

**Economic Development Summit  
Oklahoma City, OK  
May 1-2, 2019**

Welcome to the IDA 2019 Economic Development Summit, hosted by the Downtown Oklahoma City Partnership. Master Talks and breakout sessions will explore how downtowns serve as economic development generators and how social equity and diversity plays an important role in the work that we do. Experts will share best practices on enhancing downtowns' economic impacts on cities and states, discuss retail and development strategies, and highlight trends impacting downtown progress. We hope you enjoy your time in Oklahoma City!

**Wednesday, May 1, 2019**

**12:00 p.m. – 5:00 p.m. | Registration**

Location: Skirvin Hilton Hotel, 1 Park Avenue, Perle Mesta Suite (2<sup>nd</sup> floor),

**1:00 p.m. – 4:00 p.m. | Pre-Conference Bike Tour: Public Art, Architecture, and Beer (\$25)**

Meeting location: Skirvin Hilton Hotel Plaza (outside)

Go for a spin on rented bikes for the afternoon and see the best of downtown OKC's public art, check out historic and modern architectural gems, and visit a few local breweries and markets that are creating big changes in the "Big Friendly."

**1:00 p.m. – 4:00 p.m. | Pre-Conference Walking/Streetcar Tour: History, Development, Shopping, and Coffee (\$25)**

Meeting location: Skirvin Hilton Hotel Lobby (inside)

Ride the new streetcar and hear about Oklahoma City's history and its recent rebirth as a cultural destination. Stop by several of our favorite downtown retail shops, and sample coffee and sweet treats from some popular establishments along the way.

No matter what time you arrive, before the opening reception you might want to explore downtown Oklahoma City on your own. Our suggested self-guided tours (no charge) are: *Brochures and additional information available at registration.*

1. [Oklahoma City National Memorial](#)
2. [89er Trail Historic Markers](#)

**5:30 p.m. – 7:00 p.m. | Opening Reception sponsored by Plenty Mercantile**

Location: Plenty Mercantile, 807 N Broadway Avenue

**Thursday, May 2, 2019**

**7:30 a.m. – 10:30 a.m. | Registration**

Location: Skirvin Hilton Hotel, Perle Mesta Suite (2<sup>nd</sup> floor)

**7:30 a.m. – 8:30 a.m. | Breakfast Buffet**

Location: Skirvin Hilton Hotel, 14<sup>th</sup> Floor Lobby

**8:30 a.m. – 10:00 a.m. | Opening Remarks and Panel Discussion**

Location: Skirvin Hilton Hotel, Continental Room (14<sup>th</sup> floor)

**Welcome**

- Jane Jenkins, President and CEO, Oklahoma City Downtown Partnership (Oklahoma City, OK)
- Meg Salyer, President, Accel Financial Staffing (Oklahoma City, OK)

## **Panel Discussion**

Learn how Oklahoma City is expanding its revitalization efforts by developing in historically underserved areas. Both Northeast and near south OKC are culturally and economically diverse and face challenges not found in the core of downtown. Panelists will discuss creative alliances that have resulted in culturally sensitive, positive transformations.

Moderator: Nicolle Goodman, Vice President Operations and Redevelopment Programs, The Alliance for Economic Development (Oklahoma City, OK)

Panelists:

- Nikki Nice, Councilwoman, Ward 7 (Oklahoma City, OK)
- Monique Short, Managing Partner, Monarch Properties (Oklahoma City, OK)
- Jonathan Dodson, Partner, Pivot Project (Oklahoma City, OK)
- Sarah Miller, owner, La Confection Bakery (Oklahoma City, OK)

**10:00 a.m. – 10:30 a.m. | Break and walk to Downtown Library**

**10:30 a.m. – 11:45 a.m. | Morning Breakout Sessions (2 options)**

Location: Downtown Library, 300 Park Avenue

### **1) Responding to Retail Disruption**

Location: Downtown Library, Classrooms C-D

Domain: Economic Development

We hear about it every day. We are living in a period of “Retail Disruption” and its impact on our downtowns is being felt in ways big and small. This session will cover a wide variety of ways in which businesses are finding creative ways to survive and thrive considering changing shopper preferences and the growth in on-line shopping. We will hear from both downtown practitioners and retail experts who will share their research and hard lessons learned during implementation, including on-line/omni-channel shopping platforms and the creation of local makerspaces aimed at both supporting entrepreneurs and offering shopping “experiences” that rival what can be found on-line.

- Moderator: Larisa Ortiz, Principal, Larisa Ortiz Associates (New York, NY)
- Heather Arnold, Director of Research + Analysis, Streetsense (Bethesda, MD)
- Jeremy Waldrup, President & CEO, Downtown Pittsburgh Partnership (Pittsburgh, PA)
- Allison Barta Bailey, Urban Retail Specialist, Price Edwards & Co. (Oklahoma City, OK)

### **2) Inclusive Urban Design as an Economic Development Tool**

Location: Downtown Library, Friends Event Room

Domain: Planning, Design and Infrastructure

We all know equity and inclusivity are the right thing to do. And we are concerned that the wonderful our successes in making our downtowns more amenitized, culturally richer, and more livable are also making them more expensive and can contribute to gentrification and displacement. This program focuses on how we can use urban design—planning, programming and designing our public spaces and promoting policies and development that foster economic and social diversity—to make our downtowns places that celebrate our community’s diversity and in the process promote economic development—attracting residents, jobs, and private investment to our downtowns; building political support for public investment in our downtowns; and enhancing our downtowns as economic engines for our cities and regions.

- Moderator: David Dixon, FAIA, Planning and Urban Design Leader, Stantec’s Urban Places (Boston, MA)
- Beth Elliott, Senior Urban Planner for Stantec’s Urban Places (Minneapolis, MN)
- Marc Norman, Urban Designer and Real Estate Strategist, University of Michigan (Ann Arbor, MI)
- Craig Sklenar, Senior Urban Designer, Stantec’s Urban Places (Ottawa, ON)

**11:45 a.m. – 12:15 p.m. | Break and walk to Vast**

**12:15 p.m. – 2:00 p.m. | Keynote Luncheon**

Location: Vast Restaurant at Devon Energy Center, 333 W. Sheridan Avenue, (50<sup>th</sup> Floor)

- Introduction by Chuck Wiggin, Chairman of the Downtown Oklahoma City Partnership
- Speaker: Christopher B. Leinberger, Metropolitan Land Use Strategist (Washington, DC)  
"The Importance of Place: Economic, Social and Environmental"

**2:00 p.m. – 2:30 p.m. | Break and walk to Oklahoma City Museum of Art**

## 2:30 p.m. – 3:45 p.m. | Afternoon Breakout Sessions (2 options)

Location: Oklahoma City Museum of Art, 15 Couch Drive

### 1) *Developing a Retail Strategy*

Location: Oklahoma City Museum of Art, Theater

Domain: Economic Development

All downtowns are dealing with the changing world of retail and developing strategies for retention and attraction. Learn from Cherry Creek North, Downtown Memphis and Downtown OKC, three very distinct downtowns, as they discuss their respective approaches for filling vacant spaces and retaining and attracting retailers.

- Moderator: Mary B. Miller, President & CEO, Downtown Norfolk Council (Norfolk, VA)
- Brian Phetteplace, Director of Economic Development, Cherry Creek North Business Improvement (Denver, CO)
- Brett Roler, AICP, Vice President of Planning and Development, Downtown Memphis Commission (Memphis, TN)
- Kris Larson, President and CEO, Hollywood Property Owners Alliance (Los Angeles, CA)

### 2) *Looking for the Missing Middle – Dealing with Hurdles to Producing Middle Market Downtown Housing*

Location: Oklahoma City Museum of Art, Classroom

Domain: Economic Development

This session is devoted to one of our most challenging economic development topics—how to build middle-market housing in your downtown/urban community. Throughout the US, cities are struggling with this missing middle challenge. Without a solution, cities are left with high end luxury and low-end affordable housing. This panel will bring together a developer, a public agency, and local planning expert to discuss middle income housing from three very different perspectives.

- Moderator: Gary Ferguson, Executive Director, Downtown Ithaca Alliance (Ithaca, NY)
- Sharon Gordon-Riberino, Field Office Director, Department of Housing and Urban Development (Tulsa, OK)
- Blair Humphreys, Executive Vice President, Humphreys Capital (Oklahoma City, OK)
- Ian Colgan, Assistant Executive Director, Oklahoma City Housing Authority (Oklahoma City, OK)
- Cheryl Denney, Attorney, McAfee & Taft (Oklahoma City, OK)

## 3:45 p.m. – 4:00 p.m. | Break and walk to Civic Center

## 4:00 p.m. – 5:15 p.m. | Closing Plenary Master Talks and Closing Remarks

Location: City Hall Council Chambers (2<sup>nd</sup> Floor), 200 N. Walker Avenue

End the day inspired and motivated with Master Talks from two nationally recognized speakers and seekers of justice, equity and what makes downtowns special.

### Master Talks

- **Ron Frantz, Architect (Norman, OK)**  
Ron Frantz is about: Small towns. Old neighborhood business districts. Main Streets. Bungalows and brick buildings. Quirky road side attractions. Route 66. Any two-lane road. Classic cars. Diners and blue-plate specials. Local museums. Historic swimming holes. Landmarks. Courthouse squares. Antiques, pottery, recycled items, locally produced art. Front porches, outdoor eating areas, streets filled with people, sidewalks lined with merchandise.
- **Andrea Batista Schlesinger, Partner, HR&A Advisors (New York, NY)**  
Andrea Batista Schlesinger designs strategies that make cities more inclusive and growth more equitable. She has dedicated her career to advancing economic equality and justice. As a former leader in government, think tanks, philanthropy and political campaigns, Andrea uniquely understands the capacity and role of government, advocacy, and philanthropy in making cities just and dynamic places.

## 5:15 p.m. – 5:30 p.m. | Walk to The Jones Assembly

## 5:30 p.m. – 7:00 p.m. | Closing Reception

Location: The Jones Assembly, 901 W Sheridan Avenue, (2<sup>nd</sup> Floor)

## 7:00 p.m. | Dinner on your own

Friday, May 3, 2019

**9:00 a.m. – 11:00 a.m. | Post-Conference Tour: Breakfast with Downtown Oklahoma City staff (no charge)**

Location: Downtown Oklahoma City Partnership Offices, 211 N. Robinson Avenue, Suite 225 (2<sup>nd</sup> Floor)

Join the Downtown Oklahoma City Partnership staff of 12 to learn about their role in the city and their mission driven efforts. Guests are encouraged to meet with staff individually or as a group to learn more about the Downtown OKC BID setup, programming, services, and advocacy efforts. Coffee and a light breakfast will be provided.

RSVPs kindly requested via email or text to [jill@downtownokc.com](mailto:jill@downtownokc.com) or 405-623-7206.

Suggested Self-Guided Tours (no charge). *Brochures and additional information available at registration.*

1. [Oklahoma City National Memorial and Museum](#)
2. [89er Trail Historic Markers](#)