



How Communities Can Attract Businesses: Parks Making the Case for Quality of Life

Oklahoma City
May 16 - 18, 2018

Agenda

Wednesday, May 16

5:30pm – 7:30pm **Welcome Reception** at Crystal Bridge, Myriad Botanical Gardens (301 W. Reno Ave)

Thursday, May 17

8:15am Bus departs Skirvin Hotel

8:30am - 9:00am **Breakfast** at OKC Boathouse District - Devon Boathouse (725 S Lincoln Blvd)

9:00am **Welcome Session**

- Speakers: Barbara Tulipane - CEO, NRPA | Doug Kupper - Director, OKC Parks and Recreation Department

9:00am - 9:45am **Panel: The Oklahoma City Story**

- Speakers: Former Mayor Mick Cornett and City Manager Jim Couch

9:45am - 10:15am **Q&A and Discussion: How Would I Apply These Lessons Back Home?**

10:30am - 12:30pm **Interactive Boat Tours: MAPS Past, Present, and Future** at Regatta Park/Bricktown Landing, South Canal Terminus

12:30pm Bus pick-up at Centennial Land Run Monument

12:45pm - 2:00pm **Lunch** at Civic Center Music Hall, Meinder Hall of Mirrors (201 N Walker Ave)

2:00pm - 3:00pm **Panel: Business Leaders Speak: How the Private Sector Views Quality of Life Investments**

- Moderator: Nancy Anthony - Executive Director, Oklahoma City Community Foundation
- Speakers: David Rainbolt - Executive Chairman, Bancfirst | Roy Williams - CEO, Greater Oklahoma City Chamber of Commerce | Tom McDaniel - President, American Fidelity Foundation

3:00pm - 3:30pm **Q&A and Discussion: Messages That Resonate With Business Leaders**

3:30pm - 4:30pm Optional walking tour of downtown OKC

5:00pm - 7:00pm **Evening Reception** at Civic Center Music Hall (201 N Walker Ave)



Friday May 18

8:15am	Bus departs Skirvin Hotel
8:30am - 9:30am	Breakfast at OKC Boathouse District – Chesapeake Boathouse (725 S Lincoln)
9:30am - 12:00pm	Panel: National Perspectives and Lessons from Other Communities
9:30am - 9:45am	Session: Parks and Quality of Life <ul style="list-style-type: none">• Speaker: Terry Clower, Ph.D., Professor of Public Policy and Director, Center for Regional Analysis, George Mason University (GMU) Mark White, Ph.D., Deputy Director, Center for Regional Analysis, GMU
9:45am - 10:30am	Moderated Panel: Community Perspectives on Business Retention/Attraction <ul style="list-style-type: none">• Moderator: Terry Clower, Professor of Public Policy, George Mason University• Speakers: Jessica Heer – Senior Vice President, Talent Attraction, Say Yes to Dallas Michael Clark - Director, Roanoke Parks and Recreation Pete Eshelmen - Director of Outdoor Branding, Roanoke Regional Partnership Andy Shapiro - Corporate Location Advisory expert; Managing Director, Biggins Lacy Shapiro & Co
10:30am - 10:45am	Break
10:45am - 12:00pm	Group Discussion/Breakouts: Making the Case for Parks as a Business Retention Strategy - Innovative funding streams, policy changes, and novel partnerships
12:00pm -1:00pm	Lunches (boxed)
12:15pm	Bus departs Chesapeake Boathouse for Skirvin Hotel (for those not participating in optional activity)
1:00pm - 4:00pm	Optional Afternoon Activity: Riversport Adventure Center (800 Riversport Dr) <ul style="list-style-type: none">• Activities: Whitewater rafting, kayaking, and more