

# STRATEGIC PLAN FOR A DOWNTOWN TULSA MANAGEMENT ORGANIZATION

## FREQUENTLY ASKED QUESTIONS

**The plan recommends the creation of a new Downtown Management Organization to deliver enhanced services to Downtown Stakeholders. What can a new organization accomplish that the current structure can't?**

Currently, the Downtown Coordinating Council serves as a recommending body to the Mayor, whereas the proposed Downtown Tulsa Partnership board will have a formal decision-making role. The Downtown Tulsa Partnership will have a contractual relationship with the City of Tulsa to establish a public-private partnership dedicated to supporting Downtown efforts. The ability to raise additional funds for enhanced services and events is only possible under this structure and it allows the organization to be more nimble and shift resources quickly to adapt to changing or new needs. Additionally, the proposed organization will be better positioned to advocate for the diverse needs of Downtown.

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**Are current Tulsa Stadium Improvement District (TSID) assessment rates going to increase with the implementation of a new Downtown Management Organization model?**

No. The implementation of this new Downtown Management Organization model will have no impact on the existing TSID, its assessment rate, or how those assessments are calculated annually. Per the Tulsa Stadium Improvement District Authorizing Resolution, the services portion of the assessment is adjusted annually for inflation based on the annual increase in the Consumer Price Index ("CPI"), capped at 4%. Any other assessment, such as the Core Overlay recommended by P.U.M.A. (the project consultants), would require approval and endorsement by a majority of participating property owners per the Oklahoma Improvement District Act.

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**Will we see more dollars spent in Downtown Tulsa for enhanced cleaning, beautification, and safety services?**

Yes. One of the major advantages of creating an independent nonprofit organization is the ability to raise additional funds through corporate and philanthropic sponsorships, voluntary memberships, and grants. The implementation of this new model also provides an opportunity to better define base-level services provided by the City of Tulsa, which over time can shift some costs for services currently paid for by TSID funds back to the City of Tulsa. The goal over the next five years will be to invest more TSID and private funds towards enhanced cleaning, beautification and safety services by diversifying revenue and better defining these base-level services.

**Will the boundary of the Tulsa Stadium Improvement District change because of these recommendations? Will TSID assessment funds be allocated or spent outside the existing boundary?**

No. Per the Tulsa Stadium Improvement District Authorizing Resolution, the boundaries of the district are defined on all sides by the Inner Dispersal Loop. All TSID assessment revenue is legally restricted to service provisions within this boundary, and that will not change.

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**Will property owners/TSID rate payers lose representation or administration over the TSID assessment revenue?**

No. The proposed nonprofit structure will switch the organization from its current structure as a recommending body of the Mayor to a self-governing board. To maximize accountability to ratepayers, the BID Advisory Board will be made up exclusively of Downtown property owners who pay annual TSID assessments. The BID Advisory Board will oversee the TSID budget and advise how assessment monies for supplemental services will be spent.

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**Will transparency be lost with a private non-profit organization managing the TSID services and assessments?**

No. TSID Assessment funds are classified as public dollars and a management contract between the new DMO and the City of Tulsa will outline reporting requirements. As referenced above, the BID Advisory Board will oversee the TSID budget allocation. Additionally, accountability, trust and transparency will be of utmost importance and the new organization will conduct annual audits, prepare IRS 990 financial disclosure reports, and release an annual report to Downtown stakeholders to ensure transparency and trust is maintained.

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**How is this structure different from previous Downtown Management Organizations in Tulsa?**

This strategic planning process provided a better understanding of the many economic, social and political forces shaping Downtown Tulsa by seeking input from a wide variety of Downtown stakeholders. The recommendations are rooted in the needs of Downtown Tulsa today, align with the vision for the future of Downtown Tulsa, and are influenced by national best practices. This nearly year-long process explored the history of downtown management in Tulsa and the recommended governance structures seek to be more representative of Downtown's ownership and stakeholder interests and incorporate the best parts of prior local models.