



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

Oklahoma City
May 16 - 18, 2018

Draft Agenda

Wednesday, May 16

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

Thursday, May 17

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: Mayor Mick Cornett and Mayor-Elect David Holt

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

10:30am - 12:30pm **Interactive Tours: MAPS Past, Present, and Future**

12:30pm - 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)



The City of
OKLAHOMA CITY
Parks and Recreation Department



Friday May 18

- 8:30am - 9:30am Breakfast at OKC Boathouse District - Devon Boathouse (725 S Lincoln Blvd)
- 9:30am - 12:00pm **Panel: National Perspectives and Lessons from Other Communities**
- 9:30am – 9:45am **Session: Parks and Quality of Life**
- Speaker: Terry Clower - George Mason University
- 9:45am – 10:30am **Moderated Panel: Community Perspectives on Business Retention/Attraction**
- Moderator: Terry Clower, Professor of Public Policy, George Mason University
 - Speakers: Jessica Heer - 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 Lunch
- 1:00pm - 4:00pm **Optional Afternoon Activity: Riversport Adventure Center (800 Riversport Dr)**
- Activities: Whitewater rafting, kayaking, and more)