber of Commerce