



CLIENT: Tulsa Metro Chamber

BACKGROUND: The Tulsa Metro Chamber knew that “business as usual” wasn’t enough in the new millennium’s global economy so the metro chamber led creation of a plan to build a more competitive and globally integrated regional economic model. They mobilized private-sector business leaders to create a stronger and more regionally focused economic development program properly resourced to compete. In 2006, the ***Tulsa’s Future*** program was born, funded primarily by private sector funds with support from the City of Tulsa. It has since re-capitalized for a 2nd five-year cycle. The program included the creation of a Tulsa’s Future Oversight Committee comprised of executives from the area’s leading businesses. The Oversight Committee approves the annual economic development budget and program of work and monitors overall performance to ensure accountability.

RDG ROLE and RESULTS: RDG was retained to conduct a Concept Audit in July of 2010 and the findings were presented in early September. The chamber wanted the timetable for a new campaign to be condensed. RDG’s role in the ***Tulsa’s Future II*** hybrid campaign was to raise at least \$2 million in new revenue by increasing the pool of investors while chamber staff and Oversight Committee members focused on current investors.

By utilizing leadership hosted executive briefings and one-on-one solicitations, RDG helped ***TFII*** exceed the original campaign goals of \$12.5 million (\$2 million from at least forty new campaign prospects). In fact, RDG helped generate \$3,395,000 from sixty-one new investors (3 new Oversight Committee investors at \$65,000 annually). To date, this example of a true “team effort” hybrid campaign has raised over \$16.3 million.

LEGACY: Even during the economic challenges of the last 3 ½ years, ***Tulsa’s Future*** exceeded its stated goals for primary and secondary job growth from 2006 to 2010. ***Tulsa’s Future*** is truly a regional private/public partnership with 12 public sector investors (11 new) and is designed to promote the entire 18 county region of Northeast Oklahoma. The Tulsa Metro Chamber and the ***Tulsa’s Future*** program, with guidance from the Oversight Committee, is positioned to continue to compete for additional jobs and investment.

FOR MORE INFORMATION CONTACT:

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