

CDFA RLF Marketing



Today's Agenda

1. Miami 2020: Three Goals & 9 Key Metrics

Economic Development | Small Business & Entrepreneurship | Chamber 101: Sense of Place & QOL

2. Miami Main: "World-Class" Office

Creative Space & Art (F-H-C) | Co-Working & Incubator | Community Resources & Information

3. Results: Miami is on the Radar and Competing

Jobs & Investment | Innovate | Compete – "Cool Community" Factor

4. Q&A

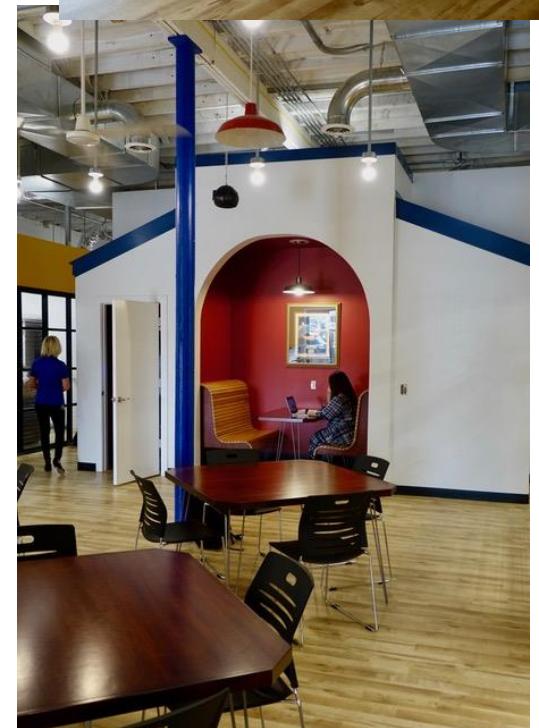
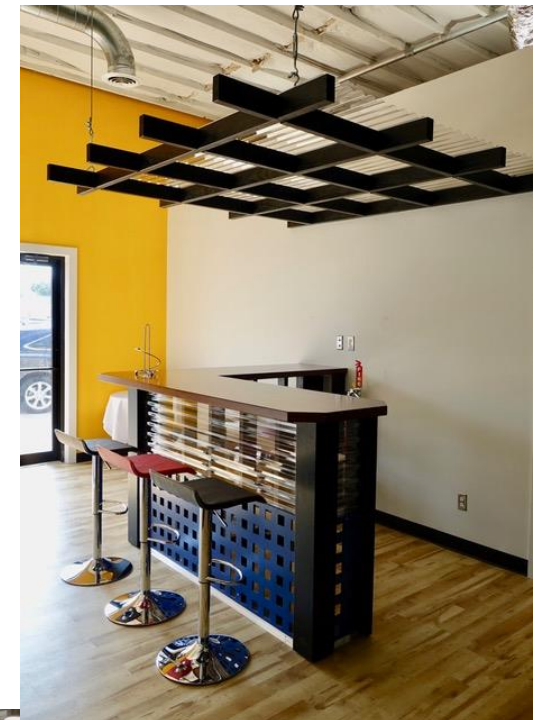
Welcome to Miami Main

Chamber HQ | Co-Working | Incubator | Community Place

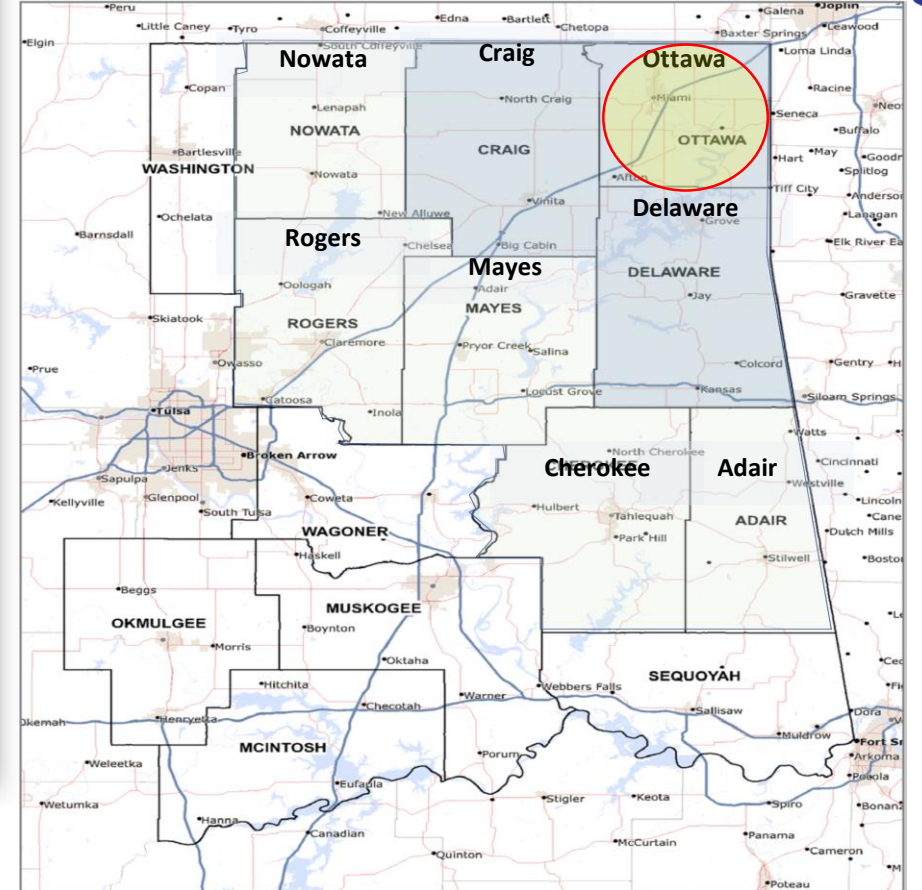
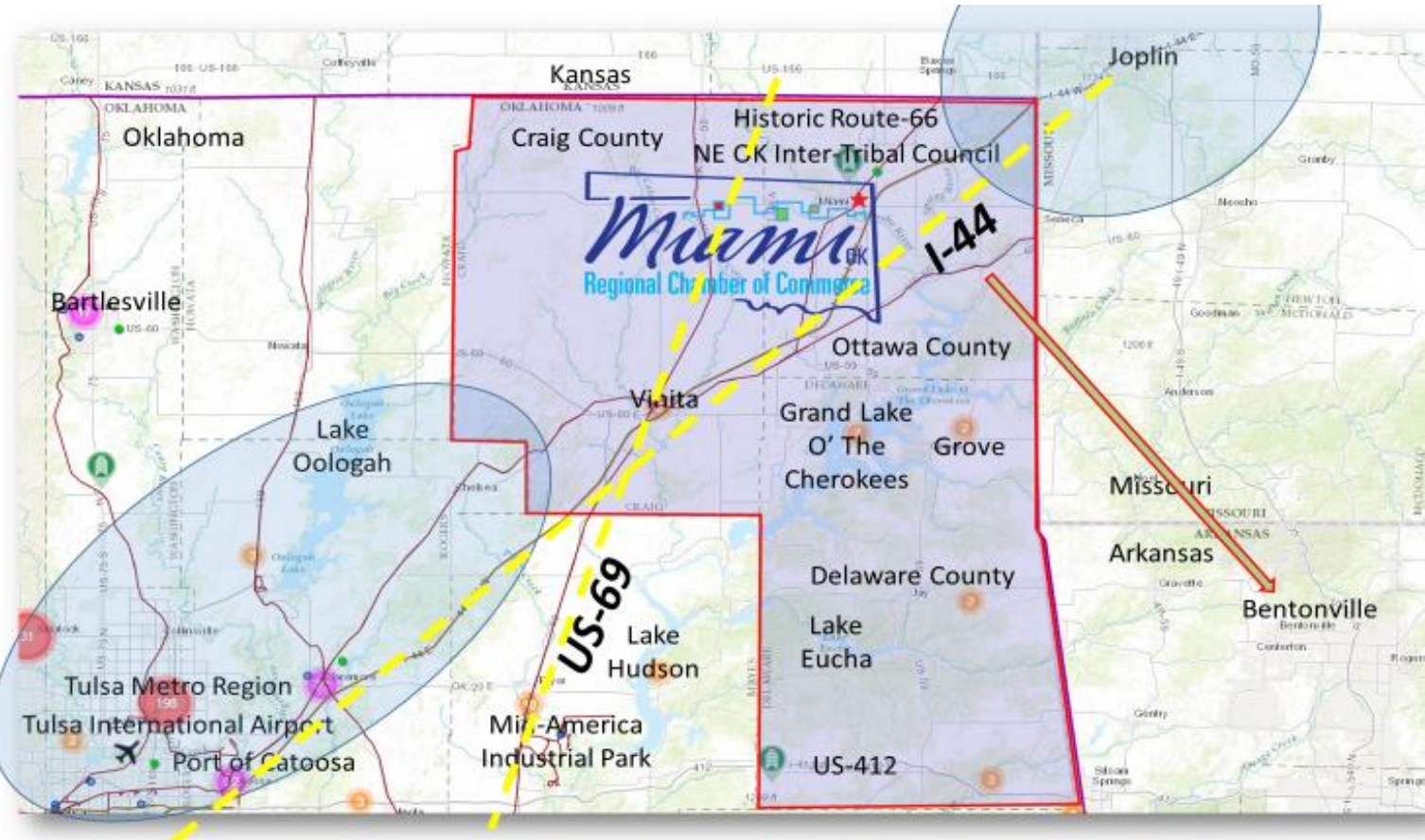


Steve Gilbert, President & CEO

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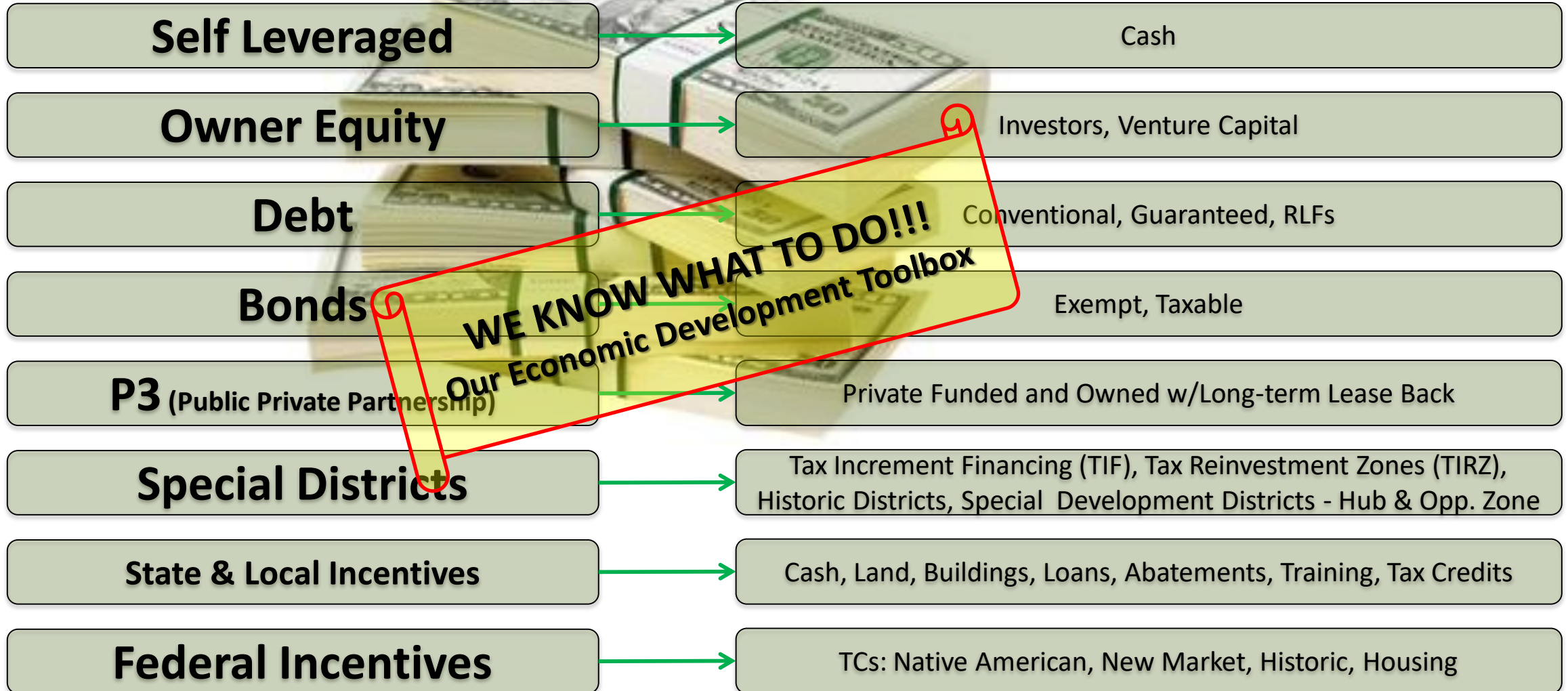


Our Region



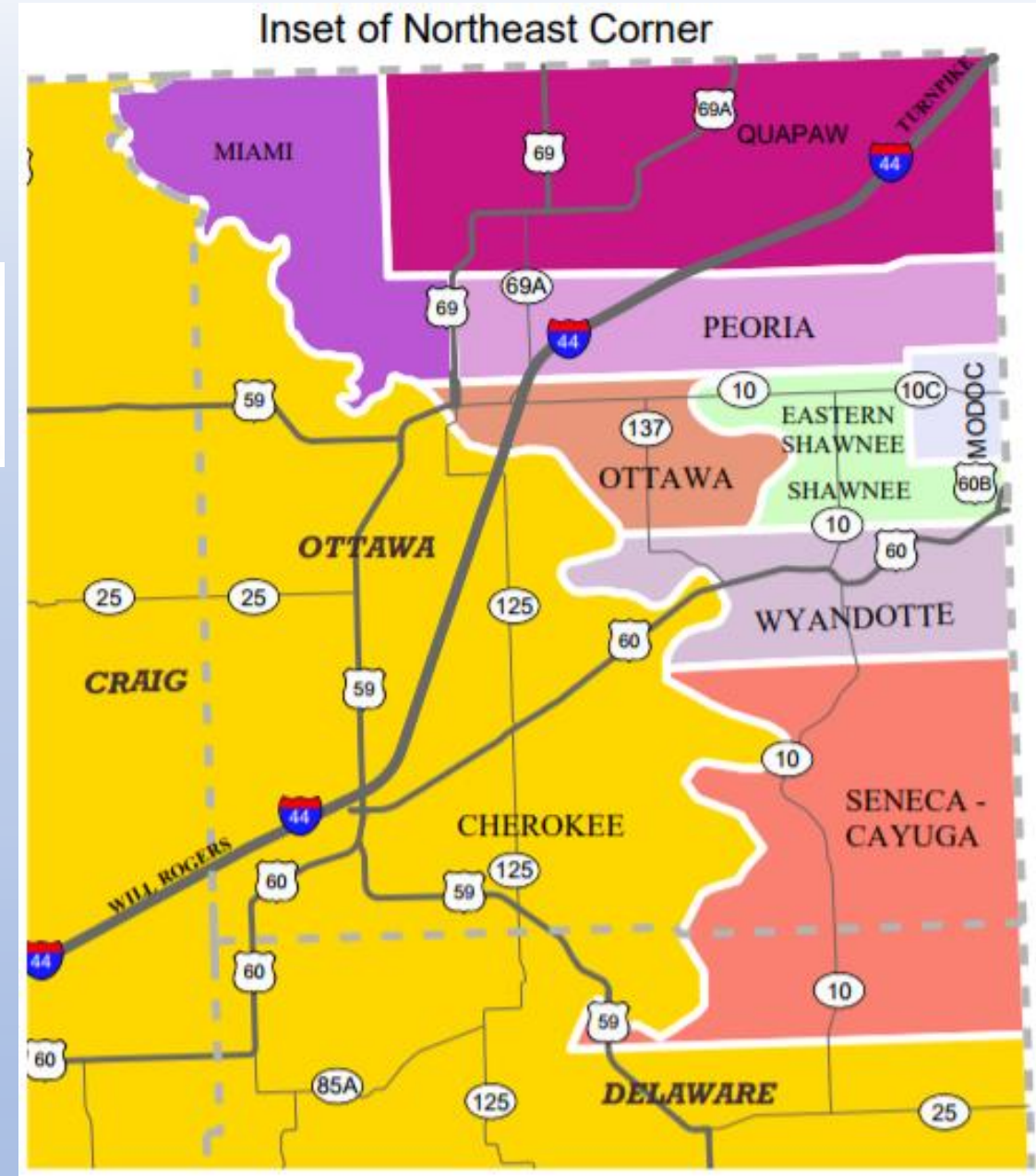
Our job is to *identify, facilitate & maximize* your Project's Federal, State and Local Incentives.

Navigating & Leveraging Incentives To Enhance the Project's Capital Stack

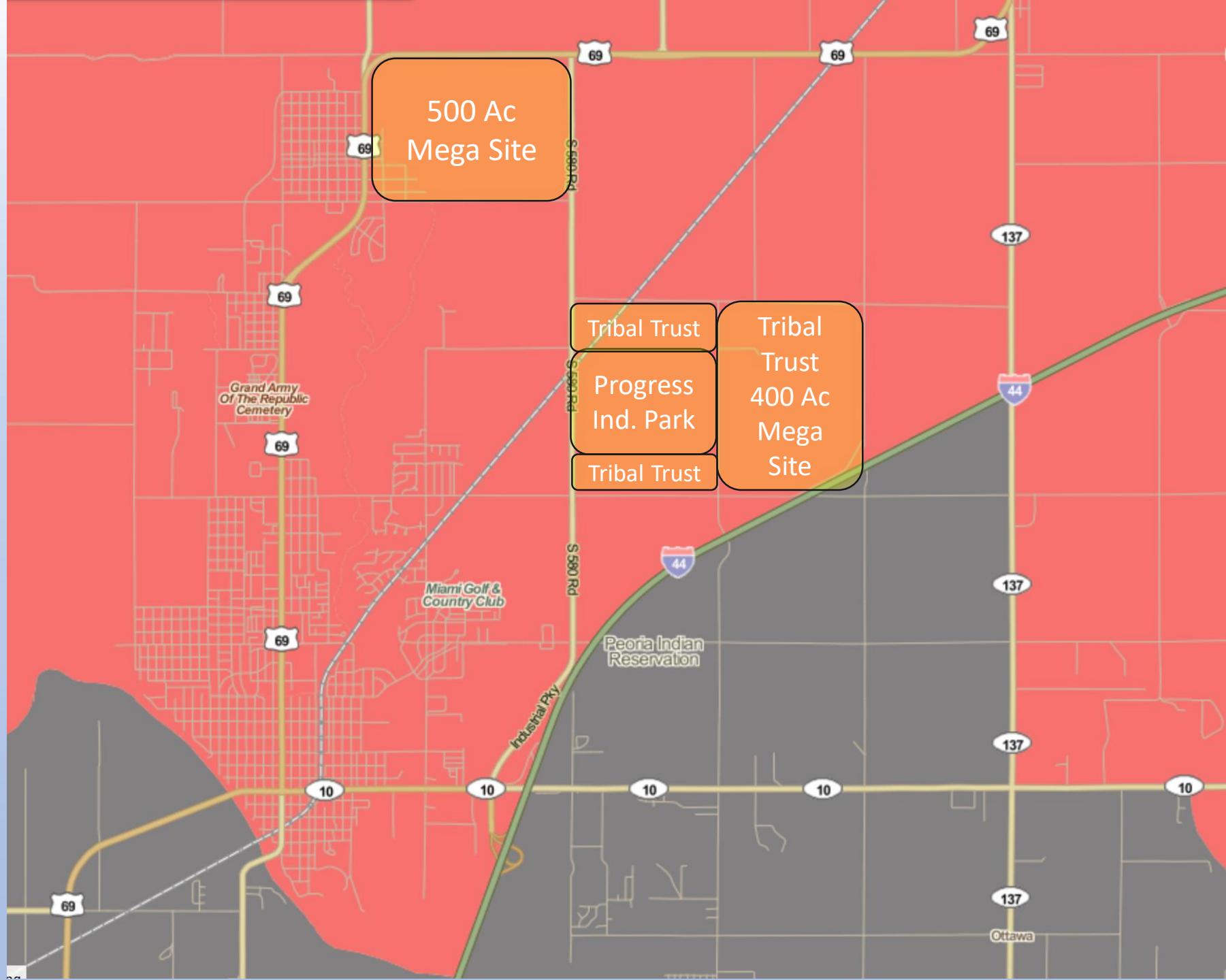


Ottawa County, Oklahoma Native American Tribal Lands

1. Eastern Shawnee
2. Cherokee
3. Miami
4. Modoc
5. Ottawa
6. Peoria
7. Quapaw
8. Seneca-Cayuga
9. Shawnee
10. Wyandotte



Miami, OK & Ottawa County Industrial Sites



Ottawa County, OK: Qualified HubZone

The County indicated is Ottawa County, OK.

Ottawa County is a non-Metro County, not currently HUBZone qualified by either unemployment rate or household incomes. However, Ottawa County was previously qualified and will retain HUBZone eligibility as 'Redesignated' until July 2019.

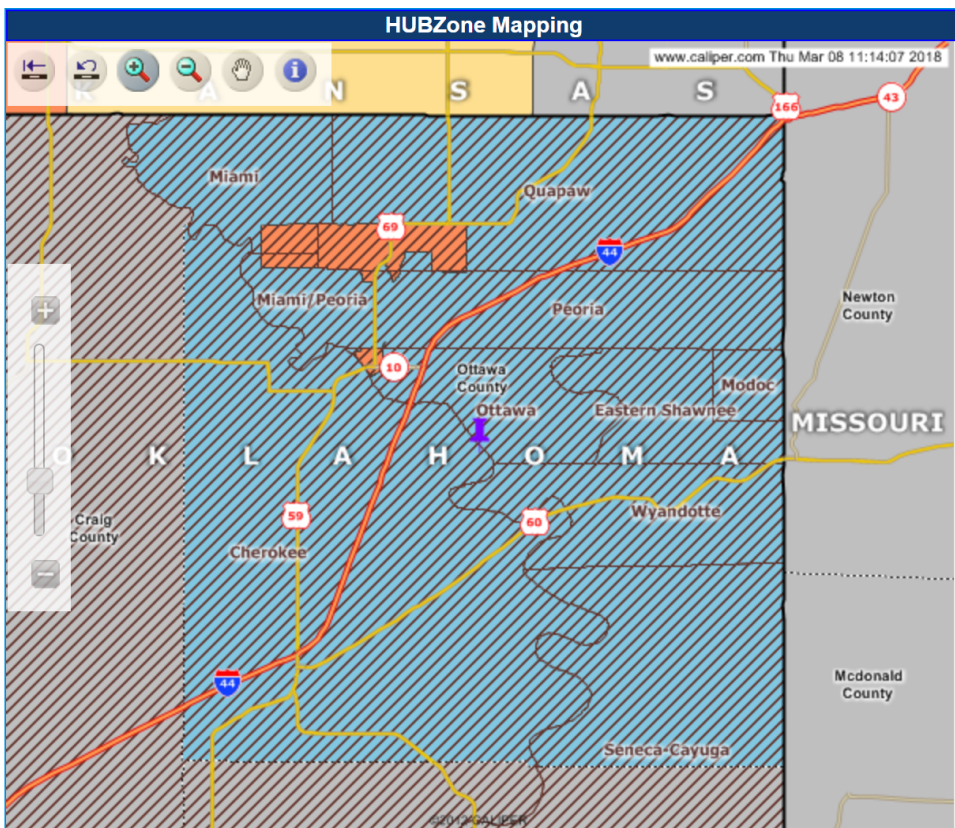
(For other possible HUBZone designations at this location, please review the Map Layer Information below.)

⇒ To continue the process of applying, click [here](#).

Are there any qualified census tracts, or other currently HUBZone qualified areas in Ottawa County?

(Search County or All Counties)

State County



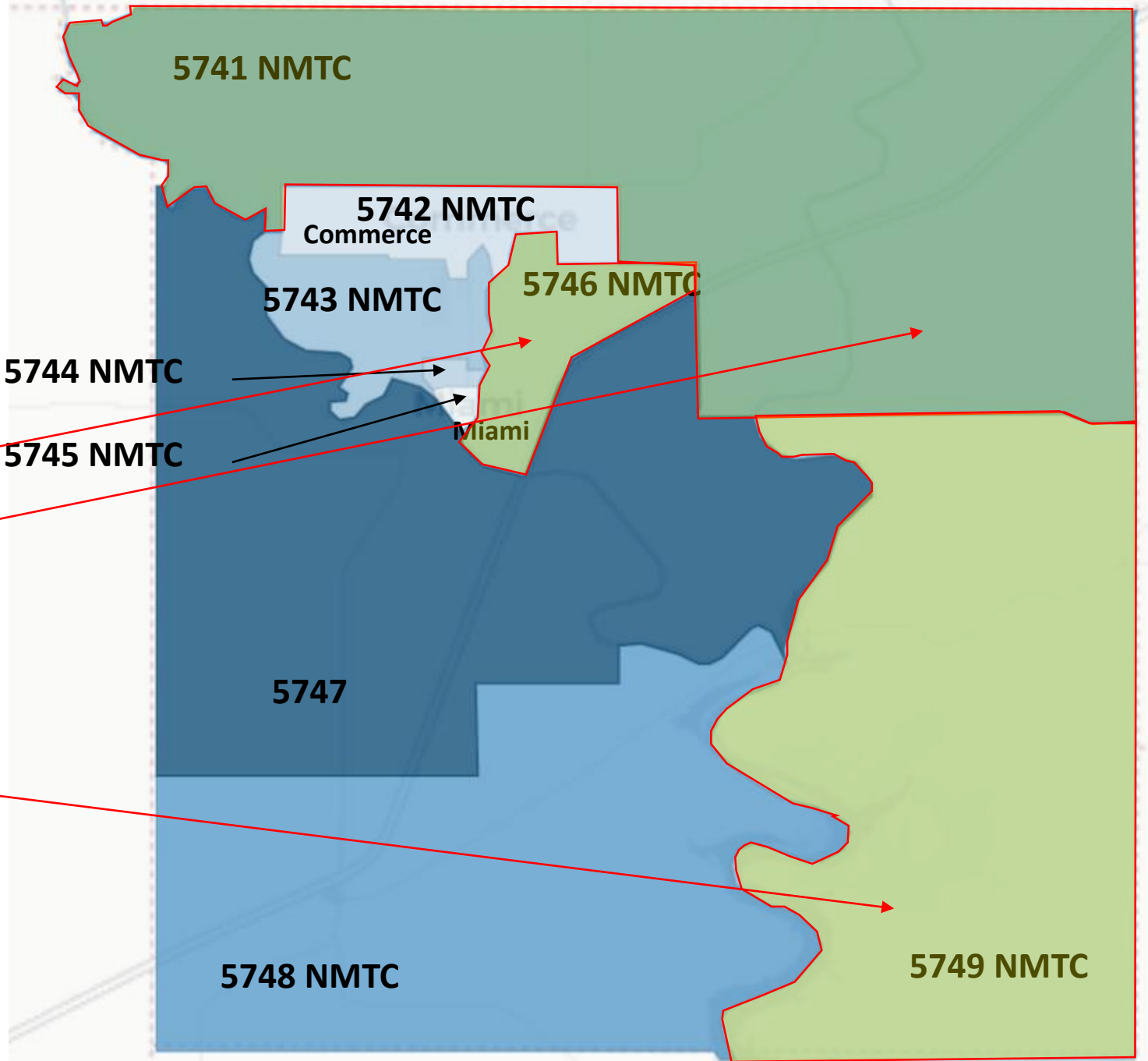
Government Contracting Advantages

Agencies of the U.S. federal government are required by the *HUBZone Empowerment Act* to:

- ✓ **Contract with HUBZone certified small businesses for more than 3% of their budget in the form of prime contracts to HUBZone firms.**
- ✓ The government has made some progress towards these goals but by and large remains below them.
- ✓ Locating in Ottawa County offers this competitive advantage for businesses who pursue federal contracting.

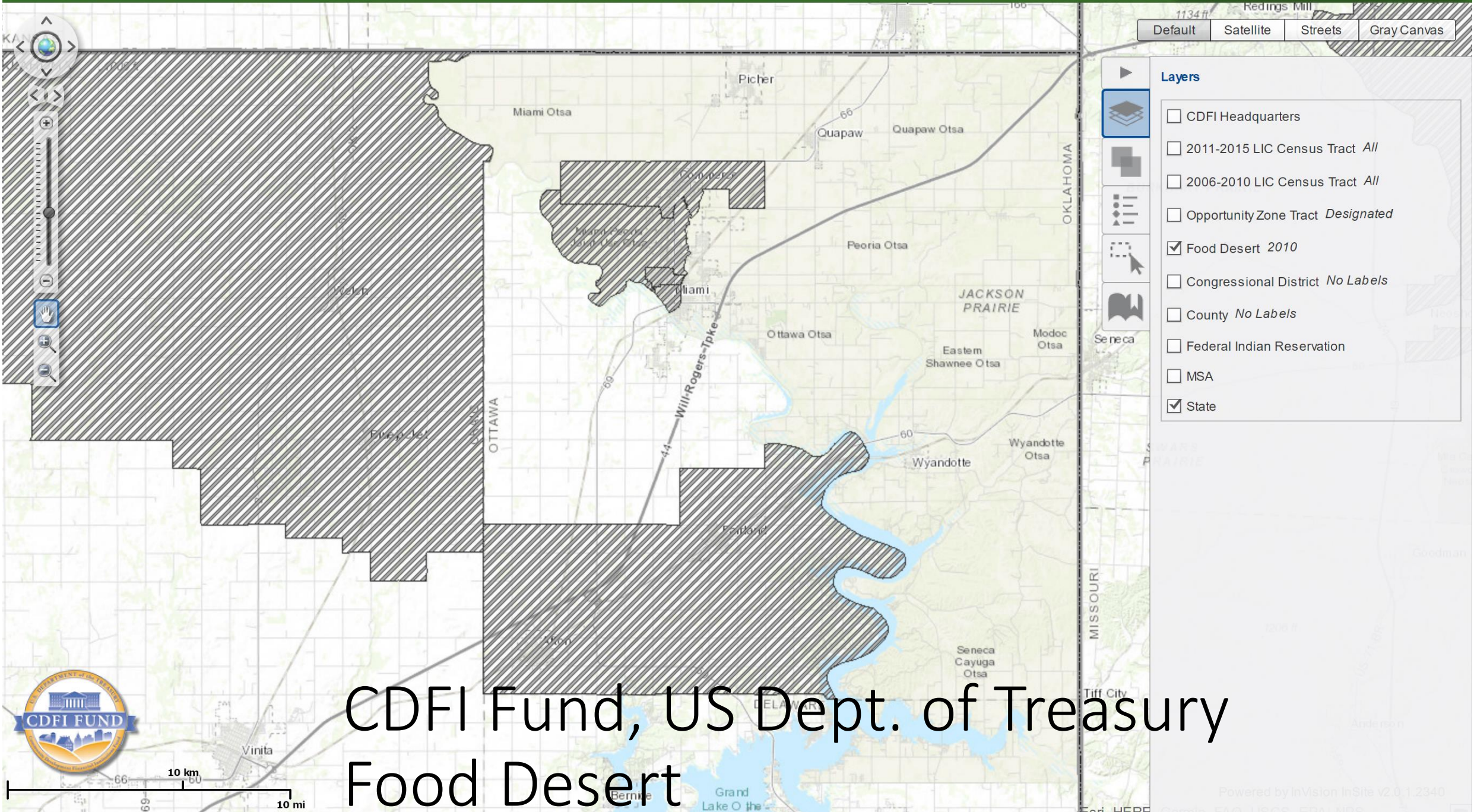
Ottawa County, OK Three Approved OZs

Opportunity Zone Census Tracts
Miami, OK
As submitted by the Governor.



5746
5741
5749

State Contact:
Jon Chiappe, Director, Research & Economic Analysis Services
Oklahoma Department of Commerce
405.815.5210



Default Satellite Streets Gray Canvas

Layers

- CDFI Headquarters
- 2011-2015 LIC Census Tract *All*
- 2006-2010 LIC Census Tract *All*
- Opportunity Zone Tract *Designated*
- Food Desert *2010*
- Congressional District *No Labels*
- County *No Labels*
- Federal Indian Reservation
- MSA
- State

CDFI Fund, US Dept. of Treasury
 Food Desert



10 km
 10 mi

Welcome to
MIAMI, OKLAHOMA





RLF History

- **Mid-1980s:** BF Goodrich Plant Closure
- **Today:** 8 RLFs - EDA, USDA, Rural Dev., CDBG, etc.
- **Portfolio:**
 - ✓ Mom & Pop/Service; Industrial Land, Buildings, Equipment
 - ✓ 30 Active Performing Loans; 3 Slow Pay/Behind; 3 Default
- **2016 to Date:**
 - ✓ Merged Chamber & ED Corp; Industrial Dev. Corp. Public Trust
 - ✓ Miami 2020: 3 Yr. Economic Development Strategy

Miami 2020 Economic Development Strategy

Strategies

Economic Development

Entrepreneurial Eco-System

Sense of Place & Signature Events

Implementation Action Plans

Competitive Advantages:
New Jobs & Investment

- Aggressive Marketing & Attraction of New Industry to Tell Our Story
- Business Retention & Expansion (BRE) to Keep & Grow Existing Industry
- Targeted Industry Roundtables & Public-Private Partnerships (P3s)
- Tribal Enterprise Partnerships
- Development Finance Expertise

Economic Gardening:
Grow Our Own

- New Chamber Headquarters
- Regional Collaboration Center
- Co-Working Hub & Incubator
- Strengthen Adult & Youth Leadership Programs
- CEO Program (Creating Entrepreneurial Opportunities)
- Young Professionals (YP) Group
- Strengthen Revolving Loan Fund Portfolio (\$2M Available to Loan)

Enhance Our Quality of Life

- Plan & Execute Year-round Chamber Signature Events
- Public Policy and Governmental Affairs Agenda & Goodwill Tour
- The Voice of Business
- Promote Live Local & Shop Local
- Create Value & Support Chamber Members
- Networking, Volunteerism & Community Involvement

Miami 2020 Economic Development Report Card

Strategies

**Economic
Development**

**Entrepreneurial
Eco-System**

**Sense of Place
& Signature Events**

Goals

Goal #1

To be recognized as a leading Chamber & Economic Development Organization in the State, Region and Nationally.

Goal #2

To support and serve small business & Entrepreneurs.

Goal #3

To be a thriving community with a "cool" factor that makes people want to stay.

Metrics

1. 250 Jobs Retained or New; Average Wage @ \$18/Hr.
2. \$10,000,000 New Investment; County Property Valuation Trend.
3. Active Projects; Site Visits; ODOC, JRP & Site Consultant Engagement.

1. Incubator Prgms & Svcs; NT Training.; 1M Cups Launch; Co-Work Tenants; 10 Active Start-ups.
2. 5 New Loans/Yr.; No Defaults; EDA.
3. CEO: Yr. 1 Planning; Yr. 2 Launch w 30.

1. #New Members, #Drops, \$Total Resource.
2. \$Sponsorships; Successful Events.
3. Leadership Classes; Pro-Business Policies; Elected Official Engagement; Priority Projects/Laws.

Marketing Our RLFs

Multiple Channels for Promotion



1. Key Relationships:

- Talk to Bankers; Quarterly Bankers Roundtable
- Partner & Collaborate w College & Career Tech
- City, County, Utilities
- Industry Leaders; Mfg. Extension Agents
- Regional (8-County) Economic Development Colleagues; EDA Regional COG
- SBDC & Others focused on Sm. Bus. & Entrepreneurs
- Public Policy – Educate & Inform Elected Officials

2. Credibility:

- ED Strategy | BRE Visits | Fundraising Pitch
- Development Finance Expertise: Incentives, HubZone, New Market TCs, Native American TCs, 3 Opportunity Zone Designations AND Revolving Loan Funds
- Included in all ED Proposals

3. New Energy & Opportunities:

- Miami Main Co-Working & Incubator
- MAYPros – Miami Area Young Professionals
- 1 Million Cups – Kauffman Foundation
- Leadership Miami & Youth Leadership
- CEO Program Planning (HS for Credit)
- Chamber of Commerce Channels
 - ✓ Weekly Newsletter & Other Widespread Marketing Collateral
 - ✓ Sponsorships at Chamber Signature Events
- Our Location is Funky, Hip & Cool; Very Creative Space; Route 66 Arts & Cultural District; MuralFest & Many Local Events & Festivals

Welcome to Miami Main

Chamber HQ | Co-Working | Incubator | Community Place



Q & A

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